

DIRECTOR

City Development

Bayside City Council

Candidate Information Pack | November 2026

GEM EXECUTIVE Executive search for local government and not-for-profit

Acknowledgement of Country

Bayside City Council respectfully and proudly acknowledges the Bunurong People of the Kulin Nation as the Traditional Owners of the land on which Council meets and works, and pays respect to Elders past and present.

About Bayside



Bayside is a bayside municipality in Melbourne's south-east, running along 17 kilometres of Port Phillip Bay foreshore and sitting between roughly 8 and 20 kilometres from the CBD. Created in 1994 from the former cities of Brighton and Sandringham and parts of Moorabbin and Mordialloc, it covers around 37 square kilometres. It takes in Beaumaris, Black Rock, Brighton, Brighton East, Hampton, Hampton East and Sandringham, together with parts of Cheltenham and Highett.

Bayside is predominantly residential and prized for its beaches, parks, golf courses and yacht clubs, and for village shopping strips such as Bay Street, Church Street, Hampton Street, Martin Street and Bay Road. Cabrini Hospital Brighton and Sandringham Hospital anchor the health sector, and natural and heritage assets include the Ricketts Point Marine Sanctuary and the wreck of HMVS Cerberus. The municipality is served by the Sandringham rail line and the Nepean Highway, and Council's offices are in Sandringham.

104,272	37 km²	17 km	7	~30,000
Estimated residents (2023)	Land area	Bay foreshore	Single-member wards	Extra homes targeted by 2051

A city under pressure to grow, and determined to stay Bayside

Bayside has one of Melbourne's most established and sought-after residential profiles. That is precisely why the planning conversation here is so significant: the State Government's housing targets, the Suburban Rail Loop at Cheltenham and an expanding Activity Centres Program are bringing change to a municipality that places a very high value on neighbourhood character, heritage and open space.

Our Vision

One Bayside

One Bayside – delivering great outcomes for the community. Council's Plan is built around helping residents and families to "Love where we live" now and for future generations.

The Council Plan 2025–2029 was shaped with the help of a community panel and is aligned to the Bayside 2050 Community Vision. It is organised around three goals, and the Director City Development has a central role in delivering the second.

Goal 1: Our People	A safe, inclusive and active community with opportunities for social connection and wellbeing, easy access to Council services, and thriving local businesses and shopping precincts.
Goal 2: Our Place	Fostering Bayside's liveability, open space and exceptional places, including planning for sustainable growth and place-based outcomes.
Goal 3: Our Promise	Open and accountable civic leadership, with strong governance and customer-focused, effective service delivery.

Council's Values	Respect each other, find better ways, work together, own it.
Our Principles	Empowered, Collaborative, Innovative and Agile, Strategically Aligned, and Customer Focused.

Our Council

Bayside City Council is governed by seven Councillors, each representing a single-member ward, elected for the 2024–2028 term. Matthew Cripps is the Chief Executive Officer, appointed in June 2025 after serving as Council's Director City Planning and Amenity. The Director City Development reports directly to him.



Ward	Councillor	Ward	Councillor
Beckett	Cr Debbie Taylor-Haynes	**Dendy**	Cr Hanna El Mouallem
Bleazby	Cr Robert Irlicht	**Ebden**	Cr Geoff Leigh
Boyd	Cr Kylie McIntosh	**Ivison**	Cr Andrew Hockley
Castlefield	Cr Elli Murray		

Growth, Planning and Place



Few planning environments in Victoria are as closely watched as Bayside's. Council has a well-established strategic framework, including a Housing Strategy and structure plans for its activity centres, and the State is now adding its own layer of policy and controls.

Council's strategic framework

- **Structure plans** are in place for Bay Street, Beaumaris Concourse, Black Rock, Church Street, Hampton East, Hampton Street, Highett, Martin Street, Pennydale (Cheltenham) and Sandringham Village.
- **Development plans** guide key sites, including the former CSIRO site in Highett and the Jack Road precinct in Cheltenham.
- **Housing approach.** Council has stated that it supports housing growth in suitable locations, directing it to activity centres while preserving neighbourhood character.

The State planning context

- **Housing target.** Plan for Victoria sets a target of around 30,000 additional homes in Bayside by 2051, which would require annual development to rise well above recent levels.
- **Activity Centres Program.** The Moorabbin (Hampton East) Activity Centre, which is partly in Bayside, was part of the pilot, with new controls in force since April 2025. North Brighton, Middle Brighton, Hampton and Sandringham have since been identified for review.
- **Suburban Rail Loop.** The Cheltenham SRL East precinct will influence Highett, Hampton East, Cheltenham and Pennydale.

What our community is telling us

Public engagement on Council's planning work, and on the State reforms, has surfaced several consistent themes that bear directly on this role.

- **Character matters.** Residents place a high value on neighbourhood character, heritage, trees and open space, and many want the pace and scale of change to be managed carefully.
- **Infrastructure must keep up.** Schools, childcare, open space, transport and drainage capacity are regularly raised alongside growth.
- **Housing choice and affordability.** There is also a strong view that housing needs to be more diverse and affordable, particularly close to train stations.
- **Vibrant centres and transparency.** Local shopping strips are central to community identity, and residents want clear, timely explanation of what is changing and why.

The Opportunity

The Director City Development is a senior executive role on the Executive team, reporting to the CEO. It brings together the functions that shape how Bayside grows and how its places are protected and activated: development services, strategic and statutory planning, urban strategy, amenity protection, transport and engineering, and economic development and property.

Key challenges and opportunities

- **Sustainable growth.** Leading urban strategy, planning policy and place planning that guide growth across the municipality while protecting liveability.
- **A shifting planning landscape.** Working constructively and credibly with State agencies, the Suburban Rail Loop and the Activity Centres Program while representing Council's interests and the community's.
- **Regulatory performance.** Delivering timely, transparent and compliant statutory planning and development assessment in a high-volume, high-risk environment, with a strong customer experience.
- **Integration.** Ensuring strategic planning, development services, engineering and compliance work as one end-to-end system, and avoiding siloed decision-making.
- **Land use and transport.** Aligning land use planning with transport planning and engineering so that growth is supported by a sustainable, integrated transport network.
- **Amenity and community safety.** Providing strategic oversight of compliance, investigations, local laws, asset protection and environmental health.
- **Economic development and activation.** Driving property and economic development initiatives that support investment, activation and sustainable growth in Bayside's shopping precincts.
- **Data and digital capability.** Using data, insights and digital tools to lift service delivery, regulatory performance and customer experience.

What we are looking for

A senior executive who can lead a large, multi-disciplinary regulatory portfolio with confidence, bring planning, compliance and engineering together into a coherent whole, and earn the trust of Councillors, the community, developers and government alike.

The Position

Reporting to the Chief Executive Officer, the Director City Development is a member of the Executive team and drives Council's strategic priorities, with a focus on sustainable growth, liveability and place-based outcomes. The Director leads a large, multi-disciplinary portfolio with diverse technical and regulatory functions, with clear accountability and consistent performance across all service areas.

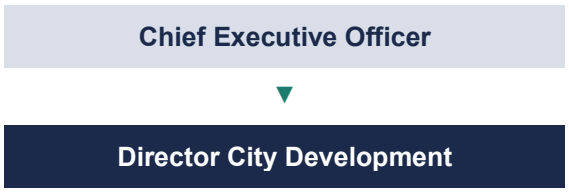
Position title	Director City Development
Classification	Senior Employee
Division	City Development
Reports to	Chief Executive Officer

Key responsibilities

- **Executive leadership.** Work as a member of the Executive team to drive Council's strategic priorities, with a focus on sustainable growth, liveability and place-based outcomes.
- **Portfolio leadership.** Direct and empower development services, strategic and statutory planning, urban strategy, amenity protection, and transport and engineering to deliver integrated, community-focused outcomes.
- **Urban strategy and planning policy.** Lead the development and implementation of long-term urban strategy, planning policy and place planning to guide growth and development across the municipality.
- **Statutory planning.** Oversee statutory planning and development assessment so that decisions are timely, transparent and compliant with legislation and Council policy.
- **Compliance and amenity.** Provide strategic oversight of compliance, investigations, local laws, asset protection and environmental health to protect public amenity and community safety.
- **Transport and engineering.** Lead transport planning and engineering to support integrated land use and transport outcomes, and ensure land use planning and engineering outcomes are aligned.
- **Economic development and property.** Drive economic development and property-related initiatives that support investment, activation and sustainable growth.
- **Integration.** Ensure strong integration between strategic planning, development services, engineering and compliance to support efficient end-to-end development outcomes.
- **Improvement and transformation.** Use data, insights and digital capability to enhance service delivery, regulatory performance and customer experience.
- **People and culture.** Lead a customer-focused, values-based culture where teams are engaged, accountable and high-performing in a complex regulatory environment.

The Organisation

The Director leads a large, multi-disciplinary portfolio and sits on the Executive team under the CEO. The main functions of the City Development division are shown below.



Development Services	Strategic Planning	Amenity Protection	Transport and Engineering	Economic Development and Property
– Statutory planning – Development assessment	– Urban strategy – Planning policy – Place planning	– Compliance and investigations – Local laws – Asset protection – Environmental health	– Transport planning – Engineering	– Investment and activation – Property initiatives

Our Ideal Candidate

We are looking for a senior leader who can translate Council's strategic priorities into well-planned places and well-run regulatory services, and who can do so with the community, Councillors, industry and government on side.

You will be a values-driven and collaborative executive who builds trust and teams, holds people to account and leads with purpose. You will bring deep experience in a complex regulatory, planning or development environment, a sound grasp of statutory planning frameworks and local government legislation, and the judgement to balance customer experience, legislative compliance and organisational risk. You will be a confident and credible voice in front of Council, the community, developers and State agencies.



Candidate Skills Matrix

Technical skills and experience

In addition to local government experience, the following expertise will be a focus in selection.

1 **Complex regulatory and local government experience**
Extensive senior leadership experience in a complex regulatory, planning or development environment, ideally within local government, with a sound understanding of local government legislation and regulatory functions.

2 **Statutory planning and development assessment**
Strong knowledge of statutory planning frameworks and a track record of overseeing timely, transparent and compliant planning and development assessment decision-making.

3 **Strategic planning, urban policy and place-making**
Demonstrated experience delivering strategic planning outcomes, urban policy and place-based initiatives, including long-term urban strategy to guide growth and development.

4 **Compliance, enforcement and public protection**
Experience managing compliance, enforcement or public protection functions, such as local laws, investigations, asset protection and environmental health, in a local government or similar setting.

5 **Transport planning and engineering**
Understanding of integrated land use and transport outcomes, and the ability to lead transport planning and engineering functions alongside planning and development services.

6 **Service improvement, data and digital**
Experience driving service improvement in high-volume, high-risk regulatory environments, using data, insights and digital capability to lift performance and customer experience.

7 **Stakeholder and government engagement**
Strong engagement skills across elected officials, the community, developers and government agencies, including managing contested and politically sensitive issues.

8 **Economic development and property**
Ability to drive economic development and property-related initiatives that support investment, activation and sustainable growth.

9 **Leadership of a multi-disciplinary portfolio**
Proven ability to lead large, multi-disciplinary teams across planning, compliance, engineering and development services with clear accountabilities and consistent performance.

Behavioural skills

Bayside's leadership capabilities are drawn from the Korn Ferry suite of competencies and support its aspiration to lead with purpose and foster a culture of trust, collaboration and shared accountability.

1 **Instils trust**
Acts with integrity, is open and honest, follows through on commitments, and earns the confidence of Councillors, colleagues and the community.

2 **Builds effective teams**
Empowers and develops people, builds capability across a diverse technical workforce, and fosters an inclusive, high-performing culture.

3 **Ensures accountability**
Sets clear expectations and accountabilities, monitors performance, and takes ownership of outcomes in a complex regulatory environment.

4 **Collaborates**
Builds constructive relationships across the organisation, with Councillors, government and industry, and works across boundaries to avoid siloed decision-making.

5 **Customer focus**
Puts customers at the centre of service design and delivery, and balances their needs with legislative compliance and organisational risk.

6 **Drives vision and purpose**
Sees the big picture, connects the division's work to the Council Plan and the "One Bayside" vision, and communicates direction in a way that engages and motivates others.

About You

Mandatory

- Tertiary qualification in planning, engineering, public policy or a related discipline.
- Extensive senior leadership experience in a complex regulatory, planning or development environment.
- Proven ability to lead multi-disciplinary teams across planning, compliance, engineering and development services.
- Strong knowledge of statutory planning frameworks, local government legislation and regulatory functions.
- Experience managing compliance, enforcement or public protection functions in local government or a similar setting.
- Satisfactory National Police Check and a valid Working with Children Check.

Desirable

- Demonstrated experience delivering strategic planning outcomes, urban policy and place-based initiatives.
- Experience driving service improvement in high-volume, high-risk regulatory environments.
- Experience engaging with State Government agencies and managing significant planning reform.
- Experience presenting to Council, planning panels or tribunals such as VCAT.

What We All Stand For

Every Bayside employee is expected to uphold the Code of Conduct, deliver customer service that is easy to deal with, empathetic, effective and trusted, and contribute to a psychologically safe workplace where inclusion is standard practice. Council is committed to safeguarding children and young people, to workplace health, safety and wellbeing, and to sustainability, including environmentally sustainable development.

Our Offering

This is an opportunity to lead a significant division at one of Melbourne's most established bayside councils at a pivotal moment for planning and growth. The position is offered on a Senior Employee contract with a total remuneration package.

Employment is subject to a satisfactory National Police Check, a valid Working with Children Check, provision of evidence of qualifications and proof of eligibility to work in Australia. Council is committed to a safe, inclusive and respectful workplace.

Resourcing Timeline

1 **Initial conversation**
Prior to submitting an application, a confidential discussion with Nick Kelly of GEM Executive regarding the role and your suitability. Prospective candidates must not contact Council. Canvassing elected representatives directly or indirectly will disqualify applicants. **Applications close: Friday 27th November 2026**

2 **Screening and selection for first-round interviews**
GEM Executive will work closely with Council to develop a short-list of candidates for first-round interviews.

3 **First-round interviews**
Facilitated by GEM Executive and conducted face-to-face or via video conference, followed by a group calibration to determine which candidates progress.

4 **Psychometric testing and employment checks**
Candidates progressing will be required to complete psychometric testing and background checks.

5 **Second-round interviews – Tuesday 8th December.**
Second-round interviews will be held in person with further interview questions and a practical activity.

6 **Referee checks**
GEM Executive will undertake reference checks for the preferred candidate(s).

7 **Negotiation and appointment**
Facilitated by GEM Executive, with an offer of employment to follow.

Applying for the Role

Nick Kelly of GEM Executive is Council's recruitment partner for this process, and all enquiries are to be directed to GEM Executive on 0497 476 548.

To apply, please forward a detailed cover letter that outlines your qualifications, skills and experience as they relate to the desired technical and behavioural skills, along with your CV, to nick@gemexecutive.com.au.