



COMMITTEE FOR
MORNINGTON PENINSULA

Economic Development
Mornington Peninsula Shire Council
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Via: business@mornpen.vic.gov.au

To Whom It May Concern,

Submission to: Mornington Peninsula Shire's Economic Development and Tourism Strategy

The Committee for Mornington Peninsula is the peak advocacy body on the Mornington Peninsula. It is an independent, member-based organisation committed to leading and influencing long-term outcomes and contributing to our strategic objectives for the Mornington Peninsula.

The Committee represents its members – including businesses, community organisations, and not-for-profits - and works beyond electoral cycles and partisan politics to enhance social, economic, and environmental sustainability to improve our regions' liveability, growth, and sustainability.

The Committee's strategic objectives include improving accessibility; land for livelihoods, addressing disadvantage, lifelong learning and an engaged community. With these in mind, the Committee for Mornington Peninsula submits the following:

Mornington Peninsula Strengths and Challenges

Our unique region has many strengths and challenges that industry faces in a post-covid Mornington Peninsula. While we are blessed with many assets that are exclusive to our region, there are substantial shortcomings which hinder economic and cultural growth.

Strengths

Conveniently located just an hour from Melbourne and surrounded by two bays, an ocean, and national parks; locals and visitors are appreciative of the lifestyle of many of our townships and vibrant communities. Shopping and retail centres – like iconic Main St, Mornington or Ocean Beach Road, Sorrento – draw visitors to our streetscaped central business areas for many amenities (including the best cafes and restaurants in Melbourne). CfMP members make up many of our fine tourist destinations – like Point Leo Estate and Peninsula Hot Springs – who attract day-trippers and weekenders to their facilities. These are the assets our region is known for and we should continue to enhance and promote further growth.



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Challenges

The Committee for Mornington Peninsula believes some improvements can be made in the following areas:

Local Government has shown progress over the last five years in seeking to address recreational and sporting facility shortcomings which were built up over decades of underinvestment. This is still an area that needs improving.

Similarly, some efforts have been made recently to improve festivals and events on the Mornington Peninsula, and the Committee commends the work council has done with respect to events like DRIFT. Improvements in the festivals and events space will reap rewards for industry within the region. That is why the Committee is serious about long term thinking, and we continue to advocate for a Performing Arts and Convention Centre in Western Port to help address the lack of arts and cultural facilities in our region.

Healthcare opportunities on the Peninsula are also in need of major investment. Outstanding and well-resourced facilities in Frankston are first class for northern peninsula residents, however, many facilities further south on the peninsula are in vital need of upgrades. The Rosebud Hospital is long overdue for a rebuild and the Committee continues to urge the State and Federal Governments to provide funding for a rebuild.

Ultimately, the Committee submits that the following areas need serious and significant improvement:

Economic:

- Land use
 - Several long-standing impediments remain to agritourism and hospitality businesses in the Mornington Peninsula Green Wedge, particularly concerning compliance action on legitimate business activities.
 - However, the Committee believes that local government, working in conjunction with state government and local businesses, can ensure a protected Mornington Peninsula Green Wedge while supporting a thriving world-class local production and hospitality business community.



- Industrial Land
 - CfMP has long advocated for rezoning of surplus port land in Hastings to be made light industrial.
 - There is a scarcity of developable industrial land on the Mornington Peninsula which is impeding investment, economic and employment opportunities.
 - The Port of Hastings Development Strategy (2019) identified about 400 hectares of the 3,500 hectares of currently zoned Port-Related Special Use industrial land as surplus to their requirements.
 - The Committee envisage an inspiring and much-needed pathway to sustainable jobs growth and economic opportunity pursued environmentally consciously, utilising the currently zoned Port-Related Special Use industrial land by repurposing it to support sectors where our region has a considerable competitive advantage.

- Higher Education, TAFE and local workforce
 - CfMP seek the improvement around access to training and education that supports sustainable local jobs, Peninsula-based careers and the local economy.
 - Identify local skills shortages and partner with local employers to find creative training pathways for job seekers 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 region to access training and higher education opportunities, which involves greater travel distances than students from neighbouring municipalities that are designated as 'regional'.
 -

Infrastructure:

- Road transport
 - There is a urgent need for local government and the Department of Transport to work together and provide solutions to longstanding traffic congestion issues at various bottlenecks on the Mornington Peninsula.
 - A traffic management plan is required for the region, particularly during the extremely busy summer period.

- Public transport
 - The Mornington Peninsula faces significant transport infrastructure challenges. Our region has the lowest access to public transport facilities within Metropolitan Melbourne. These accessibility issues impact our community by inhibiting access to educational services, jobs and visitor connections to the region.



- Advocate for improved public transport options on the Mornington Peninsula 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. Also advocating for a commuter park and ride and transit interchange at Baxter Station, connecting 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 the Peninsula Trail network to make the Mornington Peninsula home to a world class walking and cycling trail. Working with Rotary and Local Government, the Committee will advocate for more than \$60 million in funding to complete missing links - resulting in a \$111 million economic benefit and better connectivity and accessibility for residents and visitors.
- Seek government action to improve mobile reception and NBN coverage to enable effective local business operations and facilitate studying and working from home.
- Housing affordability and availability
 - A serious plan is required for accommodation shortages on the Mornington Peninsula. The flow on effect of this results in rental crises, staffing shortages, homelessness, and economic loss.
 - More work needs to be done at a local level to maintain the character of our region but allow better opportunities for homeowners and renters to live here.

What is needed to support the Peninsula's Economic Prosperity

- Greater housing options/diversity/affordability
- Support for more local jobs, careers and plans for local industry
- Better roads and public transport, improving accessibility across the region
- Investment in higher education and local job pathways
- Greater investment in recreational, arts, cultural and sporting facilities

The Committee has strategic objectives which meet a lot of these requirements. You can view the strategic objectives of CfMP at committeeformp.com.au/about/strategic-objectives/



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Mornington Peninsula Shire Council Responsibilities

As per the questions considered for feedback, the Committee agrees that the Mornington Peninsula Shire should focus on:

- ✓ Facilitating investment through land use planning and development approvals
- ✓ Industry/investment action
- ✓ Small to medium sized enterprises (SME) support
- ✓ Supporting local business innovation
- ✓ Supporting social enterprises which focus on community needs
- ✓ Employment support / training programs
- ✓ Advocacy / lobbying State and Federal Government on key issues
- ✓ Sourcing State and Federal Government funding for major projects
- ✓ Partnering with the private sector on catalyst projects
- ✓ Providing infrastructure to support economic activity
- ✓ Providing local community services and facilities
- ✓ Providing sport and recreational services and facilities
- ✓ Promoting the Mornington Peninsula as a place to live, work and play
- ✓ Rubbish disposal and waste management

Essential Economic Developments Initiatives

Two essential economic development and tourism projects or initiatives that should be implemented on the Peninsula – irrespective of cost, scale or constraints. We're encouraged to 'think big, bold and creatively'.

1. Electrification or improvement of the rail line to Hastings, enabling genuine public transport options for the Peninsula.
2. A performing arts and convention centre in Western Port
3. First class healthcare on the southern peninsula at a rebuilt Rosebud Hospital
4. A TAFE offering similar to Frankston for Rosebud and Hastings which enhances career pathways and provides students with real skills and training
5. Council should partner with State government and local enterprise to fund accommodation solutions to address rental crises and staffing shortages



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We thank you for the opportunity to provide you with this feedback. If you have any questions, please don't hesitate to contact me at Joshua.sinclair@committeeformp.com.au.

Kind regards,

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