

21.03 VISION – STRATEGIC FRAMEWORK

10/01/2008
NFPS

Port of Melbourne Corporation – Corporate Plan

The newly formed PoMC has developed a three year Corporate Plan which sets out the strategies to meet the Government’s objectives and to serve as drivers for the PoMC’s business imperatives.

PoMC’s vision is that:

The Port of Melbourne is a key driver of sustainable economic growth by being the best performing and best connected port in Australia.

To achieve this vision, four key strategies have been developed that constitute the pillars and major deliverables for the Corporation:

Customer focus – Make Melbourne the port of choice for cargo owners and service providers.

Logistics network – Champion the innovative development and support of world class facilities, systems and services.

Economic and financial performance – Operate profitably and with the financial capability to meet shareholder returns and investment and service needs.

Licence to operate – Manage and develop the Port in a way which provides a high level of physical security and environmentally and socially sustainable outcomes.

Port Development Plan

The PoMC is developing a Port Development Plan (PDP) to address many of the requirements of its new charter embedded in the 2003 amendments to the *Port Services Act 1995*. The PDP will incorporate and build upon the 2002 Port of Melbourne Land Use Plan, prepared by the former Melbourne Port Corporation.

The PDP will cover the profile of the Port, the planning and policy contents, future trends and land use strategies. The 2002 Port of Melbourne Land Use Plan and the work being undertaken for the PDP has formed the basis of policies and strategies expressed in this Port Strategic Statement.

The primary aim of the proposed PDP is to create a clear picture for the short (0 to 5 years), medium (5 to 15 years) and long term (15 to 30 years) development of the Port. This will allow port users and stakeholders within and around the Port to have a clearer understanding of the development plans and requirements of the Port for the long term investment, social and environmental requirements that are essential for growth.

The PDP is intended to inform both the PoMC and its stakeholders of:

- Forecast changes anticipated to impact the freight and logistics industry as it relates to the Port of Melbourne;
- Infrastructure improvements required and the implications for land and water asset utilisation;
- The overarching funding strategy for infrastructure projects;

- Programs for infrastructure development; and
- Environmental and social principles to be followed.

Any changes proposed as part of the PDP will be considered as part of a separate amendment process or at the three year review of the Port of Melbourne Planning Scheme.

Key Land Use Themes

PoMC's vision for land use planning and development over the next 10 years is expressed around a number of key land use themes, which are:

- Port development
- Transport and infrastructure
- Environmental management
- Visual impact, amenity and buffers
- Open space and recreation
- Heritage

Strategic Land Use Framework Plan

PoMC's key strategic directions for land-use planning and development are illustrated by the Strategic Land Use Framework Plan (Figure 3). The purpose of the Framework Plan is to identify locations where specific land-use outcomes will be supported and promoted. It also identifies potential development opportunity areas where significant land use change may be expected, as well as areas where land use constraints may restrict future development.

Separate policies and strategies have been prepared for each of the key land use themes. These advance the broad strategic directions shown on the Strategic Land Use Framework Plan.

The major strategic directions identified in the Strategic Land Use Framework Plan include:

- Identification of land and berths to accommodate future port developments;
- Provision of land to accommodate cargo related industries that need to be located in the Port to either meet logistics requirements of key users and operators or to enhance the Port's competitive position;
- Identification of areas with potential for integration with port operations;
- Nomination of areas where noise management measures are to be implemented;
- Identification of waters within close proximity to the Port for navigation purposes; and
- Identification of landscaping and open space areas.

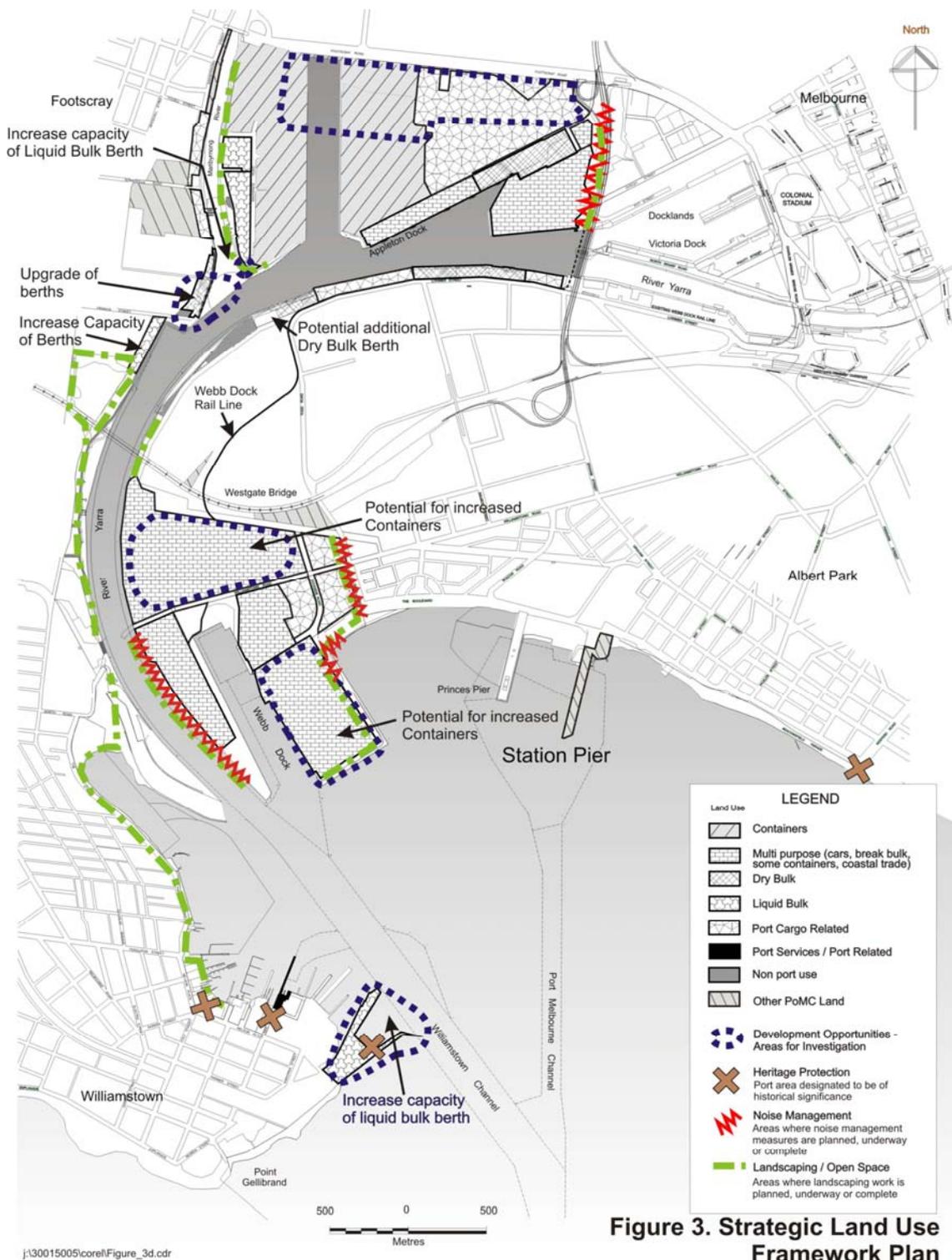


Figure 3. Strategic Land Use Framework Plan