

Strategic Plan 2025–2029

Our purpose

We come together as the councils of Port Phillip Bay to elevate evidence-based decision making for the future health of the Bay and to support on-going community connections and enjoyment.

The context

Port Phillip Bay is celebrated for its natural beauty, environmental values, recreation and leisure opportunities, commercial significance and the stories and memories held by communities and visitors who have developed a relationship with the Bay.

For the Traditional Custodians, the Wadawurrung and Bunurong Boon Wurrung peoples of the Kulin Nation, Country is the interconnection of all these tangible and intangible aspects and more. Caring for Country requires the balancing of current needs and uses with the rights of future generations and the continued health of lands and seas. We seek to walk alongside Traditional Custodians in our approach to this Strategy.

The work of all levels of government impacts the planning, management and sustainable future of Port Phillip Bay. Founded in 1974 by the councils of Port Phillip Bay, the Association of Bayside Municipalities seeks to work collaboratively, reflecting the diverse communities and interests who share a connection with the Bay.

We acknowledge the dynamic context in which we work together and the challenges we face in adapting our approach to the natural and built aspects of the Bay environs to support and healthy and sustainable future.

Our role

The Association of Bayside Municipalities is a strong and unified voice for Port Phillip Bay.



We advocate



We share knowledge and information



We build effective partnerships to coordinate effort

Value for our members

We deliver value for our members through:

- the strength and effectiveness of our joint advocacy
- creating a focus for engagement and consultation
- attracting additional resources to the Bay
- facilitating knowledge transfer to support best practice.

Five strategic platforms for our work

Ecosystem health	Planning with Country	Coastal climate adaptation	Human use and safety	Governance and resourcing
Desired outcomes				
Our collaborative, evidence-based, whole-of-bay approach supports improved ecosystem health	We walk together with Traditional Custodians to support a Country-centred approach to the Bay	Increased awareness of and investment in climate change adaptation	A co-ordinated approach to the health and sustainability of the infrastructure and environmental values that support human use and enjoyment of the Bay	Members have confidence in the sustainability and effectiveness of our funding and operating model
Priority actions				
Develop an agreed position on the protection of significant marine and coastal species	Develop an engagement strategy with the aim of establishing a partnership with Traditional Custodians	Advocate for state-led planning scheme amendments responding to coastal hazards and flood	Advocate to state government for ongoing funding for coordinated renewal of coastal infrastructure	Develop and adopt a budget to facilitate the sustainable operations of the ABM
Host a workshop to develop our understanding of existing blue carbon habitat distribution with a view to developing an agreed position	Identify resources to support implementation of the engagement strategy	Participate in shaping DEECA's 'nature-based' solutions policy	Advocate for research and information sharing in relation to coastal asset degradation rates	Develop a funding and investment strategy to support the on-going work of the ABM
Host a workshop/working group to share approaches to foreshore vegetation loss and vandalism	Engage with Traditional Custodians to understand the role and progress of cultural mapping around the Bay	Advocate to state government for a streamlined DEECA administration of Marine and Coastal Act	Partner with DEECA for improved coordination of beach renourishment and renewal	Develop a sustainable model for engagement of the Executive Officer with consideration to security of tenure and a revised position description
Align monitoring of coastal change practices, including water quality and erosion		Partner with other coastal councils to host a climate risk forum	Partner with storm water drainage authorities to deliver pollution and litter reduction solutions	Develop a communications and advocacy strategy to raise the profile and understanding of the work of the ABM with state and federal government
		Identify funding and support for councils to complete and implement their adaptation response and mitigation plans for coastal hazards	Partner with other coastal councils to host a 'summer preparedness' forum	Prepare an annual events plan reflecting the commitments of the ABM Charter and the priorities of this Strategy
		Advocate for improved planning tools to respond to coastal hazards, including inundation and erosion	Advocate for public rescue equipment on jetties and drowning hotspots	
		Identify partners to build a State led campaign to raise community literacy regarding coastal change	Develop and implement a strategy for regular engagement with maritime and water safety agencies	
			Advocate for improved personal watercraft licencing, education and enforcement	