



# Frankston City Council Property Strategy 2021 – 2025

*Lifestyle Capital of Victoria*







# Property Vision

Council property is managed for the broader community benefit, in a pro-active, clear, adaptable and financially responsible way.

# Background

A guided approach is sought, through the establishment of a Property Strategy, to create an achievable vision, principles and framework for the management of Council Property.

Council owns or manages over 2,500 title parcels of land within the municipality, in addition to improvements, with a total value in excess of \$1 billion.

Council owns or manages land to provide and facilitate the provision of services and amenities to the community, both current and future.

Land parcels differ greatly in area and use, and range from narrow plantation reserves to large sporting reserves, car parks and roads, civic buildings and pristine coastline.

Secured over many years by many different methods, a demonstrated cohesive approach to Council's property portfolio in acquisition, use, or disposal, has not always been evident.

The nature of property assets, which are continually impacted by their occupation and use, and the associated cost of property transactions, is such that effective management of Council Property, can directly affect the success of Council's core service delivery to the community.

Management also requires a measured balance between the interests of the users of Council property, and the interests of Council as a service manager and advocate for users, in addition to being the land owner or manager.

An overarching Property Strategy, with an achievable vision and supporting principles is considered essential to ensure improved, and strategically focused Council Property management both today, and for the future.

## Council Property

Council Property (Property) means any kind of interest, legal or otherwise, which Council holds in both land and improvements.

This includes property where Council is:

- the land owner or registered proprietor of freehold land  
*(land that is free from holds or restrictions for the benefit of the owner in perpetuity); or,*
- the lessee or tenant under a lease agreement  
*(land and/or buildings that are not in Council's ownership, but over which Council has been granted exclusive possession for a specified period of time for a particular use or purpose); or,*
- the appointed Public Land Manager by another agency, such as the Committee of Management over Crown land on behalf of the State Government  
*(land remaining that is not freehold land, but is reserved by Her Majesty The Queen, represented by the Victorian Governor in Council, and delegated to the Department of Environment, Land, Water, and Planning).*

# Property Principles

The Frankston City Council Property Strategy is underpinned by five principles:

## Community Benefit

Property management and decision making has proper regard for the broader community and public interest needs.

A community benefit approach considers not just the needs of individual groups, but the longer term interests and needs of the whole community, achieving decisions that more closely align with Council's current and future strategic goals, whilst maximising public value.

*(An example of this in respect of the use of Council Property, is to ensure uses are appropriately located and consistent with, or do not detract from, the primary land use and as far as practicable maximise the use of the Council facility. An example in respect of the sale of Council land is to only sell at the assessed Council market value, unless a sale achieves an identified strategic goal, such as a social housing development).*

## Pro-Active

Property management is pro-active and forward thinking.

A pro-active and forward thinking approach enables sound administrative and financial planning, achieving better overall management of Property.

*(An example of this in respect of the use of Council Property, is to actively consider the need for new occupancy agreements six months from when existing agreements are due to be renewed, with assessments having regard to the medium and long term strategic goals of Council and the service needs of all parties).*

## Clear

Property management is clear.

A clear approach achieves a better understanding of property management decisions by providing certainty and transparency, and demonstrates equity and accountability to the community, improving relationships with users of Council land.

*(An example of this is to establish agreed criteria to support recommendations or decision making. An example of this in respect of the use of Council Property, is to provide consistency and easily understood language in the terms and conditions of occupancy agreements).*

## Adaptable

Property management is adaptable.

An adaptable approach responds to the changing needs of the community in service delivery and land holdings, achieving appropriate oversight without compromising sound Property management.

*(An example of this in respect of the use of Council Property is the increase in female participation in sport, and resulting need to provide suitable facilities to cater for the increased demand, in a timely and considered manner).*

## Financially Responsible

### Property management is financially responsible.

A financially responsible approach achieves better community outcomes, ensuring users of Council land can meet obligations, public value is maximised and the use of public funds is properly accounted for.

*(An example of this in respect of the use of Council Property is to review the financial statements of users to assess whether they have sufficient funds to meet obligations imposed by occupancy documents. An example in respect of the sale of Council land, is to identify where the proceeds of any sale are intended to be reinvested.)*

## Framework

This Property Strategy provides a framework and actions for achieving the Property Vision.

### Property Framework

The Property Framework establishes the foundation steps to be completed to build a robust Council Property portfolio.

### Property Plan

A Property Plan is required to guide Property management practices.

The Property Plan will:

- Identify core property functions, and set overarching objectives within each function
- Provide appropriate context/background to support identified objectives
- Identify appropriate classifications for Council Property in accordance with the primary or intended function of the land

### Property Review

A Property Review has been completed by an independent consultant, to provide advice and recommendations in respect of a select group of users of Council Property, to assist in achieving improvement in the current Property management regime.

The Property Review:

- Aligns with best practice
- Has been appropriately benchmarked
- Make recommendations capable of implementation across the wider Property portfolio



## Property Actions

Decision oriented Property Actions will be developed, that identify the priorities for achieving the objectives in the Property Plan and ultimately the Property Vision.

Property Actions will:

- Ascertain the responsible party and timing for each action
- Identify the method by which the action and objective is intended to be achieved
- Be appropriately prioritised

Property Strategy Framework		
<i>Foundation Steps</i>	<i>Responsible Area</i>	<i>Status</i>
Property Strategy	Property	Adopted by Council 10 May 2021
Property Plan	Property	Adopted by Council 10 May 2021
Property Review	Property	Strategic directions incorporated into the Property Strategy and Plan.