

MOYNE SHIRE COUNCIL

FROM COUNTRY TO COAST

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Port Fairy - Winner 2012

Most Liveable Community with up to 20,000 people

LivCom Awards, Al Ain, United Arab Emirates

The presentation will cover

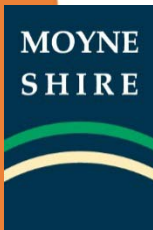
What are LivCom awards?

How did Port Fairy get there?

The Contest

Why did Port Fairy win?

What has it done for Port Fairy?



What are LivCom Awards?

They were launched in 1997.

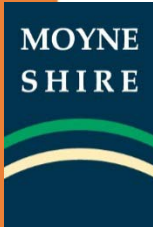
They focus on International Best Practice in management of the local environment.

They try to improve the quality of life of individual citizens through the creation of liveable communities.

Since 2007 the United Nations Environment Program collaborates with the LivCom Awards.

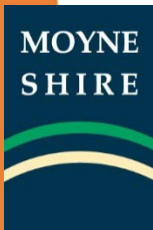
They are held every year all over the world.

There are many categories.



The whole city awards are based on six criteria

1. Enhancement of the natural and built landscape
2. Arts, culture and heritage
3. Environmental Best Practice
4. Community participation and empowerment
5. Healthy lifestyle
6. Strategic planning



How did Port Fairy get there?

First, a bit about Port Fairy

- Port Fairy is an historic port on the South-West coast of Victoria about 3½hrs West of Melbourne
- Port Fairy has 50 bluestone buildings registered with the National Trust
- The normal population is 3,500 with a large number of active community groups
- A community group runs the famous Port Fairy Folk Festival that brings 30,000 people to the town for the weekend
- The town has 5 caravan parks and lots of holiday rentals that fill up for Christmas and Easter
- Tourists now visit us all year including winter for the whales

Now how did we get to the judging?

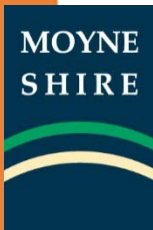
- A work colleague urged me to apply
- We asked the community, they got excited, prepared the submission and sent it off
- We were invited to present as one of nine finalists
- We had to make the decision to send a delegation to the United Arab Emirates and it was during the council elections
- Council decided to go and selected the Mayor, a community representative and myself the CEO to present Port Fairy's case

The contest

- Each finalist gets 30 minutes with a 2 minute introduction by the Mayor to put their case
- You can have up to a 12 minutes video if you wish
- How would it be judged was a critical question
- We decided to give it our best which included:
 - No video
 - A background slideshow of photos to match our presentation
 - 2 minutes introduction by the Mayor, then 6x5mins by the community representative and CEO on each of the six criteria
 - Included in the presentation were references to state legislation and adopted strategies to prove the work being done
 - It worked – we won!

Why did Port Fairy win?

- Our presentation was good but 32 minutes of work was not the reason
- All states in Australia have very good legislative frameworks for local government providing great outcomes for our citizens
- Moyne Shire had done a lot of very good strategic work for Port Fairy over the last 20 years
- The community at Port Fairy is very active and do so much for themselves
- There are a lot of community leaders who volunteer selflessly for the benefit of our citizens
- Every Australian town and city compares well with the world



What has it done for Port Fairy?

- The community's pride in Port Fairy has gone up substantially
- Tourism Businesses are using the win as a marketing tool
- It has reinforced to the Council, that they are doing a good job. It has helped their confidence
- The Port Fairy brand has another selling point
- The Community and the shire council now know we do world's best practice

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