

MINUTES

COMMUNITY FOCUS COMMITTEE

TUESDAY 10 APRIL 2018

7.00PM

PRESIDENT'S ROOM
GMHBA STADIUM
LATROBE TERRACE, GEELONG

COUNCIL:

CR B HARWOOD (KARDINIA WARD)
MAYOR

CR S ASHER (BELLARINE WARD)
CR J MASON (BELLARINE WARD)
CR T SULLIVAN (BELLARINE WARD)
CR E KONTELJ (BROWNBILL WARD)
CR S MANSFIELD (BROWNBILL WARD)
CR P MURRIHY (BROWNBILL WARD)
CR R NELSON (KARDINIA WARD)
CR P MURNANE (KARDINIA WARD)
CR A AITKEN (WINDERMERE WARD)
CR K GRZYBEK (WINDERMERE WARD)

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**MINUTES OF THE COMMUNITY FOCUS COMMITTEE
HELD IN THE PRESIDENT'S ROOM
GMHBA STADIUM, LATROBE TERRACE, GEELONG
TUESDAY, 10 APRIL 2018
COMMENCING AT 7.00 PM**

PRESENT: Cr B Harwood (Mayor), Crs A Aitken, S Asher, K Grzybek, E Kontelj,
S Mansfield, J Mason, P Murnane, P Murrhiy, R Nelson, T Sullivan

Also present: B Luxford (Acting Chief Executive Officer), T Hellsten (Acting Director Manager
Planning and Development), R Grant (Acting Director Investment & Attraction),
G Wilson-Browne (Director City Services), R Stevens (Acting Director Community
Life), S Boer (Acting Director Finance & Strategy),
J Brown Internal Ombudsman & Senior Review Officer), A Keen (Executive
Manager People and Organisation Development)

OPENING: The Chair declared the meeting open at 7.00pm

ACKNOWLEDGEMENTS:

Council acknowledged Wadawurrung Traditional Owners of this land and all Aboriginal and Torres Strait Islander People who are part of the Greater Geelong community today.

APOLOGIES: Nil.

CONFIRMATION OF MINUTES:

Cr Murrhiy moved, Cr Sullivan seconded –

That the Minutes of the Community Focus Committee Meeting held on 13 February 2018 be confirmed.

Carried.

DECLARATIONS OF CONFLICTS OF INTEREST: Nil.

QUESTION TIME:

Question Time is an opportunity for questions to be addressed to the Committee and while the minutes record the general content, they do not purport to be a transcript of what was said by individuals. Likewise Councillor or Officer verbal responses are in summary form only. Views expressed may not be the views of Council.

Council's practice is to provide a separate document on its website setting out questions and responses including any more detailed written responses which may be provided subsequent to the meeting.

Peter Linaker asked:

In regard to the notes for "**Public Question Time**", are Mayor and Councillors aware:

- 1) “Guidance only” (or “as a General Guide”, a page of notes) makes the whole of no value.
- 2) Other Local Law decisions by council allow the public to speak, for say 15 minutes. *This is omitted.*
- 3) The list of “forbidden questions” omits many things (blasphemy, for example). “Courtesy” and “address the Chair” ought be sufficient.
- 4) To disallow “embarrassing questions” is untenable. (“4c” may be misused). As part of “checks and balances” in commercial processes all questions may be asked, and answers required. Why is Council exempt? Nothing is ever wrong at Council, if criticism is not permitted.
- 5) These notes for the public from Local Law on the conduct of proceedings are *unsound, contradictory and absurd*. They may not be corrected by staff (since “embarrassing to Council or Officer”), only by a motion of Councillors.

This should be done and the notes suspended forthwith, immediately.

The Mayor responded Council reviewed the Public Question and Submission Time Policy in February 2018 and made some minor amendments. Council otherwise approved the policy in its current form. It is referenced appropriately by the Council Meeting Procedures Local law 2017.

The policy provides a framework for how questions will be received and answered by Council.

The Mayor is ultimately charged with maintaining order during question time and will make a determination as to whether a question ought or ought not to be answered.

The guidance notes on the website are available to assist the public to understand the process and are consistent with the policy, as are guiding notes on the hard copy forms.

Jennifer Bantow asked the following question in relation to Osborne Park:

- 1) Have any staff with heritage expertise, experience and qualifications been involved in this decision. Has Council’s Heritage Advisor been asked to help?
- 2) After reference to the Osborne Park CMP, will Council please consider adopting two important changes to the recommendation?
- 3) To delete the parts of the recommendation that refer to selling Allotment 56C after a three year lease?
- 4) To consolidate Osborne Park into one title, from east to west, from the Corio Bay coastal reserve to the Osborne Park gates, and from north to south, from the south boundary of Allotment 56C to Swinburne Street – and in doing so, change the title of Allotment 56C by:
 - Subdividing off from Allotment 56C the strip of land directly west of Allotments 56A and 56B and consolidate – the subdivided part of Allotment 56C, and Allotments 56A and 56B, and the land now used as two ovals into one new title?
 - and, in this redrawing of the title boundaries, moved the south boundary of Allotment 56C further to the north to increase the curtilage on the north of the Osborne Park stables, so the stables building is not too close to the northern allotment?
 - and, to draw the south boundary of Allotment 56C in a straight line (not around the old depot building), so that the Osborne Park stables are entirely open to the west, towards the original race track (now the oval), and not encumbered by any unsympathetic structures to the west or north – barring that, as a minimum, Council could consider consolidating the three titles of the land under the eastern buildings of Osborne Park)?

The Mayor responded he didn’t have answers to all the questions but indicated there would be further discussion when the item is debated later in the evening.

Reiny Niuwenhof (President Geelong & District Vietnam Veterans Association of Australia) asked the following questions regarding Osborne Park:

- 1) The proposed lease of Allotment 56C to the Hamilton Group includes the western entry road from Swinburne Street ('to their land'). Will this entry point become unavailable to former and future tenants, and the community generally, to the buildings located within Crown Allotment 56B and 56A, that is, Osborne House and the Stables buildings?
- 2) We believe that the land, including 56C western entry, is covered by a Heritage Overlay. What are the implications if such an Overlay were to be altered or abandoned altogether?
- 3) Is the future use of the land within the 56C Allotment, as proposed by the Hamilton Group compatible with the current Public Purpose zoning?
- 4) Should the development of a Master Plan for the whole Osborne Park precinct – the Land (56A, 56B and 56C) – be predicated on a commitment by the CoGG to keep Osborne House and the Stables as community assets, available to and used by the community?
- 5) One would assume that given the 'demolition by neglect' of Osborne House, that seems to have been the practice of the CoGG for over 25 years, the easiest thing to do would be to sell the whole precinct to a developer. We would hope that this is not a strategy being contemplated by Council, despite that currently the land is described as having "low market value"?
- 6) Where can the community inspect the Port of Geelong Infrastructure and Investment Plan (2013) and the Federal Mills Master Plan (2017) to be better informed of what these plans entail?

The Mayor thanked Mr Niuwenhof for his questions and advised there will be further discussion during debate of the item.

John Verikios addressed the Committee as follows:

My understanding is that the Better Bike Connections program is a State Government transport initiative aimed at local Councils to explore building better bike paths to encourage cycling as a means of transport in order to ease congestion. VicRoads and the TAC were involved in picking the routes. My understanding is that funding is only available if we build a bike network on this route.

Is the Council obligated to building this proposed network even if it creates the congestion it seeks to address?

Is no vote by our elected representative required? Head Councillors already made up their minds?

If we proceed and build a dedicated bicycle network, upon what metric will the success/failure be judged, given that it is a transportation initiative aimed at the easing of congestion caused by vehicles? Who will be accountable for the success or failure of the network?

Has the Council counted the number of cyclists currently using these proposed dedicated/protected sections and calculated if a 67% increase would justify reallocating our roads away from vehicles in favour of bicycles?

Has the Council calculated how many people would be required to convert from driving cars to riding bicycles to achieve a reduction in congestion given all the above cause congestion in the first place?

Should Council rule out reducing the capacity of this most important and strategic intersection?

I understand that Council has been consulting with affected parties in Belmont. Will they also consult with affected parties from the Gheringhap Street and Moorabool Street small business community and will Council consider enhancing community engagement in this project, taking into account the wide ranging affect it will have on all motorists and business operators?

Due to the lack of proper consultation, will Council consider postponing the proposal until such time that the community has had adequate opportunity to be fully informed and engaged in considering this project?

The Mayor indicated Council will be getting more information out to the community and small businesses to gain their further feedback on the proposed Building Better Bike Connections project.

Mr Verikios asked if Council had engaged with the community similar to that of other Victorian regional cities?

The Mayor responded he did not have the answer, but would provide a response in writing..

Ken Baker asked questions relating to Osborne House:

- 1) Has Council considered using 56C Osborne House area as a site for a Convention Centre?
- 2) The house could be refurbished as an administrative centre for the Convention Centre?
- 3) The stables could be refurbished as a Restaurant and/or Café for the Convention Centre?
- 4) Government Federal and State could see this come to fruition?

The Mayor advised that Osborne House was considered as a possibility, together with other potential sites, however Council's current preferred site is the Deakin car park.

Ann Preston addressed the Committee in relation to Live Streaming and Publishing Recordings of Council Meetings as follows:

- 1) Have any meetings actually been live streamed? If not, why not?

I understand that Council do live tweet from the meeting. There were 7 tweets including an opening and closing tweet from the Community Focus Meeting on 13 March and at the regular meeting of Council on 27 March there were 3 tweets, one being an opening tweet. It appears that twitter is not an effective way to give the community greater access to Council decision and debate.

The Mayor responded the Council meetings at present have not been streamed.

- 2) Will Council do away with tweeting meetings and live stream to Facebook instead?

The Mayor responded he did not know the answer.

- 3) As the policy is up for review in ten days' time, can you advise on the progress of this review?

The Mayor indicated he didn't have the answer but would provide a written response.

Cr Aitken advised the policy has been adopted, however a further report is pending.

Cheryl Scott (Osborne Park Association) asked the following questions:

The opening statement for this agenda item aims to respond to an offer to purchase Council land and to seek approval to commence a process to change the use of, and realise an increased value of, the former Corio Shire Depot site in Osborne Park by undertaking a master plan, rezoning and eventually offering the land for sale.

It should be stated that no objection is raised regarding the lease of the depot yard per se. However, the following questions are posed in relation to the statement above:

- 1) Under Key Issues Item 3: The Hamilton Group proposed an undefined development which they state requires access from Swinburne Street, considered especially important to accommodate any ancillary uses that might require alternative access to the more industrial entrance the Group will have from Mackey Street.

Without first knowing what that use is to be, the types of vehicles accessing the depot site from Swinburne Street, the potential impact caused by increased (industrial?) traffic on the amenity of the Osborne Park precinct, the impact on safety to user groups, and the loss of considerable bus and car parking spaces:

- a) Is it reasonable for Councillors to vote on a process to change the use of the land while lacking vital development information which may render access from Swinburne Street totally inappropriate, and
 - b) Would Councillors consider annexing that portion of the land from the lease, insisting access be through the power station site to the depot yard?
- 2) Council is proposing to offer the Hamilton Group (or its nominees) first right of refusal to purchase the land within the period of the three year lease. Is it appropriate to offer a piece of publicly owned property to one private commercial entity without first putting it to public tender?

The Mayor responded he did not have all the answers at this point of time but the Osborne Park Precinct is on the agenda for discussion later this evening.

Susan Allsop (Secretary Osborne Park Association) asked is Council able to lease the depot site only, without the extension to Swinburne Street?

The Mayor advised there are a number of options available to Council some of which will be debated later this evening.

PETITIONS:

- *The Mayor presented a petition from Rippleside residents outlining their disappointment in being unable to access the walkway between Rippleside and St Helens Park which has been blocked at both ends to prevent passage by pedestrians wanting to use it. The residents are asking for a temporary fence to be erected along that part of the walkway until construction is complete.*
- *The Mayor presented a petition from Ocean Grove residents opposed to the Palm Tree removal located at the roundabout at Millwood Place and Beresford Close, Kingston Estate, Ocean Grove.*

1. FUTURE USE OF COUNCIL LAND – CROWN ALLOTMENT 56C – OSBORNE PARK PRECINCT

Source: Finance & Strategy
Director: Peter Anderson
Index Reference: Osborne House

Purpose

To respond to an offer to purchase Council land and to seek approval to commence a process to change the use of, and realise an increased value of, the former Corio Shire Depot site in Osborne Park by undertaking a master plan, rezoning and eventually offering the land for sale.

Background

Osborne Park originally comprised an area of approximately 80 hectares. The former Shire of Corio obtained title to Osborne House in 1937 and to the stables and coach houses in 1948.

The Shire of Corio established its depot operations on Crown Allotment 56C within the land it acquired. The City of Greater Geelong acquired title to the former Shire of Corio land upon amalgamation in 1994 and is the owner of Crown Allotments 56A, B and C (the Land) (**Attachment 2**). Council is also the designated manager of the adjacent Crown Land.

The land adjoining Crown Allotment 56C (formerly known as the Powerhouse site) has been acquired by the Hamilton Group. The Hamilton Group, through a subsidiary company, has made an offer to Council to purchase the Land from Council.

Key Issues

1. The Land is currently zoned Public Purposes – Local Government and as such has low market value relative to adjacent industrial properties and limited applicable uses and/or redevelopment opportunities.

A number of existing planning instruments impact on the future use and development of the area between Mackey and Swinburne Street, an area which includes the Land. The existing Port of Geelong Development Strategy, for example, is scheduled to be reviewed during this year, there was an adopted City Master Plan for Osborne House (2007) which was a marina-based plan that was effectively abandoned in 2011, and the Port of Geelong Infrastructure and Investment Plan which was adopted by Council in 2013. More recently, the Federal Mills Master Plan was created and adopted by Council in 2017. All of these existing plans and reports should be considered in any new plans for the precinct.

2. Notwithstanding the current status of the Land, the Hamilton Group, through its subsidiary company (Pivot City Innovation Group), has made an offer to Council to purchase the Land.
3. The Hamilton Group is interested in the Land as potentially part of the western end of their proposed development precinct and as an opportunity for access to their land from Swinburne Street. Crown Allotment 56C is considered especially important to accommodate any ancillary uses that might require alternative access to the more industrial entrance the Group will have from Mackey Street.

FUTURE USE OF LAND

4. Council planners are not opposed to seeing a comprehensive development zone apply to the Land, subject to completion of a master plan, identification of potential end uses, consideration of previous studies and the involvement in that exercise of all interested parties in the master plan process.
5. The sale of Osborne House, the stables and/or the former depot land has been the subject of various Council reports and deliberations over the years. The site has been underutilised since its occupancy for municipal purposes. The care and management of the site has largely fallen to various community groups who have dedicated themselves to the preservation of the assets and the use of the buildings for community purposes. These community groups include the Friends Group, the Geelong Memorial Brass Band, the Vietnam Veterans Association and the Rotary Club amongst others.
6. Council's maintenance of the assets has not been what it should have been. Currently, Osborne House and stables (registered on the Victorian Heritage Register) are undergoing a significant clean-up operation after being subject to roof leakages and consequently mould. This clean-up work, together with the clean-up of artefacts housed in the buildings, is likely to cost in the order of \$1.5 to \$2m.
7. Although there is no current quote for the cost of restoration of Osborne House and the stables, the cost of restoration has previously been estimated to be between \$1m and \$2m.
8. Until the restoration costs of Osborne House and the stables are known, as well as consideration of the future possible uses of Osborne House and stables through a master planning process, Council should retain Osborne House and stables and the land surrounding it forming part of Crown Allotments 56A and 56B.
9. Crown Allotment 56C (former depot operations site) is not required for its original purpose and is surplus to current Council requirements and could eventually be sold, however, in the absence of a master plan identifying future uses, it is considered premature to sell Crown Allotment 56C. Sale at this point may also compromise future use and/or development of the Land.

A Way Forward

10. It is considered beneficial to publicly plan the future use and development of the entire precinct rather than deal with sections separately.
11. Discussions have been held with the Hamilton Group about undertaking a joint public master plan with them and others for the whole precinct.
12. The Hamilton Group has indicated that it is interested in participating in a public master planning process and meeting some or all of the cost of the plan should they be able to secure an interest in Crown Allotment 56C.
13. There are advantages in supporting the development of the new innovation precinct. Apart from the obvious increased economic development, there will be additional "smart" jobs created, the reputation of Geelong as a high tech, clever and creative City would be enhanced and the precinct should emerge as a sought-after location for smart industries. It would also create an attractive publicly-accessible waterfront location connected to the City centre. Whether or not Crown Allotment 56C forms part of the new Innovation Precinct remains unknown until the master plan for the precinct is undertaken and finalised.

Process

14. The following processes (described in paragraph 16 below) seeks to support the future development of the proposed innovation precinct, preserve and enhance the value of Crown Allotment 56C and encourage joint development of the master plan with the Hamilton Group.
15. Council offer its support to the creation of the new innovation precinct by:
 - 15.1. Retaining Crown Allotment 56C at this stage and, in association with the Hamilton Group and other interested stakeholders, undertake a master plan for the precinct. The master plan would also need to consider future uses of Osborne House and the stables, as well as foreshore areas under Council management. The Plan would engage with and involve important stakeholders such as the Port of Geelong and the Department of Environment, Land, Water and Planning and would seek out public participation.
 - 15.2. In order to commence the public master plan process, Council agree with the Hamilton Group (or its nominee) to publicly advertise its intention to lease part of Crown Allotment 56C to the Hamilton Group for up to 3 years including the granting of the first right of refusal to purchase Crown Allotment 56C to the Hamilton Group if Council resolves to sell the site within the period of the lease.
 - 15.3. The lease including the granting the first right of refusal would be subject to public advertisement that would see Council invite public submissions on the proposal. The rent payable to Council would be subject to a formal valuation of the rent and the value of the granting of a right of first refusal.
16. Should Council ultimately decide to sell Crown Allotment 56C it would be required to give public notice of its intention to sell in accordance with the provisions of the *Local Government Act 1989*, including considering any public submissions relating to the proposed sale.

Cr Murnane moved, Cr Sullivan seconded -

That the report be deferred.

Carried.

2. NAMING OF NEW PAVILION AT THE BELMONT CRITERIUM TRACK, BARWON HEADS RD, BELMONT

Source: Community Life - Social Planning & Investment
Director: Linda Quinn
Index Reference: Sports Leisure and Recreation – Sport - Cycling

Purpose

To authorise the naming of the new pavilion at the Belmont Criterium Track the Edward Mockridge Pavilion, after one of Geelong's greatest cyclists, Edward 'Russell' Mockridge.

Background

Council recently developed a new pavilion at the Belmont Criterium Track that will be the home for cycling in Geelong and a regionally significant venue, hosting a range of events and activities. It will also be the home for the Geelong Cycling Club. The new pavilion was opened on 27 January 2018.

In November 2017, Council received correspondence from a community member proposing the new pavilion at the Belmont Criterium Track in Barwon Heads Rd, Belmont be named the 'Russell Mockridge Pavilion'.

Edward 'Russell' Mockridge was born in 1928 and became one of Australia's best cyclists and Olympians between 1946 – 1956. His middle name was Russell, which was commonly used as his first name. Tragically, Mr Mockridge was killed in a road cycling accident in 1958.

The proposed naming is supported by Cycling Geelong Inc., Mr Mockridge's only daughter, Melinda Mockridge, and the Geelong Cycling Club.

Key Issues

- In accordance with the State Government's *Naming Rules for Places in Victoria* (the Rules), consultation was open from 15 December 2017 to 15 January 2018, seeking submissions regarding the proposed name.
- The proposed name, Edward 'Russell' Mockridge pavilion - was advertised online via Council's 'Have Your Say' page and the Geelong Advertiser and Geelong Independent. The Have Your Say page received 419 page views and two submissions from the community.
- One submission suggested that the pavilion be named after a female sporting figure (without a specific suggestion as to whom). The second submission suggested that the pavilion be named after an alternate person who is currently active in the Geelong cycling community.
- The Rules note that naming features after persons who are still alive is not recommended as community perceptions may change.
- The Rules also note that middle or commonly used names are not accepted, therefore the formal naming convention of the pavilion will be the 'Edward Mockridge Pavilion'. The commonly used name of Edward 'Russell' Mockridge will be recognised through a commemorative plaque at the facility.

Cr Murrhly moved, Cr Nelson seconded -

That the Community Focus Committee authorises the naming of the new pavilion at the Belmont Criterium Track as the Russell Mockridge Pavilion.

Carried.

Attachment 1

Financial Implications

There are minimal costs to Council with existing budgets available for advertising and a commemorative plaque. The approximate cost to Council for the advertising process was \$200. A commemorative plaque will be erected at the facility recognising the new naming with a cost of approximately \$600.

Community Engagement

The community consultation period ran from 15 December 2017 to 15 January 2018. This 30 day advertising period complies with the Rules.

The engagement was advertised online via Council's Have Your Say webpage and in the City News supplement of the Geelong Advertiser and Geelong Independent. The Have Your Say page received 419 page interactions and two submissions from the community.

The above process meets Council's responsibility under the Rules.

Should Council resolve to adopt the recommended name, the proposed name will be submitted to the Department of Environment, Land and Planning for a final determination and gazettal.

Social Equity Considerations

There are no social equity considerations associated with the adoption of this report.

Policy/Legal/Statutory Implications

The *Local Government Act 1989*, the *Geographic Place Names Act 1998* and the *Naming Rules for Places in Victoria* guidelines have been followed.

Alignment to City Plan

This proposal aligns to City Plan with the encouragement of Community Wellbeing.

Conflict of Interest

No officer involved with the preparation of this report has any direct or indirect conflict of interest in relation to the report.

Risk Assessment

There are no notable risks associated with the adoption of this report. The State Government's *Naming Rules for Places in Victoria* guidelines have been adhered to throughout this proposal.

3. TOURISM POLICY RENEWAL AND VISITOR ECONOMY PERFORMANCE

Source: Investment and Attraction - Tourism
Director: Brett Luxford
Index Reference: SUB-16-376 : Tourism, Greater Geelong & The Bellarine

Purpose

To seek approval of the updated Tourism Policy relating to the partnership between the City of Greater Geelong and Tourism Greater Geelong and The Bellarine Inc. and to note the performance and projected growth of the visitor economy within Greater Geelong and the Bellarine region.

Background

Tourism Greater Geelong and The Bellarine Inc. is recognised by State Government and peak industry bodies as the official and endorsed Regional Tourism Board for the City of Greater Geelong, Borough of Queenscliffe and Golden Plains Shire.

During the renewal of the Memorandum of Understanding (MOU) with Tourism Greater Geelong and The Bellarine Inc., the 2017/2018 – 2020/2021 Visitor Economy Strategy was presented as well as the 2017/2018 Action Plan as developed through consultation and signed off by the Board of Tourism Greater Geelong and The Bellarine Inc. and approved by Council on 23 May 2017.

Key Issues

- The Greater Geelong and the Bellarine visitor economy is currently estimated to annually sustain 5, 315 jobs with a regional output contribution of \$921 million. This output is based on current visitation of 5.3 million visitors per year.
- It is estimated in the Tourism Development Plan (January 2016), that visitation to the region will grow to 7 million visitors by 2030 and expenditure will total \$1.145 billion. It should be noted that current growth is exceeding stretch targets set in this plan. The updated Tourism Policy (**Attachment 2**) recognises that the visitor economy is one of the sectors within the broader Greater Geelong economy which can sustain economic growth and be further developed, enhanced and expanded through effective leadership and partnership models.
- The performance and progress of the visitor economy in Greater Geelong and the Bellarine is provided in **Attachment 3**.
- The Partnership between Tourism Greater Geelong and The Bellarine Inc. and the City of Greater Geelong as detailed in the Tourism Policy needs to be renewed and approved by Council in accordance with Council procedures.

Cr Nelson moved, Cr Murrhy seconded -

That the Community Focus Committee:

- 1) **Approves the updated Tourism Policy that recognises the continuing potential growth of the visitor economy and the partnerships established with neighbouring municipalities and the tourism industry through Tourism Greater Geelong and The Bellarine Inc (Attachment 2); and**
- 2) **Notes the performance and progress of the visitor economy in Greater Geelong and The Bellarine (Attachment 3).**

Carried.

Attachment 1

Financial Implications

There is minimal change to Council's current recurrent contribution levels allocated to tourism. The changes over each financial year are attributed to agreed increases (staffing, utilities etc.) as per the overall Council budget process. The allocations since 2014/15 are outlined below which break the recurrent contributions down to three distinct units.

Table 1. CoGG Budget Tourism

Unit	2014/15 Actual	2015/16 Actual	2016/17 Budget	2017/18 Budget
Tourism Administration	\$1,039,440	\$1,112,339	\$1,148,157	\$1,174,251
Visitor Information Centres	\$421,220	\$387,763	\$387,465	\$394,071
Conference Marketing and Delegate Boosting	\$375,773	\$399,490	\$429,424	\$461,335
Total	\$1,836,433	\$1,899,592	\$1,940,046	\$2,029,657

In addition to the above recurrent budget outline, specific projects are also funded depending on each annual project approval cycle. An example of this is the contribution to the Buckley's Way Touring Route in 2017/18 at \$30,000 and the Study Geelong project which is budgeted at \$25,000 for 2017/18. These projects are subject to the annual budget bid process through the Council budget structure.

Community Engagement

During the development of the Visitor Economy Strategy 2017-2021, workshops were conducted with industry, Board and staff with draft documents seeking comment and input being circulated to key partners including relevant units within Council (Arts, Culture, Enterprise Geelong), State Government (Parks Victoria, Regional Development Victoria, Visit Victoria) and relevant industry peak bodies (Victorian Tourism Industry Council).

The Board of Tourism Greater Geelong and The Bellarine Inc. is an industry driven Board that contributed to the development of the Strategy and Action Plans and approved both documents prior to being presented to Council for consideration of the MOU.

The Strategy was presented to industry members and the media at a forum in late June 2017 and continues to be the platform for updating the industry through quarterly and annual reporting.

Further to this, the Strategy was presented to industry and traders groups in Lara, Portarlington and Ocean Grove as part of a broader engagement and membership program.

Tourism Greater Geelong and The Bellarine Inc. has an extensive industry, membership and community database as the platform for weekly digital communication.

A media strategy was initiated in mid-2017 that promoted the launch of The Visitor Economy Strategy and Council's continued partnership with the signing of the MOU.

The Visitor Economy Strategy drives the long-term community led aspiration as part of the Clever and Creative Vision of the city-region's potential to be a destination that attracts local and international visitors.

Social Equity Considerations

With the National Disability Insurance Scheme headquarters now open in Geelong alongside agencies like the TAC, Worksafe and the associated service industries, the Visitor Economy Strategy 2017-2021 identifies the opportunity for Greater Geelong and the Bellarine to be a leading accessible tourism destination.

This includes working in partnership with over one hundred tourism related businesses to improve accessibility in its broadest context (mental, physical, aging and sensory).

The workforce development plan for the visitor economy has recognised the opportunities to engage with and target lower socio economic communities for training and transition employment in this growth sector.

Policy/Legal/Statutory Implications

Being a signatory to the MOU to 30 June 2021 is consistent with the industry partnership approach as detailed in Council's Tourism Policy. The MOU commits Council to maintain a financial contribution supporting staffing, accommodation and other administration costs of Tourism Greater Geelong and The Bellarine Inc. for the life of the MOU.

There are no statutory implications resulting from this MOU.

Alignment to City Plan

The visitor economy directly relates to the 'Growing our Economy' section of City Plan. Tourism is mentioned as one of the five priority areas identified within the current City Plan (2013-2017). The City Plan states 'whether for business or leisure our region will be a preferred destination for local, national and international visitors.'

City Plan details specific targets for tourism based around exceeding average annual growth targets for overnight visitation for both domestic (National Visitor Survey) and international (International Visitor Survey) visitation as detailed in table one of this report.

City plan also recognises the need to not only support existing businesses but to encourage new and emerging growth sectors such as the visitor economy.

Tourism Greater Geelong and The Bellarine Inc. has been specifically mentioned in City Plan including the need to review tourism structures and the impact of the new regional tourism structure on the local economy. It should be noted that since City Plan was written in 2013 Tourism Greater Geelong and The Bellarine Inc. has been able to secure both State funding and State recognition as a Regional Tourism Board. The tourism sector and Tourism Greater Geelong and The Bellarine is included as a 'key partnership' within City Plan.

City Plan states that 'We are emerging as a leader in several dynamic industries such as knowledge, health, advanced manufacturing and tourism and events.' The future plans and proposed industry partnership with the Regional Tourism Board are consistent with the spirit, intent and detail of City Plan 2013-2017.

Conflict of Interest

This report has been prepared by the Tourism Manager, City of Greater Geelong, who is also the Executive Director of Tourism Greater Geelong and The Bellarine Inc.

Risk Assessment

Without the proposed partnership between industry and the City of Greater Geelong the sector would most likely fragment and fail to deliver the projected growth and economic impact targets.

Tourism Greater Geelong and The Bellarine Inc. plays a pivotal role in advocating on tourism related issues in a variety of settings and at different levels of government.

The organisation provides leadership to the region's tourism industry in dealing with both demand and supply issues, as well as opportunities to collaborate on a range of campaigns and initiatives.

The partnership between industry and Council as detailed in the updated Tourism Policy is regarded nationally and internationally as a '*best practice*' model and is often used as a benchmark for others to aspire to.

Environmental Implications

Tourism Greater Geelong and The Bellarine Inc. has successfully completed the documentation, assessment and procedures required to satisfy the Australian Tourism Accreditation Standards for a Tourism Business. This includes being benchmarked for recycling, waste management, water and energy consumption.

Further to this Tourism Greater Geelong and The Bellarine Inc. is an active participant in 'City Switch' and working with 'Future Proofing Geelong' to address sustainability, climate change and innovation.

COUNCIL POLICY

Tourism	Document No:	CPL210.1
	Approval Date:	25 February 2014
	Approved By:	Council
	Review Date:	25 February 2018
	Version No:	03
Responsible Officer: Director Investment and Attraction		
Authorising Officer:		Chief Executive Officer

1. PURPOSE

To provide guidelines for the partnership responsibilities between the City of Greater Geelong and Tourism Greater Geelong and The Bellarine Inc. and the development of tourism in the Geelong region.

2. SCOPE

All employees and Councillors of the City of Greater Geelong.

3. REFERENCES

- Economic Strategy
- Visitor Economy Strategy 2017-2021
- Memorandum of Understanding between Tourism Greater Geelong and The Bellarine Inc. and the City of Greater Geelong.
- GME Strategy Document

4. DEFINITIONS

5. COUNCIL POLICY

Council understands the need to have a robust and diverse economic base for the Municipality. Council recognises the visitor economy as one of the sectors that can sustain economic growth and can be further developed, enhanced and expanded through effective leadership and partnership models.

Council has been proactive in initiating a partnership approach to tourism that best meets the needs of the tourism sector and optimises performance outcomes. This co-operative with neighbouring municipal councils, and the tourism sector will be via an incorporated industry based body called Tourism Greater Geelong and The Bellarine.

It is recognised by Council that partnership models will evolve to meet the changing needs of the industry and council will continue to work with industry to maximise employment and the long term economic benefits of tourism.

Council will act as an advocate for an increased recognition and funding of the tourism potential of the Municipality and Region at the local, State and Federal levels.

Council will establish a strong partnership with the Tourism Greater Geelong and The Bellarine Inc. whose role includes the promotion of the tourism industry, encouraging professional standards within the industry and the development and implementation of co-operative arrangements which maximise industry effectiveness.

In order to achieve these objectives Council will:

- 5.1. Support Tourism Greater Geelong and The Bellarine Inc. by the provision of dedicated and other resources within Council's staffing structure;
- 5.2. Commit resources to Tourism Greater Geelong and The Bellarine Inc. in accordance with an agreed Memorandum of Understanding provided that an acceptable annual plan is presented to Council by 1 May each year outlining the key result areas to be achieved in the forthcoming financial year;
- 5.3. Work with the neighbouring Councils of Golden Plains Shire and the Borough of Queenscliffe to ensure that the tourism industry is developed and marketed within the context of the competitive advantages of the City and Region;
- 5.4. Identify and evaluate priority market opportunities for the City's tourism industry;
- 5.5. Build public awareness of Greater Geelong and The Bellarine as a destination and create a desire amongst tourists to visit and stay in the City and Region;
- 5.6. Seek to improve the travel links to the City and Region;
- 5.7. Assist visitors to have a memorable experience which will translate into repeat visits and word-of-mouth endorsement;
- 5.8. Facilitate the creation of tourist opportunities and development of tourism infrastructure while minimising its role as a direct infrastructure funder;
- 5.9. Actively seek State and Federal support of Conferencing and other tourism related infrastructure.
- 5.10. Actively seek to involve Greater Geelong and The Bellarine in major events and attractions on a local, state, national and international basis which are clearly beneficial to the City;
- 5.11. Actively seek to increase the impact of local tourism through the support of local festivals, art shows, galas etc mainly through the provision of in-kind support and moderate financial support;
- 5.12. Promote change and flexibility within the tourism industry to improve the tourism product.

6. QUALITY RECORDS

Quality Records shall be retained for at least the period shown below.

Record	Retention/Disposal Responsibility	Retention Period	Location
Tourism Annual Plan	Corporate Records	Permanent	Corporate Records

7. ATTACHMENTS

- Nil

VISION

Greater Geelong and The Bellarine is a globally recognised destination that delivers world standard visitor experiences

MISSION

Greater Geelong and The Bellarine exists to grow and support the visitor economy through three key priorities

PROMOTION

- RESULTS**
- 5 cruise ships
 - 13 education institutions part of Study Geelong
 - 106,579 member business listing page views
 - 65% of traffic is achieved through organic reach
 - 10,000 subscribers to monthly email
 - 80 blogs posted
 - 28 videos created
 - 380,724 pages viewed (up 48%)

DEVELOPMENT

- 1200 attendees to 25 on-site training sessions offered
- 250 attendees to 12 online training sessions offered
- 75% indicated the training opportunities are extremely valuable
- International marketing program launching 2018
- 85 attendees to training and development summit
- 4 major networking functions offered with over 450 attendees

PARTNERSHIPS

- 1 platinum partner
- 6 gold industry partners
- 17 silver industry partners
- Government partners include City of Greater Geelong, Borough of Queenscliff, Golden Plains Shire and Visit Victoria

CELEBRATING WINS

HALL OF FAME

Best Regional Marketing Destinations

Meeting and Events Australia

GOLD

Tourism Education and Training

Victorian Tourism Awards

BRONZE

Visitor Servicing

Victorian Tourism Awards

TOURISM CONTRIBUTION TO THE LOCAL ECONOMY FOR YE 2017

Tourism output

\$921m

+17% from 2016

Domestic Day Trip Spend

\$332m

+26% from 2016

International Overnight Spend

\$92m

+42% from 2016

Tourism employment

5,315

+19% from 2016

Domestic Overnight Spend

\$518m

+2% from 2016

BUSINESS EVENTS GEELONG

Average event size is **30** delegates

Total **5,472** business events in 2016/17 -
increase of **0.08%** over the past two years

Total **210,000** delegates in 2016/17 -
increase of **3.1%** each month



VISITOR SERVICING

Over **197,000** visitors were assisted at **4** accredited centres, **3** hubs and various outlets by over **125** volunteers enticing **86%** to do more

40% to spend more

54% to stay longer

COMPARATIVE MEASURE OF SECTOR GROWTH IN THE GREATER GEELONG ECONOMY

	2011 - 2013 \$-% change	2014 - 2016 \$-% change	2017 Dollar Contribution (\$M)	2015 - 2017 \$-% change
Tourism	+16%	+22%	920.652	+40%
Manufacturing	-6%	+12%	6,502.060	-28%
Wholesale	+18%	-14%	731.106	-6%
Arts and Recreation	-3%	-6%	250.295	+53%
Education and Training	+24%	-9%	1360.111	+38%
Transport	-7%	-2%	899.441	+28%
Health Care and Social Assistance	+37%	-6%	2007.160	+56%

10 YEAR PROJECTIONS (2024/2025)

Visitor Nights ▲ 4.5%

Buoyed by improving economic growth, lower interest rates, lower fuel prices and the lower Australian dollar

Domestic Tourism Expenditure ▲ 5.0%

With many Australians choosing to holiday at home rather than travel abroad

Inbound Tourism Market ▲ 5.6%

Supported by lower fuel prices, a lower Australian dollar, increased aviation capacity and the improvement of economic conditions in overseas markets

Inbound Tourism Spend ▲ 41%

Asian markets are expected to continue driving growth in the next few years led by China and India.

Based on Greater Geelong and The Bellarine Tourism Development Plan prepared by Urban Enterprise (2016) the following were used to forecast visitor growth in the region

Three growth scenarios

**Historical Visitation
 Growth Model**

**State Tourism Agency
 Forecast Model**

**Population Growth
 Rate Model**

FORECAST VISITOR GROWTH TO 2030

	Scenario 1 Historical	Scenario 2 Tourism Victoria	Scenario 3 Population Growth
Domestic Overnight	+455,515	+451,383	+670,523
Domestic Daytrip	+1,072,321	+718,875	+1,022,483
International Overnight	+22,868	+46,484	+46,484
Total Growth	+1,550,704	+1,216,742	+1,693,006
Total Visitation	6,865,704	6,531,742	7,008,006

Visitation ▲ to 7 million

Expenditure ▲ to \$1.145 billion

4. SOCIAL INFRASTRUCTURE PLAN - PROGRESS REPORT

Source: Community Life - Social Planning and Investment
Director: Linda Quinn
Index Reference: Subject: Social Infrastructure Plan

Purpose

To provide an update on the progress of the Social Infrastructure Plan 2014-2031 (SIP) review.

Background

In 2016/17 the Council invested over \$30M in social infrastructure. The intention of the Social Infrastructure Plan 2014-2031 (SIP) is to clearly identify the community need for access to a range of services and facilities in the future, and provide a clear and agreed decision making framework for prioritising future investment in social infrastructure.

In June 2017, Council resolved to review the current SIP, to also include a broad community engagement process.

In August 2017, Council adopted the principles, scope, methodology and budget for the SIP review.

Council resolved that the review would be undertaken in three parts as follows:

- Part A: Preliminary review of the Planning Framework
- Part B: Review of the Community Needs
- Part C: Develop the Plan and Priorities

Council requested a progress report on Part A of the SIP review to be presented in March 2018.

Key Issues

- Part A of the review is now complete. Over 3,000 people visited the 'Social Infrastructure Plan Review' webpage, with twenty-four (24) online comments received. Thirty-nine (39) people attended the four focus groups.
- The community engagement from Part A of the SIP review was well received. The general feedback from this consultation indicates that the Planning Framework that underpins the SIP should be revised (refer to Attachment 2).
- A set of new principles for social infrastructure were adopted by Council in 2017. These new principles are that social infrastructure should be 'equitable', 'accessible', 'sustainable', 'adaptable' and 'integrated'. These principles were generally accepted, however, the community wants greater clarity about the definition of each principle and the outcomes the City is seeking from each principle.
- The SIP currently defines 'social infrastructure' as including open space, sport and leisure facilities and reserves. However, the current SIP does not address these types of social infrastructure in the plan itself. The community generally believes that the SIP should include open space, sport recreation and leisure facilities in any future scope.
- The community provided feedback that when consulting on social infrastructure (i.e. buildings) the process also needed to consider the services to be provided. It is proposed that the community engagement for Parts B & C of the SIP review will now consider both the buildings (hard infrastructure) and the services to be provided (soft infrastructure).

Cr Grzybek moved, Cr Aitken seconded -

That the Community Focus Committee notes:

- 1) the progress of the Social Infrastructure Plan review;**
- 2) the Part A community findings report (Attachment 2); and**
- 3) the community engagement plan for Parts B & C of the Social Infrastructure Plan review (Attachment 3).**

Carried.

Attachment 1

Financial Implications

As per the Council Report 22 August 2017, an allocation of \$250,000 has been identified to undertake the SIP review over two years. A budget proposal for \$125,000 has been submitted to the 2018/19 budget process to continue with delivery of Parts B & C of the review and to develop the revised SIP.

A further budget proposal to retain the library services at Chilwell, Highton and Barwon Heads has also been submitted to the 2018/19 budget process.

Community Engagement

The key objectives for the SIP review are:

- Ensure there is a sound research and evidence basis for the review and the community is properly and fully informed;
- Ensure that the community's needs, opinions and aspirations are properly considered in the process, alongside the research and evidence; and
- To produce a revised SIP that is evidence based and broadly accepted by the community as a sound basis for future decision making and to be undertaken consistent with Council's recently adopted Community Engagement Framework 2017.

The Social Infrastructure Plan 2014-2031 was made available to the community in July 2017, via the Geelong Australia website and a summary brochure was developed to commence the 'inform' stage of community engagement about:

- what social infrastructure is;
- the importance of social infrastructure and the role it plays in a communities;
- the existence of the Social Infrastructure Plan 2014-2031;
- the strategic challenges being faced by Council relating to growth, equity and the state of our assets in relation to the ongoing planning, delivery and operation of social infrastructure.

In November and December 2017, four focus groups were also held as part of Part A of the community engagement. The Part A community engagement report is provided in **Attachment 2**.

The Part A community engagement process between July 2017 and December 2017 resulted in over 3,000 people visiting the 'Social Infrastructure Plan Review' webpage, with twenty-four (24) online comments received. Thirty-nine (39) people attended the four focus groups. The evaluations from the focus group participants indicated that participants found the process a positive and worthwhile experience.

The community engagement process proposed for the remainder of the SIP Review (Parts B&C) seeks to ensure the broader community is provided an opportunity to be involved.

Key elements of the proposed community engagement approach (**Attachment 3**) are:

- Developing a shared understanding of the challenges and trade-offs
The City of Greater Geelong is facing significant challenges related to growth, social equity and asset renewal / age. An important foundation for successful community engagement is to develop a shared understanding of the current and future challenges in the planning, delivery, provision and operation of social infrastructure.
- Undertaking a place-based approach
The intention is to ensure that the SIP review is relevant to the towns and places where people live. The consultation will be undertaken across the City of Greater Geelong's 15 planning areas, acknowledging there are a range of different communities with different demographics and varying social needs.
- Reaching consensus in opinion
The design of the community engagement process seeks to involve the community in developing agreed draft priorities, which can then be considered by Council as part of the final decision making process.

A variety of structures, processes and techniques (both online and face to face) will be used in delivering Parts B & C. To ensure the community's involvement is well supported, there will be a rigorous methodology for evidence gathering and research. This will include establishing a Stakeholder Advisory Group, being an assembly of experts and service providers in the field of social and infrastructure planning to provide a well-informed evidence and research base for the review.

The final product is expected to be a revised online and live Social Infrastructure Plan that has been tested, updated, shaped and informed by the community. The benefit of a revised live product means the plan can to be regularly updated and responsive to change, while supporting Council in strategic decision making, to lobby for funding and to keep the community informed with what is planned in the place where they live.

Social Equity Considerations

The adoption by Council of the five revised SIP principles, including equity, ensures that social equity is considered in determining priorities as part of a revised SIP.

Alignment to City Plan

The 2013-17 City Plan states as a priority that Council will 'provide safe and vibrant physical environments and infrastructure to support healthy living and connected communities. This includes:

- Well maintained public spaces and related infrastructure;
- Cycling and walking paths; and
- Facilities to meet a range of community programs and activities.

In the '*Greater Geelong; A Clever and Creative Future*', a key objective is an inclusive, diverse, healthy and socially connected community. It states that success will be achieved by ensuring that public areas and local services are accessible to all levels of ability and that there is equity in the provision of community infrastructure. The review of the SIP is identified as a key strategic document in achieving the aims of *Greater Geelong; A Clever and Creative Future*.

Conflict of Interest

No officer involved in the preparation of this report has any direct or indirect conflict of interest in relation to this report.

Risk Assessment

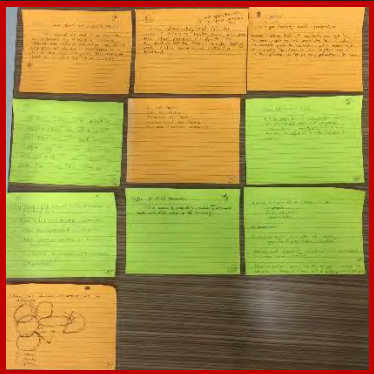
Council does not currently have a social infrastructure plan that has general acceptance within the community and can guide Council decision making for prioritising and investing in future social infrastructure. The Council risk responding to future demands for social infrastructure in the absence of a clear strategic direction, and making investment decisions that are not in the best long term interest of the community.

The current Social Infrastructure Plan 2014-2031 was never fully adopted or endorsed. Undertaking the review including the community engagement, enables a broader understanding of the strategic directions and recommendations of the plan that will guide Council decision making, prioritising and investing in future social infrastructure.

Environmental Implications

The principle of sustainability as adopted by Council will provide a basis for Council to consider environmental implications of social infrastructure planning decisions into the future.

ENGAGE. FACILITATE. CONNECT.



City of Greater Geelong

Social Infrastructure Plan Review Part A – Engagement Report

Social Infrastructure Plan Review Part A: Engagement Report

Introduction

This report overviews four workshops undertaken as part of the engagement for Part A of the review of the social infrastructure plan (SIP). The report details the number of attendees, discusses outputs from the workshops which are to be used as inputs to the review. Individual workshop outputs are presented and where relevant summative numbers/reflections across all four workshops.

The workshops tested four elements of the existing planning framework for the SIP:

1. Definition of Social Infrastructure
2. Planning Principles
3. Models of Delivery
4. Vision

Engagement opportunities were advertised through various forms:

- Following the release of the SIP in July 2017 people were able to register their interest to be part of a conversation – they were then invited to attend
- Launch of the engagement and online tools in Nov promoted people to engage through Have Your Say
- Articles were in the paper leading up to the focus groups
- A social media campaign was activated to promote attendance / participation
- Invitations were sent directly to a stakeholder list of 350 community groups
- Posters were distributed to Customer Service centres, Neighbourhood Houses, libraries and aquatic / recreation centres

It should be noted that an excellent visual online timeline was produced. this was very well received by workshop participants.

Strategic context

The City of Greater Geelong (CoGG) called for a review of its Social Infrastructure Plan. The call for the review in part came from the limited engagement in developing the SIP. The review will involve the community in the conversations to understand the challenges in providing social infrastructure; to share information; test sentiment on the planning framework; and to collect insights for the review.

The review will be undertaken in three parts with Part A reviewing the planning framework, Part B needs and Part C priorities. This report relates solely to Part A.

The planning framework consists of a definition of social infrastructure, a vision, principles, models of delivery, planning areas, benchmarks and an infrastructure hierarchy. The *hierarchy*, *benchmarks* and *planning areas* of the planning framework were presented at the workshops for participant information however they were not up for discussion. The *hierarchy* was based largely on population size. The review of the SIP to date noted the limitations of this thinking and the need for more detailed considerations if a hierarchy is to be used in the revised SIP, therefore it was excluded from discussions. Outputs from Part A of the SIP review will unearth criteria when considering the appropriateness of a hierarchy in the revised SIP The *benchmarks* were not up for

discussion as they served to provide information through a point in time comparison with other municipalities of similar sizes and roles within their State. *Planning* areas were not up for discussion as they align with census data and demographic profiling used across the organisation. Feedback on all other elements of the planning framework were received during the workshops.

Workshops 4th & 7th December

Four workshops were held in early December:

- 4th December, 1-3pm in Norlane with 10 participants. 9 of the 10 worked in service delivery; 8 of 10 were female; it is assumed that all participants were over 40. Positively all participants had heard of 'Clever and Creative Geelong city region'
- 4th December, 6-8pm in City Hall with 8 participants. The group reflected community members rather than service providers. The group included; 2 x recent Councillor candidates (unelected), 2x sport and community clubs, mother of teenagers and 3x heritage advocates (including 1 from Bellarine). There was an even gender split. It is assumed that all participants were over 40. Positively all participants had heard of 'Clever and Creative Geelong city region'
- 7th December, 10-12 at the Karingal Hub with 6 participants. 4 of 7 were female. The mix of the group included; 2 x Council employees, 1 x Barwon Heads Association, 2 x Service providers, 1x heritage advocate (Osborne House) and 1 x community member representing the perspective of older adults. It is assumed that all participants were over 40. Positively all participants had heard of 'Clever and Creative Geelong city region'
- 7th December, 1-3pm at the Karingal Hub with 15 participants. 75% of participants were female. The group comprised community members not service providers. It is assumed participants were over 40. Positively all participants had heard of 'Clever and Creative Geelong city region'

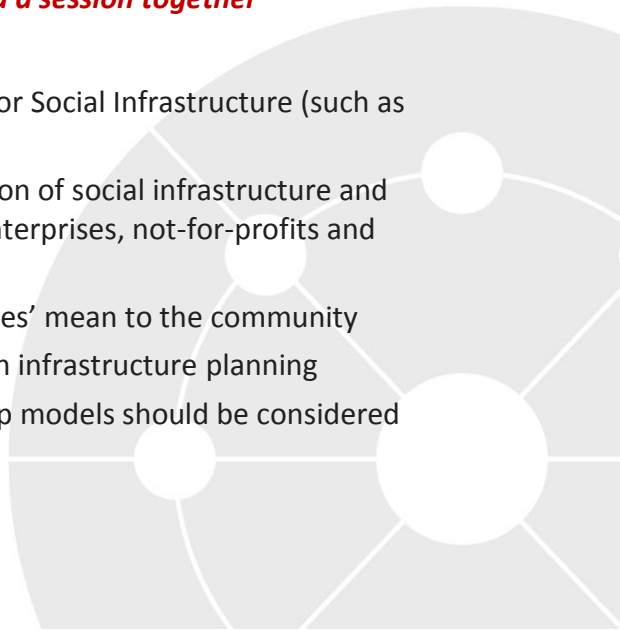
Executive summary

Four workshops following the same format were held in late 2017 as part of Council's commitment to engage with the community as part of the review of the Social Infrastructure Plan (SIP). The workshops focussed on the SIPs planning framework and constituted the major engagement for Part A of the three-part review.

The single most recurring theme across all four workshops was the need to talk of social infrastructure together with service provision and how social infrastructure is operated. This presents a desire from the community that differs significantly from the current SIP which focusses solely on infrastructure. This sentiment was expressed repeatedly in all four workshops and is best captured in the words of a participant evaluation:

“more time on management of buildings social structure and who should manage all council venue managers to attend a session together”

Other key findings from the workshops are the need to:

- Re-consider the vision, scope, definition and responsibility for Social Infrastructure (such as including open space and playgrounds in the plan)
 - Clearly delineating respective responsibilities for the provision of social infrastructure and services of Local, State, Federal Government, community enterprises, not-for-profits and private corporations
 - Provide additional information to support what the 'principles' mean to the community
 - Integrate service planning and facility operation models with infrastructure planning
 - Commercial, non-government and public private partnership models should be considered
- 

There is much rich data from the generative workshops for Council to consider when reviewing the rules/planning framework for the SIP. While the number of attendees was a small sample, they presented as interested and knowledgeable individuals with much to contribute to this review. Council is strongly encouraged to keep its engagement promise by keeping this group informed about a) the progress of the review and b) letting them know about future opportunities to input into the review.

Workshop outputs for planning framework review

Outputs from the workshops have been divided into their constituent parts. With the exception of the *planning* principles section each section here can be treated in isolation to provide input to reviewing components of the planning framework. The elements can also be viewed collectively to draw out broader threads for consideration in Part A of the SIP review. The *planning principles* section was constructed to elicit feedback that would assist in reviewing the planning principles and thinking on the facilities hierarchy. All raw outputs have been provided to the CoGG.

Overview

Three tables are provided here to indicate a) who did and did not read the report, how much of the report they read; b) comments on what participants thought of the report; and c) participants estimates of the percentage of child care Council provides in the municipality and participants comments on the actual percentage delivered by Council. These questions were used to stimulate conversation; ascertain participants level of familiarity with service delivery; to get participants thinking about changes in service delivery over time; and to take participants inside the many roles social infrastructure can, has and may play into the future.

		Yes		No		Some of the report	
Session	Response rate	Female	Male	Female	Male	Female	Male
1	Only 40% of the group responded to the question	1	0	0	0	3	1
2	100%	1	1	3	3	0	0
3	100%	3	2	1	0	1	0
4	44%	8	0	0	0	1	0

Note: Gaps in the gender columns indicate this data was not recorded

Comments	Female	Male
YES – “But can’t remember it all...”	1	
SOME – Read executive summary only	1	
Question: Are parks and open spaces considered part of SIP? These are extremely important community assets. Answer: That’s why we are here today – to hear from you all about what is important.	1	
Indented Head community facility not recognised as being in Indented Head (page 49)	1	

Note: some facilities in this area are not assets of CoGG but are managed by Bellarine Bayside Committee of Management.		
It's a starting point but reads as "what is rather than what could be".		1
A little lengthy. Not sure how CoGG will tackle it?		1
Question: In Armstrong Creek is land set aside for future Social Infrastructure needs? Concerns that new developments don't cater for local provision e.g. Indented Head. Answer: Yes through Precinct Structure Plans.	2	
ACTION: Request to provide introduction PowerPoint presentation online.	1	
Feeling that heritage 'has been bypassed' in the current plan. "A façade is not a mark of a sophisticated city..."	1	
Geelong's point of difference is our cultural history. Feels as though we are losing character and need to get the balance right between development and conservation of heritage architecture.	1	
Consideration of land is missing in the report.	1	
We can work with Deakin and be sophisticated and embrace social development		
Arts is doing OK, but heritage is being passed by (eg Osborne House / Geelong Gaol)		
The best cities in the world re-purpose their existing facilities and protect and maintain the architecture		
Interested in understanding what is infrastructure, how it works, process		
1) "Generally speaking Council does a great job".		
2) "I would disagree – we don't get our fair share of the rates we pay" – Indented Head.		
Lots of words (especially when printed single sided) Understand need for detail and to understand the problem before it can be solved		
Appreciate the need for it		
Read Summary Really good snapshot		
"A lot of words"		1
"Detail to understand the problems first and this review process is welcomed"		1
"Read Summary only"	1	
Seems too general - feels hazy about where it was going	1	
Barwon Heads Library and scout hall missing in list – but plan good and broad	1	
Portarlington – is isolated from other suburbs	1	
Relevant geographic to planning areas – Portarlington	1	

Pg. 82 mention Newtown Seniors no such thing. No seniors centre in Newtown.	1	
Some projects delivered since report completed	1	
How is stat determined 82% rural / coastal	1	
Topography not considered for planning area 10 – hills and impacts on walkability	1	
Update of revised planning area – where is Connewarre. For staff to check.	1	

Market Share – Perception VS Reality Question				
What is Council's current market share of Childcare across the City?				
Perception:	1) 50%, 2) 25% to 35%	10%, 2) 50%	1) 20%, 2) 20%-30%	1) 10%, 2) 20 3) 5%
Answer/Actual: 11% market share				
Observations:				
<ul style="list-style-type: none"> • Group generally surprised by the low level of market share • Group generally surprised by the low level of market share with the exception of one who already knew from previous research • Group generally understood the rate to be low but not that low. General understanding that this has changed over time • Group generally not surprised the rate was that low and were the group with the closest guess to the actual percentage market share. 				

Interestingly the workshop with the most service providers (workshop 1) overestimated Council's role in childcare more than any other group.

Note: Service providers were not exclusively invited to a particular session, however almost all participants at Workshop 1 were service providers or volunteers with Council.



Definition

The definition of social infrastructure as stated in the SIP is included in Part A of the SIP review. The definition was not directly addressed rather at each workshop a list of infrastructure types were presented to participants. Participants placed each type of infrastructure as either *in* or *out* according to their view of what social infrastructure consisted of. Each group decided that all were social infrastructure. As a result of this we shifted the focus of discussion to which types of social infrastructure Council should not, could, should and does deliver. To explain the categories:

- ‘could’ meant Council could choose to provide the type of social infrastructure whoever did not need to as others could provide the infrastructure
- ‘should’ denoted an imperative for Council to be in this space
- ‘does deliver’ had two components including:
 - Council as the only provider
 - Council as one of a range of providers

The following image shows participants responses in the fourth workshop. In addition to this, notes were taken on participant comments as to why they had placed a type of infrastructure as in or out.



Council ‘should’ - Council ‘could’



Others to provide

Not all types of infrastructure presented at the workshops are the responsibility of local governments. There was rich discussion about the use of Council social infrastructure to deliver the services of other agencies, this was best represented by this quote:

“I do not want my rates paying for something my taxes are supposed to pay for”

There was concern about services delivered from Council facilities disappearing from areas if Council were to change access to social infrastructure. This was an issue that did not have consensus. There was concern about Council leasing its facilities for no/little rent and renting other facilities at premium rates best represented by this quote.

“If services are deemed to be delivered by others, before Council removes themselves, ensure that services are proactively taken care of before the removal of the asset or Council’s run service”

Open spaces, reserves and sporting facilities were all considered social infrastructure and should be considered for inclusion in a broader definition of social infrastructure.

Quotes highlighting the tensions and range of opinions from the discussion on social infrastructure which strongly included service provision and the operation of social infrastructure are provided. When reading the quotes, it is important to note they represent the diversity of opinion, not the frequency with which the issues were raised:

- Need to review services and role before looking into infrastructure – is Council in planning, advocating, delivering and who else is responsible?
- Everything is social infrastructure and is important BUT not all should be directly delivered by council
- “Tourism Facilities were considered important social infrastructure but not provided by Council” another group said “Tourism Facilities were considered social infrastructure to be provided by Council – after some discussion these spaces were seen to play an important role in bringing people together / community gatherings and fostering pride of play / community identity”
- Council should provide things that others cannot/ won’t / no commercial appetite to do so
- Everything is important BUT given the size of our City, it is no longer relevant for Council to deliver certain services” For example; a smaller municipality may have a role to play in providing infrastructure for emergency services but relative to the size of CoGG – we no longer have a need to
- Green spaces and things like the rail trail attracted strong views that these are social infrastructure and should be valued as key community assets
- Council has a more of a role in urban planning than direct delivery
- Council needs to consider land ownership and management in their decisions
- key elements are missing like parks, playgrounds, open space, trails and bike paths”, “these are important inclusions
- this comment represents the majority of discussions as workshop3 : Council will be required to play many roles in terms of supporting social infrastructure and community services. Such mechanisms include, but not limited to, information sharing, Partnerships, advocacy, direct delivery, regulation, planning frameworks and permits and overall land use planning.

Consideration: In the review give specific consideration on how to treat/present infrastructure identified by workshop participants as social infrastructure that are not the responsibility of local government.

Include additional infrastructure including open space, reserves and sporting facilities in the definition of social infrastructure.

Planning Principles

There are four planning principles in the SIP 1. Accessible, 2. Adaptable, 3. Equitable, 4. Sustainable. Participants began by describing what each of these priorities meant to them. Then they ranked the planning principles in order from most to least important, at this time comments were recorded on what participants shared about the planning principles. Accessible was the #1 ranked across the four workshops followed by equitable and sustainable. Adaptable was not ranked #1 by any participant. What follows in this section is an overview of the interpretations of each principle. Crucial to Council's understanding of the community value on the four planning principles is to focus on the interpretations provided by participants and not on the numbers in the below table. The interpretations of principles varied widely for example five distinct interpretations of sustainability were provided in the first workshop alone. The nuance of the detail provided by participants is at times rich and should be available, read and considered by those reviewing and writing the SIP. For this reason, reporting here presents high level interpretations under each principle

Consideration: Should principles be listed in the reviewed SIP it will be important to extrapolate the multitude of meanings they cover.



Planning Principle	Accessible 14				Adaptable 0				Equitable 10				Sustainable 9			
	Work shop 1	Work shop 2	Work shop 3	Work shop 4	Work shop 1	Work shop 2	Work shop 3	Work shop 4	Work shop 1	Work shop 2	Work shop 3	Work shop 4	Work shop 1	Work shop 2	Work shop 3	Work shop 4
Number of people who ranked this principle as # 1	1	4	4	5	0	0	0	0	1	4	1	4	6	0	2	1

Accessible

Accessible and equitable were the two highest ranked principles and when speaking about what these principles meant to them, participants often spoke of both together.

"If it is not accessible it is not equitable. Accessible is about supporting everyone to participate in city life"

- Physical access to social infrastructure from elsewhere in the community or City of Greater Geelong via many modes of transport
- Physical access within facilities and open spaces (that could be encompassed in a broader definition of social infrastructure) including sensory elements/barriers, lighting, acoustics / sounds, chairs with both arms & no arms and non-slip floors; all ages and all abilities
- Economic access and affordability
- Location of social infrastructure
- Service access – need after hours service
- Welcoming environments for multi-cultural groups, non-discrimination, prayer rooms and multi-cultural & multi-lingual spaces
- Promoting knowledge & awareness of social infrastructure

Adaptable

Commentary on the 'adaptable' principle reinforced the call across workshops and other areas of the planning framework discussed for the SIP to include governance/management of social infrastructure facilities and service provisions considerations

"Council needs to consider the millions to build facilities but also the thousands required to activate and maintain them"

- Plan for social infrastructure that can change with and be responsive to community needs including changing management models
- Physical elements within facilities that are flexible, cater to multiple user needs, have storage an modifiable walls and furniture
- Not being locked into specific technology – need to be progressive with new technologies
- "When applying the social conservative lens, PPP's are not generally supported as they have a profit motive"

The final point here is a quote from a workshop. The notion of public/private partnerships (PPP) sat uncomfortably with several participants across workshops, a smaller number of participants were open to PPP. When the following example of a PPP was provided at workshops, participants were more favourable of this type of PPP than social infrastructure investments not linked to existing sites and operated outside of the education system. Example: A private school investing in recreation/sporting facilities with a Council that can be used by the public and school.

Equitable

Accessible was repeatedly mentioned when *equitable* was being discussed and this covered redistributing the balance of social infrastructure to underserved areas; physical access to and within facilities, governance/management of facilities, equitable costing structures and need vs. want as seen in this quote:

“Investment and service delivery should be on the basis of what you need not what you want.”

- Taking in account needs of each community (big and small) and respond accordingly - not one size fits all approach
- Investment and service delivery should be on the basis of what you need not what you want.
- Equitable distribution of assets they can be adaptable and accessible.
- Need to identify localities with no provision / assets and address as a priority
- Fair access meaning transparent process, user arrangements and affordability (costs)
- Facilities should be available to everyone regardless of who they are or any barriers such as cost, location, access, proximity, affordability.
- Equity of provision of type of facilities and redressing perceived gender inequity in provision of spaces (male sports)

“To build a strong community – you need an equitable say and equitable provision.”

What social infrastructure was, was raised at each workshop. While time was spent identifying types of social infrastructure and responsibilities for provision of infrastructure and services. Conversations often went to a higher level during the principles discussion. In one notable conversation participants discussed the meaning of community in relation to social infrastructure and they pondered: “*What does community mean?*” – *paid for by the residents for the residents?*”. Their continued discussion focused on the definition of social infrastructure where they played with a range of meanings when they asked: “*What does social infrastructure mean?*” – *coming together in a social setting?*”. The take away from these discussions is that the understanding and hopes of social infrastructure are varied. When discussing *need* and *priorities* in part B and C of the review the different understandings and hopes will likely be raised.

Sustainable

Sustainability as a principle saw many and varied interpretations of sustainability, including:

- Environmental sustainability
- Financially sustainable – no point having a great building but can’t afford running costs. Need to consider ongoing operational expense and ask “can Council afford this?”
- User sustainability (comments here align with those for the adaptable principle)

- Amenities and utilities within and around the facility also need to be considered, it's no use having a good building but surrounding amenity is poor.
- If *sustainable* utilisation needs to be high. If it is used well it's future is protected – usage is the key to sustainable. Sustainable means 100% attendance – used around the clock.
- Sustainable building goes hand in hand with sustainable management models.

Other conceived of sustainability in two parts:

1. Physical (e.g. physical structures, supporting and enabling community)
2. Ethical (e.g. environmental aspects)

Models of delivery

The following eight models of delivery were provided for discussion at the workshops:

1. Multiple buildings servicing different activity types
2. One building – multiple activity types
3. Stand alone single room kindergarten within a residential area
4. Integrated Early Years centre - offers multiple services and co-located with other facilities
5. Stand alone Maternal and Child Health Centre in residential area
6. Enhanced early Learning Centre, multiple services Co-located with Primary School
7. Co-location – different buildings and different activities
8. Precinct with various options and providers – council and private

In the workshops participants were asked to consider each model of delivery and respond to two questions:

3. What are the benefits of this model of delivery?
4. What does council need to be cautious of?

The second question aimed at capturing what people valued about their experience in the different models of delivery. Reporting on this data provided challenges given the volume of data. Here we present a matrix for each question that reports on common themes aggregated from comments and indicates which models of delivery they relate to. The raw data can add to this understanding if required however in many instances would not contribute much more understanding participant sentiment.

Consideration: Three models of delivery that require consideration together owing to a) receiving the most consistently themed commentary and difference in tone from the other models of delivery include a) commercial ventures, b) non-government provision and c) public-private partnerships.

Models of delivery: What are the benefits of this model of delivery?

What are the benefits of this model of delivery?	Stand alone	Community hubs and precincts	Integrated service delivery	Shared use facilities	Mixed use development	Commercial ventures	Non government provision	Public private partnership
Governance								
Concern about potentially more expensive and possibly unaffordable usage rates for lower wage earners							✓	
Can be good if managed appropriately however it can raise issues around access, equity, management of site usability		✓			✓	✓		✓
Community managed; reduced cost of service, grass roots							✓	
Access								
Location is paramount	✓	✓	✓	✓	✓	✓		
Benefit to outlying areas with less access to other facilities	✓			✓				
Accessibility / convenience / facilities management, 'warm' referral, safe space, familiar environment for children	✓	✓	✓	✓				
Multiple services in one location; sense of community with wide community use, location is more likely to be versatile		✓	✓	✓				✓
Service access and delivery								
Easy referral pathways, potential for health workers to work collaboratively for improved outcomes for clients		✓		✓			✓	
Integrated services = better client management, coordination of service delivery		✓	✓	✓			✓	
Usage								
One focus, can be structured to meet one purpose, less people accessing so easier to navigate, no scheduling issues	✓							
Flexibility of users; efficient use of space; greater access; multipurpose visits cuts down transport between spaces		✓	✓	✓	✓	✓		✓
Convenience for users through better facilities that achieve many functions at one site especially for parents and elderly, fits modern leisure expectations, increased availability for working people and may deter vandalism		✓	✓	✓		✓	✓	
Unlock facilities than can be underutilised								✓
Cost/funding/income								
Better use of funds to provide services, economies of scale, funding opportunities i.e. philanthropic			✓	✓	✓	✓	✓	✓
Provides more than government / councils can afford i.e. open space & recreation facilities at schools						✓	✓	✓
Diversity in services offered offset costs/generate income				✓	✓	✓	✓	
Role in contributing to communities								
Employment opportunities, entrepreneur expertise, commercial venture may draw community in						✓	✓	
Availability – become communities within themselves							✓	✓
Additional resources brought into community							✓	✓
Combining various ages, cultures, involvement in activities enabling community spirit, sense of ownership & belonging	✓	✓		✓				✓

Models of delivery: What does council need to be cautious of?

What does council need to be cautious of?	Stand alone	Community hubs and precincts	Integrated service delivery	Shared use facilities	Mixed use development	Commercial ventures	Non-government provision	Public private partnership
Governance								
Ensuring local ownership/ management / input and not becoming service delivery orientated		✓		✓		✓	✓	✓
Venue management structure & processes need transparency, solid definition, equitable costs, address power issues, give certainty when there is conflicting uses & clear contracts in place for service providers		✓	✓	✓	✓	✓	✓	✓
Regulations overarching the organisations and they are accredited to UN standards as well as AUST standards						✓	✓	✓
If run by council & under council control, that's ok			✓	✓				
Managed by independent team		✓						
Community facilities are not 'taken over' by commercial interests keep community spaces in hands of community						✓	✓	✓
Access								
Council should require developments to provide car parking is essential – and other community spaces					✓	✓		
Access more difficult, if local centres replaced with hubs		✓		✓				
Transport options – public/ walking cycling not just cars		✓		✓	✓	✓		
Tricky to access if not part of 'obvious' community				✓	✓			
Exclusiveness & pushing existing community away					✓			
How location 'needs' can change						✓		
Too many services within a hub, the special needs of each service (i.e need for working with children check) maybe more difficult to monitor/ enforce			✓					
Usage								
Lack of privacy / anonymity for users /Potential for clients/ patients to get lost between health care workers		✓	✓					
Siloed service, disconnect from supports for families, financial responsibilities of single stand alone facility	✓							
Waste of land and maintenance costs, can become irrelevant, lies idle outside single use times	✓							
Governance & end of lease issues & Co-option of space for commercial interests								✓
Cost/funding/income								
Not to subsidise other services			✓					
May result in higher ongoing costs					✓			
Disadvantages commercial arrangement					✓			
Leave this to State & Federal Government								✓
Role in contributing to communities								
Including these communities within communities into the wider community – aged care/ preschools etc.							✓	
Isolation from community & under-utilisation of facility	✓				✓			
Business model versus community					✓	✓	✓	✓

Vision

Each participant was asked to write a vision for the SIP. These visions were then distributed among the group and assessed against each other with participants giving the visions a ranking out of seven. This process was repeated five times. The maximum number a vision could receive was 35. The top three visions from each session are presented here. All remaining visions were provided to the SIP review team.

A participant in a workshop stated their concern about the current vision being informed by staff and not the community. The participant stated they heard this from at a June/July community meeting with Kathy Alexander about what engagement took place for SIP

Visions reflected other element of the planning framework that were tested in that the visions spoke of infrastructure, services and the operation of social infrastructure.

Interestingly, at the third workshop, the existing vision of the SIP was tested with community visions. The vision scored 14 out of 35 and the average score for the session was 19 with a highest score of 24. This suggests that the current vision does not stand out as an exemplar and should be considered for revision.

Consideration: Revise the current vision given the low ranking of the existing 'vision' for the SIP and the nature of highly scored 'visions' differing from the existing vision.

Workshop 1:

1. That resources are used in a responsible and sustainable way to build connected, respected and inclusive community. That services and spaces are available to assist people in a time of need, assist their growth and development and to come together and celebrate.
2. Social Infrastructure that fills the gaps in access to and opportunities for participation in health, social, arts, sports and other programs and supports all members of the City of Greater Geelong and invites continual reflection and feedback.
3. Spaces and places that all residents can 'get to', 'become a part of' and contribute to in order to connect people to one another for meaningful and enjoyable life where they live together well and in the fullness of life for many generations to come.

Workshop 2:

1. To sustain a liveable city that caters for the needs of a diverse community. One which is adaptable to changing trends and allows its citizens an equitable voice in the delivery of services and facilities. Notwithstanding the ability to retain an identity and a strong element of history and heritage.
2. Buildings, open spaces purposes of social infrastructure – all should be as inclusive as possible (of ability, gender, age, nationality). Environmental sustainability is becoming more important with encroaching climate change (implies flexibility, multi-use, well constructed). We will respect our past by retaining significant buildings and re-purposing them for current needs – eg. Old Geelong Gaol, Osborne House
3. Where practicable creating hubs of service incorporating – aged care, child care, arts culture eg libraries/ galleries, meeting spaces eg community houses, council outposts, education, heritage across all areas of CoGG. Planned and maintained outdoor open green spaces including – sporting facilities, playgrounds, parks, community gardens (veggie / orchards /). Places for people to meet, exercise, take dogs for walks, play, relax, recreate across all areas and ages.

Workshop 3:

1. Provides quality spaces and places that are responsive to the needs of communities
2. Create and provide a range of spaces, places that connect community, enhance engagement and offer a place of belonging
3. Social infrastructure is accessible to all people in the community, welcoming, aesthetically – pleasing and very adaptable. It recognises that people have diverse needs and that neighbourhoods and social spaces can build community

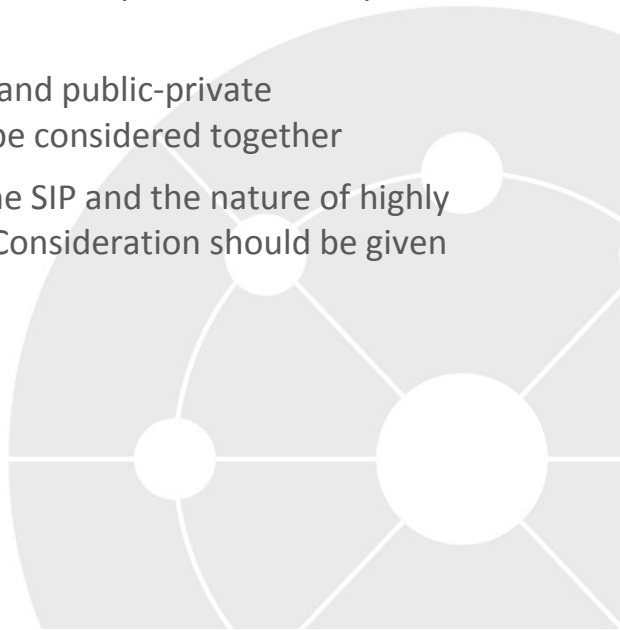
Workshop 4:

1. A city of sustainable infrastructure that adapts to changing community needs and responds to a sense of place
2. CoGG providing the mix of facilities, places, spaces, programs, projects and services that maintain & improve the standard of living for residents
3. Prioritise, through evidence-based needs assessment the delivery of sustainable, community places, spaces and services

Considerations

Considerations from each section of the report are provided here for ease of reference. In addition to those considerations a process consideration is provided. Engagement throughout Part A of the review was positive, the challenge for Council now is to demonstrate how community input shapes Parts B and C of the review and the review of the SIP into the future in order to ensure those engaged and interested see progress on what is a long-term endeavour. The following comment in an evaluation highlighted a more general the sentiment among participants

A “great team effort by all involved now for some real action to put these ideas into practice”

1. The SIP review should expand beyond purely infrastructure to encompass services and operations/governance of social infrastructure
 2. Include additional infrastructure including open space, reserves and sporting facilities in the definition of social infrastructure
 3. In the review give specific consideration on how to treat/present infrastructure identified by workshop participants as social infrastructure that are not the responsibility of local government
 4. Should principles be listed in the reviewed SIP it will be important to extrapolate the multitude of meanings they cover
 5. Commercial ventures, non-government provision and public-private partnerships are three models of delivery should be considered together
 6. Given the low ranking of the existing ‘vision’ for the SIP and the nature of highly scored ‘visions’ differing from the existing vision. Consideration should be given to revising the vision.
- 

Process notes

Evaluation data was collected regarding the delivery of the session during the session and post-workshops via an electronic survey. Owing to time constraints no evaluation data was collected at workshop 4. 20 of the 39 participants across the four workshops completed the online survey

Only a selection of this data has been provided to Liminal by Design. It is suggested that the missing data be added to the report and be used when designing community engagement for Part B and C of the SIP review.

Evaluation results from online survey

- All respondents stated their involvement was 'worthwhile' or 'very worthwhile'
- 70% of respondents rated their opportunity to participate and influence discussions as 'very worthwhile', with the remaining 30% rating as 'worthwhile'

Many positive qualitative comments were recorded, select comments have been provided here. Where appropriate these comments could be used to promote further engagement for Parts B and C of the SIP review:

My input was valued and I understood better the other views

A good method of engagement

A positive and proactive engagement session

It is encouraging to know my opinion is important

[We had the] constant ability to question and provide input

Nobody prevented from participating

Plenty of opportunities to respond in various forms

I am very new to modern meeting techniques and liaising so I enjoyed all of it and meeting like-minded people

Good exposition of principles of social infrastructure

A few comments suggested workshop components to consider retaining as well as potential improvements for consideration in future engagements including:

- A variety of opportunities to provide input include group discussion, personal writing & collective activities
- Open discussion after overview group activity able to ask questions
- Information provided opportunity to contribute
- Pre-briefing (information) would have been useful
- Broader age range, would be advantageous




Evaluation data collected at Workshops 1-3


The following data was collected via paper evaluation at the conclusion of workshops 1, 2 and 3

Session 1	Session 2	Session 3
<ul style="list-style-type: none"> • Small group meant everyone was heard however downside is the reduced spread of opinions 	<ul style="list-style-type: none"> • I had misgivings about this process which mostly came from 'history'. I leave today feeling hopeful that this will be a proper consultative process 	<ul style="list-style-type: none"> • More time on management of social structure and who should manage
<ul style="list-style-type: none"> • Some broader participation and input from young people would good 	<ul style="list-style-type: none"> • An overview of what to expect as the session evolved would be good 	<ul style="list-style-type: none"> • Different community representation
<ul style="list-style-type: none"> • Appreciate the opportunity to be involved 	<ul style="list-style-type: none"> • Greeting of people as they arrived could have been improved 	<ul style="list-style-type: none"> • Positive and proactive engagement
<ul style="list-style-type: none"> • All elements of the session worked well 	<ul style="list-style-type: none"> • It was thoughtful, informed and diverse 	<ul style="list-style-type: none"> • Variety of opportunities
<ul style="list-style-type: none"> • Everyone interested and engaged 	<ul style="list-style-type: none"> • Plenty of opportunities 	<ul style="list-style-type: none"> • Good result
<ul style="list-style-type: none"> • Good method of engagement 	<ul style="list-style-type: none"> • Sharing of ideas was good 	<ul style="list-style-type: none"> • Great overview
		<ul style="list-style-type: none"> • Open discussion
		<ul style="list-style-type: none"> • Able to ask questions
		<ul style="list-style-type: none"> • Being able to listen to others



DRAFT Communication and Engagement Plan Summary -Social Infrastructure Plan Review

<p>1. Goal Why we are engaging</p>	<p>To gain community and stakeholder input, feedback and support for the review of the current Social Infrastructure Plan. The City of Greater Geelong Council (Administrators) on 27 June 2017 resolved to undertake a review of the Social Infrastructure Plan 2014-2031 in 2017 and 2018. The review will include a community consultation process that informs and involves the community in: a review of the policy and planning parameters underpinning the plan, understanding the social infrastructure ‘felt’ needs and a review of the project priorities.</p>			
<p>2. About What this is about</p>	<p>Why Council adopted the Social Infrastructure Plan Executive Summary in October 2015 although the entire Social Infrastructure Plan 2014-2031 was not adopted or endorsed. In June 2017 Council resolved to release publically the entire SIP and this occurred on 30 June 2017.</p> <p>The CoGG own over 500 community buildings known as ‘social infrastructure’ worth over \$450m with an annual maintenance cost of \$5m. The challenges of population growth, capital and maintenance costs and community expectations, mean it’s critical for us to look at how we equitably provide social infrastructure for existing and growth areas.</p> <p>The aim of the Social Infrastructure Plan (SIP) 2014-2031 is to:</p> <ul style="list-style-type: none"> integrate a range of strategic directions relating to social infrastructure assist guide decision making and investment provide an evidence base to lobby and advocate for funding ensure communities have access to a range of services and facilities to meet their needs 	<p>What The 2014-2031 Social Infrastructure Plan (SIP) 2014-2031 has three key components:</p> <ul style="list-style-type: none"> Planning Policy Framework – that outlines the principles and policy parameters. Social Infrastructure Requirements – that identifies the community need. Social Infrastructure Projects – the social infrastructure planned to be delivered. <p>The plan considers a range of information, data and research, including; population projections, demographics, existing provision, future need. The plan integrates various strategic documents and based on evidence makes recommendations on infrastructure needs including:-</p> <ul style="list-style-type: none"> 29 short term projects (1-5 years) 19 medium term projects (6-10 years) 14 long term projects (11-15 years) <p>The scope of the SIP includes council owned buildings and projects above \$150,000. Infrastructure projects potentially over \$150,000 are excluded from the scope as there are other mechanisms for planning and delivery of these types of projects.</p> <p>The review of the plan is required to update information, test the framework and project recommendations and involve the community in a conversation about SI, the challenges and future needs.</p>	<p>Who The City of Greater Geelong, Social Planning and Investment (SP & I) Team together with input from other business units across council will facilitate, co-ordinate and deliver the engagement and review of the plan. The SP & I team will oversee the development of a revised product including the implementation of the projects coming out of the plan.</p>	<p>Where The project covers the whole municipality and the engagement will be delivered to reflect the various stages of the project.</p>  <p>The communities within the region of the City of Greater Geelong differ in population, geography, economy and social-cultural composition. Noting this different, 15 local planning area catchments have been identified. The planning areas are:</p> <ul style="list-style-type: none"> Planning Area 1 – Armstrong Creek Planning Area 2 – Ocean Grove, Barwon Heads, Point Lonsdale, Wallington Planning Area 3 – Drysdale, Clifton Springs Planning Area 4 – Portarlington, St Leonards, Indented Head Planning Area 5 – Leopold Planning Area 6 – Moolap, Newcomb, Whittington, Breakwater, St Albans Park Planning Area 7 – Grovedale, Waurm Ponds Planning Area 8 – Belmont, Highton, Wandana Heights Planning Area 9 – Geelong, South Geelong, East Geelong Planning Area 10 – Geelong West, Newtown, Manifold Heights Planning Area 11 – Bell Park, Bell Post Hill, Geelong North Planning Area 12 – Hamlyn Heights, Herne Hill, Fyansford Planning Area 13 – Corio, North Shore, Norlane Planning Area 14 – Lara Planning Area 15 – Anakie, Lovely Banks
<p>3. Objectives What we’ll achieve</p>	<p>Involve community and stakeholders in meaningful engagement</p> <ul style="list-style-type: none"> Create opportunities for communities and stakeholders to: <ul style="list-style-type: none"> review, comment and shape the planning framework feel involved in, and understand the process and sharing of their ‘felt needs’ to help shape project proposals and priorities. Be honest and transparent about negotiables and non-negotiable elements. Close the loop by sharing with community and stakeholders how we have assessed and used their feedback to inform the progress report and final draft product. Develop an appropriate, proportionate engagement framework. 	<p>Develop high quality, clear communication</p> <ul style="list-style-type: none"> Create informative, consistent, clear and concise communication to inform community and stakeholders about: <ul style="list-style-type: none"> social infrastructure the SIP the strategic challenges being faced and the proposed recommendations to meet current and future needs. Define the benefits and the outcomes of the process and encourage commentary and involvement. Be ready with cogent engagement plans, well developed communication materials, appropriate venues and suitable engagement tracking databases. 	<p>Gather, evaluate and report feedback Register attendance, document input and feedback and faithfully report what communities / stakeholders have said. Ensure a paper trail of engagement. Report regularly, provide project updates and maintain stakeholder interaction databases to monitor input and responses. Monitor and analysis media coverage.</p>	<p>Protect and enhance reputation of council Maintain and enhance relationships between the community, other key stakeholders, council, service providers, and agencies through genuine engagement and open communication. Convey reality that communities and key stakeholders can shape outcomes. Be transparent, diligent and authentic in all interactions. Close engagement loop by reporting back to communities.</p>

<p>4. Approach How we'll engage</p>		<p>Establish Engagement Framework The principles of equity, accessibility, adaptability, integration and sustainability as adopted by Council on will underpin the direction of the engagement framework. SP & I is developing an overarching engagement plan and associated communications and media material. On line and face to face mechanisms and tools will be designed to provide maximum opportunity for participation and engagement. The engagement approach for the review will occur in two phases being a review of the social infrastructure planning framework (Part A) followed by a subsequent review of the 'social infrastructure requirements and projects' (Part B & C). The SP & I team will provide strategic support and guidance to the organisation in delivering the review and future implementation of the plan. IAP2 is the City's recognised engagement framework</p>	<p>Develop Engagement Resources SP & I will develop a communications and engagement activities plan to support engagement delivery. All materials, events and activities will be reviewed and approved as required.</p>	<p>Implementation Engagement Staff within the SP & I team and others across the organisation will organise, manage and implement all engagement activities and create and distribute all communications material, gather and record feedback and participation.</p>	<p>Review Engagement and Decide SP & I will collate, review and evaluate engagement feedback from Part A and will submit a progress report to Council in March. Regular monitoring and evaluation will take place during Parts B & C to understand what is working and what is not and to enable an agile approach to engagement delivery. Progress against key milestones will be reviewed including at the completion of Part B. Regular project updates and information will be provided as required and available on our webpage. A final draft product will be prepared for Council in December 2018. SP & I will close the loop with community and key stakeholders by reporting back on project progress and outcomes.</p>
<p>5. Stakeholders Who we'll engage</p>		<p>Internal</p> <ul style="list-style-type: none"> • ELT • Councillors • Business units within CoGG 	<p>External</p> <ul style="list-style-type: none"> • Other government bodies • Community and stakeholders by planning areas • Committees of Management operating within CoGG SI • Community groups 	<p>External</p> <ul style="list-style-type: none"> • Service providers and agencies • Developers • Other SI providers 	<p>External</p> <ul style="list-style-type: none"> • Hard to reach groups • Media
<p>6. Key Messages What we'll say</p>		<p>We are acting to ensure our communities remain connected to the place where they live. The SIP recognises the important role of social infrastructure in the provision of services, connecting people, encouraging recreation, relaxation, learning and social interaction. This is a large scale project due to the extent of infrastructure (more than 500 buildings, 900 pieces of open space plus playgrounds). The challenges of population growth, community expectations and increasing capital and maintenance costs mean it is critical for us to look at how we socially, financially, sustainably and equitably provide SI for existing and growth areas now and into the future. The key principles approved by council underpinning the direction of the Social Infrastructure Plan review are; Adaptable, Accessible, Equitable, Sustainable, Integrated The engagement A budget of \$250,000 has been allocated to undertake the review over two financial years commencing in 2017/18. Marketing messages will be designed to compliment each part of the project.</p>	<p>We are prioritising the health and well-being of our communities Healthy, active and connected communities thrive and are able to find solutions to their own challenges. The provision of social infrastructure and services encourages people to be participate in their community to build community connection, sense of place, physical, mental health and well-being. Provision and activation of social infrastructure helps improve communities for the better, making them safer, healthier and more liveable. The SIP and its review provides the community with the opportunity to be involved in the conversations regarding the principles, challenges and to shape the future planning and delivery of social infrastructure.</p>	<p>We are encouraging 'Clever and Creative', thriving and connected communities The Clever & Creative engagement of 16,000 people told us how important it is for the community to feel safe and connected to the place where they live, and that protecting and maintaining public open space, parks and walking tracks is valued. The SIP supports the directions of 'Clever and Creative' and provides an evidence base platform to integrate, influence and advocate for the delivery of social infrastructure now and into the future, by Council and others.</p>	<p>We are involving the community in our decision making Community and key stakeholder engagement is pivotal to progress. Proactive engagement and relationship building with the local communities is critical to the successful review and implementation of the plan. The SP & I team's engagement approach aligns with the vision and principles of the organisation and engagement strategy. The review of the plan aims to:-</p> <ul style="list-style-type: none"> • inform people of what social infrastructure is and its importance • inform the community of the plan • update information informing the plan • test the planning framework • involve the community in understanding 'need' • involve the community in setting project priorities to inform future planning and budgets • inform the community of the outcomes including the final product • develop a revised product / tool • inform the community what is planned in the place where they live • guide decision making for future planning, investment and delivery of SI

Working together for a thriving community



5. ROAD RENAMING CASHEL AVENUE, GROVEDALE

Source: Finance & Strategy - Financial Services
Director: Peter Anderson
Index Reference: Financial Management Reporting

Purpose

To seek approval to rename "Cashel Avenue, Grovedale" to "Killarney Avenue, Grovedale".

Background

A subdivision is occurring on the property known as 91 Marshalltown Road, Grovedale which is removing the section of land which separated Killarney Avenue from Cashel Avenue (**Attachment 2**).

The State Government's *Naming Rules for Places in Victoria* (the Rules) state that a road name must be applied to a single, unobscured and unobstructed roadway that leads from a start point to an end point, in a clear and logical manner. The road name should not be applied in a 'disjointed' or confusing way.

As Killarney Avenue will now be navigable from Bailey Street to Barwarre Road, Grovedale a single name is now required for this roadway. The eleven properties currently addressed as Cashel Avenue, Grovedale will require re-addressing to Killarney Avenue, Grovedale.

Key Issues

- Subdivisional development is removing the land separating Killarney Avenue from Cashel Avenue, Grovedale making the road fully navigable.
- This renaming will result in eleven properties requiring re-addressing.
- Seventeen letters (including surveys) were sent to all adjoining property owners and residents.
- An advertisement was placed in the Geelong Advertiser newspaper on 17 February 2018.
- The proposed renaming was placed on the City's website for 30 days, as per the statutory requirement.
- Nine submissions have been received. Six in favour of the renaming and three disagreeing.

Cr Nelson moved, Cr Murnane seconded -

That the Community Focus Committee approves the renaming of "Cashel Avenue, Grovedale" to "Killarney Avenue, Grovedale".

Carried.

Attachment 1

Financial Implications

The approximate direct cost to Council for the renaming is \$500. This includes advertising, notification to adjoining property owners and residents, notification to authorities and street signage.

Community Engagement

Correspondence has been sent to all adjoining and affected property owners advising them of the proposed renaming and inviting submission by return of survey.

The proposal was advertised in the Geelong Advertiser newspaper on 17 February 2018.

The proposal was published in the 'Have your say' section of the City's Geelong Australia website for 30 days as per the *Naming Rules for Places in Victoria* (The Rules).

Nine submissions were returned of which six submissions were in favour and three submissions disagreed with the renaming.

The three disagreements and responses are as follows:

- Costs associated with the change - to reduce cost to individual property owners and residents, the City supplies an assistance package consisting of; 10 postage paid envelopes, 10 change of address forms, new self-adhesive street numbers and a listing of organisations/authorities notified of the change on their behalf.
- Why wasn't the roadway originally named Killarney at the beginning - isolated roads must be uniquely named. Killarney could not have been used initially to this section as the actual subdivision layout was uncertain due to the number of owners who have been involved over the years. It has taken a number of years for the roadways to meet up and become navigable from Bailey Street to Barwarre Road, Grovedale.
- Safety issues due to the increased traffic - the safety issue due to the additional traffic is part of the subdivision approval process and is not part of a road naming exercise.

All survey submissions have been considered and will be replied to in accordance with the Rules.

Subject to Council and the Registrar of Geographic Names approval, the relevant authorities and abutting property owners and residents will be notified of the official registration of this road renaming.

Social Equity Considerations

Council have a responsibility to the community to ensure that all properties are able to be identified in a clear and logical manner for emergency services and visitors to the area.

Policy/Legal/Statutory Implications

The *Local Government Act 1989*, the *Geographic Place Names Act 1998* and the *Naming Rules for Places in Victoria* have been followed.

Alignment to City Plan

This proposal aligns to City Plan with the encouragement of Community Wellbeing.

Conflict of Interest

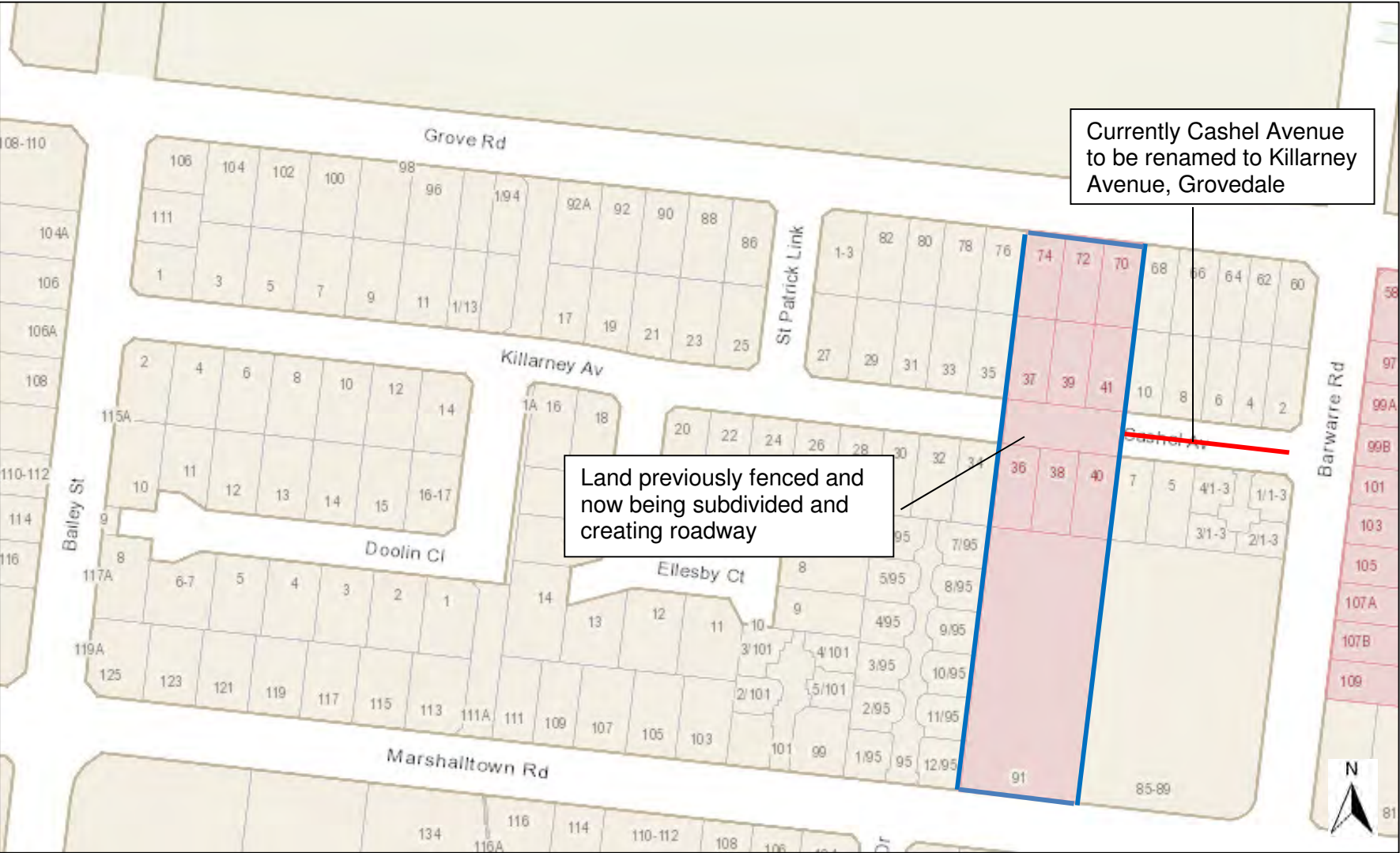
No Council Officer involved in the preparation of this report has a direct or indirect conflict interest in relation to the contents of this report.

Risk Assessment

If an emergency situation occurred, Council's proposal to rename this section of roadway could minimise the risk or failure to be able to access a situation in a timely manner.

Environmental Implications

There are no environmental issues arising from this report.



6. REVOCATION OF FLOOD-PRONE AREA DESIGNATION OF NEW LOTS AT WARRALILY ESTATE, STAGE 78A

Source: City Services - Engineering Services
Director: Guy Wilson-Browne
Index Reference: SUB-16-3161

Purpose

To authorise the revocation of the flooding designation within Stage 78A of the development of Warralily Estate.

Background

Council has a statutory obligation under the Victorian Building Regulations 2006 to designate land as liable to flooding where it reasonably knows it to be prone to flooding. Conversely, there is an obligation to remove the encumbrance of designation from land that is no longer considered to be flood-prone.

The current designated flood mapping (**Attachment 2**) was designated by Council at its meeting of 12 December 2006, under the provisions of the Building Regulations 2006.

The subject of this report is the residential land at Warralily Estate fronting 612 Torquay Road, Armstrong Creek. Prior to subdivision the parent lot was used primarily as farmland.

Key Issues

- The flood mapping is subject to a revision due to the subdivision and development at 612 Torquay Road, Armstrong Creek. Prior to subdivision, the parent lot was considered to be liable to flooding. This development site, which is also known as Warralily Estate, Stage 78A, achieves flood mitigation for newly created lots for flood events up to and including the 100 year Average Recurrence Interval (ARI) event due to approved internal earthworks.
- The earthworks undertaken have resulted in the floodwaters from the 100 year ARI event being contained within the boundaries of the road network (**Attachment 3**).
- It should be noted that designation is separate to the creation of flood overlays within the Planning Scheme, which generally follows designation. In the case of this development, the planning scheme amendment to create post-development flood zones or overlays is proposed after the design of the proposed precincts.

Cr Murnane moved, Cr Nelson seconded -

That the Community Focus Committee authorises the revocation of the Council designation of 12 December 2006 of flood affected land Warralily Estate, Stage 78A as liable to flooding pursuant to Regulation 802(2) of the Building Regulations 2006.

Carried.

Attachment 1

Discussion

Designation of land as liable to flooding under Regulation 802 of the Building Regulations 2006 enables the control of flood levels for acceptable building permit applications, or refusal of consent to building applications where there is likely to be a danger to life, health or safety due to flooding. Designation also enables disclosure of flood status within statutory information certificates such as the Land Information Certificate and Building Information Request Form.

Overland flows that may occur within the subdivision during the 100 year ARI flood event are now contained within road and drainage reserves in accordance with accepted best practice for development within flood-prone areas. Best practice requires that any overland flows within residential areas satisfy public safety criteria with respect to velocity and depth of flow.

Financial Implications

There is no impact to Council's budget.

Community Engagement

A revocation of designation does not warrant public consultation as it constitutes the removal of an encumbrance on land.

Relevant Council databases and flood maps will be revised and updates sent to the Corangamite Catchment Management Authority and Building Control Commission.

Social Equity Considerations

Council have a responsibility to the community to provide the best possible information on areas that are flood prone.

Policy/Legal/Statutory Implications

The Council has various statutory responsibilities for drainage management and flood management (prevention, response and recovery) as set out in the *Local Government Act 1989*, *Local Government Regulations 1990*, *Planning and Environment Act 1987*, *Victorian Building Regulations 2006*, *Water Act 1989*, *Subdivision Act 1988* and *Emergency Management Act 1986*.

Alignment to City Plan

The recommendations of this report are consistent with City Plan, in relation to Growing our Economy and promoting a sustainable built environment, sustainable land use and development.

Conflict of Interest

No officer involved in the preparation of this report has a direct or indirect conflict of interest in relation to this report.

Risk Assessment

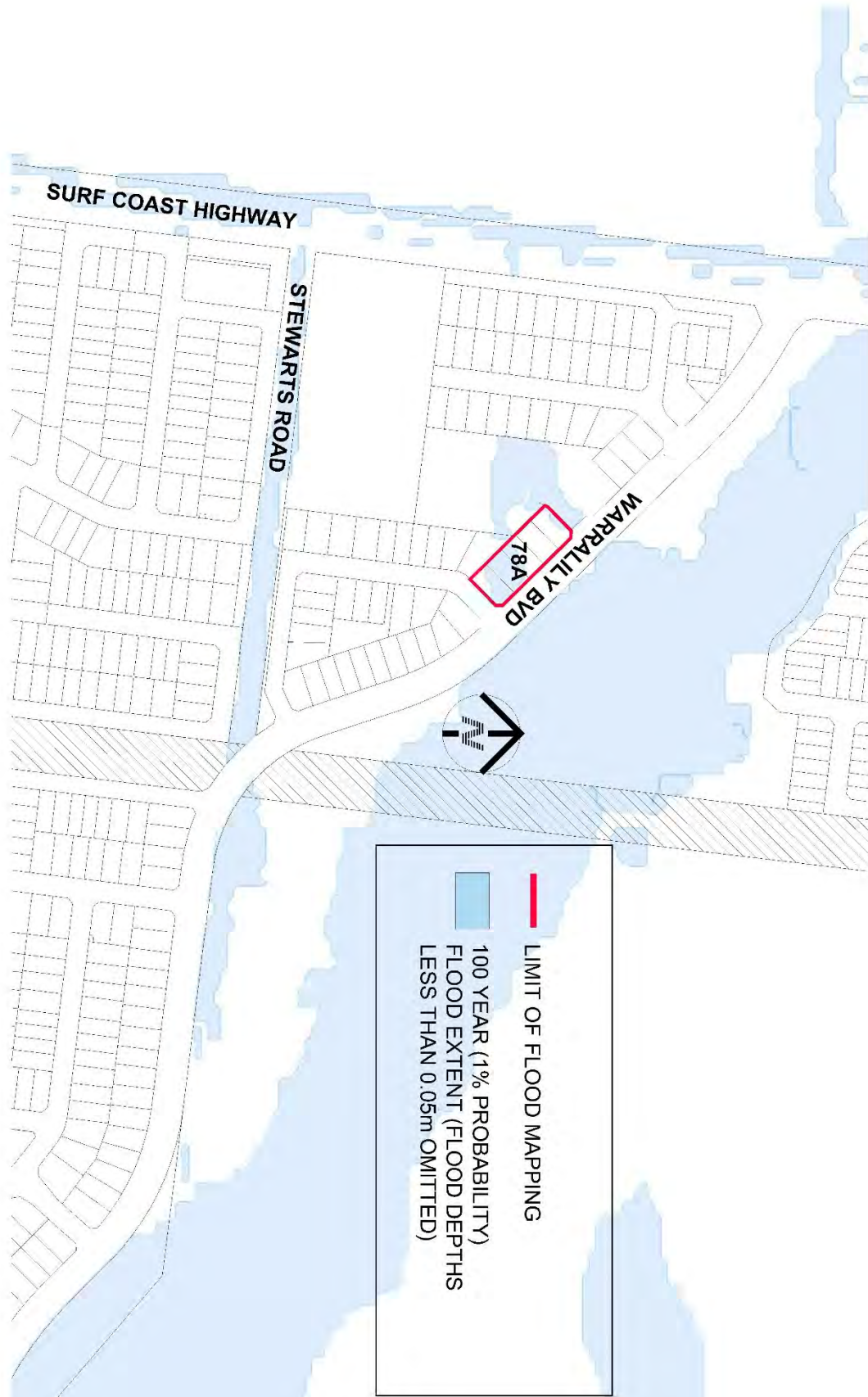
Council has some risk exposure with any failure to disclose the flood-prone status of a property in a Land Information Certificate.

The revocation of the designation is the final step in minimising Council's risk.

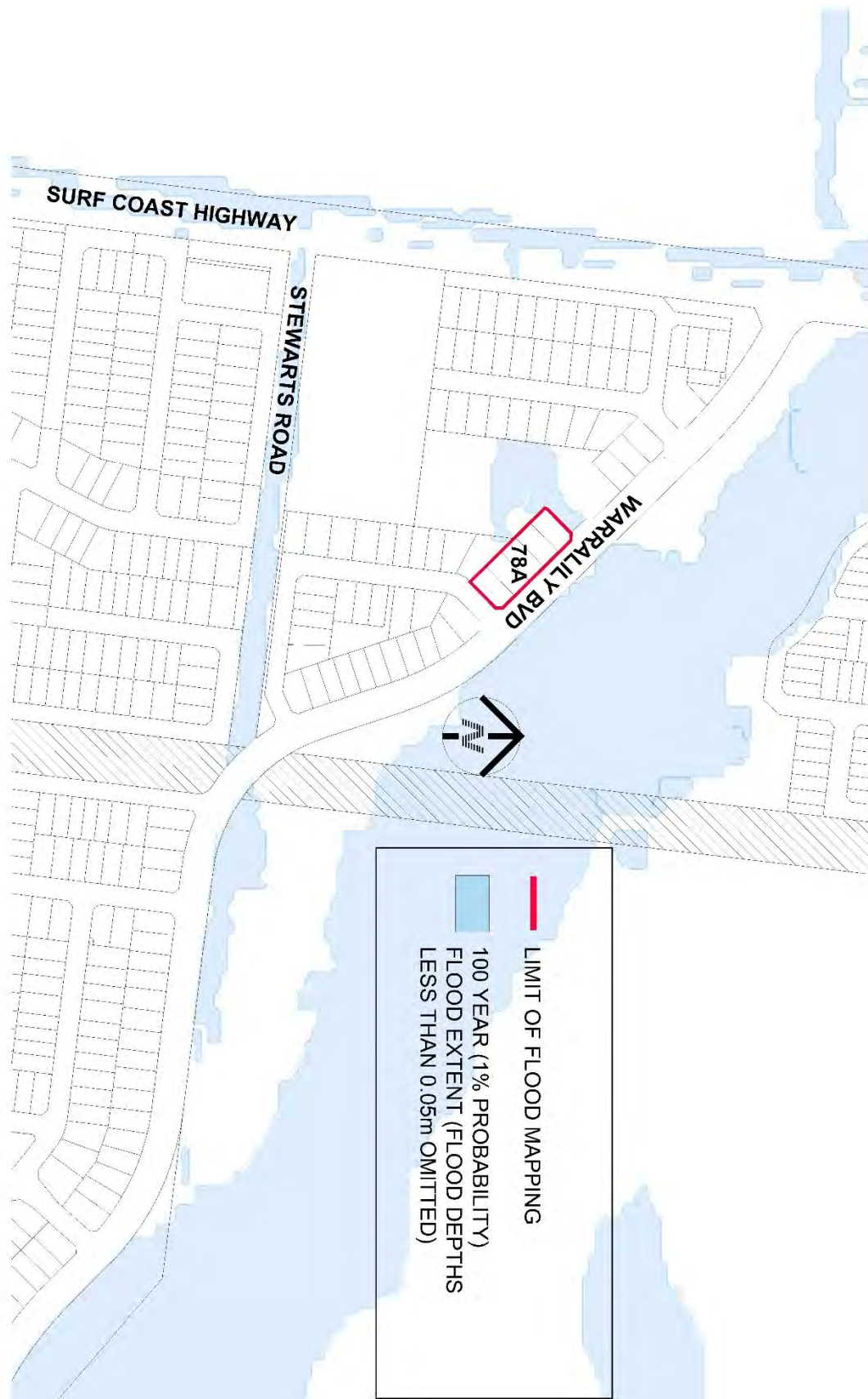
Environmental Implications

The revocation of flood-prone areas designation and designation of revised flood data through the design of this stage it is considered unlikely to result in any known adverse environmental impacts.

**Attachment 2
CURRENT FLOOD MAP**



**Attachment 3
REVISED FLOOD MAP**



7. REVOCATION OF FLOOD-PRONE AREA DESIGNATION OF NEW LOTS AT WARRALILY ESTATE, STAGE 91

Source: City Services - Engineering Services
Director: Guy Wilson-Browne
Index Reference: SUB-16-3161 Flood Plain Management

Purpose

To authorise the revocation of the flooding designation within stage 91 of the development of Warralily Estate.

Background

Council has a statutory obligation under the Building Regulations 2006 to designate land as liable to flooding where it reasonably knows it to be prone to flooding. Conversely, there is an obligation to remove the encumbrance of designation from land that is no longer considered to be flood-prone.

The current designated flood mapping (**Attachment 2**) was designated by Council at its meeting of 12 December 2006, under the provisions of the Building Regulations 2006.

The subject of this report is the residential land at Warralily Estate fronting 152 – 160 Batten Road, Armstrong Creek. Prior to subdivision the parent lot was used primarily as farmland.

Key Issues

- The flood mapping is subject to a revision due to the subdivision and development at 152-160 Batten Road, Armstrong Creek. Prior to subdivision, the parent lot was considered to be liable to flooding. This development site, which is also known as Warralily Estate, Stage 91, achieves flood immunity for newly created lots for flood events up to and including the 100 year Average Recurrence Interval (ARI) event due to approved internal earthworks.
- The earthworks undertaken have resulted in the floodwaters from the 100 year ARI event being contained within the boundaries of the road network (**Attachment 3**).
- It should be noted that designation is separate to the creation of flood overlays within the Planning Scheme, which generally follows designation. In the case of this development, the planning scheme amendment to create post-development flood zones or overlays is proposed after the design of the proposed precincts.

Cr Murnane moved, Cr Nelson seconded -

That the Community Focus Committee authorises the revocation of the Council designation of 12 December 2006 of flood affected land Warralily Estate, Stage 91 as liable to flooding pursuant to Regulation 802(2) of the Building Regulations 2006.

Carried.

Attachment 1

Discussion

Designation of land as liable to flooding under Regulation 802 of the Building Regulations 2006 enables the control of flood levels for acceptable building permit applications, or refusal of consent to building applications where there is likely to be a danger to life, health or safety due to flooding. Designation also enables disclosure of flood status within statutory information certificates such as the Land Information Certificate and Building Information Request Form.

Overland flows that may occur within the subdivision during the 100 year ARI flood event are now contained within road and drainage reserves in accordance with accepted best practice for development within flood-prone areas. Best practice requires that any overland flows within residential areas satisfy public safety criteria with respect to velocity and depth of flow.

Financial Implications

There is no impact to the Council budget.

Community Engagement

A revocation of designation does not warrant public consultation as it constitutes the removal of an encumbrance on land.

Relevant Council databases and flood maps will be revised and updates sent to the Corangamite Catchment Management Authority and Building Control Commission.

Social Equity Considerations

Council have a responsibility to the community to provide the best possible information on areas that are flood prone.

Policy/Legal/Statutory Implications

The City has various statutory responsibilities for drainage management and flood management (prevention, response and recovery) as set out in the *Local Government Act 1989*, *Local Government Regulations 1990*, *Planning and Environment Act 1987*, *Building Regulations 2006*, *Water Act 1989*, *Subdivision Act 1988* and *Emergency Management Act 1986*.

Alignment to City Plan

The recommendations of this report are consistent with City Plan, in relation to Growing our Economy and promoting a sustainable built environment, sustainable land use and development.

Conflict of Interest

No officer involved with the preparation of this report has a direct or indirect conflict of interest in relation to this report.

Risk Assessment

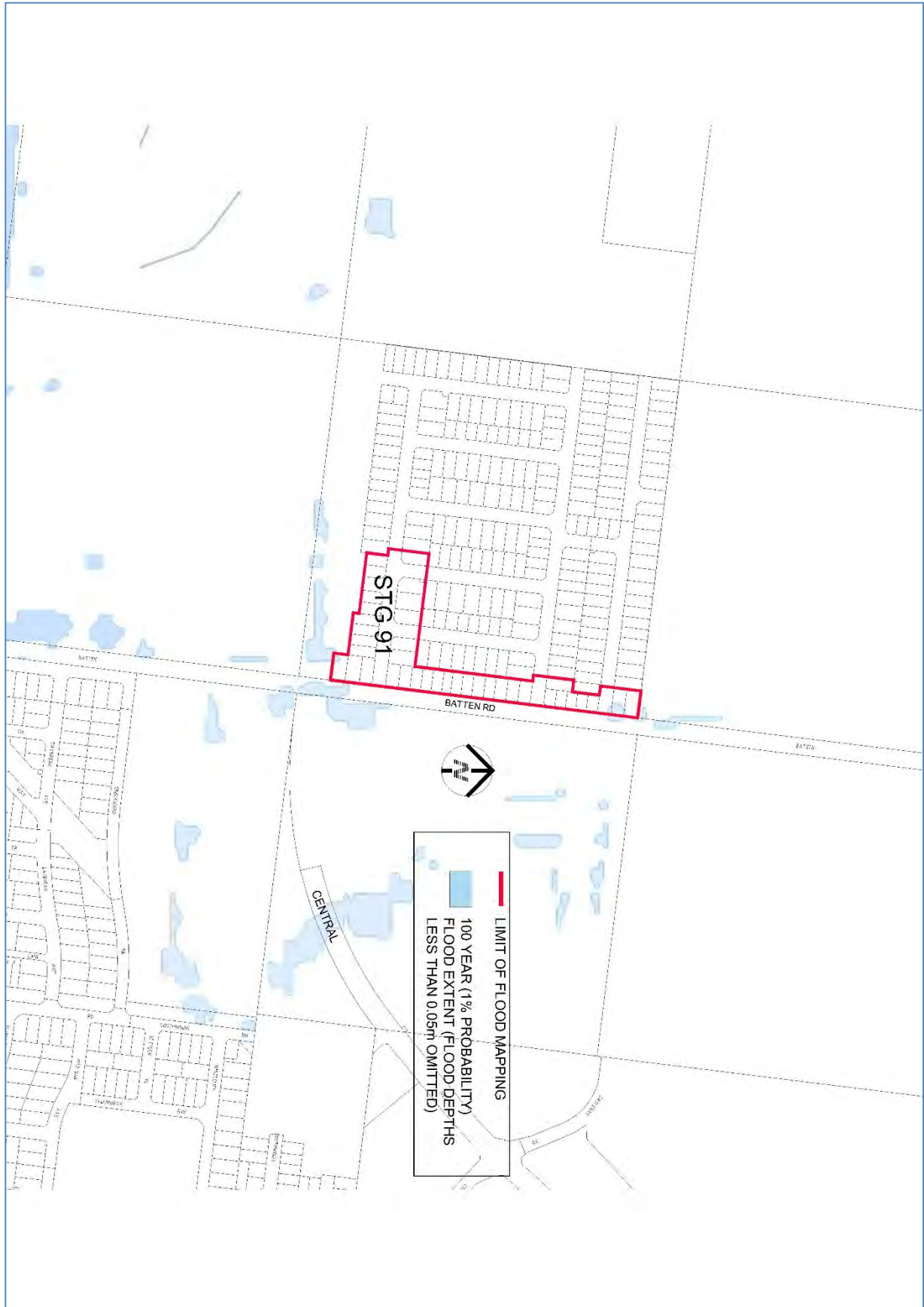
Council also has some risk exposure with any failure to disclose the flood-prone status of a property in a Land Information Certificate.

The revocation of the designation is the final step in minimising Council's risk.

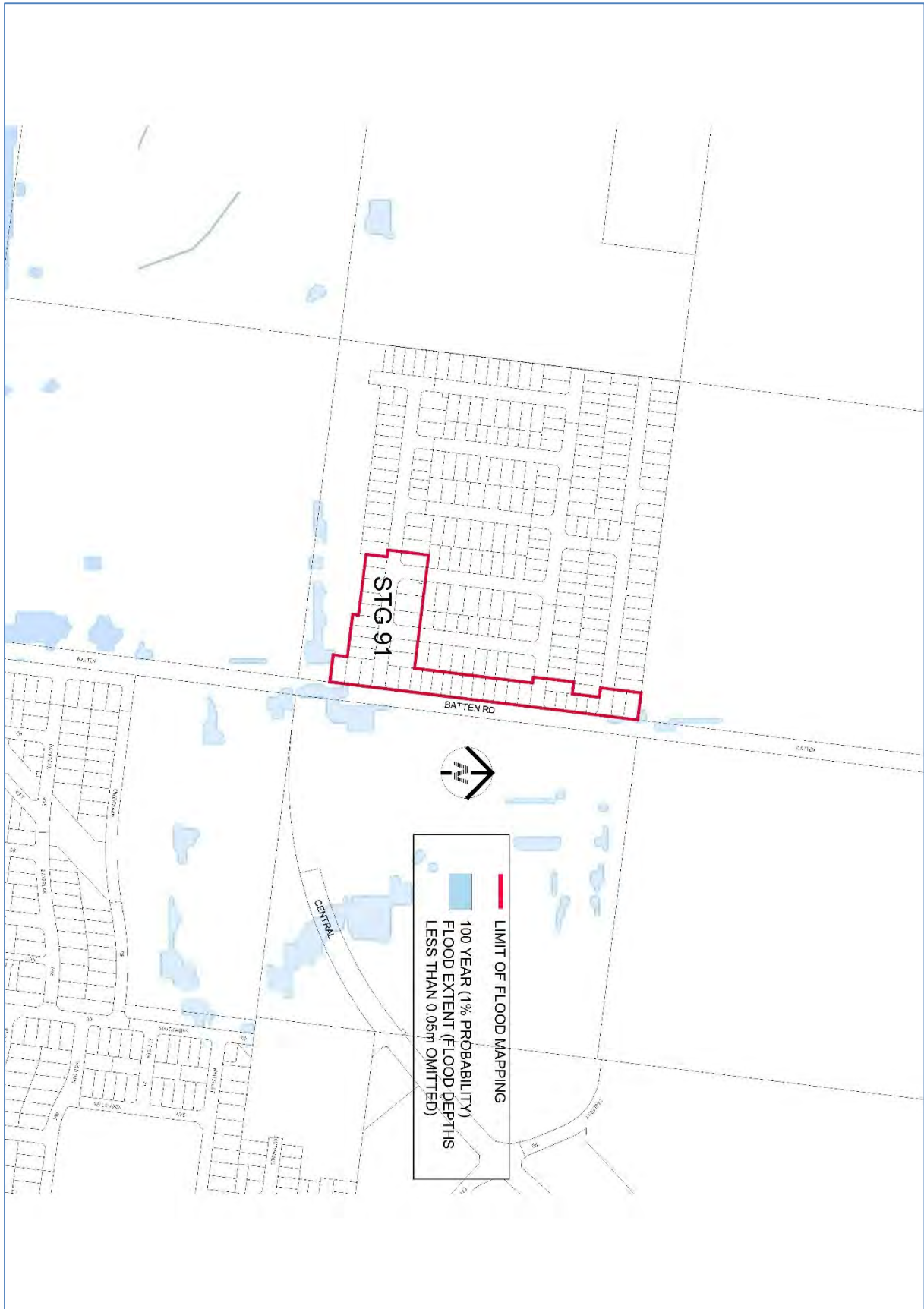
Environmental Implications

The revocation of flood-prone areas designation and designation of revised flood data through the design of this stage is considered unlikely to result in any known adverse environmental impacts.

**Attachment 2
Current Flood Map**



**Attachment 3
Revised Flood Map**



CLOSE OF MEETING

As there was no further business the meeting closed at 8.25pm. Tuesday, 10 April 2018.

Signed: _____
Cr Bruce Harwood (Mayor)

Date of Confirmation: _____