


FOR A BETTER FUTURE FOR THE MORNINGTON PENINSULA

COMMITTEE FOR
MORNINGTON PENINSULA

ANNUAL REPORT 2020/21



COMMITTEE FOR
MORNINGTON PENINSULA



WE ALL LOVE LIVING AND
WORKING ON THE PENINSULA.
OUR FUTURE CENTRES ON
CREATING OPPORTUNITIES
AND THE BEST LIVING CONDITIONS
FOR EVERY GENERATION.
TO MEET THIS NEED, WE CAN
AND MUST DO A BETTER JOB
AT ATTRACTING STATE AND
FEDERAL GOVERNMENT FUNDING
SUPPORT, POLICY ATTENTION AND
SUSTAINABLE INVESTMENT.

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MESSAGE FROM THE CHAIR

AS I FINISH MY FIRST YEAR AS CFMP PRESIDENT, I REFLECT ON THE YEAR THAT WAS. THE PAST 12 MONTHS HAS TESTED EACH OF US THROUGH THE ONGOING IMPACTS OF COVID-19 ON OUR COMMUNITY, FAMILIES AND BUSINESSES. I AM PLEASED TO NOW NOTICE RETURNING COMMUNITY OPTIMISM AS WE WELCOME BACK GREATER FREEDOMS AMID HIGH VACCINATION RATES AND AN EXPECTANTLY BUSY TOURISM SEASON AHEAD.

One of the founding pillars of the Committee for Mornington Peninsula was securing regional designation and access to commensurate support for the Peninsula. Whilst we had been active in our communication with stakeholders about this issue pre-COVID, it quickly became the focal point of many in our community, with the Mornington Peninsula being considered part of Metropolitan Melbourne during the lockdowns. Our community faced the impact of metropolitan lockdowns, re-openings and further snap lockdowns that have taken their toll on many business-owners, which saw many of our businesses closed for months.

During this past year, we refined this founding pillar of securing regional designation to Addressing Disadvantage, which we felt encompasses not only the effects of the metropolitan lockdowns on our community, but also the long-standing funding and policy disparity of social and economic outcomes on the Mornington Peninsula, compared with both our metropolitan and regional Victorian counterparts.

Although regional by nature, the entire Mornington Peninsula forms part of Metropolitan Melbourne. This means that our residents and businesses face all the challenges of a regional community, with few regionally specific supports. This is compounded by our community traditionally struggling to gain access to state metropolitan funding programs and services, despite paying metropolitan taxes and charges. To explore this issue further and create an evidence base for



our advocacy to government, we commissioned Urban Enterprise to undertake the forthcoming Mornington Peninsula Economic Disadvantage Report, in conjunction with our funding partner, Australian Unity.

The CfMP has been actively engaging with ministerial offices in the Victorian Government, as well as the Victorian Shadow Cabinet, along with our local State and Federal representatives and the Mornington Peninsula Shire Council, to provide them with the key report findings. We acknowledge many of our members who also attended an advance briefing, and look forward to officially launching the report early next year as we continue our advocacy on this foundational local issue into the forthcoming state and federal elections in 2022.

Throughout this year, we have continued our collaboration with other local stakeholder groups to identify and promote priority projects and ideas to all levels of government. We have strengthened our relationship with our local Councillors and Council CEO, and worked closely with our neighbours in the Committee for Greater Frankston to advocate for improved public transport connectivity to the Mornington Peninsula through the proposed Frankston Rail Extension.

We have consistently raised the profile of the CfMP through regular social and traditional media contributions and wider community engagement to ensure our strategic objectives for the Peninsula remain going concerns.

With the challenges faced by many during this time, I commend our Board and Executive Officer for their support, knowledge-sharing and camaraderie shown throughout the year. Many of our planned events became online events, but were still well attended and provided the connection and brainstorming sessions we needed at the time.

In January, we farewelled our Founding President, the Hon Bruce Billson, and congratulated him on his new

role as Australia's Small Business and Family Enterprise Ombudsman. It was Bruce who instigated the Committee for Mornington Peninsula by gathering a small group of likeminded local businesspeople in December 2018 to create an independent community advocacy organisation that would work together to improve the social and economic outcomes of the Mornington Peninsula. We thank Bruce for all he has done for the Committee for Mornington Peninsula and our wider Peninsula community.

In April, we welcomed Zoe McKenzie to the Board. Zoe brings a wealth of experience and understanding across a range of important policy areas, as well as active government connections to help the CfMP gain traction with key decision-makers in our strategic objectives.

In August, we farewelled our Founding Board Member, Tracey Cooper, and sincerely thank her for her valuable contributions over the past two years. We now wish her well in her new and exciting role as Chairman of the Southern Metropolitan Partnership.

I would also like to thank my fellow Board Directors for their support over 2020-21: Vice-President, Matt McDonald; Treasurer and Secretary, Brandon Tilley; Chris Procter and Jackie Prossor, and our Executive Officer, Briony Hutton, who all give extraordinary amounts of time and energy to help make the CfMP a success.

I also wish to thank our valued members for their contribution to engaging policy discussions and gatherings over the past year, and for their important ongoing financial support, which enables our advocacy work for a better future for the Mornington Peninsula.

I look forward to continuing and building on our efforts as we enter our third year in 2022 of the CfMP.

Shannon Smit

President, Committee for Mornington Peninsula



WHO WE ARE

COMMITTEE FOR MORNINGTON PENINSULA INC (CFMP) IS AN APOLITICAL, NOT-FOR-PROFIT, MEMBER-BASED ORGANISATION THAT IS COMMITTED LEADING AND INFLUENCING LONG-TERM OUTCOMES AND CONTRIBUTING TO OUR STRATEGIC OBJECTIVES FOR THE MORNINGTON PENINSULA.

We all love living and working on the Peninsula. Our future centres on creating opportunities and the best living conditions for every generation. To meet this need, we can and must do a better job at attracting state and federal government funding support, policy attention and sustainable investment.

Whilst not immediately evident to all, there are very real social and economic challenges our community faces, and it is only with all of us bringing our best contribution, forward can we hope to be front-of-mind with decision makers to secure positive action and see these challenges addressed.

CfMP works beyond electoral cycles and partisan politics with the aim of enhancing the social, economic and environmental sustainability to improve the liveability, growth and sustainability of the region.

THINKING AHEAD:

Our approach is to be future-focused and research and evidence-based to ensure our work is strongly directed at driving, developing and safeguarding the future prosperity and sustainability of the Mornington Peninsula.

INFLUENCE:

As an independent, membership-based organisation we work collaboratively with stakeholders, opinion leaders, influencers and policy makers to support our municipality's development.

LEADERSHIP:

It is our intent to have a membership base of local, national and international organisations and individuals who set aside commercial gain, sectoral interests and personal perspectives to provide a united voice on the issues facing the Mornington Peninsula.

Informed by the insights, experiences and input of our diverse membership and affiliate NfP organisations, the Committee will add research, policy insights and analysis to articulate a clear vision for the region, thought leadership for key areas of initiative and evidence-based advocacy in support of the Mornington Peninsula and CfMP objectives.

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

CfMP works to bring together community and business-minded people on the 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.





BOARD MEMBERS



SHANNON SMIT

President

Shannon is Director of SMART Business Solutions, which under her leadership has become the Mornington Peninsula's most awarded accounting firm, with a reputation for working proactively with clients to help them manage their tax obligations and grow their wealth. Shannon has also owned several successful businesses and property developments, so she understands the challenges business owners face.

Shannon's career has spanned global firms in New York, Prague, Amsterdam and Melbourne, before she settled back on the Peninsula and set up SMART Business Solutions in 2007. She wanted to give local business owners access an advisor with extensive global expertise, without having to travel to the city. On weekends, you'll find her organising fundraising events for her children's school or sporting clubs.



MATT MCDONALD

Vice-President

Matt is the Chief Executive Officer of Searoad Ferries, Australia's busiest car and passenger ferry service, operating between Queenscliff and Sorrento.

Matt has expertise and experience in strategic planning, business development, marketing and communications. Matt holds a Masters of Business Administration, is a qualified Ships Master and Marine Biologist and was previously captain of Luxury Super Yachts.

Through his time at Searoad Ferries, Matt has transformed the once traditional transport business into a flourishing tourism operation which transports over 800,000 passengers per year.



BRANDON TILLEY

Treasurer

Brandon Tilley is a chartered accountant at Deloitte. Brandon has spent his life on the Mornington Peninsula and upon completion of his tertiary studies leapt at the opportunity to work at a leading local accounting firm before taking up the opportunity to work in Melbourne for a few years.

Brandon holds great excitement for the future for the Mornington Peninsula and is eager to work with key stakeholders to ensure the region prospers for the next generation. Outside of work, Brandon can be found enjoying local football, skiing and indulging his brain in a sudoku puzzle on the weekends.



CHRIS PROCTER

Board Member

Chris is the past Chief Executive Officer of Sealite, an international designer and manufacturer of marine and aviation navigation aids. The company is headquartered in Somerville and has manufacturing and office locations in the United States, United Kingdom and Singapore.

Chris is also Vice-President of the Industrial Members Committee of IALA, an international organization responsible for the guidelines and recommendations of international maritime navigation to ensure that movements of vessels are safe, expeditious and cost effective, whilst protecting the environment.

A Mornington Peninsula resident for more than 20 years, Chris holds a Bachelor of Science from Melbourne University and a Masters of Marketing.



JACKIE PROSSOR

Board Member

Jackie Prossor is the Director of Prossor Town Planning, a professional planning consultancy specialising in technical planning advice and projects.

Jackie has a Masters of Social Science, Planning & Environment and over 20 years of planning experience in both local government and as a private planning consultant. With extensive knowledge of legislation and planning schemes, Jackie is an experienced negotiator for planning outcomes and strategy development.

Highly engaged across the both the Mornington Peninsula and Melbourne business community, Jackie has built a strong professional network, reflective of the success she has delivered for her clients.



ZOE MCKENZIE

Board Member

Zoe is Principal of Trade and Investment Advisory, a firm which advises Australian and international entities on their market expansion into Australia or into one of Australia's current or future Free Trade Agreement partners.

Prior to this role, Zoe was Chief of Staff to the Trade, Investment and Tourism Minister, where she worked on the China, Japan, South Korea and Singaporean trade deals, as well as the Trans Pacific Partnership and lead-in work on future Free Trade Agreements with Europe and Indonesia. She has also held policy development roles in education, the arts and the law.

Before working in government, Zoe practised as a commercial lawyer in one of Australia's largest law firms, and was a strategic adviser to the CEO of a major professional services firm.

Zoe is a board member of the Australia Council for the Arts, the NBN and the University of Melbourne Humanities Foundation. She is also an Advisory Board member of the National Careers Institute, French Australian Chamber of Commerce, the Australian British Chamber of Commerce Trade Policy Sub-Committee, the Screen Producers Export Advisory Board.

Zoe joined CfMP Board in May 2021, filling the vacancy left by Hon Bruce Billson upon his appointment as Australia's Small Business and Family Enterprise Ombudsman.



BRIONY HUTTON

Executive Officer

As a lifelong local resident, Briony understands the unique environment of the Mornington Peninsula, has lived the issues many locals face and is committed to securing the best possible outcomes from all levels of government for the Peninsula.

Briony has previously worked for the Federal Member for Flinders as an electorate officer supporting local residents and as an administrative assistant and assistant policy adviser for the Minister for Health in Canberra.

Briony also works part-time as a Business Development Executive at a local nursing agency, and as a musician in her own small business where she sings at weddings and venues across the Peninsula.

Briony holds a Bachelor of Environmental Science with Honours from Deakin University.

Briony was appointed Executive Officer of CfMP in January 2021.



REGIONAL SNAPSHOT

THE MORNINGTON PENINSULA IS A DIVERSE REGION THAT ENCOMPASSES OVER 30 TOWNSHIPS, STRETCHING FROM SOMERVILLE AND MOUNT ELIZA IN THE NORTH, AND EXTENDING TO THE SOUTHERNMOST LOCATIONS OF FLINDERS, CAPE SCHANCK AND PORTSEA. THE PICTURESQUE REGION RECEIVES A SEASONAL INFLUX OF VISITORS WHO ENJOY ITS FAMOUS BEACHES, GOLF COURSES, VINEYARDS AND OTHER WORLD-CLASS ATTRACTIONS. IT IS ALSO THE SECOND MOST VALUABLE AGRICULTURAL REGION IN THE STATE, PRODUCING A VERY HIGH-QUALITY PRODUCT AND A SIGNIFICANT PORTION OF THE TOTAL WEALTH GENERATED FROM VICTORIAN AGRICULTURE.

Mornington Peninsula residents are employed across various industries, the largest of which are construction, health care, retail, education services, hospitality and manufacturing sectors. The economic structure of the region can make it susceptible to significant harm during periods of downturn or lockdown. A key economic objectives of CfMP is to deepen and diversify the local economy and the employment opportunities and livelihoods it is capable of supporting.

Most visitors to the region are not aware of the unique challenges and under-investment in basic services that residents of the Mornington Peninsula face.

Key socio-economic indicators highlight the extent of challenges, and the joys associated with living on and visiting the Peninsula are not in reach of all local residents.

The statistical profile of the Mornington Peninsula, the challenging reality many citizens face, and the social challenges in a number of our communities motivate the shared belief that we can do better as a region for all our residents.



STRATEGIC PLAN 2019-2022

OUR VISION

The vision of 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 Mornington Peninsula 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.

COLLABORATE

INNOVATE

ADVOCATE



STRATEGIC OBJECTIVES



ADDRESSING DISADVANTAGE

Regional Victoria has access to a wide range of Victorian Government initiatives through agencies such as Regional Development Victoria. These include reductions in payroll tax, land tax and access to the \$500m Regional Jobs and Infrastructure Fund to assist overcoming the challenges that come with living and working outside of urban areas.

Although regional by nature, the entire Mornington Peninsula forms part of Metropolitan Melbourne. This means our residents and businesses face all the challenges of a regional community, with none of the regionally-specific supports.

THE COMMITTEE FOR MORNINGTON PENINSULA WILL:

- Continue to advocate to government at all levels to adequately support Mornington Peninsula businesses in the COVID recovery;
- Advocate to state and federal governments for further investment into the Mornington Peninsula to reduce the current disparity in public investment between the Peninsula and neighbouring municipalities;
- 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;
- 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; and
- Maintain a record of favourable policy decisions and funding announcements that benefit comparable 'regional' communities and were not made available to the Mornington Peninsula.



IMPROVING ACCESSIBILITY

The Mornington Peninsula faces significant transport infrastructure challenges. In fact, our region has the lowest access to public transport facilities within Metropolitan Melbourne. This impacts our community by inhibiting access to educational services, jobs and visitor connections to the region.

THE COMMITTEE FOR MORNINGTON PENINSULA WILL:

- Advocate for improved public transport options, so that locals can catch a bus or a train to work or school in a timely manner.
- Support the staged electrification and duplication of the existing rail line from Frankston to Baxter as the first stage, including a commuter park and ride and transit interchange at Baxter Station, to connect to a Mornington Peninsula bus network with improved route efficiencies and frequencies. Support freight rail connections from the Stony Point Line to the Cranbourne Line. Support subsequent train line extensions from Baxter to Hastings and Baxter to Mornington.
- Seek government action to improve mobile reception and NBN coverage to enable effective local business operations and facilitate studying and working from home arrangements.
- 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. Pursue the development of infrastructure to enable Class A recycled water to be affordably available to support the region's agricultural production.



LAND FOR LIVELIHOODS

It is uncontested that there is a scarcity of developable industrial land on the Mornington Peninsula and that this is impeding investment, economic and employment opportunities.

The Port of Hastings Development Strategy identified about 400 hectares of the 3,500 hectares of currently zoned Port-Related Special Use industrial land that has been set aside for Port-dependent uses, which are excess to any conceivable Port requirement.

We envisage a very exciting and much-needed pathway to sustainable jobs growth and economic opportunity that can be pursued in an environmentally-conscious way, utilising current Port-Related Special Use industrially-zoned land, repurposed to support sectors where our region has considerable competitive advantage.

There remain a number of long-standing impediments to agritourism and hospitality businesses in the Mornington Peninsula Green Wedge, particularly in relation to compliance action on legitimate business activities. The Committee is of the view that local government, working in conjunction with state government and local businesses can ensure both a protected Mornington Peninsula Green Wedge and support a thriving world-class local production and hospitality business community.

THE COMMITTEE FOR MORNINGTON PENINSULA WILL:

- Encourage resourceful uses of currently zoned industrial and commercial land to maximise planning efficiencies;
- 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;
- 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;
- Encourage greater certainty and predictability around the land-use planning approvals process to encourage investment; and
- Work with Council to identify and proactively support job-creating investment opportunities in our municipality.



LIFELONG LEARNING

While parts of the Mornington Peninsula report unemployment levels significantly higher than the state average, businesses often have challenges in recruiting and retaining staff to support their operations.

The vision of CfMP is to assist in bridging this divide by improving access to training and education that supports sustainable local jobs, Peninsula-based careers and the local economy.

THE COMMITTEE FOR MORNINGTON PENINSULA WILL:

- 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;
- Identify local skills shortages and partner with local employers to find creative training pathways for jobseekers to fill these gaps;
- 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;
- 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; and
- Pursue living away from home benefits for local students forced to leave the Peninsula to access training and higher education opportunities, which involves greater travel distances than students from neighbouring municipalities that are designated as 'regional'.



ENGAGED COMMUNITY

To ensure the Committee for Mornington Peninsula's ongoing organisational success, we will continue to foster relationships with our elected representatives, stay top of mind for decision-makers through ongoing advocacy on issues relating to our strategic objectives, and give our members regular and meaningful input into the policy formation that informs our advocacy operations.

THE COMMITTEE FOR MORNINGTON PENINSULA WILL:

- Encourage support from the local business community through targeted and compelling membership value and effective communication. Actively engage with our members and the community online and through holding regular meetings and events;
- Nurture partnerships and collaborator relationships to ensure the CfMP is established and remains a going concern;
- Identify new funding streams and sources of revenue to support a diversified income base that enables expanded CfMP activity and impact;
- 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; and
- Forge and sustain key alliances to support the pursuit of CfMP's mission.

2020-21 PROGRESS REPORT

LAND FOR LIVELIHOODS

- Continued supporting Peninsula businesses and community throughout the COVID impact and recovery through regular advocacy to all levels of government
- Lodged submission to the Victorian Government's Green Wedge & Agricultural Lands Review, contributing to State Government's consultation
- Lodged submission to Mornington Peninsula Shire Council in response to its Industrial Land Use & Infrastructure Assessment and Rezoning Strategy, contributing to Council's consultation
- Created inaugural Land for Livelihoods Member Roundtable and undertook five meetings to develop a draft action plan to guide CfMP advocacy
- Undertook a series of meetings with members and invested parties regarding the impacts of COVID restrictions, including adequacy of business support; as well as post-COVID 19 economic activity including limited access to staff; access to training; limited access to public transport and affordable housing
- Held meetings with MPSC to advocate for streamlined planning approvals for small business and raise concerns with proposed C219morn planning scheme amendment

IMPROVING ACCESSIBILITY

- Surveyed members to seek CfMP contribution to Victoria's updated draft 30-year Infrastructure Strategy
- Held regular meetings with Committee for Greater Frankston regarding Frankston Rail Extension advocacy, including joint briefing for MPSC and regular Councillor meetings
- Advocated to Federal and State Government representatives for improved public transport accessibility on the Mornington Peninsula
- Called public attention to the absence of any recommendations for significant improvements to public transport for the Mornington Peninsula in Victoria's Infrastructure Strategy 2021-2051

ADDRESSING DISADVANTAGE

- Formulated and published a response to the Federal Budget 2020-21
- Formulated and published a response to the State Budget 2020-21
- Lodged a submission to the draft Council Budget 2020-21 and presented to the Mornington Peninsula Shire Council
- Created inaugural Addressing Disadvantage Member Roundtable and undertook four meetings to develop a draft action plan to guide CfMP advocacy
- Collaborated with Mornington Peninsula Foundation to address real disadvantage in key areas around the Peninsula
- Actively campaigned to highlight the social and economic disparity of the Metropolitan Melbourne lockdowns on the Mornington Peninsula, including regular local and state media contributions and online community engagement
- Conducted member surveys and publicly called for urgent business support throughout Melbourne lockdowns
- Continued the activation of community support for exploring a 'regional designation' for the Mornington Peninsula
- Commissioned Urban Enterprise to prepare the Mornington Peninsula Economic Disadvantage Study, identifying the social and economic implications associated with the Mornington Peninsula's current regional designation
- Conducted multiple briefings on draft Mornington Peninsula Economic Disadvantage Report, including for: MPSC Councillors and officers, State Members for Hastings, Mornington and Eastern Victoria, Federal Member for Flinders, multiple Victorian Shadow Ministers and several Victorian Government ministerial offices
- Undertook preparations for delivering a 12-week campaign to create community and stakeholder awareness of the outcomes of the Mornington Peninsula Economic Disadvantage Study, to commence in January 2022

LIFELONG LEARNING

- Worked with local, state and national entities on building adequate education and training opportunities to keep Mornington Peninsula residents living and working locally
- Held roundtable policy discussions on opportunities to better utilise existing tertiary training facility at Rosebud and foster school and industry linkages

ENGAGED COMMUNITY

- Initiated regular member newsletter communications
- Continued a strong online, public and media presence
- Hosted a well-attended members briefing and networking event at Crittenden Estate - launch of CfMP Post-Covid Plan for the Peninsula
- Hosted an event to introduce new MPSC Councillors to the CfMP at Jetty Road Brewery.
- Partnered with Toorak College to present an online event with Turia Pitt as part of International Women's Day
- Undertook planning for the delivery of the Mornington Peninsula Future Forum with Local, State and Federal Government representatives in early 2022
- Held regular CfMP members breakfast/virtual lunch meetings throughout 2021
- Held nine member policy roundtable meetings - in-person and online
- Held a series of individual member briefings - in-person and online
- Formally joined Australia and New Zealand Committees for Cities and Regions Network (C4 Network), attending two bi-annual meetings and engaging with state and government representatives, networking with other 'Committees For' groups and contributing to media statements.
- Led the development of joint Victorian C4 Network public statement to call for a long-term Covid readiness plan from the Victorian Government.

GOVERNANCE

The CfMP Committee of Management held ten Committee of Management meetings over 2020/21, chaired by President, Shannon Smit.

We farewelled our Founding President, Hon Bruce Billson, in January 2021, due to his subsequent appointment as Australia's Small Business and Family Enterprise Ombudsman. We appointed Briony Hutton as Executive Officer (p/t) in January 2021. We invited Zoe McKenzie to join the Committee of Management in April 2021. We farewelled Founding Board Member, Tracey Cooper, in August 2021, ahead of her subsequent appointment as Chairman of the Southern Metropolitan Partnership.

Continuing Board Members still serving include President, Shannon Smit, Vice-President, Matt McDonald, Treasurer, Brandon Tilley and general members, Chris Procter and Jackie Prossor.

We are pleased to Report that we have maintained a strong membership base and ensured financial viability of the CfMP. We unconditionally audited our 2020-21 annual accounts through the generous in-kind services of Burke & Bond Partners in Hastings.

COMMITTEE MEMBERS	NUMBER OF ELIGIBLE TO ATTEND	NUMBER ATTENDED
Hon Bruce Billson	6	4
Shannon Smit	10	9
Matt McDonald	10	10
Brandon Tilley	10	9
Tracey Cooper	10	8
Chris Proctor	10	10
Jackie Prossor	10	10
Zoe McKenzie	3	3

MEDIA SNAPSHOT

We maintained a strong website, social and traditional media presence throughout 2021, contributing to various print and digital media, radio and TV segments to promote the strategic objectives of the CfMP.

14/02/21 MORNINGTON PENINSULA TRADERS “WIPED OUT” BY LAST MINUTE SHUT DOWN

Herald Sun South East Leader

Mornington Peninsula traders “wiped out” by last minute shut down

Tensions over the Mornington Peninsula's metropolitan status have flared again as traders count the cost of losing a bumper weekend to lockdown.

Lucy Callander

@LucyKCallander 2 min read February 14, 2021 - 8:00AM Mornington Peninsula Leader

0 comments



Greg O'Donoghue has been forced to close Green Olive at Red Hill for a third time. Picture: Ian Currie
<https://www.3act63.com.au/leader/with-east/mornington-peninsula-traders-wiped-out-by-last-minute-shut-down/news-story/5c10711b174929a6739362306134>

24/05/21 BUSINESS GROUP WANTS MORE SPENDING TO COPE WITH GROWTH

Mornington Peninsula News Group



Home » Council Watch » Business group wants more spending to cope with growth

COUNCIL WATCH

Business group wants more spending to cope with growth

BY STEPHEN TAYLOR - MAY 24, 2021 - UPDATED: MAY 26, 2021 0 NO COMMENTS 3 MINS READ

MORNINGTON Peninsula Shire Council is not allocating enough resources to cope with demand for services from population growth, according to the lobby group Committee for Mornington Peninsula.

The group's assessment of the council's proposed 2021-22 budget acknowledges that the shire's our community, our connectivity, our prosperity and our wellbeing strategy is "synergetic with [our] strategic objectives in addressing disadvantage, improving accessibility, land for livelihoods and lifelong learning".

The committee welcomed the council's \$10 million COVID-19 recovery package, particularly \$2.2 million to fast track capital works for infrastructure and community connections; \$2 million for business support, community recovery, events, youth and social services, and \$125,000 to expedite rezoning for a Mornington Peninsula Technology Park.

21/05/21 RESPONSE TO FEDERAL BUDGET ON THE MORNINGTON PENINSULA



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Response to Federal Budget 2021-22 on the Mornington Peninsula

21 May 2021

The Committee for Mornington Peninsula welcomes the funding commitments in the 2021-22 Federal Budget that will benefit the Mornington Peninsula.

To help Mornington Peninsula communities recover from the economic effects of the pandemic, the CFMP is pleased that around 54,900 taxpayers on the Mornington Peninsula are expected to benefit from up to \$2,745 tax relief this year, which will stimulate our local economy and support local jobs.

The CFMP is pleased to see more support for local businesses on the Mornington Peninsula to adequately support our local economy in the ongoing COVID recovery after a year of record job losses. Initiatives include the extended instant asset write-off, which will apply to around 26,400 local businesses; the extended loss carry-back measure, which will be available to around 7,300 local businesses; and the continuation of the tax-free cashflow boost.

Considering the construction industry is the third-largest employer on the Mornington Peninsula, employing 7,224 individuals as at January 2021, the CFMP is pleased to see specific support for apprentices on the Mornington Peninsula through expanded wage subsidies as part of this Budget.

As one of the major barriers Mornington Peninsula residents face is access to local jobs training, the CFMP welcomes the expansion of the JobTrainer Fund to upskill local jobseekers and young people to make their next career move.

25/05/21 RESPONSE TO FOURTH ROUND OF RESTRICTIONS FOR MORNINGTON PENINSULA



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Response to Fourth Round of Restrictions for Mornington Peninsula

The Committee for Mornington Peninsula was disappointed that today's announcement by the Acting Victorian Premier of a fourth round of restrictions for metropolitan Melbourne once again included the Mornington Peninsula.

The CFMP acknowledges the health risk to those Melbournians who are currently infected with COVID-19 and recognises that a swift public health response is necessary to control the spread of the virus.

We also acknowledge that at this stage, there are no additional restrictions for workplaces or businesses beyond the compulsory wearing of masks.

We remain concerned however that the Mornington Peninsula is subject to the same restrictions as the city and surrounding areas due to a cluster of confirmed COVID-19 cases and listed exposure sites in and north of Melbourne.

We are of the enduring view that the current division between metropolitan Melbourne and regional Victoria is not well informed for the purposes of imposing public health directives and that the Victorian Government should take a more nuanced approach.

From our northernmost to our southernmost township, the Mornington Peninsula is 60km - 120km away from our closest listed exposure site in Melbourne. By contrast, our regionally classified neighbours in Geelong are 80km away from Melbourne and are not subject to any new restrictions.

CFMP President Shannon Smith said "Duties which lie 100km away from their closest listed exposure site in

26/05/21 MORNINGTON PENINSULA STILL TRAPPED BY COVID-19 RULES DECIDED BY 'LINES ON A MAP'

Herald Sun South East Leader

Melbourne Today 11/7/15
Herald Sun
Hi, Briony

Leader > South East Mornington Peninsula still trapped by Covid-19 rules decided by 'lines on a map'

The nearest coronavirus case is up to 120km from the Mornington Peninsula, so why are we still following Melbourne rules?

Lucy Callander
@LucyCallander less than 2 min read May 26, 2021 · 6:00AM Mornington Peninsula Leader 0 comments



MAY 2021 EDITION PENINSULA WINERIES DRIVE AWAY THE COVID BLUES

Mornington Peninsula Magazine

Peninsula wineries drive away the COVID blues

With us through all seasons - and despite COVID restrictions - are Mornington Peninsula's skilled winemakers. Cellar door visits are always popular, and even when COVID restrictions limited opportunities to browse and taste, the product of the region's winemakers was still available. If you couldn't get to them, they've come to us. Let's face it, a lovely Pinocchio from Cottenden Wines or a Red Fox Pinot Noir from Foveaux Vineyard are just the thing to help ease the COVID blues.

Over at James Hoggan, winemaker and cellar door manager for Cottenden, he has a major story to tell. He's been through the pandemic and he's still here, making wine. He's also been through the pandemic and he's still here, making wine. He's also been through the pandemic and he's still here, making wine.

29/05/21 RESPONSE TO FOURTH LOCKDOWN ON THE MORNINGTON PENINSULA

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Response to Fourth Lockdown on the Mornington Peninsula

The Committee for Mornington Peninsula extends our sympathy to our members and local communities during this fourth lockdown, which this time encompasses the entire state of Victoria.

At this stage, we have one locally listed exposure site on the Mornington Peninsula. We encourage anyone who visited Nordic Café in Red Hill on 22 May between 9:08 am and 9:34 am to immediately get tested for COVID-19 and self-isolate for 14 days.

If you have visited any listed exposure sites or have flu-like symptoms, you can currently get tested at any of the testing clinics on the Mornington Peninsula, listed below.

CMP President, Shannon Smith, said "The CMP is concerned that at this stage, there has been no announcement of support for businesses and organisations impacted by the current week-long Circuit Breaker Lockdown."

During the Valentine's Day weekend snap five-day lockdown, which again devastated tourism, hospitality and retail businesses on the Mornington Peninsula, the Victorian Government provided a state-wide Circuit Breaker Action Business Support Package for hospitality venues, accommodation providers and tourism operators, which provided some assistance, along with the continuation of the Federal Government's JobKeeper Payment.

11/06/21 LONG-TERM COVID READINESS PLAN ESSENTIAL FOR VICTORIAN CITIES AND REGIONS, JOINT STATEMENT BY THE VICTORIAN MEMBERS OF THE COMMITTEES FOR CITIES AND REGIONS

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Long-term Covid Readiness Plan Essential for Victorian Cities and Regions

Joint Statement by the Victorian Members of the Committees for Cities and Regions

11 June 2021

Victorian members of the Committees for Cities and Regions are calling on the Victorian Government to actively consult with the community to develop a long-term Covid readiness plan for Victorian cities and regions.

As Victoria faces another long weekend under lockdown-style conditions, the Committees are calling for a common set of publicly available and industry-informed standards to be applied to decision-making on Covid restrictions in Victoria.

Metro/regional restrictions

As in 2020, the heavy travel restrictions and venue density caps imposed on Victorians this Queen's Birthday long weekend will render reopening unfeasible for many traders across the state, particularly as regional Victoria and metropolitan Melbourne continue to be divided.

A regional Victoria versus metropolitan Melbourne approach to Covid restrictions is still being used by the Victorian Government as a strategy to contain the spread while it continues to negatively impact local economies in areas with no listed exposure sites or community cases.

The Committees for Cities and Regions are again calling for a more nuanced response to containing the spread of the virus and managing outbreaks than the current metro-regional approach.

Inconsistency of restrictions

Despite improvements in Victoria's contact tracing systems, we believe that restrictions imposed upon Victorian communities do not appear to be consistently applied across multiple sectors in low-risk settings.

<https://www.committeeformp.com.au/news-and-media/long-term-covid-readiness-plan-essential-for-victorian-cities-and-regions/>

15/06/21 SHUTTING DOWN IS A POOR FIX

Herald Sun

SHUTTING DOWN IS A POOR FIX

SHANNON DEERY



ANOTHER lockdown done and dusted. There must be no more, except in the most desperate of circumstances.

The devastating social effects and dire economic consequences of forcing businesses to close, stopping kids going to school, keeping people locked in their homes and keeping family and friends apart are now only too well known.

16/06/21 COMMITTEE FOR MORNINGTON PENINSULA RESPONSE TO VICTORIAN BUDGET 2021-22



Committee for Mornington Peninsula Response to Victorian Budget 2021-22

16 June 2021

The Committee for Mornington Peninsula is disappointed that in this year's State Budget, the Mornington Peninsula received just 0.09 per cent of the funding announced for our neighbours in greater Geelong.

The total new funding committed to the Mornington Peninsula in the 2021-22 Victorian Budget equalled \$424,000 for new projects by the Port of Hastings Development Authority. By contrast, \$463.43 million was announced for specific initiatives in greater Geelong, as well as a range of other yet unfunded initiatives announced in this year's Budget.*

The Mornington Peninsula's metropolitan classification frequently disadvantages our residents, businesses and communities without providing the standards that metropolitan designation should confer.

For example, reduced levels of payroll and property taxes are available to regional areas, but are denied to the Mornington Peninsula, whereas the Peninsula does not benefit from metropolitan standards state government funding for education providers, public transport links or hospital services.

Since 2019, the Committee for Mornington Peninsula has been advocating for the chronic disparity in public funding between the Mornington Peninsula and our regional neighbours to be addressed.

This year's Victorian Budget has not only seen the usual funding shortfall between the Mornington

06/08/21 A NEW CLASSIFICATION FOR THE MORNINGTON PENINSULA? ADDRESSING ECONOMIC DISADVANTAGE



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A New Classification for the Mornington Peninsula? Addressing Economic Disadvantage

The Committee for Mornington Peninsula welcomes the Mornington Peninsula Shire Council's move to investigate a possible reclassification of the Mornington Peninsula from the current metropolitan designation.

We welcome the Council's attention to this issue to enable a collaborative solution to ultimately address the Peninsula's economic disadvantage, which the Committee has focused on since 2019.

Mornington Peninsula residents and businesses face all the challenges of a regional community, with none of the regionally specific support services. Our municipality is disadvantaged by failed metropolitan service standards whilst being blocked from access to government funding for regional areas and being subjected to higher tax rates than regional areas that share common issues to the Peninsula.

As a result of our 'metropolitan' classification, the Peninsula cannot access government support for regional communities, including the following examples:

Victorian Government Programs

- Twice the First Home Owner Grant incentive amount for regional first home owners
- Living away from home allowance for regional university students relocating for study
- Regional Tourism Infrastructure Fund

Federal Government Programs

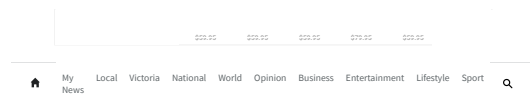
- Mobile Black Spot Program
- COVID-19 Relief and Recovery Fund
- Regional work visas and working holiday maker visa program

<https://www.committeeformp.com.au/news-and-media/a-new-classification-for-the-mornington-peninsula-addressing-economic-disadvantage/>

1/3

10/08/21 TRAPPED TRADERS DEMAND MORE SUPPORT AFTER BEING CRUSHED BY MULTIPLE LOCKDOWNS

Herald Sun South East Leader



Leader > South East Trapped traders demand more support after being crushed by multiple lockdowns

Traders are begging for a lifeline after again being left in lockdown as restrictions are eased in regional Victoria.

Lucy Callander [Follow](#)

@LucyCallander 2 min read August 10, 2021 - 6:00AM Mornington Peninsula Leader

0 comments

20/08/21

'METROPOLITAN' MORNINGTON PENINSULA UNWORTHY OF METROPOLITAN PUBLIC TRANSPORT INVESTMENT



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'Metropolitan' Mornington Peninsula unworthy of metropolitan public transport

20 August 2021

The Committee for Mornington Peninsula (CMP) takes this opportunity to respond to Victoria's 2021-2051 Infrastructure Strategy, tabled yesterday in the Victorian Parliament.

CMP Executive Officer, Briony Hutton, said "Disappointingly, Infrastructure Victoria has not recommended any significant improvements for public transport infrastructure for the Mornington Peninsula, despite this being one of our community's most significant infrastructure deficits."

Infrastructure Victoria has recommended that the City Loop be remodelled to enable more services to be run on metropolitan train lines, including the Frankston line. This is however unlikely to benefit Mornington Peninsula commuters who will be restricted from accessing the Frankston line in the coming years if the Frankston line is not duplicated and electrified.

The CMP supports the staged electrification and duplication of the existing rail line from Frankston to Baxter as the first stage, including a dedicated commuter park and ride and a transit interchange at Baxter Station, to connect to a Mornington Peninsula bus network with improved route efficiencies and frequencies.

01/09/21

OPEN LETTER TO THE VICTORIAN PREMIER AND CHIEF HEALTH OFFICER



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Open Letter to the Victorian Premier and Chief Health Officer

1 September 2021

The Hon Daniel Andrews MP
Premier of Victoria

Dr Brett Sutton
Chief Health Officer of Victoria

Dear Premier and Chief Health Officer,

The Committee for Mornington Peninsula writes to request that you include the Mornington Peninsula as part of regional Victoria for the purposes of COVID-19 restrictions in the new roadmap to reopening, to be announced shortly.

As you are aware, the Mornington Peninsula has been consistently included in the Victorian Government's metropolitan Melbourne restrictions, despite having markedly fewer cases than our neighbouring municipalities in regional Victoria and dramatically fewer than other metropolitan municipalities.

01/09/21

PUSH TO MOVE MORNINGTON PENINSULA OUT OF METRO MELBOURNE

The Age

Push to move Mornington Peninsula out of metro Melbourne

By Paul Sakka

The Committee for the Mornington Peninsula, a body that represents organisations from the locality about an hour south-east of Melbourne, has demanded the state government exclude it from the area defined as metropolitan Melbourne in the soon-to-be-released COVID-19 restrictions roadmap.

The group has written to Premier Daniel Andrews and Chief Health Officer Brett Sutton requesting the peninsula be classed as part of regional Victoria, which is expected to move to lighter public health restrictions sooner than Melbourne.

Mornington Peninsula, which includes the suburbs of Portsea, Mount Martha and Sye, has been under lockdown for 212 days. Geelong, located a similar distance from the city on the other side of Victoria, is counted as a regional area.

"Since the beginning of the pandemic, the Mornington Peninsula has had less than half the total COVID-19 case numbers than our regional neighbours in Greater Geelong," the group wrote in a letter.

"Continuing and prolonged metropolitan-level lockdowns have had a devastating effect on the Mornington Peninsula's economy and the wellbeing of our residents, with many local businesses closed permanently or staff stood down indefinitely.

"If our municipality is not to be included as part of regional Victoria for the purposes of public health orders, we request an explanation as to why, according to the public health advice or reasonable government direction, as our community deserves an explanation.

"We do not accept limiting movement between other metropolitan areas and the Mornington Peninsula as a justification for continuing to lock down the Mornington

RELATED ARTICLE



Updated Coronavirus pandemic

Playgrounds can reopen but Melbourne's lockdown extended until September 23

02/09/21

EXECUTIVE OFFICER INTERVIEW REGARDING METROPOLITAN LOCKDOWN RESTRICTIONS ON PENINSULA

The Kenny Report - Sky News





FINANCIALS

CfMP wishes to thank Burke & Bond Partners in Hastings for their in-kind auditing services for our 2020-21 financial report.

Please note that membership revenue was impacted by delayed invoicing due to COVID-19 membership concessions in 2020-21.

INCOME AND EXPENDITURE STATEMENT

COMMITTEE FOR MORNINGTON PENINSULA FOR THE YEAR ENDED 30 JUNE 2021

INCOME	NOTES	2021	2020
Memberships	2	84,775	163,000
Contributions	-	-	15,000
Event Income	3	-	1,559
TOTAL INCOME		84,775	179,559
GROSS SURPLUS		84,775	179,559
OTHER INCOME			
Government Grants	4	44,700	16,000
TOTAL OTHER INCOME	-	44,700	16,000
EXPENDITURE			
Administration Expenses	5	3,046	14,389
Campaigns & Advocacy	6	-	22,900
Corporate Costs	7	2,612	3,395
Event Hosting	8	1,607	4,058
Executive Services	9	64,009	28,878
Marketing & Promotion	10	3,359	10,986
Membership Recruitment Expenses	11	-	4,308
TOTAL OTHER INCOME	-	74,633	88,915
CURRENT YEAR SURPLUS/ (DEFICIT) BEFORE INCOME TAX ADJUSTMENTS		54,842	106,645
CURRENT YEAR SURPLUS/(DEFICIT) BEFORE INCOME TAX		54,842	106,645
NET CURRENT YEAR SURPLUS AFTER INCOME TAX		54,842	106,645

ASSETS AND LIABILITIES STATEMENT

COMMITTEE FOR MORNINGTON PENINSULA AS AT 30 JUNE 2021

ASSETS	NOTES	2021	2020
Current Assets			
Cash and Cash Equivalents	-	150,387	98,196
Trade and Other Receivables	12	10,780	5,775
GST Receivable	-	-	1,210
TOTAL CURRENT ASSETS		161,167	105,181
TOTAL ASSETS		161,167	105,181
LIABILITIES			
Current Liabilities			
Trade and Other Payables	13	2,120	3,360
GST Payable	-	1,264	-
Deferred Income	-	-	250
Employee Entitlements	-	1,644	274
TOTAL CURRENT LIABILITIES		5,029	3884
TOTAL LIABILITIES		5,029	3884
NET ASSETS		156,139	101,297
MEMBER'S FUNDS			
Capital Reserve	-	156,139	101,297
TOTAL MEMBER'S FUNDS		156,139	101,297

STATEMENT OF CASH FLOWS - DIRECT METHOD

COMMITTEE FOR MORNINGTON PENINSULA FOR THE YEAR ENDED 30 JUNE 2021

	2021	2020
OPERATING ACTIVITIES		
Receipts From Grants	44,700	16,000
Receipts From Members	88,223	172,550
Cash Receipts From Other Operating Activities	-	18,215
Cash Payments From Other Operating Activities	(80,482)	(103,936)
Net Cash Flows from Operating Activities	52,441	102,829
OTHER ACTIVITIES		
Income in Advance	(250)	(9,750)
TOTAL OTHER ACTIVITIES	(250)	(9,750)
NET CASH FLOWS FROM OTHER ACTIVITIES	(250)	(9,750)
NET CASH FLOWS	52,191	93,079
CASH AND CASH EQUIVALENTS		
Cash and cash equivalents at beginning of period	98,196	5,117
Cash and Cash Equivalents	52,191	93,079
Cash and cash equivalents at end of period	150,387	98,196
NET CHANGE IN CASH FOR PERIOD	52,191	93,079



COMMITTEE FOR
MORNINGTON PENINSULA

*Our future centres on creating
opportunities and the best living
conditions for every generation.*

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