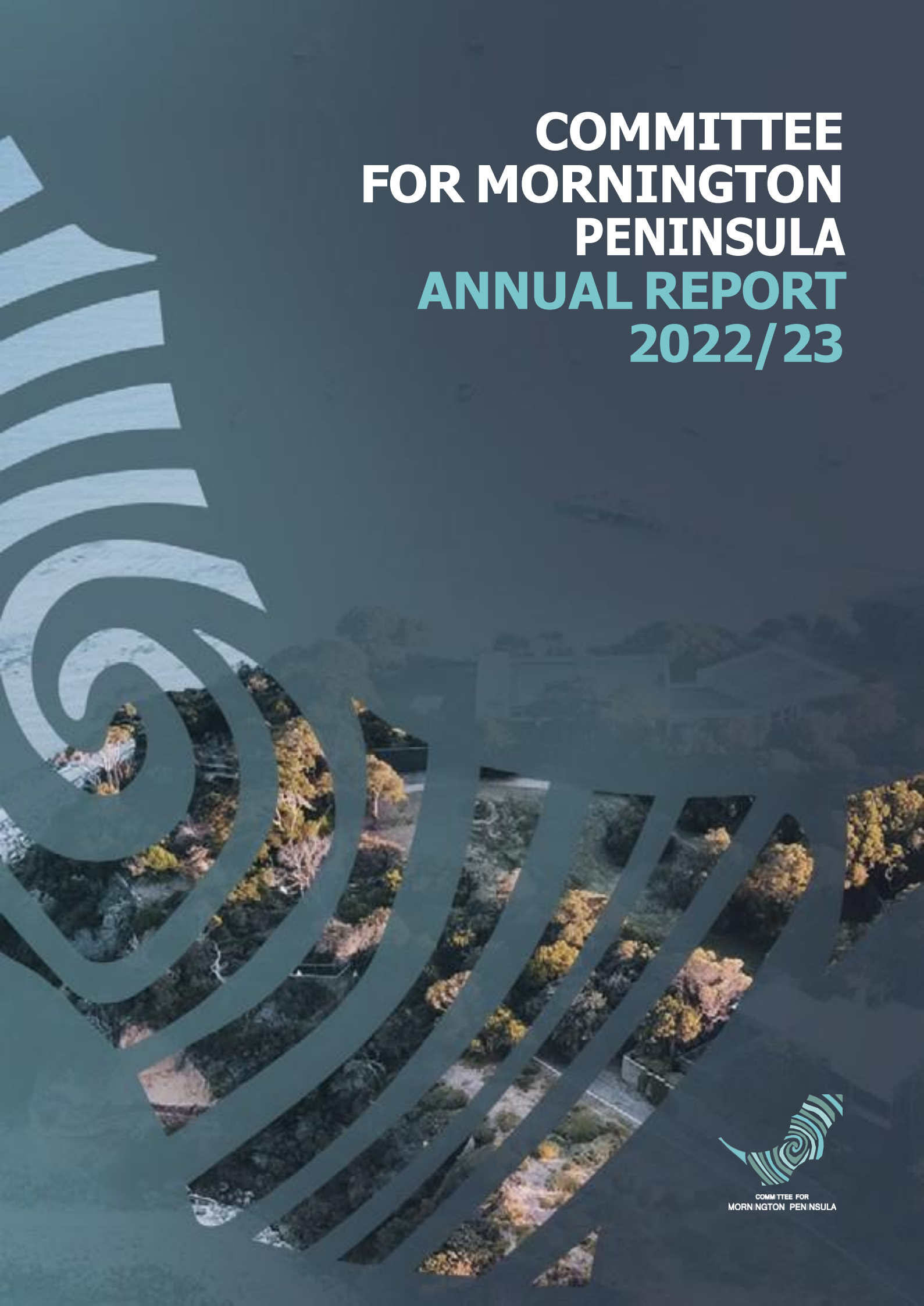



**COMMITTEE  
FOR MORNINGTON  
PENINSULA  
ANNUAL REPORT  
2022/23**



COMMITTEE FOR  
MORNINGTON PENINSULA

The background features a dark blue gradient with abstract, light blue curved lines and a spiral pattern on the right side. The text is white and positioned in the lower-left quadrant.

THE COMMITTEE FOR  
MORNINGTON PENINSULA IS THE  
PEAK ADVOCACY BODY FOR OUR  
REGION. IT IS AN INDEPENDENT,  
MEMBER-BASED ORGANISATION  
COMMITTED TO LEADING AND  
INFLUENCING LONG-TERM  
OUTCOMES AND CONTRIBUTING  
TO OUR ADVOCACY GOALS AND  
STRATEGIC OBJECTIVES FOR THE  
REGION.

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# MESSAGE FROM THE CHAIR

2023 WAS A YEAR OF SUBSTANTIAL GROWTH AS WE PARTNER WITH THE BIGGEST ORGANISATIONS ON THE PENINSULA TO ATTRACT GOVERNMENT SUPPORT AND INVESTMENT.

As Chair, I have been pleased to have overseen the last twelve months and the success we have achieved, standing in our region, and our ability to be able to bring community and business leaders together.

When the Committee was founded, we set out to influence the Peninsula and seek better outcomes from government that are often so common in other parts of Victoria. Our *Mornington Peninsula Economic Disadvantage Report* continues to provide benchmark analysis of our region's challenges in health, education, public transport, and public policy – and we continue to seek to collaborate with Government to work with them on delivering better outcomes for our region.

This year was underpinned by the relationship we have established with the Mornington Peninsula Shire Council, and we thank them for their ongoing support and collaboration.

Additionally, this year marks the final for the *Committee for Mornington Peninsula* and the first for the *Committee for Frankston & Mornington Peninsula*. The merger of the two previous Committees in our region will ensure our committee has substantial resources, significant standing in our region, and the ability to advocate at all levels of government more effectively.

The opportunity to continue to partner with our region's biggest organisations in Frankston and on the Mornington Peninsula is an exciting prospect for our Committee heading into 2024, and I look forward to reporting on those significant achievements, partnerships and work that we do in next year's report.

**Shannon Smit**

*President, Committee for Mornington Peninsula*





# MESSAGE FROM THE CEO

HAVING LIVED ON THE PENINSULA MY ENTIRE LIFE, I AM THRILLED TO BE ABLE TO WORK ALONGSIDE OUR STRONG BUSINESS AND NOT-FOR-PROFIT SECTOR ON THE MORNINGTON PENINSULA, AS WELL AS OUR ELECTED REPRESENTATIVES AT ALL LEVELS OF GOVERNMENT – TO ENSURE THAT WE FIGHT FOR OUR FAIR SHARE AS A REGION.

The first six months of 2023 were highlighted by the return to Members breakfasts and monthly events, the visit of the UK Consul-General, our Shadow Tourism Roundtable, our meeting with the Federal Opposition Leader, and our flagship event in June hosting a Post-Budget Briefing with the Victorian Treasurer.

The Committee model has achieved so much in other parts of the state and the country, and I believe we have the power to harness the support of business, local government, and the community to make the best possible case to state and federal government for our region.

To do that, we needed to increase the scale of the work the Committee can do and improve relationships across the region. I broke this down into three key measurable outcomes that I wanted to deliver:

- Improve the relationship between Committee and all levels of Government.
- Recruit and re-engage key leading businesses and organisations.
- Improve our advocacy efforts and resources.



**Improving our relationships across all levels of government and being strictly non-partisan is vital.**

I am so pleased the Mornington Peninsula Shire Council joined the Committee earlier this year, and we look forward to working with our local government partner on joint advocacy issues where our interests align.

This partnership signifies to industry and the wider community that council and business will seek to work together for the interests of our region, because our voice is so much more powerful in the corridors of power if we are singing from the same hymnbook.

It is also vital that the Committee maintains its integrity and bipartisan approach to local issues.

Over the past year, we have worked hard to maintain great relationships with both sides of politics and both levels of government, and we will continue to do so.

We've held events with the Treasurer, Ministers, Shadow Ministers, the Leader of the Opposition, and Labor and Liberal MP's.

These relationships are key to our advocacy successes as a committee.

**Our region's biggest organisations make our Committee stronger.**

The key to a successful Committee is having the regions' biggest businesses and organisations included.

That's why I've worked hard to get strong new members into our membership, including the Mornington Peninsula Shire Council, Bluescope Steel, Alba Thermal Springs, Bata, NAB, and Wallara – and we look forward to welcoming powerful new members from Frankston over the next twelve months.

**We are the peak advocacy body for our region – from Carrum Downs to Portsea.**

Our presence on the Mornington Peninsula is growing by the month, with new members, trusted relationships, and regular events and briefings of value for our region.

This year marks the last for this association as the *Committee for Mornington Peninsula*. The merger of *Committee for Greater Frankston* into our association will make our advocacy efforts much stronger as the *Committee for Frankston & Mornington Peninsula*.

It will allow us to improve our advocacy because of the diverse politics within our region and scale of our membership. Important businesses and organisations that service the Peninsula and call Frankston home will have the opportunity to partner with the Committee and further advocate for investment and positive policy outcomes for Frankston and the Mornington Peninsula.

By working as a region with one unified voice, we have the power to ensure all levels of government make Frankston and the Mornington Peninsula a great place to live, work and invest.

I look forward to reporting how the newly merged Committee for Frankston & Mornington Peninsula has continued to grow over the next 12 months.

**Joshua Sinclair**

*CEO, Committee for Frankston & Mornington Peninsula*





# WHO WE ARE

COMMITTEE FOR MORNINGTON PENINSULA INC (CFMP) IS AN APOLITICAL, NOT-FOR-PROFIT, MEMBER-BASED ORGANISATION THAT IS COMMITTED TO LEADING AND INFLUENCING LONGTERM 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.

The 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.

The 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.

The 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 to 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 CEO 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 Master of Business Administration, is a qualified Marine Biologist and was previously Master on 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 1,000,000 passengers per year.



## **CHRIS PROCTER**

### *Treasurer*

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 the lead proponent and landowner of the Mornington Peninsula Technology, Industry and Business Park, a \$405M proposal that is anticipated to create up to 1,100 jobs and generate over \$800M in economic value for the region and Victorian economy.

A Mornington Peninsula resident for more than 20 years, Chris is presently a Business Growth Expert with the Australian Centre for Business Growth at UniSA Business School and holds a Bachelor of Science from Melbourne University and a Master of Marketing.



## **JACKIE PROSSOR**

### *Secretary*

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

Jackie has a Master 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.



## **JEREOME KEATING**

### *Board Member*

Jereome Keating is a Senior Associate at Macpherson Kelley. He commenced his specialisation in Commercial Litigation in 2018, after acquiring a unique depth of knowledge through his experience in government advisory. Jereome's early work for the Office of Public Prosecutions, Supreme Court of Victoria, Department of Jobs, Precincts and Regions, and Victoria Police provided him with a useful insight into the intersections between public and private operators.

His experience dealing with government advisory, environment and public health enforcement, complex contractual & development disputes, compulsory acquisition and shareholder/partnership disputes has led to numerous successful client outcomes.

Jereome lives in Mornington and is excited about the vision of the Committee and what it can achieve.



## **JADE PHELAN**

### *Board Member*

Jade is the Chief Executive Officer of the Bays Healthcare Group, an independent not-for-profit healthcare provider based in Mornington and has more than 10 years of senior management experience in the healthcare industry.

Jade's background includes working for ASX listed healthcare operators and, prior to becoming a healthcare professional, spent ten years working for two of the 'Big 4' accounting firms. Jade holds a Master of Business Administration, Bachelor of Business and a Graduate Diploma in Applied Finance and Investment.

Like healthcare, Jade was drawn to the Committee for Mornington Peninsula to make a difference in people's lives.

# REGIONAL SNAPSHOT

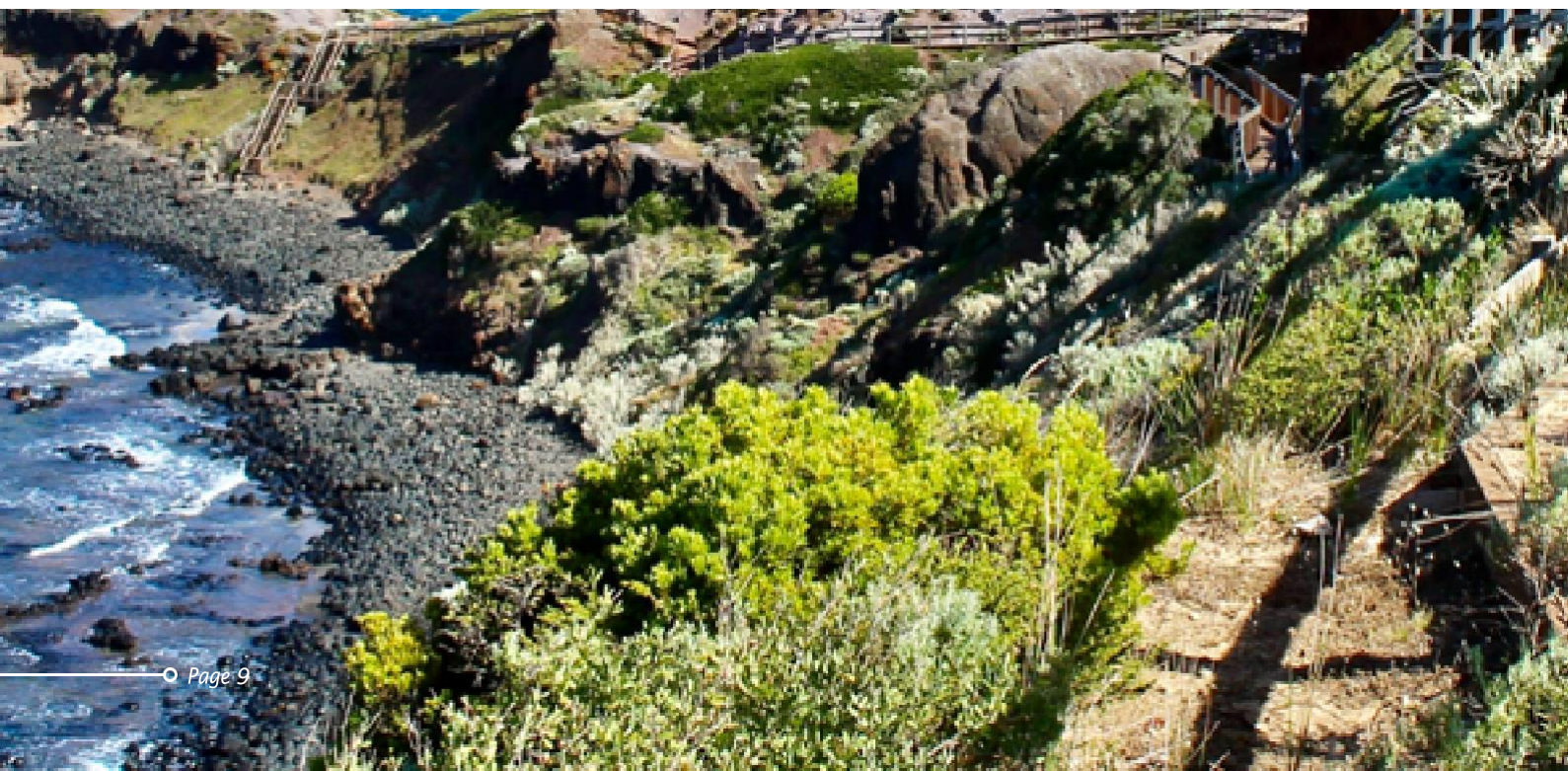
**THE MORNINGTON PENINSULA IS A DIVERSE REGION THAT ENCOMPASSES OVER 30 TOWNSHIPS, STRETCHING FROM SOMERVILLE AND MOUNT ELIZA IN THE NORTH, AND EXTENDING TO THE SOUTHERNMOST LOCATIONS OF FLINDERS, CAPE SCHANCK AND PORTSEA. THE PICTURESQUE REGION RECEIVES A SEASONAL INFLUX OF VISITORS WHO ENJOY ITS FAMOUS BEACHES, GOLF COURSES, VINEYARDS AND OTHER WORLD-CLASS ATTRACTIONS. IT IS ALSO THE SECOND MOST VALUABLE AGRICULTURAL REGION IN THE STATE, PRODUCING A VERY HIGHQUALITY 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 objective of the 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 underinvestment 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.

Changing behaviours and demographics throughout the COVID-19 pandemic have particularly impacted the Mornington Peninsula, accelerating a housing affordability crisis and even driving the most vulnerable into homelessness.

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 2022-2023

## 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:

- 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.
- 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.





## 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;
- 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.

# PROGRESS REPORT 2022-2023

## ADDRESSING DISADVANTAGE

- Continued to argue effectively that the Mornington Peninsula Shire receives little Government support and investment.
- CfMP continued to promote findings from report Addressing Disadvantage report and make the case that within metropolitan Melbourne, the Peninsula does not receive a fair deal.



## IMPROVING ACCESSIBILITY

- CfMP wrote a joint letter with Mornington Peninsula Shire urging the Federal Minister for Infrastructure, Catherine King, to retain associated funding for the electrification of the train line to Baxter and removal of the Jetty Road/M11 roundabout.
- CfMP also sought to meet with the Minister to discuss what other projects the Federal Government could provide funding for if these two projects were de-funded.
- Met with Hastings MP Paul Mercurio to discuss with him the Committee's advocacy priorities, including better buses and better train services on the Stony Point line – including electrification past Frankston.
- CfMP participated in the Peninsula Trail Stakeholder Engagement Process Workshop, providing feedback about the need for better active transport options on the Peninsula.
- CfMP participated in the Regional Roads Network Discussion in Frankston with Minister for Roads, Melissa Horne MP.

## LAND FOR LIVELIHOODS

- Received Briefing from Port of Hastings on the proposed Offshore Wind Terminal.
- Received briefing from the Kawasaki team behind the proposed Hydrogen Project in Hastings
- Continued to lobby local and state government to unlock Port of Hastings land for industry.
- CEO attended an Arts Roundtable discussion with Federal Minister for Arts, Tony Burke.
- CfMP made submission to Shire's Economic Development and Tourism Strategy
- CEO appointed to Western Port Local Area Action Plan Committee of Mornington Peninsula Regional Tourism Board.



## LIFELONG LEARNING

- Our CEO met with Monash University and Chisholm TAFE ahead of the inclusion of Greater Frankston in the next twelve months. Both have committed to become involved with our work.
- New members over the past twelve months include Woodleigh School, Balcombe Grammar, and Mornington Secondary College.
- Facilitated a meeting between CfMP school members with Shadow Minister for Education, Matt Bach, to discuss proposed changes to payroll tax concessions for independent schools.

## ENGAGED COMMUNITY

- Hosted with Flinders MP, Zoe McKenzie, a Small Business Roundtable discussion with Federal Opposition Leader, Peter Dutton.
- Held monthly Members Breakfasts and events
- Continued regular member emails
- Built up a stronger online, public and media presence, including monthly radio spots on RPPFM, a bi-monthly Mornington Peninsula Magazine column, and regular appearances in the Mornington Peninsula News.
- Hosted the UK Consul-General for a Briefing and Tasting Experience to discuss the benefits of the AUKFTA (Australia-UK Free Trade Agreement) for our region specifically.
- Facilitated a Q & A with Victorian Treasurer Tim Pallas for a Post-Budget Briefing with Members
- Facilitated a Tourism Roundtable with Shadow Minister for Tourism, Sam Groth MP
- Held Members Evening with Flinders MP, Zoe McKenzie
- CEO held individual member briefings and meetings

## GOVERNANCE

The CfMP Committee of Management held 6 Committee of Management meetings over 2022/23, chaired by President, Shannon Smit.

In January, Kristy Kendall resigned from the Board of CfMP due to ongoing work commitments. The Committee thanks Kristy for her service.

In March, the Committee welcomed Jereome Keating from McPherson Kelley as a Board Member.

Jereome's legal expertise has already proven incredibly helpful with Memorandum of Understanding developed between the Committee for Greater Frankston and the Committee for Mornington Peninsula this year.

Continuing Board Members still serving include President, Shannon Smit, Vice-President, Matt McDonald, Treasurer, Chris Procter, Secretary, Jackie Prossor, and Board Member, Jade Phelan.

In January, the Committee welcomed new CEO Joshua Sinclair.

Joshua was highly recommended by local stakeholders and businesses who he has worked with in his previous role in the Victorian Government. Josh's ability to manage relationships at all levels of government will be invaluable as the Committee continues to grow and further advocate and lobby successfully for our region.

One of the major decisions made this year was the merger of *Committee for Greater Frankston* into the *Committee for Mornington Peninsula*. This decision will drastically increase the Committee's size, scale and scope to advocate more effectively for our region.

As such, this is the final Annual Report for the Committee for Mornington Peninsula. The next reporting period will also see the appointment of four new board members from the previous Committee for Greater Frankston as outlined in a Memorandum of Understanding agreed between the two former Committees.

# ADVOCACY, MEDIA, EVENTS & STAKEHOLDER ENGAGEMENT

Leading and influencing outcomes on the Mornington Peninsula is what shapes the Committee, and over the past twelve months we've been active advocates within our community. This includes face-to-face events, briefings and roundtables, and substantial media coverage.

The Committee received coverage in local print, radio and online publications.

The Committee also substantially grew its social media and website presence, with a 150%+ increase in LinkedIn followers, 33% more Facebook followers, and overall, more engaging content on our website and EDM platform.

Examples of media coverage across print media over the past 12 months.



**Shire signs up with business lobby group**  
MORNINGTON Peninsula Shire has joined the Committee for Mornington Peninsula as a community member in a bid to attract more government money and be a 'collective' voice for the region.

The committee promotes itself as an independent, member-based organisation committed to leading and influencing long-term outcomes for the peninsula.

CEO Josh Sinclair says the committee works "beyond electoral cycles and partisan politics" to enhance social, economic and environmental sustainability to improve the region's livability, growth and sustainability.

The mayor Cr Steve Holland said the quest for a better deal for the peninsula was what "we have in common".

"As a council, we're committed to achieving long-term outcomes for the peninsula, and this partnership will amplify our call for additional state and federal government funding, policy attention and investment to our region," he said.

"We have many common objectives within the committee and the shire, and we look forward to working together to help make those goals a reality.

"A strong collective voice is exactly what this region needs, and the partnership between the shire and the committee enhances that."

Cr Anthony Marks said while the peninsula was an amazing place to live and a great place to work, "our residents and businesses don't always have the support they need".

"Through our joint advocacy work, we hope to shine a light on this lack of attention and provide small businesses the support they need," he said.

Sinclair said peninsula residents were "ignored" when it came to infrastructure investment and incentivising business and economic development in the region.



Our direct advocacy events this year received positive feedback from our membership, guests and stakeholders.

### **January: Roundtable Discussion with Federal Leader of the Opposition, Hon. Peter Dutton MP**

This event was facilitated by Federal Member for Flinders, Zoe McKenzie, where the Committee had an hour-long lunch meeting with Mr. Dutton to discuss relevant local issues on the Mornington Peninsula and in the electorate of Flinders.

Following this discussion, the Committee helped host a small business roundtable where we heard from local business across the region.

"The session was hosted brilliantly by Smart Business Solutions and Committee for Mornington Peninsula", said one member.



### **February: CEO Meetings**

Our CEO held meetings with our local Federal and State Members of Parliament, councillors, council executives, members, prospective members, and local stakeholders. This work was critical in ascertaining feedback from our membership base.

### **March: Members Breakfast, Queenscliff Lunch with MPs, and Hastings MP Lunch Meeting**

This month we returned to Members breakfasts. They provide a good opportunity for our members to network and hear what the Committee is up to. At the March breakfast, Matt McDonald provided us with an update on 'the Summer that was' on the Mornington Peninsula – and what a busy summer meant for roads, transport and accommodation in our region.

Also in March, we were delighted to host the Member for Mornington, Chris Crewther; Member for Nepean, Sam Groth; and Member for Flinders, Zoe McKenzie; for a lunch meeting at the new Queenscliff Ferry terminal where we discussed our key local advocacy priorities.

### **April: UK Consulate visit & Tourism Roundtable**

In April we hosted the UK Consul General in Mornington and Point Leo for a briefing on the FTA between the UK and Australia. We received terrific feedback from our members and all those who attended.

We also facilitated a forum with Shadow Minister for Tourism, Sam Groth, at Peninsula Hot Springs to hear from tourism stakeholders about the challenges our region is facing in hospitality, tourism, accommodation, and events.

### **May: Members Breakfast and Port of Hastings Briefing**

Sages Cottage in Baxter hosted our second members breakfast of the year, where we heard directly from Port of Hastings's Todd Trimble about the proposed Off-shore wind terminal for our region.

### **June: Members Evening with Zoe McKenzie and Briefing from Victorian Treasurer Tim Pallas.**

In June we hosted two major events at Cptn Jacks in Somerville.

A Members evening with Flinders MP Zoe McKenzie provided a good opportunity for members to hear directly from their local MP, while the signature event with Treasurer Tim Pallas a few weeks later attracted 60 people to the Q and A session.

Given the resoundingly positive feedback for this event, we hope to make this an annual event.





# FEEDBACK

"The session was hosted brilliantly by Committee for Mornington Peninsula. There was a willingness to listen to the needs and concerns of local small businesses."

- **Small Business Member on the Roundtable Event with Leader of the Opposition, Peter Dutton**

"We enjoyed the day and the engagement with businesses, councillors, Federal and State MPs and Committee Members. It was very worthwhile. It was great to meet the locals and hear about their businesses both the challenges and successes. You did a terrific job in pulling it all together and we will definitely encourage people to come to the Peninsula."

- **Philippa Campbell, Chief of Staff to UK Consulate**

"I would like to thank CEO of Committee for Mornington Peninsula, Joshua Sinclair, for assisting with the setting up and organising for businesses to be involved – it's incredibly important to engage with industry leaders and have open discussions about our future."

- **Paul Mercurio, Member for Hastings on the Committee's event with Treasurer Tim Pallas**

"I thank the Committee for Mornington Peninsula led by Chair Shannon Smit and CEO Josh Sinclair for taking up the call to organise this event, and make it as relevant as possible to our local businesses."

- **Zoe McKenzie, Member for Flinders, on the UK Consulate Event**





COMMITTEE FOR  
MORNINGTON PENINSULA

[www.cfmp.org.au](http://www.cfmp.org.au)

PO Box 3504 Mornington VIC 3931

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# Annual Financial Report

Committee for Mornington Peninsula

ABN 23 974 421 078

For the year ended 30 June 2023

Prepared by SMART BUSINESS SOLUTIONS



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# Compilation Report

## Committee for Mornington Peninsula For the year ended 30 June 2023

Compilation report to Committee for Mornington Peninsula.

We have compiled the accompanying special purpose financial statements of Committee for Mornington Peninsula, which comprise the asset and liabilities statement as at 30 June 2023, income and expenditure statement, the statement of cash flows, a summary of significant accounting policies and other explanatory notes. The specific purpose for which the special purpose financial statements have been prepared is set out in Note 1.

### The Responsibility of the Committee Member's

The committee of Committee for Mornington Peninsula are solely responsible for the information contained in the special purpose financial statements, the reliability, accuracy and completeness of the information and for the determination that the basis of accounting used is appropriate to meet their needs and for the purpose that financial statements were prepared.

### Our Responsibility

On the basis of information provided by the partners we have compiled the accompanying special purpose financial statements in accordance with the basis of accounting as described in Note 1 to the financial statements and APES 315 *Compilation of Financial Information*.

We have applied our expertise in accounting and financial reporting to compile these financial statements in accordance with the basis of accounting described in Note 1 to the financial statements. We have complied with the relevant ethical requirements of APES 110 *Code of Ethics for Professional Accountants*.

### Independence

We are not independent of Committee for Mornington Peninsula because the firm holds a membership in the Association.

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SMART Business Solutions

Shannon Smit

Dated: / /

# Committee's Report

## Committee for Mornington Peninsula For the year ended 30 June 2023

### Committee's Report

Your committee members submit the financial report of Committee for Mornington Peninsula for the financial year ended 30 June 2023.

### Committee Members

The names of committee members throughout the year and at the date of this report are:

Committee Member	Position	Date Started	Date Departed
Shannon Smit	President	13th March 2019	
Matthew McDonald	Vice-President	13th March 2019	
Chris Procter	Treasurer	13th March 2019	
Jackie Prossor	Secretary	13th March 2019	
Jade Phelan	Non Executive Director	4th February 2022	
Jerome Keating	Non Executive Director	7th March 2023	

### Meetings of Committee Members

During the financial year, a number of committee meetings were held. Attendances by each of committee member during the year were as follows:

Committee Members Name	Number Eligible to Attend	Number Attended
Shannon Smit	6	6
Matthew McDonald	6	6
Chris Procter	6	4
Jackie Prossor	6	6
Jade Phelan	6	5
Jerome Keating	4	4

### Principal Activities

The purpose of the Association is to be an independent, member-based organisation committed to leading and influencing long-term outcomes and contributing to the strategic objectives for the broader Mornington Peninsula.

The Association works beyond electoral cycles and partisan politics with the aim of enhancing the social, economic and environmental sustainability to improve living standards, growth and sustainability of the region.

To achieve the purpose is achieved through the following principle activities;

1. Working with Local, State, and Federal Government to support the Mornington Peninsula's future positive image, growth, and development;



2. Encouraging the raising of the profile of the Mornington Peninsula as desirable place to work, open and grow business and live;
3. Advocating for and assisting in the economic growth in the Mornington Peninsula region by improving access to investment opportunities and employment;
4. Improving regional connectivity, including public transport, facilities and infrastructure to encourage increase in workforce by attracting more employable residence;
5. Seeking to shape policy to ensure the future prosperity of the Mornington Peninsula;
6. Bringing together community business and government to develop a vision for the Mornington Peninsula;
7. Facilitating implementation of agreed objectives.

### **Operating Result**

The surplus after providing for income tax for the financial year amounted to \$10,142.00

### **Going Concern**

This financial report has been prepared on a going concern basis which contemplates continuity of normal business activities and the realisation of assets and settlement of liabilities in the ordinary course of business. The ability of the association to continue to operate as a going concern is dependent upon the ability of the association to generate sufficient cash flows from operations to meet its liabilities. The members of the association believe that the going concern assumption is appropriate.

Signed in accordance with a resolution of the Members of the Committee on:

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Shannon Smit (President)

Date     /     /

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Chris Procter (Treasurer)

Date     /     /

# Income and Expenditure Statement

## Committee for Mornington Peninsula For the year ended 30 June 2023

	NOTES	2023	2022
<b>Income</b>			
Memberships	2	96,459	101,333
Contributions		-	10,000
Event Income	3	177	15,700
<b>Total Income</b>		<b>96,636</b>	<b>127,033</b>
<b>Gross Surplus</b>			
		<b>96,636</b>	<b>127,033</b>
<b>Other Income</b>			
Government Grants	4	-	20,000
<b>Total Other Income</b>		<b>-</b>	<b>20,000</b>
<b>Expenditure</b>			
Administration Expenses	5	2,877	2,857
Campaigns & Advocacy	6	994	31,500
Corporate Costs	7	5,047	7,202
Event Hosting	8	4,854	21,695
Executive Services	9	65,182	74,951
Marketing & Promotion	10	7,234	8,739
Occupancy Expenses	11	308	-
<b>Total Expenditure</b>		<b>86,495</b>	<b>146,945</b>
<b>Current Year Surplus/ (Deficit) Before Income Tax Adjustments</b>		<b>10,142</b>	<b>88</b>
<b>Current Year Surplus/(Deficit) Before Income Tax</b>		<b>10,142</b>	<b>88</b>
<b>Net Current Year Surplus After Income Tax</b>		<b>10,142</b>	<b>88</b>

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached compilation report.

# Assets and Liabilities Statement

## Committee for Mornington Peninsula As at 30 June 2023

	NOTES	30 JUN 2023	30 JUN 2022
<b>Assets</b>			
<b>Current Assets</b>			
Cash and Cash Equivalents		167,426	149,040
Trade and Other Receivables	12	11,165	19,765
<b>Total Current Assets</b>		<b>178,591</b>	<b>168,805</b>
<b>Non-Current Assets</b>			
Plant and Equipment	13	2,595	-
<b>Total Non-Current Assets</b>		<b>2,595</b>	<b>-</b>
<b>Total Assets</b>		<b>181,186</b>	<b>168,805</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Trade and Other Payables	14	6,522	4,366
GST Payable		8,696	4,580
Employee Entitlements		(401)	3,631
<b>Total Current Liabilities</b>		<b>14,817</b>	<b>12,578</b>
<b>Total Liabilities</b>		<b>14,817</b>	<b>12,578</b>
<b>Net Assets</b>		<b>166,369</b>	<b>156,227</b>
<b>Member's Funds</b>			
Capital Reserve		166,369	156,227
<b>Total Member's Funds</b>		<b>166,369</b>	<b>156,227</b>

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached compilation report.



# Notes to the Financial Statements

## Committee for Mornington Peninsula For the year ended 30 June 2023

### 1. Summary of Significant Accounting Policies

The financial statements are special purpose financial statements prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Reform Act 2012. The committee has determined that the association is not a reporting entity.

The financial statements have been prepared on an accruals basis and are based on historic costs and do not take into account changing money values or, except where stated specifically, current valuations of non-current assets.

The following significant accounting policies, which are consistent with the previous period unless stated otherwise, have been adopted in the preparation of these financial statements.

#### Income Tax

The Committee believes that the Association should be exempt from income tax as a Community Service organisation in accordance with Section 50-10 of the Income Tax Assessment Act 1997. Should this not be the case the Committee believes that the income of the Association would not be assessable on the basis of the Mutuality Principle.

#### Cash on Hand

Cash on hand includes cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

#### Accounts Receivable and Other Debtors

Accounts receivable and other debtors include amounts due from members as well as amounts receivable from donors. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets.

#### Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Interest revenue is recognised using the effective interest method, which for floating rate financial assets is the rate inherent in the instrument. Dividend revenue is recognised when the right to receive a dividend has been established.

Grant and donation income is recognised when the entity obtains control over the funds, which is generally at the time of receipt.

If conditions are attached to the grant that must be satisfied before the association is eligible to receive the contribution, recognition of the grant as revenue will be deferred until those conditions are satisfied.

All revenue is stated net of the amount of goods and services tax.

#### Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO). Receivables and payables are stated inclusive of the amount of GST

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These notes should be read in conjunction with the attached compilation report.

receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the assets and liabilities statement.

## Accounts Payable and Other Payables

Accounts payable and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the association during the reporting period that remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

	2023	2022
<b>2. Membership Income</b>		
Memberships - Corporate Members	33,000	33,000
Memberships - Corporate Gold Members	46,900	28,000
Memberships - Not for Profit Members	5,850	3,500
Memberships - Platinum Members	-	21,000
Memberships - Small Business Members	10,709	15,833
<b>Total Membership Income</b>	<b>96,459</b>	<b>101,333</b>
	2023	2022
<b>3. Event Income</b>		
Event Income	177	15,700
<b>Total Event Income</b>	<b>177</b>	<b>15,700</b>
	2023	2022
<b>4. Government Grants</b>		
Other Revenue - State Government Grant	-	20,000
<b>Total Government Grants</b>	<b>-</b>	<b>20,000</b>
	2023	2022
<b>5. Administration Expenses</b>		
Administration - Office Expenses	527	225
Administration - Subscriptions (Xero, Zoom, Survey Monkey)	860	932
Administration - Website Development & Maintenance (Synergy 8)	1,490	1,700
<b>Total Administration Expenses</b>	<b>2,877</b>	<b>2,857</b>
	2023	2022
<b>6. Campaigns &amp; Advocacy</b>		
Campaigns & Advocacy	994	-
Campaigns & Advocacy- Market Research Expenses	-	31,500
<b>Total Campaigns &amp; Advocacy</b>	<b>994</b>	<b>31,500</b>
	2023	2022
<b>7. Corporate Costs</b>		

These notes should be read in conjunction with the attached compilation report.

Corporate Costs - Bad Debts	3,000	4,900
Corporate Costs - Bank Fees	29	33
Corporate Costs - C4MP Meeting expenses	-	41
Corporate Costs - Filing Fees	61	-
Corporate Costs - Insurance - PI & Workcover	1,259	1,437
Corporate Costs - Legal expenses	-	60
Corporate Costs - Stripe Fees	697	731
<b>Total Corporate Costs</b>	<b>5,047</b>	<b>7,202</b>
	<b>2023</b>	<b>2022</b>

### 8. Event Hosting Expenses

Event Hosting	4,163	19,790
Event Hosting - Breakfasts	159	308
Event Hosting - Networking	-	1,443
Event Hosting - Workshops	532	154
<b>Total Event Hosting Expenses</b>	<b>4,854</b>	<b>21,695</b>
	<b>2023</b>	<b>2022</b>

### 9. Executive Services

Executive Services - Executive Officer Salary	58,235	67,606
Executive Services - Allowance - Telephone & Internet	108	542
Executive Services - Travel - National	812	-
Executive Services - Superannuation	6,027	6,804
<b>Total Executive Services</b>	<b>65,182</b>	<b>74,951</b>
	<b>2023</b>	<b>2022</b>

### 10. Marketing & Promotion Expenses

Marketing & Promotion	33	-
Marketing & Promotion - Advertising	542	-
Marketing & Promotion - Contractors - Communications & PR	6,659	8,739
<b>Total Marketing &amp; Promotion Expenses</b>	<b>7,234</b>	<b>8,739</b>
	<b>2023</b>	<b>2022</b>

### 11. Occupancy Expenses

Occupancy - Depreciation	308	-
<b>Total Occupancy Expenses</b>	<b>308</b>	<b>-</b>
	<b>2023</b>	<b>2022</b>

### 12. Trade and Other Receivables

#### Trade Receivables

These notes should be read in conjunction with the attached compilation report.



Accounts Receivable	11,165	19,765
<b>Total Trade Receivables</b>	<b>11,165</b>	<b>19,765</b>
<b>Total Trade and Other Receivables</b>	<b>11,165</b>	<b>19,765</b>
	2023	2022
<b>13. Plant &amp; Equipment</b>		
Computer Equipment	2,903	-
Less Accumulated Depreciation on Computer Equipment	(308)	-
<b>Total Plant &amp; Equipment</b>	<b>2,595</b>	<b>-</b>
	2023	2022
<b>14. Trade and Other Payable</b>		
Accounts Payable	(436)	1,732
ATO ICA	-	1,317
PAYG Withholdings Payable	1,792	1,317
Sundry Creditors	5,166	-
<b>Total Trade and Other Payable</b>	<b>6,522</b>	<b>4,366</b>

These notes should be read in conjunction with the attached compilation report.

## Movements in Equity

### Committee for Mornington Peninsula For the year ended 30 June 2023

	2023	2022
<b>Equity</b>		
Opening Balance	156,227	156,139
<b>Increases</b>		
Profit for the Period	10,142	88
<b>Total Increases</b>	<b>10,142</b>	<b>88</b>
<b>Total Equity</b>	<b>166,369</b>	<b>156,227</b>

# Statement of Cash Flows - Direct Method

## Committee for Mornington Peninsula For the year ended 30 June 2023

	2023	2022
<b>Operating Activities</b>		
Receipts From Grants	-	20,000
Receipts From Members	114,630	97,656
Cash Receipts From Other Operating Activities	270	28,195
Cash Payments From Other Operating Activities	(93,611)	(152,589)
<b>Net Cash Flows from Operating Activities</b>	<b>21,289</b>	<b>(6,738)</b>
<b>Investing Activities</b>		
Payment for Property, Plant and Equipment	(2,903)	-
<b>Other Cash Items From Investing Activities</b>		
Accounts Receivable - Accounting purposes	-	5,390
<b>Total Other Cash Items From Investing Activities</b>	<b>-</b>	<b>5,390</b>
<b>Net Cash Flows from Investing Activities</b>	<b>(2,903)</b>	<b>5,390</b>
<b>Net Cash Flows</b>	<b>18,386</b>	<b>(1,348)</b>
<b>Cash and Cash Equivalents</b>		
Cash and cash equivalents at beginning of period	149,040	150,387
Cash and Cash Equivalents	18,386	(1,348)
Cash and cash equivalents at end of period	167,426	149,040
<b>Net change in cash for period</b>	<b>18,386</b>	<b>(1,348)</b>



# True and Fair Position

## Committee for Mornington Peninsula For the year ended 30 June 2023

### Annual Statements Give True and Fair View of Financial Position and Performance of the Association

We, Shannon Smit - President, and Chris Procter - Treasurer, being members of the committee of Committee for Mornington Peninsula, certify that –

The statements attached to this certificate give a true and fair view of the financial position and performance of Committee for Mornington Peninsula during and at the end of the financial year of the association ending on 30 June 2023.

Signed:

Shannon Smit (President)

Dated:    /    /

Signed:

Chris Procter (Treasurer)

Dated:    /    /

# Auditor's Report

## Committee for Mornington Peninsula For the year ended 30 June 2023

### Independent Auditors Report to the members of the Association

We have audited the accompanying financial report, being a special purpose financial report, of Committee for Mornington Peninsula (the association), which comprises the committee's report, the assets and liabilities statement as at 30 June 2023, the income and expenditure statement for the year then ended, cash flow statement, notes comprising a summary of significant accounting policies and other explanatory information, and the certification by members of the committee on the annual statements giving a true and fair view of the financial position and performance of the association.

### Committee's Responsibility for the Financial Report

The committee of Committee for Mornington Peninsula is responsible for the preparation and fair presentation of the financial report, and has determined that the basis of preparation described in Note 1 is appropriate to meet the requirements of the [insert name of applicable state/territory Act] and is appropriate to meet the needs of the members. The committee's responsibility also includes such internal control as the committee determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

### Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We have conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the association's preparation and fair presentation of the financial report, in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Opinion

In our opinion, the financial report presents fairly, in all material respects (or gives a true and fair view –refer to the applicable state/territory Act), the financial position of Committee for Mornington Peninsula as at 30 June 2023 and (of) its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements, and the requirements of the [insert name of applicable state/territory Act].

### Basis of Accounting and Restriction on Distribution

Without modifying our opinion, we draw attention to Note 1 to the financial statements, which describes the basis of accounting. The financial report has been prepared to assist Committee for Mornington Peninsula to meet the requirements of the [insert name of applicable state/territory Act]. As a result, the financial report may not be suitable for another purpose.

Auditor's signature: [insert name]

Auditor's address: [insert address]

Dated: / /