

MINUTES

ORDINARY MEETING OF COUNCIL

TUESDAY 11 DECEMBER 2018

7.00PM

**COUNCIL CONFERENCE AND RECEPTION CENTRE
CITY HALL
LITTLE MALOP STREET, 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 ORDINARY MEETING
OF THE GREATER GEELONG CITY COUNCIL
HELD AT THE COUNCIL CONFERENCE AND RECEPTION CENTRE
CITY HALL, LITTLE MALOP STREET, GEELONG
TUESDAY, 11 DECEMBER 2018
COMMENCING AT 7.00 PM**

PRESENT: Cr B Harwood (Mayor), Crs A Aitken, S Asher, E Kontelj, S Mansfield, J Mason, P Murnane, P Murrihy, T Sullivan

Also present: M Cutter (Chief Executive Officer), B Luxford (Director Investment and Attraction), G Smith (Director Manager Planning and Development), V Shelton (Acting Director City Services), M Dugina (Director Finance & Strategy), R Stevens (Acting Director Community Life), L Barton (Acting Executive Manager People and Organisation Development), R Leonard (Executive Manager Governance & Legal Services)

OPENING: The Mayor 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.

OBITUARY:

The Mayor, Councillors and staff of the City of Greater Geelong recorded their respect on the passing of The Honorable Gordon Scholes AO.

Mr Scholes was Minister for Territories from 1984 to 1987, Minister for Defence from 1983 to 1984 and Speaker of the House of Representatives from 1975 to 1976. He represented the Federal Seat of Corio in the House of Representatives from 1967 to 1993. Mr Scholes was appointed an Officer of the Order of Australia in 1993 for service to Australia.

APOLOGIES: Crs Grzybek and Nelson

LEAVE OF ABSENCE:

Cr Sullivan moved, Cr Mansfield seconded –

That Leave of Absence be granted to Cr Harwood from 10-20 January 2019, inclusive.

Carried.

Cr Sullivan moved, Cr Mansfield seconded –

That Leave of Absence be granted to Cr Mason from 21 December 2018 to 20 January 2019, inclusive.

Carried.

Cr Sullivan moved, Cr Mansfield seconded –

That Leave of Absence be granted to Cr Asher from 24-27 January 2019, inclusive.

Carried.

CONFIRMATION OF MINUTES:

Cr Sullivan moved, Cr Asher seconded -

That the Minutes of the Ordinary Meeting held on 27 November 2018 be confirmed.

Carried.

DECLARATIONS OF CONFLICTS OF INTEREST:

Cr Kontelj declared an Indirect Financial Interest in Agenda Item 16 - Tender T1800026 Supply of Concrete and Concrete Works and Agenda Item 17 – Tender T1800053 Hard Waste Collection Service in that tender applicants are significant customers of the business in which he is a Director.

QUESTION TIME:

Darren Gebbing submitted questions in relation to Amendment C372 Hams Road, Waurin Ponds. As Mr Gebbing was not present at the meeting a written response will be provided.

Jane Viner asked why can someone who doesn't live in Australia, an investor, build a housing complex on farm land? The roads do not appear wide enough to take emergency vehicles and cars that will be parked on these roads - has this been looked into? What will happen to the coach pick up at the end of Hams Road that takes the children to Mount Duneed Primary School? At the moment it is a safe area due to less traffic, but it won't be with 3,000 cars travelling down there! Ghazeepore Road is already traffic heavy!

Bob Viner asked why is it acceptable to build on farm land? How was the amount of traffic worked out as some properties will no doubt have several students renting and they will have transport? What happens when the trains aren't running and all the coaches park down Hams Road and cause congestion?

The Mayor responded that the property has been identified for rezoning for several years in strategies like the Armstrong Creek Urban Growth Plan.

The report before us tonight is recommending the proposal be placed on public exhibition in February/March 2019, at which time there will be plenty of opportunity for the community to have their say regarding the application.

Sandy Gatehouse – President – Barwon Heads Association asked the following questions:

On behalf of the Combined Bellarine Community Associations meeting on Saturday we would like to thank the CEO Mr Cutter and our 3 Bellarine Councillors for their time on a busy Saturday morning before Christmas.

We raised a number of issues on Saturday and we noticed that you took lots of notes. We look forward to timely updates on the way forward and note there are matters which have been in the City of Greater Geelong's system for action over many years.

Every time our combined associations meet there is discussion about these outstanding requests and projects that are either not responded to or fail to happen for whatever reason despite previous advice that the projects were listed for action. It appears that residents all over the Bellarine are waiting for basic infrastructure and maintenance to take place.

In particular there were numerous examples of failure to respond to correspondence and provide usable and focused replies.

The Mayor provided the following responses:

Does the Council have protocols for registering and responding to all correspondence including emails?

Yes, all emails are acknowledged within three working days and registered into the City's corporate record keeping system for action.

What timeframe is considered acceptable before a response is given?

Within ten working days as per Customer Service Charter.

If we have not received a response within this timeframe what is the escalation process?

You can register a complaint through the geelongaustralia website, post or phone where your complaint will be investigated and responded to within 14 days.

If the response refers to a future action by the City of Greater Geelong how is this monitored so that it is followed up?

A request for service will be raised and service delivery will be monitored by the responsible officer. If the service is long term, the service is placed on a worklist for monitoring.

How can we improve our communication mechanisms so we get more timely and positive responses?

Is it better to send all correspondence through the contact us email address copy to the CEO and Bellarine Councillors?

Contactus is the preferred email address for operational requests and information. Your ward Councillors can be contacted via email directly or via the Mayor and Councillor's Office. The City has a Customer Service Strategy that outline our commitment to service delivery via the Customer Service Charter.

We are looking forward to a time when we can sit with you and talk collaboratively about how we can work together for the Bellarine and our communities. It would be good if a number of these outstanding issues are resolved.

We wish you all a very Happy Christmas - stay safe out there and if you are in a hurry please don't drive through Barwon Heads.

Jennifer Bantow addressed Council in relation to Osborne Park Master Plan:

Can Councillors please instruct the individual people from Hansen Partnership, who have already had contact with Industry and Port and Agency groups, and have the carriage of this project, to hold a Consultation directly with the Community Groups in late December, before the public consultation, and when Hansen are formulating their first concepts, to balance the scales and give equity and fairness to the views of those who have had a long term dedication to Osborne Park, and who currently justifiably feel side-lined in this project?

The Mayor thanked Ms Bantow for her questions which will be further addressed during debate of the item this evening.

Jim Haigh addressed Council as follows:

The community have only had one week to review the Master Plan. It is clear from the feedback we have received from many members of our community that they are unhappy with the proposed redevelopment. To give us an opportunity to open dialogue with the developer and also to give the developers an opportunity to respond to our concerns – would Council consider the possibility of deferring the decision to exhibit to a later date?

The Mayor responded there will be further debate on the issue later this evening.

Lukas McVey asked if Council that based on dated and incorrect data, shortcomings on contaminated land assessment, flood concerns, no changed from C276 which was rejected. Major increase in traffic movement and risk, no community consultation that you reject this evening's application to proceed to exhibition, which you can do?

The Mayor responded the issue will be debated later this evening.

Lex Chalmers addressed Council regarding brochure 'Geelong City of Design' budget to support the UNESCO Award:

- 1) I refer to Council's recently published brochure, 'Geelong City of Design'. It is a very worthwhile document, but unfortunately is already in short supply.

Promotion of the UNESCO Award to date has been very low key. The brochure could have been supported with a launch function to gain local interest.

Would Council consider re-printing it in sufficient quantities to have it available in Council offices, in all local Visitor Information Centres and in all major Victorian Information Centres in capital cities and at airports to attract the visiting public?

The brochure could then promote the planned National Gallery of Victoria extension of Melbourne Design Week to Geelong in March 2019. Many organisations, including the National Trust, have put up their hands to host design related events.

- 2) Is Council planning to increase the UNESCO City of Design budget for 2019-2020, for example to include better publicity for the Award and possibly to prepare a Business Case for a Design Centre, preferable in the former Post Office?

I understand that a Business Case would be required for any approach to the Government through Regional Development Victoria for funding towards a Design Centre.

The Mayor thanked Ms Chalmers for her valid points and strong discussion.

Richard Loth asked is Council was aware that the majority of the community objects to C276 (which was voted against by Council) have not been considered in the design of C372?

These include the single point of entry and egress from the subdivision (where else in the City of Greater Geelong does a new subdivision only have one pointy of entry and egress).

Lot sizes inconsistent with the suburb and surrounding 2km radius – down to 208m² listed however there are two 'medium density super-lots' which are silent on dwelling density?

The Mayor thanked Mr Roth for his comments.

Dean Smith asked what is the Council's opinion on larger block sizes rather than the shoe box size blocks like in most new sub-divisions. The C372 development is not in the amenity of the current area?

The Mayor took Mr Smith's point but added that people buy land for different reasons.

Barry Mullholland commented on:

- Sound walls on highway and Bannip Boulevard;
- Sound walls along rail line;
- Bike paths along line to station;
- One access to subdivision – Ghazeepore Road;
- Lifestyle block sizes.

The Mayor thanked Mr Mullholland for his comments.

PETITIONS: Nil.

**1. AMENDMENT C372 & PERMIT APPLICATIONS 662/2017 & 663/2017 -
HAMS ROAD, WAURN PONDS - RESOLUTION TO EXHIBIT**
(Previously agenda item 9)

Source: Planning & Development - Strategic Implementation
Director: Gareth Smith
Portfolio: Sustainable Development

Purpose

To seek a Council resolution to prepare and exhibit Amendment C372 and associated planning permits subject to authorisation by the Minister for Planning.

Background

On 29 June 2017 Taylors Development Strategists on behalf of landowners Echin Pty Ltd and Waurn Ponds Unit Trust lodged a combined rezoning and planning permit application to allow a multi lot subdivision at 35 & 69-93 Hams Rd, Waurn Ponds.

The site is bounded by Hams Road to the north, Ghazeepore Road to the east, the Geelong/Warrnambool railway line and the Baanip Boulevard to the south and the Princes Freeway (Geelong Ring Road) to the west.

A previous proposal for the land (Amendment C276) was exhibited in 2014 but was subsequently abandoned by Council on 28 April 2015 due to community opposition.

Residents in the adjoining Grange Park Estate were concerned at potential car movements through the local street network and opposed the density of housing proposed next to Grange Park which has larger than normal house block sizes.

Amendment C276 was a rezoning only and didn't include a subdivision master plan showing the proposed layout.

The current proposal includes more detailed masterplans and responds to the previous concerns with large lots proposed along Hams Road to reflect the density on the north side of the road.

Key Issues

- The land is the last Farming Zone site inside the Ring Road / Anglesea Rd in this part of the municipality.
- Strategic justification for rezoning is provided by the Armstrong Creek Urban Growth Plan, the G21 Regional Growth Plan and the Settlement Strategy.
- The site is strategically well located for residential development being close to the Waurn Ponds Railway Station and major roads including Bannip Boulevard, the Ring Road and Ghazeepore Road. It will provide further housing relatively close to the major employment, education and retail hubs of the Epworth Hospital, Waurn Ponds Shopping Centre and Deakin University.
- The application was referred to internal Council departments and external government authorities. The original masterplans have been modified taking into account requested changes on key issues including open space and street layout.
- The masterplan proposed as part of the two planning permits is now supported in principle and provides a central creek reserve corridor and a large 0.9 ha park to serve the proposed 258 residential lots (plus medium density sites).

- Buffers from land owned by Boral to the south, which is potentially subject to limestone quarrying, are satisfactory subject to confirmation from the State Government. It is noted that Boral has indicated it won't be quarrying this area and has sought Council support for rezoning as part of the Settlement Strategy process.
- Developer contributions and offsite works are proposed to be dealt with via a Section 173 Agreement. This will be prepared for public exhibition and require the owners/developers to construct an intersection at Hams/Ghazeepore Roads, provide a contribution to community infrastructure and provide fully developed and constructed parkland.
- Draft planning permits and a Design and Development Overlay are being prepared for public exhibition. They will provide detailed conditions and requirements for the development of the site in relation to open space, drainage, traffic, street trees, pedestrian pathways, intersection upgrades and infrastructure servicing (e.g. water, sewerage, electricity and gas).
- The proposal is now recommended by officers for exhibition as part of the planning scheme amendment process.

Cr Murnane moved, Cr Harwood seconded -

That Council:

- 1) **support the preparation and exhibition of Amendment C372 to the Greater Geelong Planning Scheme to:**
 - a) **rezone land at 35 & 69-93 Hams Road, Waurin Ponds from Farming Zone (FZ) to General Residential Zone – Schedule 1 (GRZ1);**
 - b) **rezone the land within the Barwon Water reserve (north of the railway line) from Farming Zone (FZ) to Public Use Zone (PUZ);**
 - c) **introduce and apply a new Design and Development Overlay (DDO) to 35 & 69-93 Hams Road, Waurin Ponds;**
- 2) **consider the application for two planning permits for multi-lot subdivision and removal of native vegetation at 35 & 69-93 Hams Road, Waurin Ponds concurrently with the preparation of the Amendment, in accordance with the provisions of Section 96A of the Planning and Environment Act 1987;**
- 3) **resolve to prepare and exhibit a draft Section 173 Agreement, as outlined in this report, concurrently with the Amendment; and**
- 4) **request the Minister for Planning to authorise the preparation and exhibition of Amendment C372 and Planning Permits 662/2017 & 663/2017.**

Carried.

Attachment 1

Financial Implications

There are no significant financial implications to Council beyond that usually associated with the planning scheme amendment process. Negotiating a Section 173 Agreement on development contributions will assist in the provision of community facilities within the catchment of the proposed development.

Community Engagement

If Council resolves to support exhibition, nearby landowners and occupiers, prescribed Ministers and other relevant agencies will be directly notified during the statutory exhibition period. The broader community will be notified through notices in local newspapers and the City of Greater Geelong website.

Social Equity Considerations

The amendment addresses social equity by potentially providing further housing choices to the Geelong community. There are a range of lot sizes proposed which would suit different homebuyers and demographics ranging from medium density sites and small conventional house lots to larger allotments of 850 square metre plus along Hams Road.

Policy/Legal/Statutory Implications

Planning Scheme Policy

The amendment is consistent with the following clauses of the Greater Geelong Planning Scheme Planning Policy Framework:

- Clause 11.01-1S Settlement - The amendment supports this policy as it will facilitate residential growth in an orderly manner located close to educational and community services in a broader established residential context;
- Clause 11.01-1R Settlement Geelong (G21) - The amendment supports this policy as the area is identified to support planned growth and optimises the use of existing infrastructure and services;
- Clause 15.01-1S Urban Design – The proposed rezoning, subdivision layout and open space are considered to meet the objective: “To create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity”; and
- Clause 21.06 Settlement and Housing discusses the importance of urban consolidation. The proposal supports this policy by locating development in an area that is well serviced and has the capacity to accommodate sustainable development.

Further strategic planning justification for residential development on these sites was previously set out as part of Amendment C276 and includes the Armstrong Creek Urban Growth Plan and G21 Regional Growth Plan.

The land is also within the proposed permanent settlement boundary in the Settlement Strategy recently adopted by Council on 9 October 2018 but not yet incorporated into the Planning Scheme.

Alignment to Council Plan

The Amendment supports the Sustainable Built and Natural Environment strategic direction of the Council Plan 2018-22 and is consistent with the strategic direction of community wellbeing and the priority of connected, creative and strong communities.

Conflict of Interest

No Council officers involved in the preparation of this report have any direct or indirect interest in the matter to which this report relates, in accordance with Section 80C of the Local Government Act.

Risk Assessment

There are no notable risks associated with implementing the recommendations contained in this report.

Environmental Implications

An updated flora and fauna assessment was submitted with the application and its findings include:

- The site contains patches of remnant native vegetation primarily in the northern portion of the property. This includes a patch of Grassy Woodland that is located within the Hams Road reserve, other patches of depleted Grassy Woodland now represented largely by remnant native grasses; and wetland and creek line vegetation along the waterway and wetland areas in the northern portion of the study site;
- Some patches of weeds were identified that require management under the Catchment and Land Protection Act, 1994 (documented in the 2014 report); and
- The waterway and its wetlands contain the most environmentally sensitive areas within the site and requires careful consideration to avoid adverse impacts at any future design stages.

In terms of the designated waterway, the Corangamite Catchment Management Authority and Council open space and environmental planners have advised that a 30m vegetated buffer will be required on both sides of the waterway and that the natural creek alignment should be retained.

The proposed creation of a creek reserve incorporating the waterway, vegetated buffers and linear open space will result in a good planning and environmental outcome. It will contribute to the rehabilitation of the waterway and formalise this part of the site as a recreational and ecological corridor similar to the approach adopted in the Armstrong Creek Urban Growth Area.

Attachment 2

Discussion

Site and location

The Town Planning Report by Taylors submitted with the application describes the site and surroundings as follows:

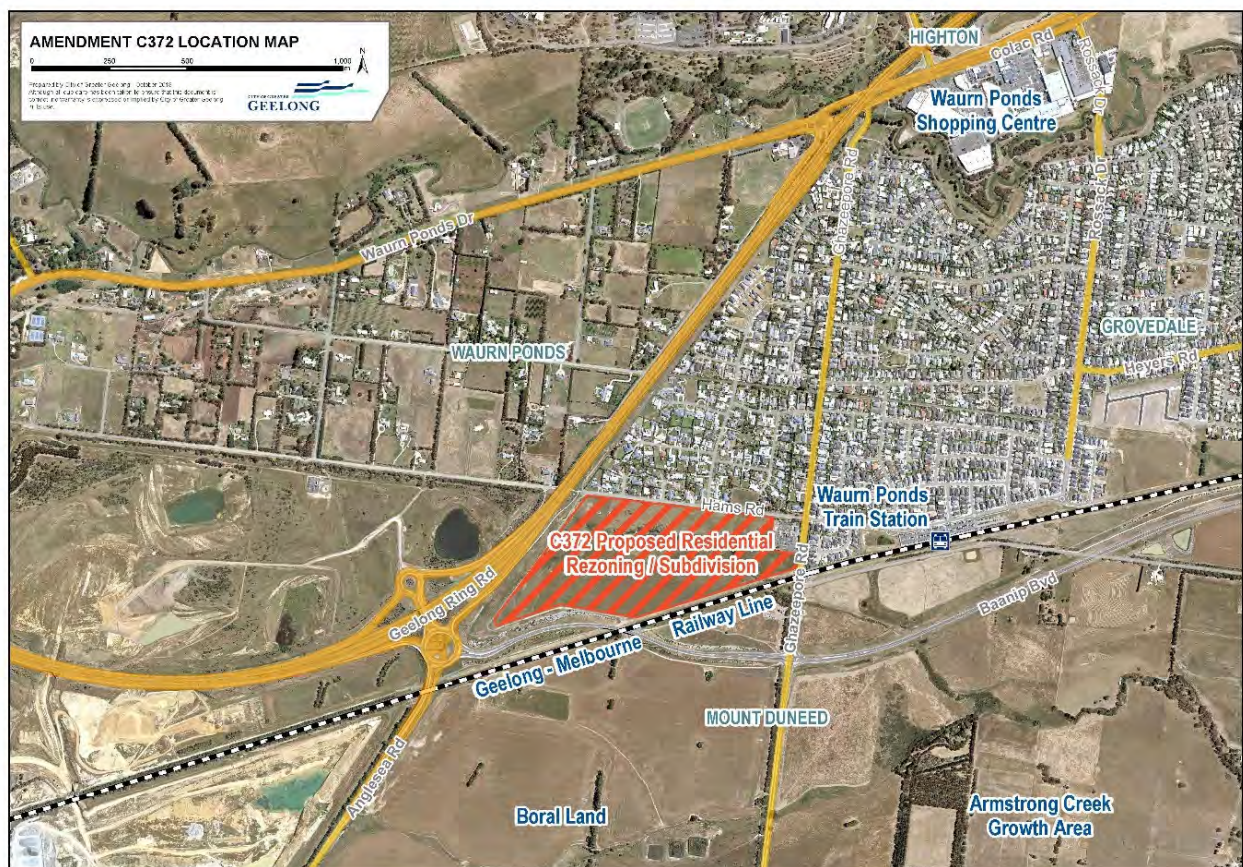
“The site is irregular in shape with a total approximate area of 23.86 hectares. The site is defined by Hams Road to the north, Ghazeepore Road to the east, the railway line and Baanip Boulevard to the south and Princes Freeway/Geelong Ring Road to the west. At the north-east corner of the site is a Powercor owned Substation and traversing through the site is a tributary of Armstrong Creek.

To the north and northeast of the site are established residential areas. Residential land to the north of the site is known as Grange Park, with predominantly larger lots.

To the east of the site is currently vacant land zoned as Urban Growth Zone 3 (UGZ3) and is affected by the Armstrong Creek West PSP. The land has been identified as predominantly conventional and medium density housing. The Waurn Ponds train station is also located to the east of the site.

To the south of the site is currently zoned Special Use for quarrying, however is currently inactive other than for some limited agricultural use.”

An aerial photo and location map showing the site is provided below:



The land is in two titles, with separate landowners - Echin Pty Ltd and Waurm Ponds Unit Trust. Land ownership is shown below (taken from Town Planning Report by Taylors).



Proposal

On 29 June 2017 Taylors Development Strategists on behalf of the two landowners lodged a combined planning scheme amendment and two planning permit applications to allow a multi lot subdivision at 35 & 69-93 Hams Road, Waurm Ponds.

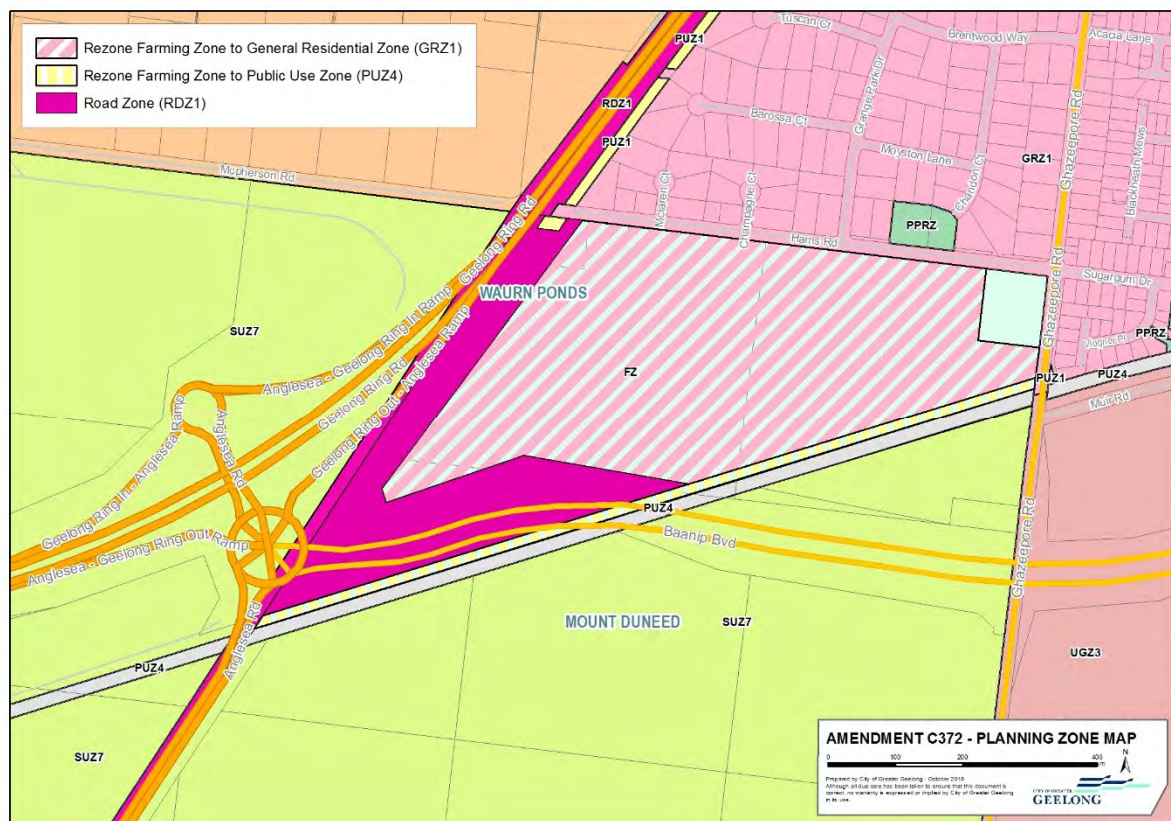
The amendment proposes the following:

- Rezoning of land from the Farming Zone (FZ) to the General Residential Zone (GRZ);
- Rezone the land within the Barwon Water reserve (north of the Geelong/Warnambool Railway line) from FZ to Public Use Zone (PUZ);
- Introduction of a Design and Development Overlay (DDO) to inform the key built form outcomes for the land.

The amendment is accompanied by two planning permit applications:

- PP662/2017 for multi lot subdivision of the land at 35 Hams Road owned by Waurm Ponds Trust; and
- PP663/3017 for multi lot subdivision of the land at 69-93 Hams Road owned by Echin Pty Ltd.

The map below shows the proposed zoning changes (the DDO would apply to the area being rezoned to GRZ1):



The overall subdivision masterplan proposed for exhibition is provided in **Attachment 3**.

Consideration and assessment of the proposal

The application (including technical reports and plans) were referred to internal Council departments and external government authorities for comment in August 2017.

The feedback from the initial referral was that the application lacked detail in several areas and required further work. Council officers issued a “further information” letter to the applicant on 10 October 2017 requesting a response to a list of twenty issues that had been raised by referral authorities.

The applicant took several months to undertake further investigations and refine its’ plans as requested in Council’s letter.

On 16 May 2018 the applicant responded to Council’s request for further information. An updated set of plans and reports were submitted including:

- Traffic Engineering Assessment;
- Flood Modelling;
- Flora and Fauna Assessment;
- Urban Design Masterplan;
- Town Planning Report;
- Acoustic Report;
- Site investigation (soil contamination); and
- Buffer study (from quarry).

These documents were then re-circulated for comment and further feedback was provided to the applicant.

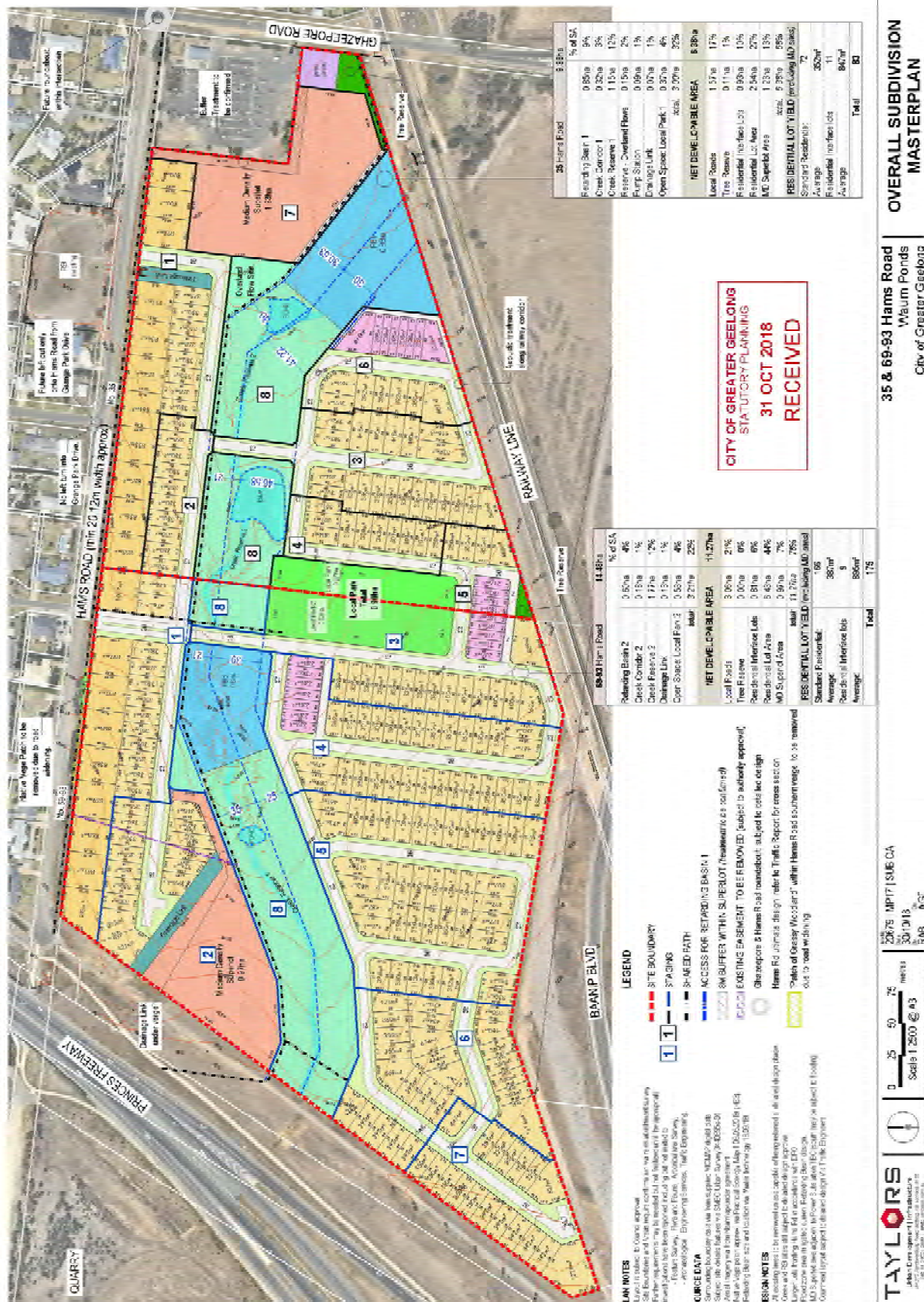
The end result is a version of the masterplan that officers generally support and are willing to recommend for public exhibition (see **Attachment 3**).

A summary of the development as detailed in the latest masterplan includes:

- A total of 258 residential lots;
- 21 larger 'interface' lots on Hams Rd with an average of 850 square metres approx.;
- Two medium density 'superlot' sites;
- A 0.9 ha local park central to the site to be delivered across the two developments;
- A creek reserve with an average width of 30m either side of the creek;
- Traffic treatments to discourage increased use of Grange Park Drive;
- Drainage retarding basins on each title; and
- A sewer pump station for the development.

Draft planning permits, a Design and Development Overlay and a Section 173 Agreement are being prepared and subject to Council resolution will be exhibited alongside the amendment and other documents for public comment in early 2019.

Attachment 3 – Overall Subdivision Masterplan



2. PARKING IN CENTRAL GEELONG – DISCUSSION PAPER

(Previously agenda item 1)

Source: Investment & Attraction / Central Geelong & Waterfront
Director: Brett Luxford
Portfolio: Transportation and Connections

Purpose

To seek Council's endorsement to release the 'Parking in Central Geelong - Discussion Paper December 2018', for stakeholder and community engagement.

Background

GTA Consultants were engaged by the Revitalising Central Geelong Partnership to develop a 'Parking in Central Geelong - Discussion Paper' (**Attachment 2**) and supporting technical analysis report (**Attachment 3**) for the area generally bound by Latrobe Terrace, the Waterfront, Garden and Carr Streets.

The discussion paper, proposes 17 parking considerations which seek to complement the vision for a revitalised Central Geelong with more people living, working and playing in the city centre.

The paper also aims to deliver on many of the Clever and Creative aspirations, namely a fast, reliable and connected transport network, an inclusive, diverse, healthy and socially connected community, a destination that attracts local and international visitors and encourages sustainable solutions to ensure that public land is being used to support an active, healthy and vibrant community.

A communication and engagement strategy will be developed to guide and inform the engagement process. Engagement will include forums, surveys, one-on-one discussions and will seek feedback via various channels.

Key Issues

- There are a range of opinions around the provision of parking within any shopping centre and parking is often a highly emotive issue;
- As Central Geelong develops further the need for an integrated solution to accessing Central Geelong becomes even more important;
- The 'Parking in Central Geelong - Discussion Paper' highlights a range of considerations that are based on the technical evidence and experience around other key centres;
- The release of this discussion paper will help stimulate conversations around parking and encourage people to think further around what the future of Geelong might look like;
- The consultation is proposed to be open for 100 days to ensure a wide range of people are able to provide feedback on the discussion paper to help inform the development of a Parking Strategy for Central Geelong.

Cr Kontelj moved, Cr Mansfield seconded -

That Council endorses the release of the *'Parking in Central Geelong – Discussion Paper December 2018'* for stakeholder and community engagement from Thursday 20 December 2018 until Friday 29 March 2019 (100 days).

Carried.

Attachment 1

Financial Implications

The cost of the stakeholder and community engagement will include material production (animated video and printing) and forum facilitation which is approved in the Central Geelong Revitalisation budget (DELWP and CoGG funding) for the Parking Study.

Expenditure is estimated to be around \$17,000.

Community Engagement

The stakeholder and community engagement will be undertaken for a period of 100 days. This is to ensure all groups and individuals that wish to make comment will have the opportunity, outside the traditional Christmas/New Year holiday period.

The discussion paper is written in such a way that it encourages contemplation and consideration of all aspects associated with parking in the CBD. It asks those responding to really put thought in to what type of city we want, how we best use our space and what outcomes will make us happier, healthier and more connected in the future.

The communication and engagement strategy will include public and stakeholder forums which will be facilitated by subject experts and Council staff.

A short animated video is being produced with the contents of the discussion paper and will support the discussion forums. In addition, documentation will be provided to facilitate the forums, surveys and one-on-one discussions.

Following the engagement process, feedback will be collated, aims and objectives will be established and issues, opportunities and challenges will be outlined to assist with the development of the strategic direction for a draft parking strategy to be presented to Council mid-2019.

Social Equity Considerations

Geelong's Clever and Creative Future highlights that the community values sustainable, connected and networked walking, cycling and public transport services.

A measure of success in A Clever and Creative Future is achieving a fast, reliable and connected transport network where at least 50% of journeys to work are made by public transport, walking or cycling. Currently 92% of commuter trips within 6km of Central Geelong are taken by car.

The Parking in Central Geelong - Discussion Paper December 2018 includes recommendations which address social inequity by ensuring CBD public land is used to its highest and best use for the community.

Policy/Legal/Statutory Implications

The discussion paper will lead to the development of strategy that will seek to support the development of Central Geelong for many years to come. The City has a statutory role in shaping how the city develops and operates and the orderly movement of people into and through the city is a key element.

Alignment to Council Plan

This report aligns with the following key priorities of the Council Plan 2018 – 2022:

- Continuing to work with government to deliver projects that revitalise Central Geelong;
- Improving our road management and engagement program;
- Proactively managing our assets, including land holdings;
- Providing more quality spaces that support active lifestyles;
- Delivering Smart Cities infrastructure using electronic data collection to better manage assets and resources;
- Reducing our carbon footprint.

Conflict of Interest

There are no direct or indirect conflicts of interest relating to the officer that prepared this report or the consultant/officer team that produced the discussion paper or technical analysis report.

Risk Assessment

Not taking appropriate action to fully and thoroughly engage with all stakeholders and the broader community poses a reputational risk to Council and undermines our credibility as a community leader.

Parking is a passionately debated topic within the community and it is the responsibility of Council to show leadership in this space and demonstrate to the city that our thoughts are considered, progressive and aligned with the thinking of modern prosperous, healthy global cities.

Environmental Implications

There are considerable environmental benefits to be gained by encouraging the community to choose active and mass transport options. Lower emissions and less congestion are two of the most visible which we hope would be referenced through the engagement process.

**THE CITY OF
GREATER GEELONG**

PARKING IN CENTRAL GEELONG

DISCUSSION PAPER

DECEMBER 2018

Introduction



This discussion paper is designed to inform the Central Geelong Parking Strategy. A draft strategy will be released for consultation in 2019.

Parking has a profound impact on our transport system and our city streets. More than 30% of the land in Central Geelong is asphalt for vehicles. The Central Geelong Parking Strategy will not be undertaken in isolation to other transport solutions. With the State Government and other major agencies including Transport for Victoria and VicRoads, we are also progressing the:

- Geelong Commuter Parking Strategy, which deals with parking supply and demand at our commuter rail stations;
- Transport Network Operating Plan, a public transport review that takes an integrated network approach, linking strategy and operations;
- Bus Network Review, which will identify and assess the potential bus route realignments within Central Geelong;
- Geelong 10-year Road Network Upgrade Plan, a program identifying and implementing works to manage our city and regional road space better;
- Freight Transit Review, a project to identify and implement priority routes for large vehicles;
- Building Better Bike Connections, the creation of two new major cycling routes from the city to Waurin Ponds via Belmont and to Hearne Hill via Geelong West.

All these projects have links to each other and will all work together to deliver important transport solutions for Geelong.

This discussion paper deals specifically with car parking in Central Geelong. Other engagements will take place as strategies progress.

Whilst undertaking *Greater Geelong - A Clever and Creative Future* in 2016 and 2017, more than 16,000 people told us what they valued about our region and how they rated it against the recognised elements of a successful community. They told us about their aspirations for our future city.

We are fortunate to live in a wonderful city, on one of the only north facing bays in Australia and in proximity to some of the most visited and beautiful destinations in Australia. Geelong is considered one of the most liveable regional cities in our state and we need to protect its liveability for future generations.



A CLEVER AND CREATIVE SOLUTION

Currently nearly 90% of daily commuters to Central Geelong travel by single vehicle. **A fast, reliable and connected transport network** is one of the nine community aspirations identified in *Greater Geelong: A Clever and Creative Future*. One of the key measures of success for this aspiration is that **‘50 per cent of journeys to work are made by public transport, walking or cycling’**.

If we were to achieve this outcome, it would make a significant impact on parking availability in Central Geelong and contribute to a healthier and more active community. However, we have a long way to go before we reach this milestone, Fig.1.

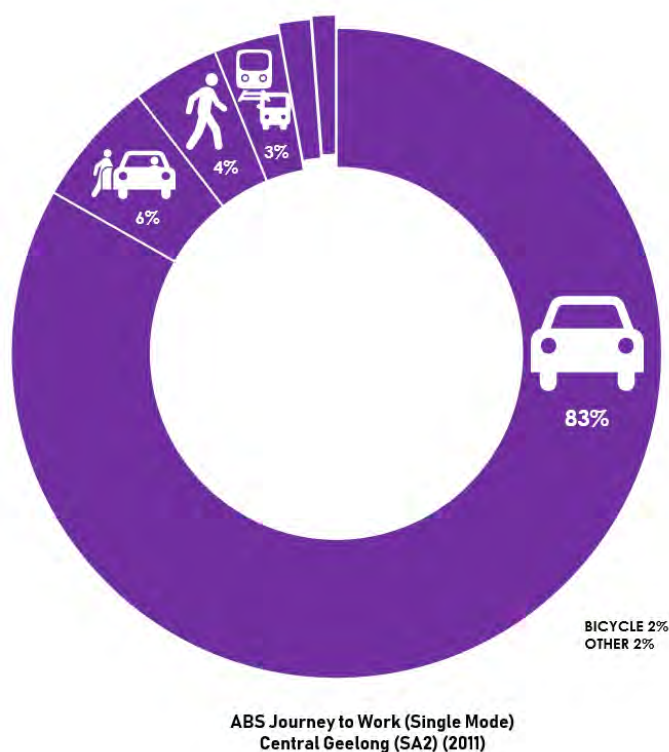


FIGURE 1: ABS JOURNEY TO WORK FOR CENTRAL GEELONG, 2011.

Our population is growing at a significant rate, with at least 80,000 additional residents expected in the next 20 years. This growth will naturally impact on Central Geelong, placing far greater demand on city parking. Land is not in infinite supply, so we need to ensure the land we have is used in the best possible way.

We want to explore the role of cars in the broader transport network and see what the future of car parking in Central Geelong might look like.

Managing our parking better will help us:

- reduce traffic congestion
- encourage economic activity
- improve liveability by making the CBD more attractive and enjoyable
- make parking accessible to those who need it most.

EXPLORING THE OPTIONS

The ideas and options presented in this discussion paper are based on research and the experience of other world-class cities.

We have thought broadly about the issues and opportunities and sought to explore how we can use parking to tackle a number of transport and lifestyle challenges.

There is no ‘one-size-fits-all’ solution to managing parking and transport, so we have tried to present a diverse range of options for discussion.

When reading the document, please consider the pros and cons of each option and how it will contribute to outcomes for the whole community.

The key questions we are examining in this discussion paper are:

- *Should our streets be built for people or cars?*
- *How much should CBD parking cost?*
- *How much parking do we need in Central Geelong?*
- *What is the future of parking in Central Geelong?*

In the following pages, beneath each question, we’ve posed a series of related questions, designed to stimulate discussion and encourage your feedback.

HAVE YOUR SAY

Online: www.geelongaustralia.com.au/yoursay

Mail: Central Geelong Car Parking, PO Box 104, Geelong, VIC, 3220

In person: Drop in a written submission to one of our customer service centres.

Please provide feedback by 29 March 2019.

1.0 How can we make the most of our space?

To make Central Geelong a great place to be, we want to cultivate vibrant activity centres – that is, places where people shop, work, meet, relax and live. Yet the city still needs to move people and goods to maintain a buoyant economy. This creates some tension. While both aspects are critical elements of a successful and liveable city, they do trade-off against each other.

We need to consider whether changing road space from on-street parking to active and public transport is a suitable option for some locations in Central Geelong, and what this would mean for the community. There may also be opportunities to foster greater use of off-street parking, thus improving amenity in key locations.

Figure 2: A diverse street with multiple uses



1.1: HOW CAN WE MAKE SURE ON-STREET PARKING IS AVAILABLE FOR THOSE WHO NEED IT?

Issue

As the population of Greater Geelong grows, demand for on-street parking will keep increasing until there is not enough space for those who genuinely need it.

Opportunity

On-street parking typically sits within the road reserve and is a public asset. It must therefore be managed in a way that provides the best outcome for the broader community.

Parking restrictions designed to maintain target occupancy rates may help manage areas where parking demand is high. Roughly speaking, one parking space in every seven should be vacant if we want to be sure that parking is well used and available to those who need it, when they need it.



Options

- Regularly monitor occupancy of on-street parking facilities.
- Review existing on-street occupancy to determine whether parking controls should be adjusted.
- Apply a consistent approach to adjusting on-street parking, based on the review of existing occupancy.

How could this benefit the community?

A fairer approach: This would result in the increased availability of on-street parking.

1.2: SHOULD ROAD SPACE BE REALLOCATED TO OTHER USES?

Issues

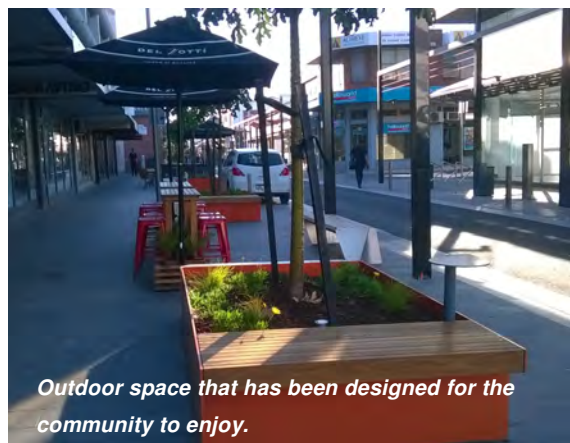
Asphalt road makes up a significant portion of public space and is one of the most valuable assets owned by local governments. In Central Geelong, asphalt makes up approximately 30 per cent of public space.

Conventional traffic engineering practices tend to devote the bulk of road space to general traffic lanes and car parking, which has significant social,

environmental and amenity impacts on the local community.

We need to review current road space and consider if it could be managed better, with the aim of creating a vibrant, creative, liveable and modern city character.

Opportunity



There is an opportunity to change the space currently devoted to vehicle traffic or parking to support other uses, such as outdoor dining, green space and active transport. Balancing the road space in this way can help to use space more efficiently, create more space for the community to enjoy and make Central Geelong the type of city we want it to be.

These conversions can be delivered alongside larger infrastructure upgrade projects.

Options

Ways to use road space could include:

- Creating new small parks and green spaces.
- Widening footpaths to support more people walking.
- Creating space for bicycles in locations where there is high demand.
- Create more space for public transport with an increased level of service.

How could this benefit the community?

Improved safety and amenity: Changing road space to active and public transport and public space improvements, would create a safer environment for road users and unlock more space for people to enjoy.

Parking is a major use of space in Central Geelong, taking up an equivalent amount of space to about twelve GMHBA Stadiums.

1.3: HOW SHOULD RESIDENTIAL PARKING PERMITS BE ALLOCATED?

Issue

We currently provide residential car parking permits to people who live in areas with on-street parking restrictions and paid parking areas. Doing this reduces the availability of on-street parking for the community.

Opportunity

There is an opportunity to change how we approve residential parking permits for new developments. Approval could be coupled with on-street parking restrictions, to make sure new residents cannot park for long periods on-street. This would increase the parking spaces available to others, particularly for those who have no other option but to drive.

Figure 3: More available on-street parking



Options

- Consider adopting a standard approach to reviewing on-street car parking restrictions upon the completion of any new residential development to ensure that the on-street parking restrictions suit the needs of the community, and do not become relied upon for the new residents.
- Remove automatic parking permit eligibility for new multi-dwelling developments in Central Geelong. This option could also be incorporated into the existing Resident Parking Permit scheme.

How could this benefit the community?

More availability of on-street parking: By more actively managing how restricted and paid on-street parking is used, it will increase the availability of on-street parking for those who need it most.

1.4: HOW CAN WE MAKE SURE OFF-STREET PARKING IS AVAILABLE TO THOSE WHO NEED IT?

The City of Greater Geelong manages some of the off-street parking in the municipality as well as on-street. Off-street parking includes large multi-story facilities such as Civic Car Park, and 'at-grade' open air facilities such as Haymarket in Myers Street.

Issue

There are currently demand pressures on the following types of off-street parking:

- unrestricted parking (P)
- restricted parking, which is time-limited (for example, 2P) and
- paid parking.

Because of the demand, off-street parking is often at capacity and not available for people who genuinely need it.

Opportunity

Where off-street parking demand is high, there is an opportunity to apply parking restrictions to help achieve target occupancy rates. This would make sure that parking is well-used, but people can still find a space, reducing congestion and frustration.

Many businesses within Central Geelong wish to retain a supply of unrestricted off-street parking for their staff. Where good transport alternatives exist, parking that is currently free could be converted to paid parking. This still gives people the option to park within Central Geelong, but encourages alternatives to car travel.

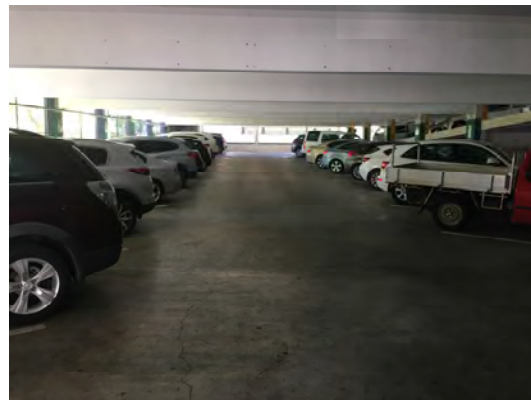
Options

- Determine when a change to off-street parking is required.
- Review occupancy of existing off-street car parks, to determine whether parking controls should be adjusted.
- Regularly monitor occupancy of off-street parking facilities.

How could this benefit the community?

Better access. Short-stay parking would be prioritised, making Central Geelong more accessible and attractive

for short-stay visitors and supporting more frequent turn-over of car parking spaces.



1.5: IS OFF-STREET PARKING THE BEST USE OF PUBLIC LAND?

Issue

Off-street parking is a valuable resource. However, it takes up a lot of space and is expensive to provide. That's why we need to think about how we can make the most of our existing off-street parking.

The best use of an off-street parking site will vary with changes in economic conditions and supply and demand considerations.

Opportunity

The use of off-street parking sites should be tied to the contribution that they can make to a broader city vision. We should consider if consolidating off-street parking in one location could unlock development (or other) opportunities in other off-street parking sites.

Option

- Consider the best use of land where off-street parking is currently provided and review the contribution each site makes to the vision for Central Geelong.

How could this benefit the community?

Flexible use of city centre spaces. Rethinking how we use existing space can help us to better adapt the function of these spaces to meet our community's growing needs.

2.0 How much should car parking cost?

The cost of parking can influence how people travel and how long they use a space.

- If a car park is free, all day, people will stay longer.
- If it is time-limited, it creates parking turnover, although enforcement is needed.
- If it costs money to park, people will shop, do business, then leave.

Changes in land use and population will alter parking demands over time and we need to consider whether the cost of parking should be modified to impact demand. Managing demand is important in maintaining availability of parking for those that most need it and reducing congestion. Using different rates for off-street and on-street parking can also enhance the amenity of our streets.

Figure 4: A single use street



The cost of parking and public transport is embedded in our everyday lives – through rates, property prices, taxes and direct payments. We all pay for car parking *and* public transport, even if we don't use it.

The concept of cheaper car parking often appears attractive to the individual but cheaper parking encourages more people to choose to drive. This adds to congestion, increases demands for parking space and does not support sustainable and active transport solutions.

2.1: WHEN SHOULD PEOPLE PAY FOR PARKING?

Issue

Time restricted parks are useful in areas where a high turnover of parking is necessary – for example, in front of shops, where a constant flow of new people

generates business. However, they are also often used by people who want free parking and are prepared to move their cars throughout the working day to get it.

When the demand for parking exceeds the space available, priced parking should be considered to make sure there is enough parking available for people on short-stay trips.

Opportunity

Parking rates could be adjusted either up or down, to achieve an average 85 percent occupancy in on-street parking at peak times – this equates to roughly one in every seven spaces free.

By maintaining occupancy at 85 per cent, it ensures that on-street parking resources are well used, and people can find a park in reasonable proximity to their destination.

The theoretical occupancy rate for off-street parking is typically greater than on-street, as the density of car spaces is higher. It would therefore be reasonable to aim for an occupancy rate of 90 per cent.

An occupancy range of 70–90 per cent is generally considered an acceptable range.

Options

- Establish an occupancy survey schedule for paid parking areas.
- Monitor occupancy in existing off-street car parks, to determine whether parking rates should be adjusted.
- Monitor occupancy of on-street parking, to determine whether parking rates should be adjusted.
- Establish and promote a dynamic price adjustment formula, as follows:
 - if occupancy is below 80 per cent, reduce the price by 10 per cent
 - if it is above 90 per cent, increase the price by 10 per cent.

How could this benefit the community?

Greater flexibility. When parking turnover is dictated by price – not time – it impacts the length of stay and makes parking spaces more flexible.

2.2: HOW CAN WE ENCOURAGE LONG-STAY USERS TO PARK OFF-STREET?

Issue

The space dedicated to on-street parking is a valuable community asset and its supply is finite. The current parking structure does not support short-stay parking in prime locations. This means parking is not always available for those who need it most.

Opportunity

We should investigate options to manage parking so that it reflects the best possible use of land, being mindful of transport, community and parking objectives.

We should consider whether the parking structure and pricing should be changed to discourage long-stay parking in on-street parking spaces.

Option

- Establish a fee structure that encourages long-stay parking to occur in off-street car parks such as Civic and Haymarket car parks.

How could this benefit the community?

Supporting local business. If this was managed well, it would encourage higher turnover of parking spaces near local business.

2.3: WHAT'S A FAIR PRICE FOR PARKING?

Issue

The cheapest daily parking rate in Central Geelong is currently \$5.60 per day. A full-fare, two-zone, Myki daily regional bus ticket, which would cover a trip from the Bellarine Peninsula to Central Geelong, was \$6.80 in 2018. When parking is cheaper than public transport, it encourages people to drive their cars.

Opportunity

If the minimum all-day parking rate was considerably higher than the cost of a regional bus fare, it may encourage more single vehicle commuters to choose public transport.



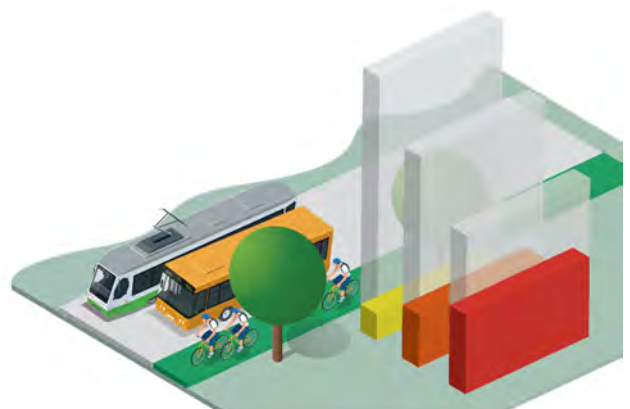
Option

- Price car parking rates higher than public transport fares, and index car parking rates annually to ensure the minimum daily parking rate increases in line with increases in public transport fares.

How could this benefit the community?

Reduced traffic congestion. Traffic congestion would decrease if more people were using public transport. An increase in public transport could also encourage greater investment in transport services.

Figure 5: Efficient use of space



3.0 How much parking do we need?

The current Greater Geelong Planning Scheme mandates that new developments and areas of changed use must provide parking. This results in an increase in the number of vehicles in Central Geelong.

Figure 6: Rethinking our space



We need to consider how much parking people really need and whether we should be giving property buyers in Central Geelong the option to opt out.

3.1: HOW MUCH PARKING DO COMMERCIAL¹ AND EDUCATIONAL DEVELOPMENTS NEED?

Issue

High-quality, vibrant commercial development sites should not be dominated by car parking. If parking continues to be built at the same rate as it has in the past, there will be no incentive for people to change their behaviour and use other modes of transport. This will lead to ever increasing traffic congestion.

Opportunity

Current planning controls in Geelong (applied state-wide, except in some parts of Melbourne) require a minimum number of car spaces to be provided for every new development, with a planning permit required if the car parking provided will be less than the minimum level. Introducing maximum car parking rates would allow each development the flexibility to build only what it needs, guided by market appetite unique to that site and in line with policy goals.

Option

- Maximum car parking rates could be considered within Central Geelong for future commercial and educational developments.

How could this benefit the community?

Reduced traffic congestion, noise and pollution.

Congestion would reduce as car ownership rates decline and demand for other modes increases.

Healthier communities who walk more. More people will benefit from the mental, physical and social health benefits of active transport.

3.2: HOW MUCH PARKING DOES A RESIDENTIAL² DEVELOPMENT NEED?

Issue

Parking requirements increase the cost of building housing. In the case of basement or multi-level parking, this cost is high. Pricing studies indicate that off-street parking adds 10 to 12.5 per cent to housing costs³. As well as adding to the cost of housing, easy access to on and off-street parking encourages car ownership.

Opportunity

Establishing a maximum car parking rate for each new development may result in more affordable housing options in Central Geelong.

This would not mean mandating 'no parking' for certain developments – but rather providing less parking for some developments, such as student accommodation or developments near a train station.

Option

- Maximum car parking rates to be applied within Central Geelong for residential developments.

How could this benefit the community?

Greater housing choice and more affordable housing.

Giving people more choice about whether they want to pay for residential parking can remove the 'built-in' costs of car use and encourage people to explore other transport options. This will result in a less congested road network. It will also result in a healthier and happier community, as more people choose healthier transport options.

¹ The term commercial refers to land uses within the Planning Scheme that are of a commercial nature (that is office, shop, supermarkets).

² The term residential refers to the following uses in Clause 52.06 of the Greater Geelong Planning Scheme: Dwelling, Residential Village and Retirement Village

³ Guo & Ren, 2013; Litman, 2006, p. 44-45; McDonnell et al., 2011 Stubbs, 2002

4.0 What other opportunities can car parking unlock?

A large amount of space in Central Geelong is dedicated to parking. In fact, it takes up an equivalent amount of space to about twelve GMHBA Stadiums.

The considerations presented in this section are important and have the potential to reshape the way we live, change the future of parking within Central Geelong and ultimately deliver the objectives articulated in the clever and creative vision.

Given predicted population growth and how this will impact on our transport habits, we are asking you to consider a broad range of questions that relate to this topic.

4.1: HOW CAN WE FUTURE PROOF OUR INFRASTRUCTURE?

Why?

Creating parking that can be easily retrofitted to other uses will save time and money in the future.

Option

- Encourage developers to construct multi-level car parking with minimum floor-to-ceiling heights of three metres, to enable parking to be repurposed in the event that it is no longer required.



4.2: HOW CAN WE MAKE IT EASIER TO TRAVEL BY BIKE?

Why?

For many trips, cycling is fast, direct and creates healthier communities.

Option

- Apply minimum bicycle parking and end-of-trip facility requirements for new developments.

4.3: HOW CAN WE SUPPORT OTHER MODES OF TRANSPORT?

Why?

Parking is not just about cars. Motorcycles and scooters provide another viable alternative for single-person trips.

Option

- Consider introducing a requirement that all car parks constructed in Central Geelong must provide motorcycle/scooter parking, irrespective of whether they are private or public car parks.

4.4: HOW CAN WE MAKE IT EASIER TO NOT OWN A CAR?

Why?

Not everyone can own a car, and many choose not to, due to the cost. How can we make owning a car a choice, not a necessity?

Option

- Encourage car share companies to operate in Central Geelong by supporting car share spaces in dedicated on-street drop-off/pick-up bays, City-owned car parks and private off-street bays.

4.5: HOW CAN WE USE NEW TECHNOLOGY TO CREATE POSITIVE TRANSPORT OUTCOMES?

Why?

Technology is constantly evolving. We need to use this to our advantage.

Option

- Collaborate with providers and operators, whose technology is aligned with the vision and outcomes of the *Revitalising Central Geelong Action Plan*.
- Work with suppliers and operators to encourage the sharing of data or release of 'open data' to better understand usage patterns, gaps and areas for

improvement. This will also allow the community to create innovative tools to make the best use of transport data to plan services that make travel easier and more convenient for all.

4.6: HOW CAN WE MAKE IT EASY TO FIND PARKING?

Why?

Driving around looking for a car space is an inefficient use of time and adds congestion to our roads.

Option

- Develop a parking wayfinding strategy to encourage the most effective use of existing car parking

facilities. Explore technology solutions that support the implementation of this wayfinding system.

4.7: HOW CAN WE MAKE SURE PEOPLE WHO NEED LONG-STAY PARKING HAVE IT?

Why?

Some people need to park their car for longer periods of time.

Option

- Identify more opportunities to provide longer stay parking outside of Central Geelong by developing a park and ride strategy.

How to get involved.....

We really want to hear from you. When the feedback period opens on 20 December 2018, please participate in our online survey, write to us or drop in written comments as outlined below.

Online: www.geelongaustralia.com.au/yoursay

Mail: Central Geelong Car Parking
PO Box 104, Geelong, VIC, 3220

In person: Drop in a written submission to one of our customer service centres.

Please provide feedback prior to 29 March 2019.



Revitalising
Central
Geelong

CITY OF GREATER
GEELONG





Central Geelong Issues, Opportunities and Options Technical Report

Client // City of Greater Geelong and DELWP
Office // VIC
Reference // V118240
Date // 16/11/18

d r a f t

Central Geelong

Issues, Opportunities and Options Technical Report

Issue: A-Dr4 16/11/18

Client: City of Greater Geelong and DELWP

Reference: V118240

GTA Consultants Office: VIC

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Executive Summary

Central Geelong is growing and changing, and the way people travel to and within central Geelong needs to evolve too.

The population of the Greater Geelong municipality is increasing significantly; with 80,000 additional residents expected in the next 20 years.

Transport lies at the heart of supporting this growth. The overarching vision for the central Geelong, as set out in the Revitalising Central Geelong Action Plan, is for Geelong:

'to be recognised in its own right as a smart regional city and a great place to live and work.'

The Greater Geelong: A Clever and Creative Future aspires to create 'a fast, reliable and connected transport network', with success measured by '50 per cent of journeys to work ... made by public transport, walking or cycling'.

This technical report explores how the future of parking could support the overarching vision of Revitalising Central Geelong Action Plan and Greater Geelong: A Clever and Creative Future.

We believe that the way we manage and utilise parking will build momentum for:

- Reducing congestion
- Enhancing central Geelong as a great destination
- Encouraging economic activity while advancing liveability
- Ensure parking is available for those who need it

This paper presents a range of options for delivering the above benefits. This report provides technical context for how these options came to be. However, when reading this report, it is important to consider the pros and cons of each option and whether they achieve a greater good.

*This is the starting point for a conversation on **what's the best fit for Geelong.***

The considerations and options outlined within this report are framed around the following questions:

- How can we make the most of our space?
- How much should parking cost?
- How much parking do we need?
- What other opportunities can parking unlock?

The key questions:

Have we considered all options for car parking?

Is there anything we have missed?

Considerations on Parking

Consideration 1: How can we make sure on-street parking is available for those who need it?

Consideration 2: Should road space be reallocated for active and public transport?

Have we missed a consideration for parking that is important to you?

Consideration 3: How should parking permits be allocated?

Consideration 4: How can we make sure off-street parking is available to those who need it?

Consideration 5: What is the best use of off-street parking?

Consideration 6: When should people pay for parking?

Consideration 7: How can we encourage long-stay users to park off-street?

Consideration 8: What's a fair price for parking?

Consideration 9: How much parking do commercial and educational developments need?

Consideration 10: How much parking do residential developments need?

Consideration 11: How can we future proof our infrastructure?

Consideration 12: How can we make it easier to travel by bike?

Consideration 13: How can we support other modes?

Consideration 14: How can we make it easier to not own a car?

Consideration 15: Deliver positive transport outcomes through adopting new technology

Consideration 16: How can we make it easy to find parking?

Consideration 17: How can we make sure people who need long stay parking have it?

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- B: Car Parking Model
- C: Base Parking Rates
- D: Parking Model Calibration Results per Precinct
- E: Land use data

Working Draft

1. Introduction

1.1 Background

Central Geelong is the economic and cultural core of the City of Greater Geelong. It boasts a strong retail and commercial foundation interspersed with a range of educational and health care institutions, recreational destinations and community facilities, with predominantly residential dwellings on the periphery. It is a city that is dynamic and growing.

Informed by local and state planning policy, the Department of Environment, Land, Water & Planning (DELWP) and the City of Greater Geelong ('Council') have set the strategic framework and vision for the development of the activity centre over the next 10-15 years, culminating in the 'Revitalising Central Geelong' project, which is being implemented by the Revitalising Central Geelong Partnership made up of officers from DELWP and Council.

The objective of the project is to promote people living, working, visiting and investing within central Geelong by bolstering economic and employment opportunities and supporting a thriving, liveable and sustainable city.

A core element of achieving this vision is the supporting transport system. How people access the central city and interact can have a significant bearing on its ability to thrive. Most critical in this regard is that Geelong is growing, and more people will want to access the central city, but the space provided to transport remains the same, so it needs to be used more efficiently. This is reflected in the City of Greater Geelong endorsed a 30 year vision 'Greater Geelong: A Clever and Creative Future', which aims for 50 per cent of journeys to work being made by public or active transport.

It is recognised that private vehicles will remain a key transport mode for accessing central Geelong in the future. However, the impacts of car use in terms of congestion, parking land take, amenity and conflicts with other transport modes will need to be managed to support the ongoing growth, vibrancy and investment in the centre.

This means that car parking is a key demand management tool, as its availability, location and cost can influence user behaviours, namely where and/or if they park in central Geelong. This in conjunction with ongoing investment in public transport, active travel and creating a vibrant and attractive public realm has the potential to greatly influence urban form, transport patterns and investment in central Geelong.

In this regard, GTA was engaged by the Revitalising Central Geelong Partnership team to assist in a review of parking. This technical report forms part of the overall work and identifies a number of options for the management of parking; which can be used as a catalyst for further discussion on decisions that would be the best fit for Geelong.

1.2 Purpose

The primary objective of the Technical Report is to explore how parking can support and assist in the delivery of the outcomes sought by the Revitalising Central Geelong Action Plan, and the Greater Geelong: Clever and Creative Future. This Report provides the technical foundation of the consideration and options and is the starting point for further conversations.

1.3 Study Area

The central Geelong activity centre is located on Corio Bay, approximately 75km south-west from the Melbourne CBD.

The study area for the Technical Report is bound by Latrobe Terrace, Garden Street, Corio Bay and Carr Street.

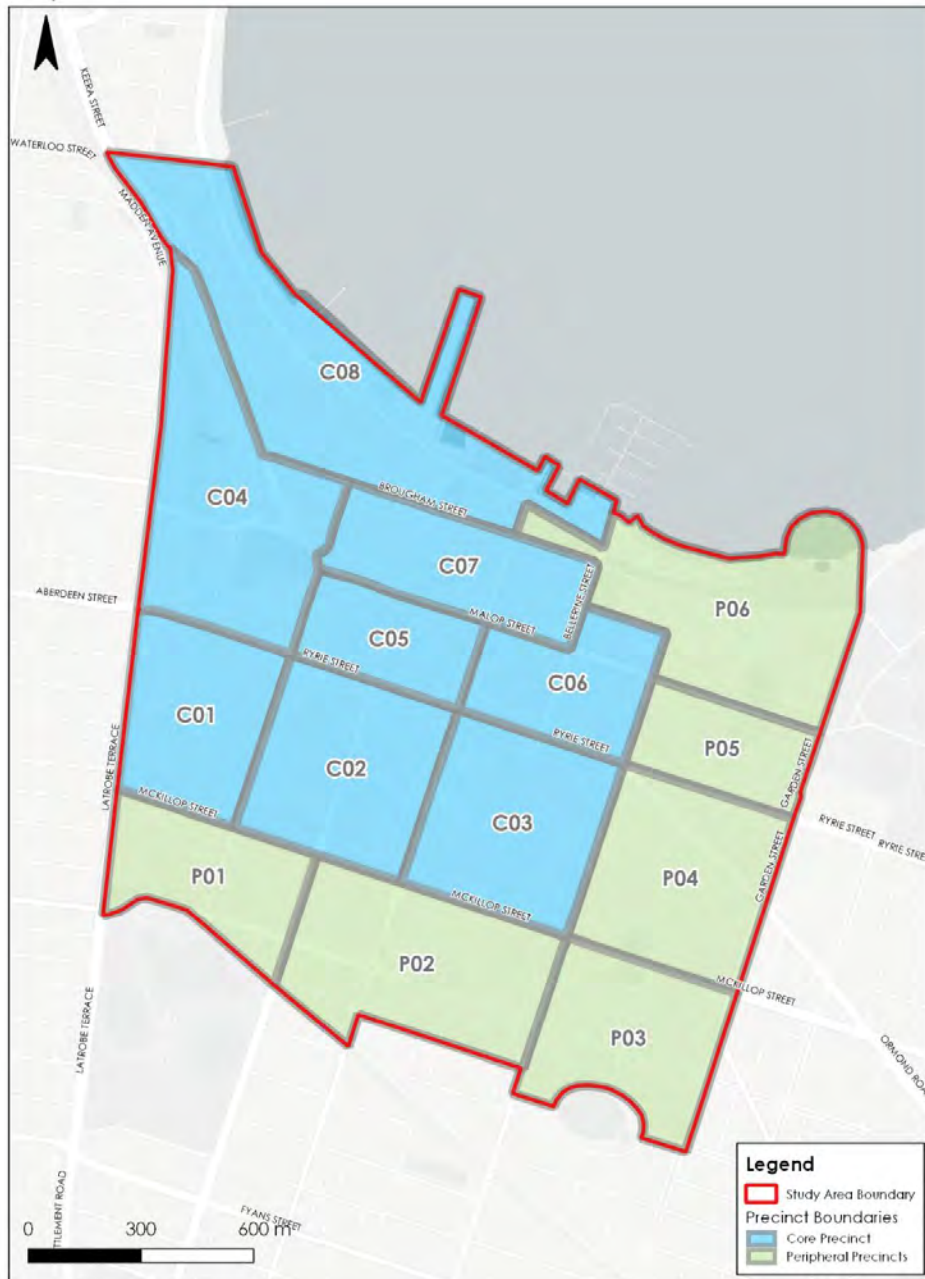
The study area has been broken into 14 precincts which are made up of a mixture of core and peripheral precincts.

The core precincts (C1 to C8) make up an area bounded by Latrobe Terrace, McKillop Street, Swanston Street and Corio Bay and represent the central Geelong area (as identified in various strategic documents).

The peripheral precincts (P1 to P6) make up the areas surrounding the central Geelong area. These precincts are typically more residential in nature however still includes a mix of lower density commercial uses.

The study area and the precincts are shown in Figure 1.1.

Figure 1.1: Study area



2. Strategic Context

2.1 Overview

This section presents a summary of relevant state and local government policies, previous parking strategies and implications for central Geelong.

2.2 Transport Integration Act

The Transport Integration Act (2010) is the primary transport statute for Victoria, and has caused significant change to the way in which transport and land use authorities make decisions and work together. The Act enshrines a triple bottom line approach to decision making about transport and land use matters.

The Act requires that all transport agencies work together to achieve an integrated and sustainable transport system, and that land use agencies such as the Department of Economic Development, Jobs, Transport and Resources (DEDJTR) take account of transport issues in land use decisions. The Act has been effective to date in changing the focus of organisations that traditionally only considered a single transport mode.

The Act:

- *Unifies all elements of the transport portfolio to ensure that transport agencies work together towards the common goal of an integrated transport system*
- *Provides a framework for integrated and sustainable transport policy and operations*
- *Recognises that the transport system should be conceived and planned as a single system performing multiple tasks rather than separate transport modes*
- *Integrates land use and transport planning and decision-making by extending the framework to land use agencies whose decisions can significantly impact on transport ("interface bodies")*
- *Re-constitutes transport agencies and aligns their charters to make them consistent with the framework.*

The Act forms an overarching legislative framework for transport related state planning policy decisions and has been integrated within the Victorian Planning Provisions (VPP).

2.3 State Government

The provision of transport infrastructure in Victoria is guided by a number of state government plans including:

- Victorian Infrastructure Plan, 2017
- Regional Network Development Plan, 2016

These documents all follow a similar trend in encouraging the use of sustainable modes of transport and reducing the reliance on private cars. Whilst aspects of these plans may not directly advise car parking as a resource, it is important to consider the transport network holistically, with all parts working together to achieve the common goals.

2.3.1 Movement and Place, and SmartRoads

Movement and Place is a framework being developed by VicRoads aimed at managing, and where possible, reconciling conflicts between urban place-values and wider network movement performance objectives.

SmartRoads is a planning tool developed by VicRoads to determine the modal road user hierarchy within the transport network and will inform the movement element of Movement and Place.

It is important for this report to be mindful of how car parking interacts with the strategic function of streets within the study area. And access and circulation for car parking needs to be considered under the overall road user hierarchy.

2.4 Geelong Transport and Parking Policy

2.4.1 Integrated Comprehensive Transport Plan 2015

This Integrated Comprehensive Transport Plan delivers a transport and land use framework to guide the future development of the transport network within the City of Greater Geelong, and the surrounding region. The following vision was at the forefront of the development of the plan:

"Building our community through enterprise, opportunity and innovation in a quality environment. Delivering an efficient, connected and robust transport network that meets existing and future transport needs."

Key aims, and subsequent objectives were identified by a range of engagements with Council officers, key stakeholders and community groups. A series of challenges and issues for the city were defined, and several specific strategic actions for planning, developing and managing an integrated transport system that covers the entire City of Greater Geelong region.

2.4.2 Greater Geelong: A Clever and Creative Future

Greater Geelong: A Clever and Creative Future is a 30 year vision document endorsed by the City of Greater Geelong that sets out what the community values about the region, how it rates against known success factors and shared ideas to address the current and future challenges. Especially as it moves towards a connected, sustainable, resilient, prosperous, and creative people centric city. One of the success measures is an aim of 50 per cent of journeys to work are made by public transport, walking or cycling.

2.4.3 Revitalising Central Geelong Action Plan 2016

The Revitalising Central Geelong Action Plan is a plan to coordinate state and local government involvement to drive change in central Geelong. It provides a focus for structural, policy and physical changes necessary to attract private sector investment and stimulate growth.

Key actions in the plan include:

- constructing new housing and community facilities
- increasing employment opportunities in central Geelong
- establishing a fast-track planning approval process for major developments
- constructing a new Tech School
- developing a transport plan
- constructing a new green spine through the centre.

Importantly, this action plan outlines the significant growth projected in central Geelong.

2.4.4 Central Geelong Action Plan 2013

The Central Geelong Action Plan outlines a fifteen-year plan to 2028 of actions that aim to:

- “create a smart, vibrant, thriving, liveable and successful 21st century city centre with a strong sense of identity and community
- bring transformational change to central Geelong, building on its strengths and maximising its opportunities for investment, and
- signal an ‘open for business’ message stimulating all stakeholders to take positive action.”

The action plan lists a series of key targets around people living, working, studying and visiting central Geelong.

2.4.5 Central Geelong Car Parking and Access Strategy 2013

Some aspects of car parking planning have already occurred within the Greater Geelong municipality through the development of the Central Geelong Car Parking and Access Strategy.

This 2013 strategy provide direction to provide and manage an appropriate balance of car parking for residents, traders and visitors of central Geelong. It acknowledged car parking as a valued and finite commodity and recognises the needs of different users. This strategy also acknowledged that in areas of intense development, restricted car parking rates could be provided in keeping with local alternative transport provisions.

2.5 Implications for central Geelong

Current policy (local and state) points towards reducing the reliance on private car travel and encouraging walking, cycling and public transport use, as it can ultimately achieve a more efficient transport network (i.e. move more people within the same transport space). However, these documents also ask for a user centric approach and investment decisions be based around a triple bottom line approach (i.e. environmental, social and economic).

As this relates to car parking management, the policies (above) at the most simplistic level point towards reducing car use and access to parking to force mode shift, especially where space and network efficiency are critical (i.e. city centre). This is also able to be achieved by adopting more aggressive travel demand management measures to encourage a shift away from the private car use.

Previous parking strategies for Geelong have supported such approaches. However, they have lacked formal planning scheme incorporation, which means that decisive planning guidance is not available to all involved in the planning decision making process (developer, council officers, Councillors, third party submitters and further VCAT and the Planning Minister). This Technical Report seeks to explore how car parking supply and management can be used as a key travel demand management tool to support Council's active and public transport visions.

3. Transport Network Characteristics

3.1 Road Network

Understanding the road and rail network is important, as it shapes the way users access central Geelong and make decisions about where to park. The central Geelong road network is shown in Figure 3.1.

Figure 3.1: Central Geelong Road Network



Based on Figure 3.1, the following is noted in how vehicles access central Geelong:

- Latrobe Terrace, Ryrie Street and McKillop Street provide arterial road connections into and through central Geelong.
- The Warrnambool – Melbourne railway lines run along the western and southern boundary of the study area. Railway lines typically create an artificial access barrier to the areas which they surround. However, in central Geelong access is maintained with regular rail crossings along its length, some of which are grade separated.

3.2 Sustainable Transport Network

The demand for car parking and ability to use parking management as a travel demand management tool, is intrinsically linked to the quality and availability of alternate travel modes, such as public transport, cycling and walking.

A summary of central Geelong's sustainable transport options is set out below.

3.2.1 Public Transport Network

The existing public transport network in central Geelong is shown in Figure 3.2.

Figure 3.2: Central Geelong public transport network



Geelong and South Geelong Stations on the Warrnambool-Melbourne Railway Line are positioned on the west and southern edge of the study area. Both stations play a key role in facilitating Melbourne bound commuter trips, as well as serving visitors, customers, and employees to Geelong.

In addition to train, Geelong Station acts as a hub for 18 local bus services, which provide an alternative transport option for local visitors, customers, and employees.

Increased usage of bus services could assist in reducing demand for long-term car parking in central Geelong.

In addition, several actions within the Integrated Comprehensive Transport Plan 2015 focused on enhancing the existing public transport network within Geelong. These actions included:

- Investigating public transport connections between Melbourne and Geelong, including buses and ferries. (Action 3b)
- Lobby VicRoads, DEDJTR and Surf Coast Shire Council to reserve a dedicated public transport corridor between Geelong and Torquay. (Action 3g)
- Lobby PTV to improve public transport connections between the Surf Coast and Geelong to provide more attractive public transport alternatives to private car travel. (Action 3h)

3.2.2 Cycling Network

Overall, the existing cycling network within the study area and its connections to surrounding residential areas is limited and discontinuous. However, the following key cycling facilities within and accessing central Geelong include:

- off-road shared path along the foreshore along the northern border of the study area
- on-road bicycle lanes along Western Beach Road along the northern border of the study area
- on-road bicycle lanes along Swanston Street from the southern approach
- on-road bicycle lanes along Malop Street within the study area.

In addition, a key action of the Integrated Comprehensive Transport Plan is to “work with VicRoads to prioritise and deliver the proposed Principal Bicycle Network. (Action 1g).”

The Principal Bicycle Network (PBN) is a network of on and off-road cycling corridors that have been identified to support cycling for transport and access major destinations. The PBN was reviewed and updated in 2012 by VicRoads and all local Councils.

There are several cycling improvement projects listed in Revitalising Central Geelong Action Plan, Central Geelong Action Plan and the Integrated Comprehensive Transport Plan, they are listed below:

- Review and update the cycling strategy including consultation with key stakeholders, focusing on mode separation in the network linked to key commuter routes and end of trip facilities.
 - Stage 1 priorities – East-west connections:
 - Malop St on-road bike lanes – supported by the cycle strategy and SmartRoads. Upgrade of on-road lanes and better provision for cyclists at intersections, and
 - Little Malop St – shared traffic/bike/ pedestrian space. Provide a shared space with low traffic volume/speed, treatments that provide right of way to cyclists etc.
 - Stage 2 priorities – North-south connections:
 - Moorabool St or Gheringhap St (to be determined) – on road, separated bike lanes. Complements Swanston St NS route and connects education and cultural precincts and would feed into Malop/Little Malop Streets. Establish initial priority connections from central Geelong to the broader planned bike network.

- (Medium term) Complete central Geelong bicycle network

Council is also constructing two major cycling routes as part of the 'Building better bike connections' project, funded by TAC's Safer Pedestrian and Cyclist Fund.

- The southern link will connect central Geelong with Waurn Ponds via Belmont.
- The western link will connect central Geelong with Herne Hill via Geelong West

The cycling routes will include a combination of protected bike lanes and shared use streets.

3.2.3 Pedestrian Network

The pedestrian network within and surrounding the study area is reasonably connected by footpaths on both sides of most roads. VicRoads' SmartRoads Policy also identifies a significant number of streets east of Geelong Station (i.e. Mercer Street, Railway Terrace and Gordon Avenue) as being pedestrian priority streets.

The Integrated Comprehensive Transport Plan also identified one of its challenges as *"encouraging the community to reduce car use for local trips and be more physically active"*. The key action to facilitate this change is to *"identify streets in populated areas without footpaths, or with a footpath on only one side of the road. (Action 1c)."*

In addition, the Revitalising Central Geelong Action Plan noted the benefit of pedestrian connections in central Geelong with the following actions *"Investigate and identify the priority locations where breakthrough pedestrian laneway connections can be established or created."*

There are several pedestrian improvement projects listed in Revitalising Central Geelong Action Plan, Central Geelong Action Plan and the Integrated Comprehensive Transport Plan, which are listed below:

- **"Green Spine"**: Develop a civic street spine to create a new hub of jobs and activity that connects the city.
- **"Laneways"**: Investigate and identify the priority locations where breakthrough pedestrian laneway connections can be established or created.

3.3 Travel Behaviour and Car Ownership

3.3.1 Mode Split

Journey to Work

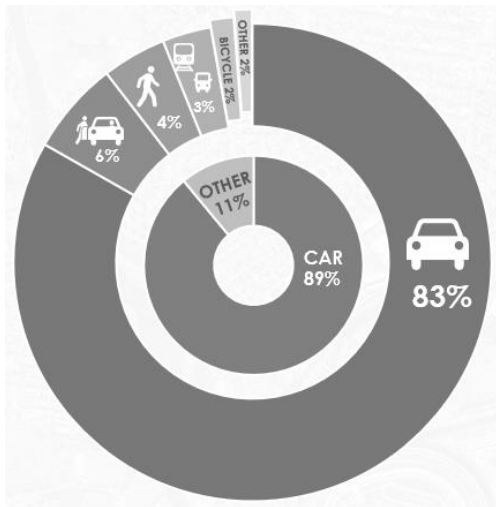
89 percent of workers in central Geelong travel to work by car, with 83 percent of workers driving and parking within the centre.

A comparison of 2011 ABS Journey to Work Data¹ for other regional municipalities is provided in Figure 3.3, with Table 3.1 illustrating the location of these municipalities in relation to Greater Geelong. Figure 3.3 shows the mode-split percentage for employees within the central Geelong area.

It is noted that the data is based on one-mode only, (i.e. a multi-mode trip involving a car and train, is not included) and excludes 'car as a passenger' as a car mode.

¹ For place of work, for all employment categories

Figure 3.3: ABS Journey to Work (Single Mode) central Geelong (SA2) (2011)



Note, there is a discrepancy between car driver mode splits between Table 3.1 and Figure 3.3, as Table 3.1 shows method of travel by municipality and Figure 3.3 shows method of travel by Statistical Area Level 2 (SA2), which is the smallest area for the release of Australian Bureau of Statistics non-Census data.

Table 3.1: ABS Journey to Work Data by Place of Employment – Method of Travel by Municipality

Municipality	Car Driver	Walk	Public Transport	Bicycle	Other [1]
Ballarat	86.1%	3.8%	1.3%	1.1%	7.7%
Frankston	86.1%	2.2%	2.4%	0.6%	8.7%
Greater Bendigo	83.6%	4.5%	1.5%	1.2%	9.2%
Greater Geelong	85.2%	3.7%	2.0%	1.3%	7.8%
Melbourne	40.4%	6.5%	42.7%	4.3%	6.2%
Mitchell	81.1%	7.0%	1.0%	0.6%	10.2%

[1] Includes car passenger, taxi, truck, motorbike, and 'other' as response

Table 3.1 indicates that:

- Journey to work for 'car driver' is similar to comparable municipalities, however, Greater Geelong has a higher participation of workers commuting by public transport.
- Workers within central Geelong are slightly more likely to use active or public transport than the rest of the municipality.
- Both Greater Geelong and central Geelong have a very high proportion of private vehicle users.

Figure 3.4: Victorian Municipality Map – Comparable LGAs



VISTA 2012-13

Guidance on the existing travel characteristics for all trips by employees that work within the Greater Geelong Council area is available within the Victorian Integrated Survey of Travel Activity 2012-13 (VISTA 12) data. The travel habits of residents in each of the municipalities in Melbourne and major regional centres within Victoria was collected as part of VISTA 12 and provides guidance on existing mode splits.

On this basis, Table 3.2 provides a comparison of Journey to Work data (by destination LGA) and All Trips data (by origin LGA) for Greater Geelong utilising VISTA 12.

Table 3.2: VISTA Data – Greater Geelong LGA

Dataset	Car Driver	Walk	Public Transport	Bicycle	Car Passenger	Other
Journey to Work	86.3%	1.6%	10.0%	0.6%	1.5%	0.0%
All Trips	59.5%	13.0%	4.4%	0.3%	22.0%	0.8%

The above VISTA 12 data indicates that a lower proportion of all trips are car driver when compared with work trips, especially in terms of car passenger and walking trips. It also indicates that a higher proportion of trips to work are taken by public transport than those taking public transport for all trips.

3.3.2 Car Ownership

The 2011 and 2016 Census by the Australian Bureau of Statistics (ABS) indicates an average car ownership rate within the study area is 1.41 vehicles per household, with 14% of households not owning any vehicle at all.

Further analysis of the study area, with respect of the 2011 Census ABS data for the various Statistical Area Level 1 (SA1)² regions is presented in Table 3.3.

Table 3.3: Average Car Ownership (ABS) for central Geelong

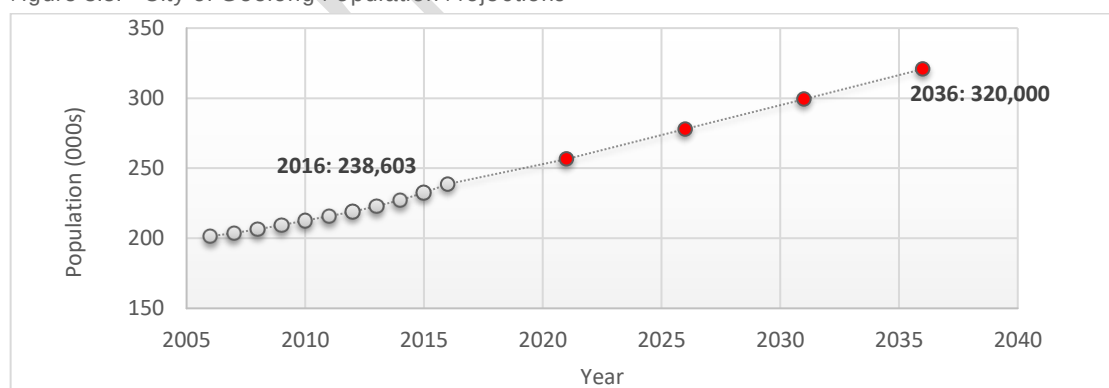
No. of Bedrooms	Average Car Ownership (Vehicles per Dwelling)		Dwellings with Zero Car Ownership	
	2011	2016	2011	2016
1 Bedroom	0.67	0.72	41%	33%
2 Bedroom	1.20	1.21	16%	13%
3 Bedroom	1.59	1.64	8%	7%
4 Bedroom	1.80	2.11	0%	2%
5 Bedroom	2.13	2.13	0%	11%
6+ Bedroom	3.00	1.71	0%	43%
Average	1.41	1.48	14%	11%

Table 3.3 indicates that central Geelong has a relatively high car ownership level, with average car ownership rates ranging from 0.72 cars for single bedroom dwellings to 2.13 per 5-bedroom dwellings. The sample size for dwellings larger than six bedrooms is very small and is not representative. Furthermore, it is noted that a proportion of single bedroom to 3-bedroom dwellings do not own a car, ranging from 33% to 7% respectively. It is also relevant to note that average car ownership has risen modestly between 2011 (1.41) and 2016 (1.48) census.

3.4 Population Projections

The population of City of Greater Geelong is increasing significantly, as shown in Figure 3.5, with approximately 80,000 (34% increase) additional residents expected over the next 20 years, with the majority of this growth expected in the north, west and south growth areas. While not all of these people will access central Geelong each day, it can be expected that there will be a proportional increase (i.e. 35%), which is likely to cause a significant impact on the existing transport network. These trips will need to be accommodated, and if parking is provided to support these trips, there is likely to be a significant increase in congestion within the network.

Figure 3.5: City of Geelong Population Projections



Source: <https://forecast.id.com.au/geelong>

NB: Red points reflect projected population

² It is noted that given the size and shapes of the various Statistical Areas Level 1, a number of Statistical Area(s) Level 1 that are mostly within the study boundary have been included in the review, and a few that are only partially within the study boundary have been discounted. This is discrepancy however is considered to be minor for the purposes of this assessment. The SA1 regions included are: 20302103901 - 20302103907 and 20302103910 – 20302103913.

4. Existing Parking Conditions

4.1 Overview

Parking within central Geelong is currently an emotive issue for both businesses and residents. This is reflected in a perception that there is insufficient long-stay parking in central Geelong. Whilst there are some areas of central Geelong that experience high parking utilisation, there exists significant car parking capacity during the peak. This section presents the findings of car parking surveys conducted to gain an understanding of the existing parking conditions with central Geelong.

4.1.1 Car Parking Surveys

Car parking surveys were undertaken within the study area shown in Figure 1.1 on *Thursday 23 March 2017* and *Saturday 25 March 2017* between 7:00am and 7:00pm³ for the following:

- on and off-street publicly available parking inventory
- hourly parking demand counts.

Off-street private parking, such as those associated with specific commercial sites or tenancies not accessible to the general public (i.e. basement car parks and residential dwellings) were not included in the surveys. Off-street private parking that is accessible to the general public, such as Westfield Shopping Centre, was included in the surveys.

As shown in Figure 1.1 of the study area, the car parking data has been aggregated into eight geographical precincts within the core areas of the study area (C1 to C8) and six precincts within the peripheral area (P1 to P6).

Thursday was the peak day in terms of demands, with the peak occurring at 1:00pm. From here on in, this report will only typically show supply at the peak period of 1:00pm.

4.2 Supply

The car parking surveys identified the supply of car parking within each of the core and peripheral precincts, including the restrictions applicable to each parking space.

The survey identified a total supply of 19,434 car spaces at the peak parking time (1:00pm), consisting of 15,053 spaces within the core precincts and 4,381 spaces within the peripheral precincts. Within this total, 313 spaces are not legal spaces, such as clearways, no stopping zones and no parking zones. This brings the total available parking supply to 19,121.

A summary of the car parking supply at the time of peak parking is set out in Table 4.1 (broken up by parking precinct) and Table 4.2 (broken up by restriction). Full details are provided in Appendix A.

³ Supplementary traffic counts were conducted on Thursday 1 June 2017 and Saturday 3 June between 7:00am and 7:00pm.

Table 4.1: Central Geelong Parking Supply – By Location

Precinct	On-Street		Off-Street				Total Supply
	Publicly Available	Specific user parking [1]	Council Managed [2]	Other Public [3]	Semi-Public [4]	Private [5]	
C01	460	98	0	0	329	365	1252
C02	544	75	492	0	745	323	2179
C03	589	47	0	248	432	609	1925
C04	360	103	113	432	212	485	1705
C05	160	103	1399	0	41	50	1753
C06	381	60	123	0	313	277	1154
C07	270	123	296	60	1867	372	2988
C08	996	90	132	0	102	777	2097
P01	401	34	0	0	95	7	537
P02	776	37	0	27	43	5	888
P03	623	23	0	0	16	0	662
P04	830	16	0	0	43	77	966
P05	330	7	0	0	35	13	385
P06	639	22	244	0	8	30	943
Total	7359	838	2799	767	4281	3390	19434
%	38%	4%	14%	4%	22%	17%	100%

- [1] This includes disabled, loading, bus, taxi, construction zones, motorcycle parking and also clearways, no stopping and no parking zones, which are not legal spaces
- [2] Council-owned/managed, publicly accessible spaces which can be used by anybody i.e. on-street, council-owned car parks without a permit requirement.
- [3] Privately-owned facilities which are intended for public parking not associated with a specific use i.e. Care Park, Wilson Parking.
- [4] Privately-owned spaces which are accessible to the public but associated with a specific use i.e. Geelong Foot Clinic (Patient Parking), Westfield
- [5] Privately-owned, restricted spaces which can only be used by designated users i.e. Staff Parking, Restricted Parking, On-site Permit Parking

Table 4.2: Central Geelong Parking Supply – By Restriction⁴

Restriction Type	Core Precincts										Peripheral Precincts								Overall	
	C01	C02	C03	C04	C05	C06	C07	C08	Total		P01	P02	P03	P04	P05	P06	Total		Total	
									No.	%							No.	%	No.	%
Very Short Stay (VSS) (<1hr)	31	49	13	37	34	18	17	35	234	2%	5	22	4	12	1	9	53	1%	287	1%
Short Stay (SS) (1hr ≤ SS ≤ 2hr)	268	309	303	150	138	368	209	187	1932	13%	188	243	126	442	159	176	1334	30%	3266	17%
Medium Stay (MS) (3hr ≤ MS ≤ 4hr)	24	299	160	53	0	118	37	423	1114	7%	0	57	0	18	0	142	217	5%	1331	7%
Long Stay (LS) (>4hr)	816	1305	1189	1010	1236	515	2459	656	9186	61%	309	529	509	441	217	573	2578	59%	11764	61%
Parking bays for people with disabilities	22	36	30	31	35	37	54	48	293	2%	1	2	1	7	1	4	16	0%	309	2%
Loading Zones	10	36	8	18	31	18	38	33	192	1%	0	1	0	1	0	0	2	0%	194	1%
Other [1]	41	137	219	372	264	65	121	700	1919	13%	7	24	11	2	7	0	51	1%	1970	10%
Sub Total	1212	2171	1922	1671	1738	1139	2935	2082	14870	99%	510	878	651	923	385	904	4251	97%	19121	98%
Other [2]	40	8	3	34	15	15	53	15	183	1%	27	10	11	43	0	39	130	3%	313	2%
Total	1252	2179	1925	1705	1753	1154	2988	2097	15053	100%	537	888	662	966	385	943	4381	100%	19434	100%

Note: The supply presented in the above table was surveyed at 1:00pm on Thursday 23 March 2017 with a supplementary count on Thursday 1 June 2017.

[1] Includes bus, taxi, construction zones, motorcycle parking

[2] Includes clearways, no stopping and no parking zones, which are not legal spaces

⁴ The long stay parking restriction supply figures in Table 4.2 include the off-street car parks associated with Westfield (1702 spaces) and Market Square (583 spaces) shopping centres. Excluding these figures would reduce the long stay parking supply in Precinct C05 to 653 spaces, and Precinct C07 to 757 spaces.

Study area:

- Overall, the predominant time-based parking restrictions are short stay and long stay parking, constituting a combined 77% of all parking spaces.
 - Long stay parking (>4hr) constitutes 61% of all parking within the study area (11,764 spaces).
 - Short stay parking (1hr – 2h) constitutes 17% of all parking within the study area (3,266 spaces).
- Of the 19,121 legal parking spaces, there are 2,058 spaces (11%) within the study area that are restricted and require a permit:
 - 2,022 spaces are within private off-street car parks, and
 - 36 spaces are on-street spaces with the primary restriction of 'Permit Zone'.
- There are 5,509 spaces (on and off-street) (28%) that require payment within the study area, with only 276 of those occurring in the peripheral precincts.

Core Precincts:

- The predominant time-based parking restrictions within the core precincts are short stay and long stay parking, constituting a combined 74% of all parking spaces.
 - Long stay parking (>4hr) constitutes 61% of all parking within the study area (9,186 spaces).
 - Short stay parking (1hr – 2h) constitutes 13% of all parking within the study area (1,932 spaces).
- Precinct C07 contains the most long-stay spaces (27%, 2459 spaces), however, of those spaces, 95% are off-street. It is however noted that despite being classified as long-stay spaces, the majority of these spaces are subject to a fee structure which discourages long term parking.

Peripheral Precincts:

- The majority of parking (59%) within the peripheral precincts is unrestricted, with the remaining largely consisting of short stay (1P and 2P), which makes up 30% of the peripheral precincts' parking supply.

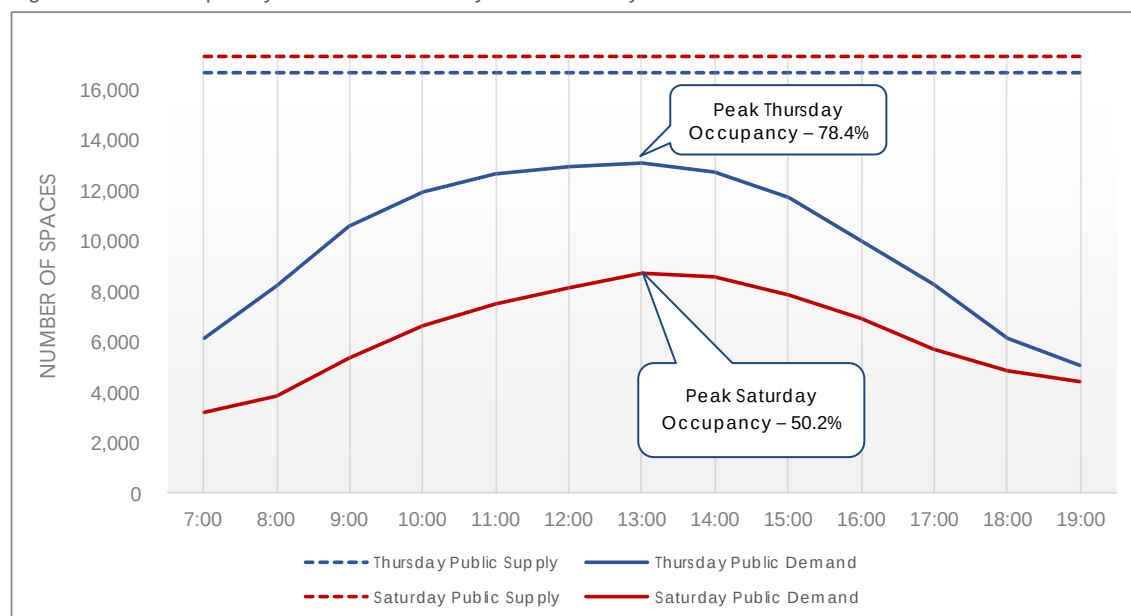
4.3 Demand

4.3.1 Overview

The parking demands recorded during surveys are shown in Figure 4.1 for both Thursday and Saturday.

It should be noted that this section is primarily concerned with publicly available car parking demands and therefore the discussed occupancy rates do not account for loading zones, disabled spaces, permit zones, bus zones, clearways, no stopping, taxi zones, no stopping and no parking areas.

Figure 4.1: Occupancy Levels for Thursday and Saturday



Note: does not include loading zones, disabled spaces, bus zones, clearways, no stopping, taxi zone, no stopping and no parking areas.

The surveys indicate that Thursday experienced higher demands than on Saturday. The Thursday peak occurred at 1:00pm with 78.4% of spaces occupied. In comparison, Saturday's peak occurred at 1:00pm with 50.2% of spaces occupied.

A higher weekday occupancy of central Geelong is not unexpected given the key significant land uses and users which traditionally generate significantly higher weekday demands including:

- Office / Commercial
- Education / University
- Hospital
- Railway commuters

Given the higher demands surveyed on Thursday, further detailed analysis has been confined to Thursday data.

4.3.2 Precinct Demands - General

A summary of the car parking demand at the time of peak parking (1:00pm) is set out in Table 4.3 (broken up by parking location). Areas where demand exceeds the theoretical 85% capacity⁵ level are shown in red.

Variations in peak demands vary across the core and peripheral areas are shown in Figure 4.2 and Figure 4.3 respectively.

⁵ On-street car parking facilities are considered to provide users with a reasonable level of service in finding a vacant car space when demands are 85% of less. Beyond this level of demand excessive driver circulation in search of a vacant car space tends to occur. It should be noted that this 85% theoretical capacity is dependent on layout, level of guidance, visibility, etc.

Table 4.3: Central Geelong Parking Demand– Occupancy Rates at 1:00pm, Thursday by Restriction

Restriction Type	Core Precincts									Peripheral Precincts							Overall
	C01	C02	C03	C04	C05	C06	C07	C08	Total [3]	P01	P02	P03	P04	P05	P06	Total [3]	Total [3]
									%							%	%
Very Short Stay (VSS) (<1hr)	58%	61%	62%	73%	50%	67%	53%	74%	63%	80%	68%	50%	92%	0%	44%	68%	64%
Short Stay (SS) (1hr ≤ SS ≤ 2hr)	86%	81%	77%	81%	78%	77%	82%	79%	80%	82%	63%	53%	76%	84%	86%	75%	78%
Medium Stay (MS) (3hr ≤ MS ≤ 4hr)	100%	64%	86%	87%	n/a	92%	57%	78%	77%	n/a	51%	n/a	72%	n/a	93%	80%	77%
Long Stay (LS) (>4hr)	67%	83%	81%	99%	67%	89%	71%	89%	79%	90%	90%	53%	86%	95%	84%	81%	79%
Parking bays for people with disabilities	14%	36%	67%	74%	71%	78%	61%	44%	57%	0%	0%	0%	14%	100%	0%	13%	55%
Loading Zones	40%	33%	25%	28%	39%	39%	26%	24%	31%	n/a	0%	n/a	100%	n/a	n/a	50%	31%
Other [1]	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Other [2]	76%	50	84%	80%	63%	65%	59%	96%	80%	57%	29%	9%	0%	43%	n/a	29%	79%
Total	71%	76%	81%	92%	67%	84%	71%	86%	78%	87%	77%	53%	85%	89%	87%	80%	78%
Private [4]	60%	90%	71%	91%	82%	85%	79%	91%	78%	86%	60%	n/a	63%	92%	81%	73%	78%

Note: The demands presented in the above table were surveyed at 1:00pm on Thursday 23 March 2017 and 1 June 2017 at 1:00pm.

[1] Represents vehicles parked in clearways, no stopping and no parking zones. Since these vehicles are not parked in legal spaces, the supply is considered to be 0 (but the demand is counted).

[2] Includes bus, taxi, construction zones, motorcycle parking

[3] Total vacancies refers to the total number of legal spaces within the precinct. Total vacancies therefore differ to the difference between supply and demand, since the vehicles parked in illegal spaces are included in the demand counts but not supply.

[4] Private parking relates to all off-street privately-operated parking spaces that are accessible to the public.

Figure 4.2: Core and Peripheral Precincts Peak Demand (Thursday 23 March 2017 at 1:00pm)

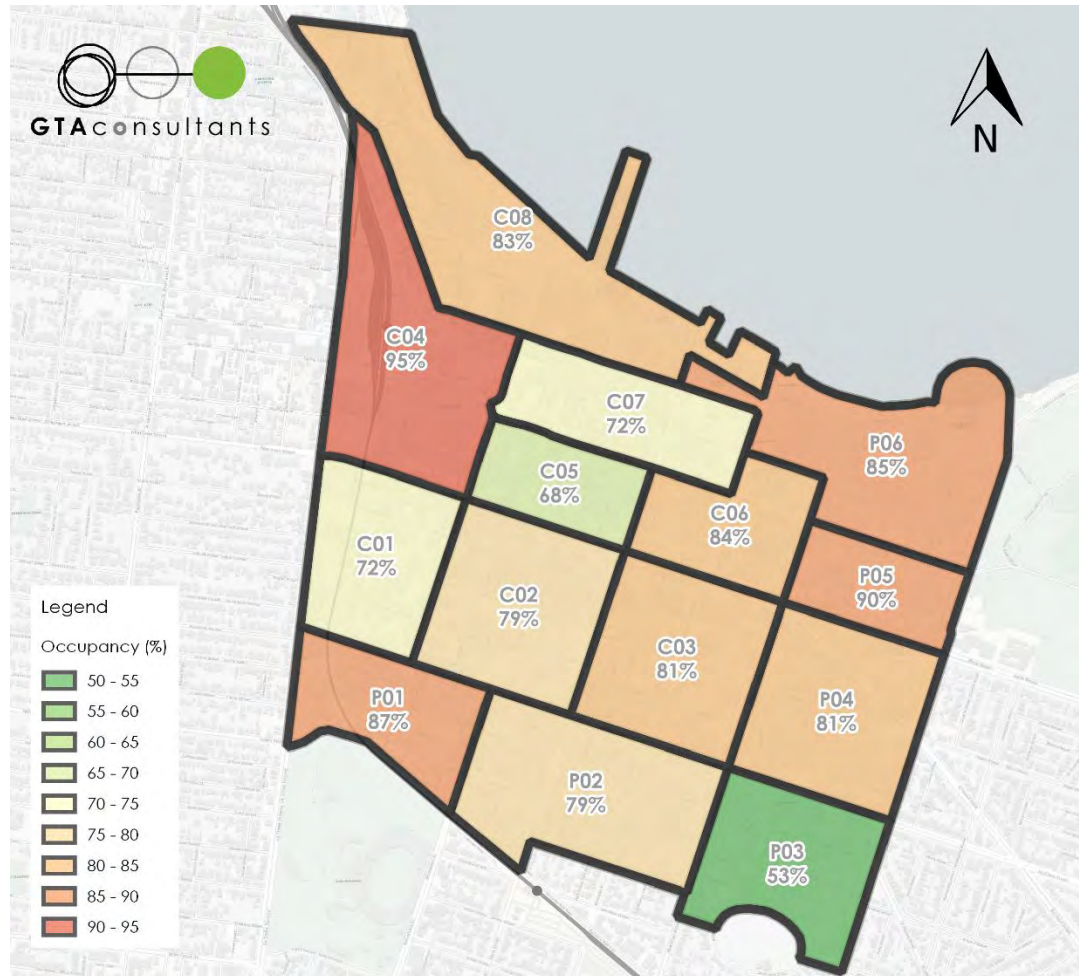
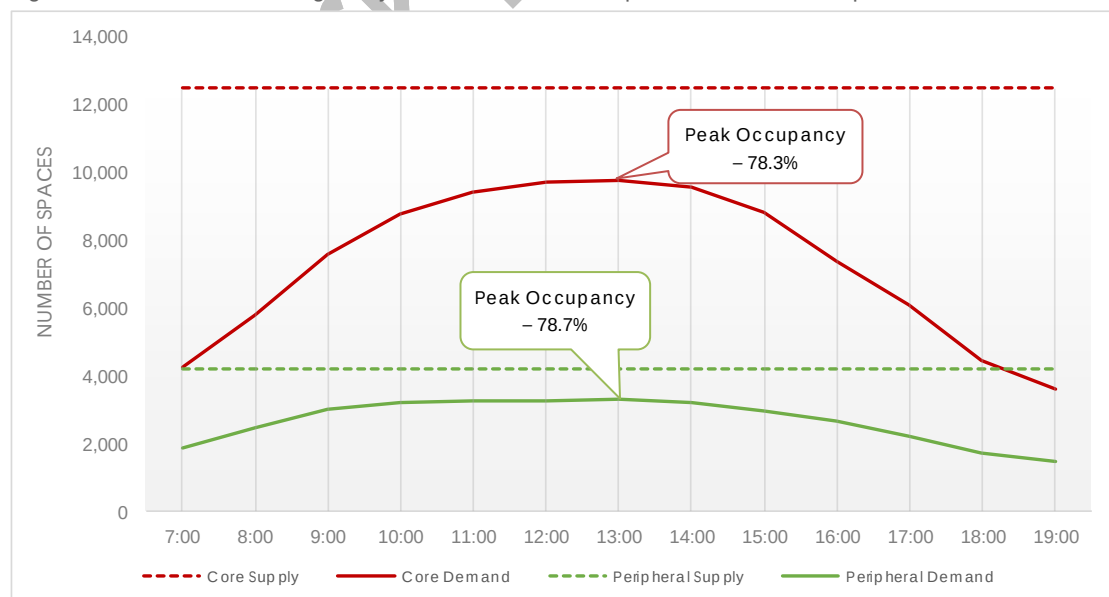


Figure 4.3: Central Geelong study area – Core and Peripheral Precincts Temporal Demands⁶



⁶ The graph shows supply and demand for publicly available spaces and does not include any spaces that are restricted by user.

Figure 4.3 shows that the peak parking occupancy of 78.3% occurred at 1:00pm for the core precincts (noting that occupancy was generally high between 11:00am and 2:00pm). The peak occupancy for the peripheral precincts of 78.7% also occurred at 1:00pm (noting that similar occupancy levels occurred throughout the day. In contrast to the core areas, the general peak in the peripheral precincts commenced from 9am until 2:00pm.

This is not unexpected with parking associated with commuters, staff and students occupying in a portion of these areas.

Detailed analysis by precinct is shown in Appendix A.

4.3.3 On-Street Demands

There are approximately 8,200 on-street parking spaces within the study area, however only approximately 7,300 of them are available to the general public (with the remaining spaces restricted by permits). The supply and demand of on-street spaces across the weekday are provided in Figure 4.4.

Figure 4.4: On-Street Supply and Demand⁷

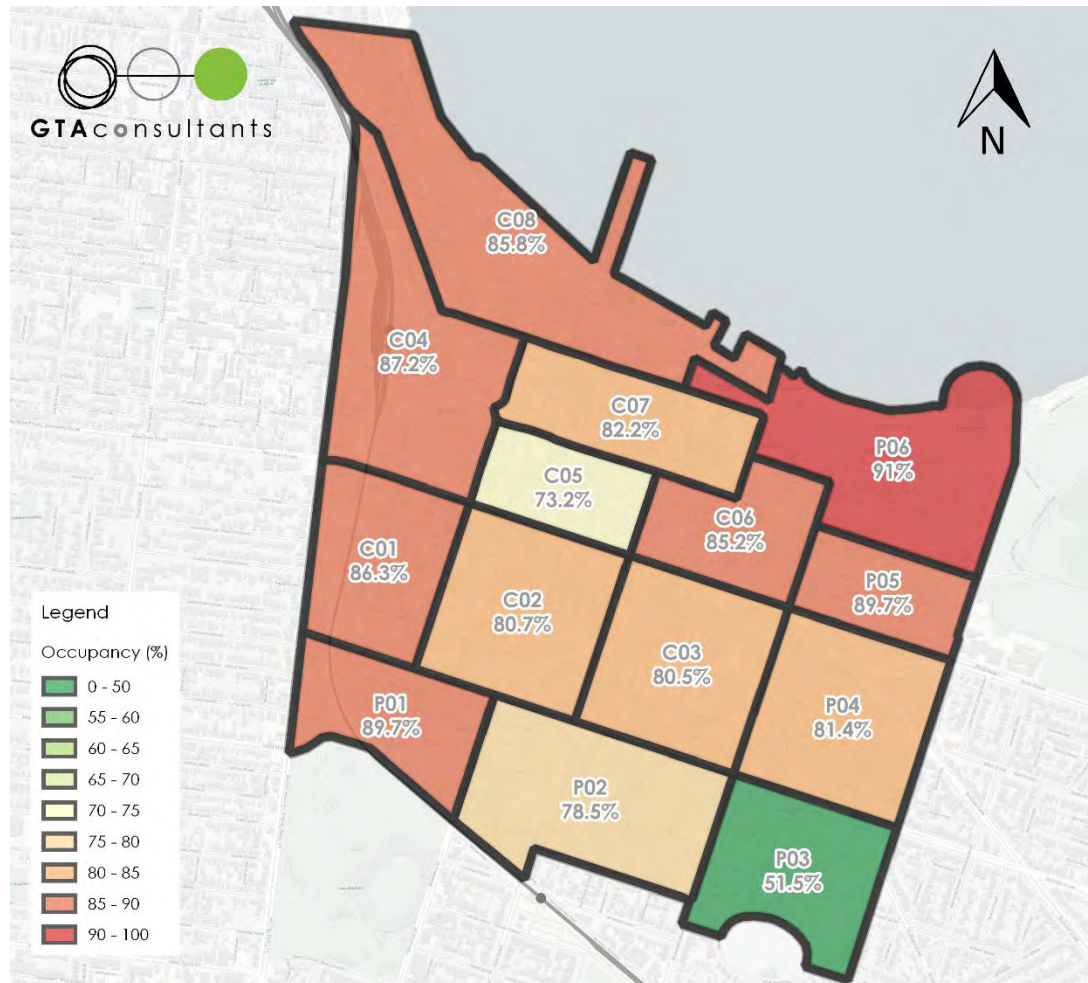


Figure 4.4 shows that on-street spaces have low demands at the start and end of the day, however experience a higher peak in the middle of the day.

Figure 4.5 shows the breakdown of on-street parking across the study area precincts.

⁷ The graph shows supply and demand for publicly available spaces and does not include any spaces that are restricted by user.

Figure 4.5: On-street parking peak occupancy



Based on Figure 4.5 the following is noted:

- Typically, similar on-street occupancy levels can be observed across the study area precincts.
- Slightly lower occupancies within the centre of the study area may be a reflection of the general short-term restrictions in this area as compared with surrounding areas.
- The lower occupancy of Precinct P03 is expected with this precinct representing the least proximate parking to central Geelong.

4.3.4 Off-Street Demands

Within the study area there are approximately 11,200 spaces located off-street, however only approximately 9,300 of them are available to the general public (with the remaining spaces restricted by permits). The supply and demand of off-street across the weekday are provided in Figure 4.6.

Figure 4.6: Off-Street Supply and Demand⁸

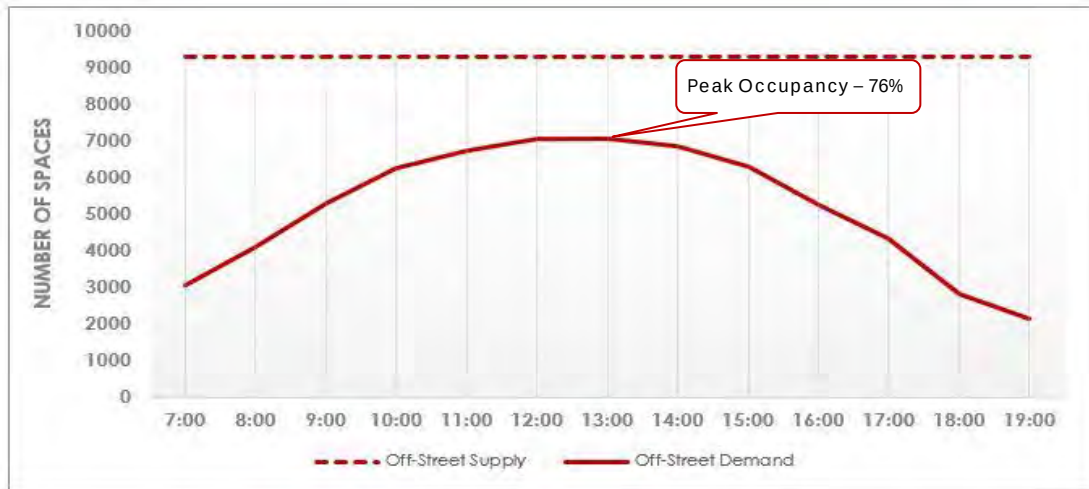
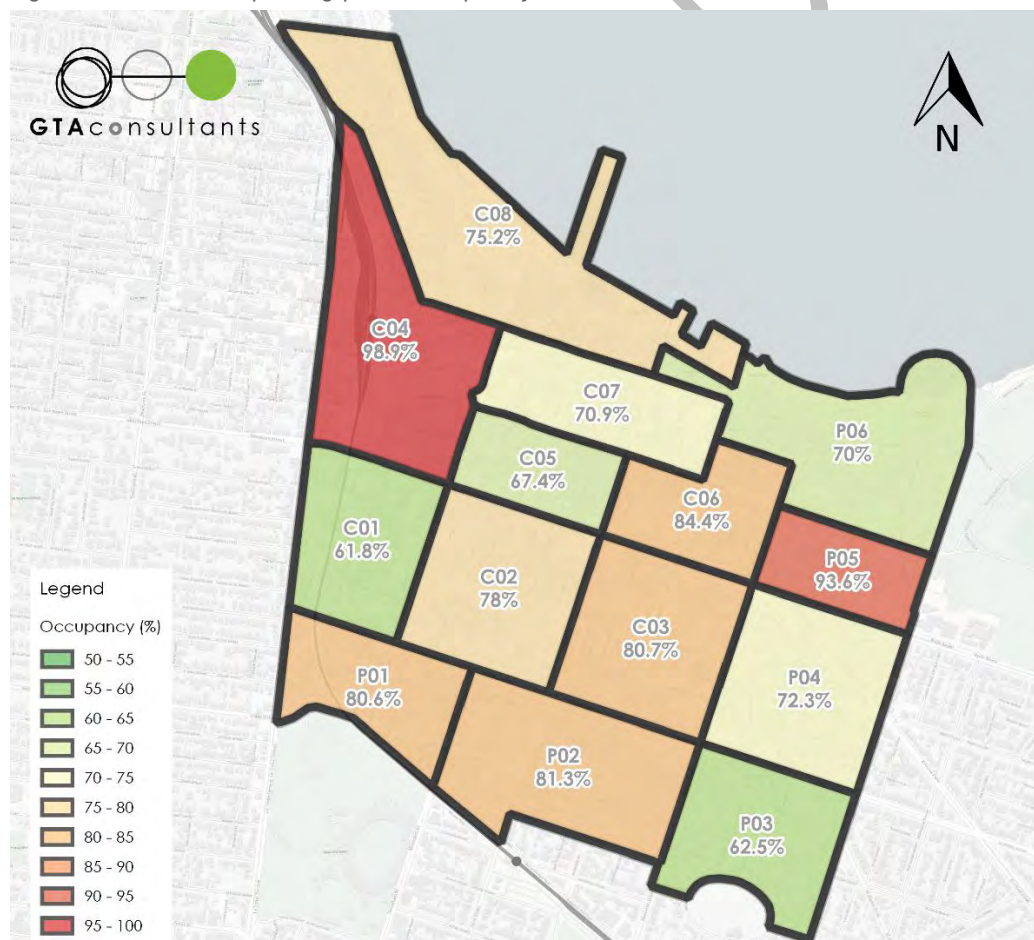


Figure 4.6 shows a very similar temporal profile to on-street parking, with low demands at the start and end of the day, but peak in the middle of the day.

Figure 4.7 shows the breakdown of off-street parking across the study area precincts.

Figure 4.7: Off-street parking peak occupancy



⁸ The graph shows supply and demand for publicly available spaces and does not include any spaces that are restricted by user.

Based on Figure 4.7 the following is noted:

- The off-street parking demand within all of the car parks in Precinct C04 are high. This is mostly due to the VicTrack station car parks, which are highly utilised.
- There are average demand levels within all of the other precincts. It is however noted that some car parks within these precincts still experience high demands but are off-set by others with a high number of vacancies.
- Of note is the Deakin University car park which provides a significant supply and experiences very high demands within Precinct C08.

4.3.5 Parking for People with Disabilities

Details of the supply and demand for accessible parking spaces within the study area is shown in Figure 4.8, with the distribution of these spaces across the study area shown in Table 4.4.

Figure 4.8: Supply and Demand of accessible spaces within the study area

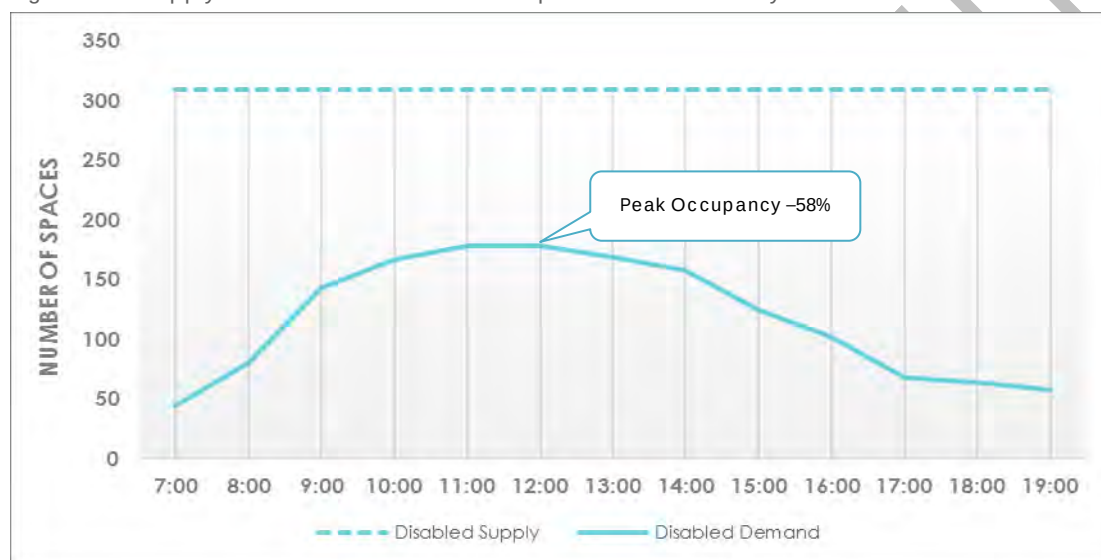


Table 4.4: Supply and peak hour (1pm) demand for Disabled Spaces within study area

Precinct	On-Street		Off-Street (total number of car parks)		Total	
	Supply	Demand	Supply	Demand	Supply	Demand
C01	12	2	10	1	22	3
C02	16	7	20	6	36	13
C03	19	13	11	7	30	20
C04	14	11	17	12	31	23
C05	14	9	21	16	35	25
C06	14	10	23	19	37	29
C07	11	9	44	24	54	33
C08	24	10	23	11	48	21
P01	0	0	1	0	1	0
P02	2	0	0	0	2	0
P03	1	0	0	0	1	0
P04	6	1	1	0	7	1
P05	0	0	1	0	1	0
P06	0	0	4	1	4	1
Total	133	72	176	97	309	169

The following key points are noted with regard to parking for people with disabilities:

- There are 293 accessible spaces within the core precincts and 16 accessible spaces within the peripheral precincts.
- There is a moderate utilisation of disabled car parking spaces, with the peak occupancy occurring at 11am in the core precincts with 58% (178) of spaces utilised.
- There is a total of 21 off-street car parks within the study area that do not provide the minimum required number of accessible car parking spaces as required by the Building Code of Australia (BCA).

It is noted that there is no current best practice approach to evaluating the adequacy of the number of on-street accessible parking spaces. A basic assessment that demands only peak at 58% does not necessarily indicate a reduction in accessible parking spaces could be made, as the provision of accessible spaces needs to exist everywhere people needing accessible spaces park. As such, consideration of coverage and specific land uses that generate high accessible parking demands should form part of what provision and where they should be located.

4.3.6 Loading Zones

Details of the supply and demand for Loading Zone Parking spaces within the core precincts is shown in Figure 4.9 and Table 4.5.

Figure 4.9: Supply and Demand of Loading Zone spaces within the core precincts

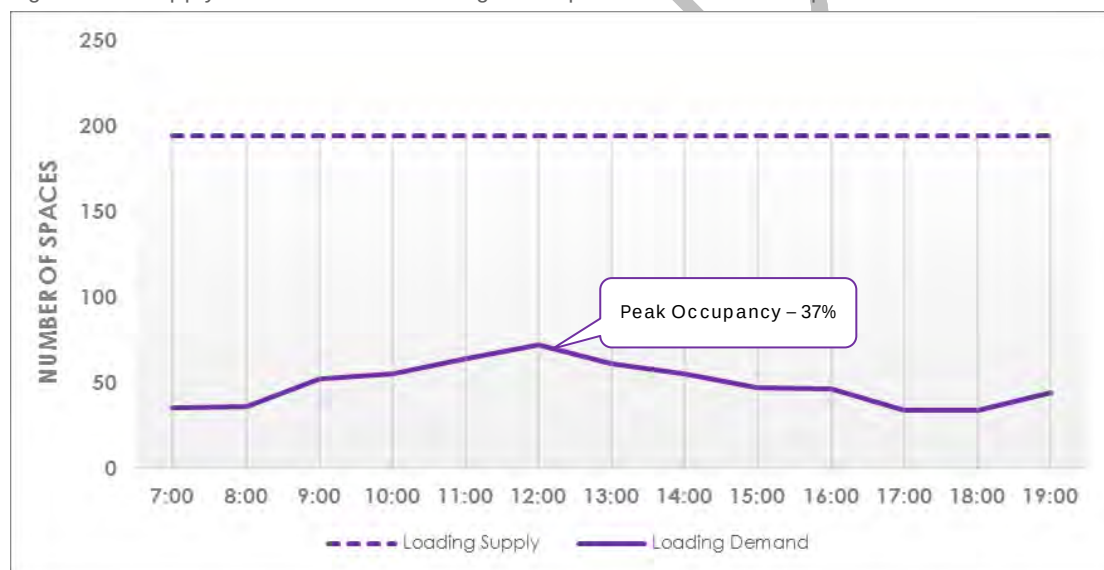


Table 4.5: Location of Loading Zone spaces within study area

Precinct	Total	Precinct	Total
C01	10	P01	0
C02	36	P02	1
C03	8	P03	0
C04	18	P04	1
C05	31	P05	0
C06	18	P06	0
C07	38		
C08	33		
Core Total		Peripheral Total	2

The following key points are noted with regard to loading zones:

- Between 7:00am and 7:00pm there are 192 spaces allocated as loading zones within the core precincts, and two spaces within the peripheral precincts.
- The maximum demand for loading zones within the core precincts occurred at 12:00pm with 37% utilisation.
- The average utilisation across the day within the core precincts is 25% utilisation.

4.3.7 Paid Parking

Paid parking arrangements are widespread across the study area with a total of 5,509 spaces requiring payment. This includes an extensive on-street ticket parking network (comprising approximately 2,200 spaces) and a mix of both Council and privately-operated off-street paid car parks (comprising approximately 3,300 spaces).

The paid parking areas can be broadly grouped into four classifications:

- Council-managed on-street ticket parking areas
- Major shopping centre car parking areas (Westfield Geelong & Market Square)
- Major Council-managed off-street car parks (such as Civic Centre & Haymarket)
- Privately-owned off-street car parks (Care Park facilities)

In addition, permanent paid parking arrangements (such as monthly and annual permit parking schemes) operate within a number of the public and private off-street car parking facilities.

The overall supply and demand for paid parking areas within the study area is summarised in Figure 4.10.

Figure 4.10: Supply and Demand of Paid Parking within the study area

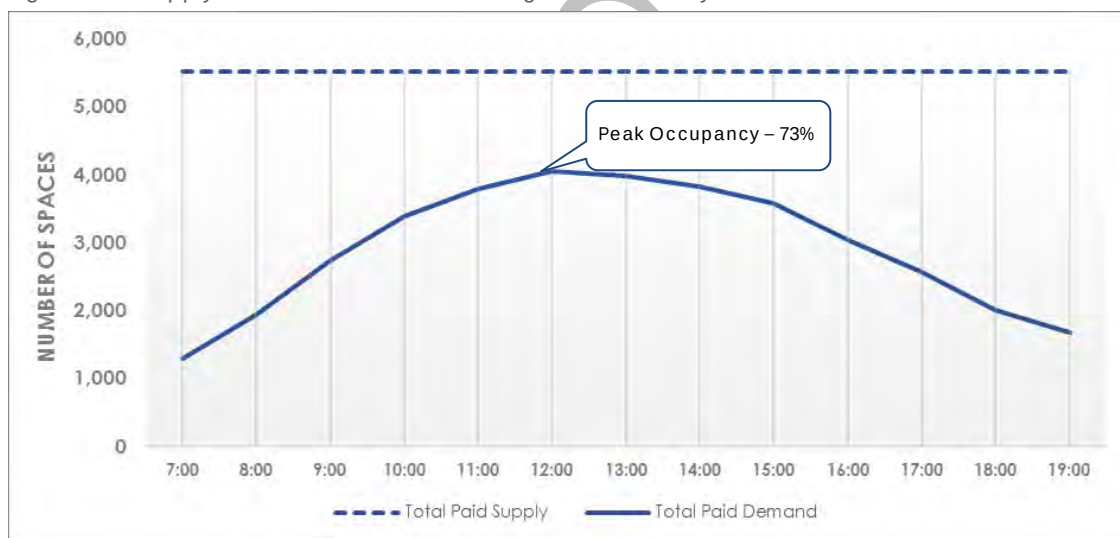


Figure 4.10 indicates a very similar temporal profile to the general on and off-street parking areas in the study area, with low demands at the start and end of the day, but peak in the middle of with 73% utilisation.

On-Street Ticket Parking

The on-street parking spaces within the central paid parking area are generally charged between 9:00am and 5:30pm, Monday to Friday. The spaces are generally operated in conjunction with a time restriction (2P or 3P) with a fee of \$2.80 per hour. Some locations which allow long-term paid parking to provide for a capped fee of \$5.60 per day, whilst some other medium-term time-restricted locations offer a reduced price for paying for the maximum duration

of stay (i.e. on Brougham Street between Gheringhap and Little Smythe Streets, there is a discounted rate of \$5.30 for a 3 hour stay).

Major Shopping Centre Car Parks

Both major shopping centres (Westfield Geelong and Market Square) within central Geelong operate on a boom gate controlled parking arrangement, with a paid parking ticket needing to be presented at the egress boom gates.

Both centres charge comparable rates for parking, with a nominal fee for the first hour (generally \$1.00), escalating at an increasing rate per hour to a maximum daily charge of \$24 at Market Square and \$30 at Westfield Geelong.

Some discounts are available for particular user groups (such as seniors) and validation is available to provide for a discounted rate at the Westfield Shopping Centre.

The pricing structure is typically targeted at catering for customer demands and discouraging long term all day parking, especially by non-shopping centre commuters in the area.

Council Off-Street Car Parks

Council operates a number of off-street car parking areas of varying scale and capacity. In general, fees at Council-managed parking facilities range from \$2.70 per hour, with daily fees between \$5.60 to \$29.40 per day.

Of note, Council also operates a Park & Ride system on Eastern Hill (located outside the study area) where users can park their vehicle and catch a shuttle to central Geelong for \$3 per day.

Private Off-Street Car Parks

Private car park operators have established facilities within the central Geelong area, both for associated uses and for the express purposes of providing car parking services.

Care Park provides several facilities around Geelong, particularly in the vicinity of intensive uses such as shopping centres, hospitals and on Cunningham Pier.

Fees generally range from \$1 per hour (outside the central area) to \$6 per hour (within the hospital precinct) and from \$3 to \$18 per day.

Table 4.6 has been prepared to compare existing off-street parking prices with prices in comparable centre.

Table 4.6: Off-street car parking rates in Victorian centres

Location	Council Off-Street Car Parks		Private Off-Street Car Parks	
	Per Hour	Per Day	Per Hour	Per Day
Central Geelong	\$2.70	\$5.60 - \$29.40	\$6.00	\$3 - \$18
Melbourne CBD	\$3 - \$8	\$14 - \$55	\$16 - \$26	\$55 - \$89
Central Ballarat	Free - \$1.00	Free - \$3.00	\$1.00	\$4.00
Central Bendigo	\$1.70	\$3.50 - \$8.30	\$1.60	\$3.20 - \$5.50

Demand

The average utilisation of on-street paid parking is 67%, with maximum utilisation of 87% occurring at both 12:00pm and 2:00pm.

The average utilisation of off-street paid parking is 40%, with maximum utilisation of 65% occurring at 12:00pm.

The demand for paid parking is not as high as the demand for nearby free parking areas. This is to be expected as drivers are less inclined to pay for something they can get for free. This emphasises the need to balance parking restrictions, and the locations of paid parking, to encourage drivers to park in the most appropriate locations for their trip purpose and to avoid unnecessary circulation searching for a free car park. It also shows that people are willing to use and pay for parking, as these paid parking facilities are also well used.

4.4 Parking Wayfinding Signage

Car parking wayfinding signage in central Geelong is currently limited to static parking signage at key locations. These signs direct motorists to major off-street car parks, i.e. those with over 100 car parking spaces. There does not appear to be a comprehensive wayfinding strategy that supports users to easily find a car park. A map of the existing wayfinding signs, along with the locations of these off-street car parks, is shown in Figure 4.11.

Figure 4.11: Existing Parking Wayfinding Signage Locations



As evident by Figure 4.11, there are varying levels of signage provided for each off-street car park, with some having an abundant supply of signage, and others having very little. A review of existing signage and placement and associated issues has been presented below.

Table 4.7: Existing Wayfinding Signage Issues

Location	Issue	Photo (where relevant)
Off-Street Car Parks 2, 11, 13, 14	These parking lots have no wayfinding signage present	
Off-Street Car Parks 1, 8, 9, 12, 16	These parking lots have only one wayfinding sign at their entrance.	
South Western Corner of Moorabool Street and Little Ryrie Street	Sign is distorted and bent to face wrong direction	
At entrance to Off-Street Car Park 8	Sign is faded	
At entrance to Off-Street Car Park 12	Sign has been vandalised	
At entrance to Off-Street Car Park 9	Sign is in old style and partially obscured by traffic lights	
Off-Street Car Parks 8, 11, 13, 14	Entrances are hidden amongst neighbouring buildings, with no external wayfinding signage provided on main roads	

Location	Issue	Photo (where relevant)
All	○ Lack of consistency between signs. Some have more information than others e.g. distance, number of spaces, "Parking", "P" ○ There are no digital signs provided e.g. no signs that display number of vacancies	

4.5 Current Car Parking Permit Schemes

The City of Greater Geelong currently provides residential car parking permits within the study area. These permits are provided to people who reside in a residential property within the City of Greater Geelong that are subject to adjacent on-street parking restrictions or are within a parking area.

A maximum of two permits are issued per household, free of charge. The permit does not guarantee that a parking space will be available.

The permits are valid only in the specified street or adjoining area, and are not valid in:

- ticket parking areas
- paid parking bays
- short stay parking of 1 hour or less
- shopping strips
- off-street car parks or prohibited parking areas (that is: bus zones, no stopping etc. or other parking prohibitions as specified in the Road Rules Victoria)

Business permits are issued to some businesses to use the Little Ryrie Street and Western Beach off-street car parks at a cost of \$1,200 per annum. Such an arrangement can result in a sunken cost approach to car use, where once the permit has been purchased there is no incentive to consider the use of an alternative transport mode.

4.6 Modelling Existing Parking Generation Rates

In order to get a more holistic understanding of the way that transport and land uses are currently interacting in central Geelong, a car parking model has been developed by GTA Consultants.

The model estimates the car parking generating characteristics for central Geelong. It has been prepared and calibrated to reflect existing operating conditions. The model can then be used as a basis to determine future car parking rates by performing a sensitivity analysis to assess the impacts of variations in development patterns and future mode splits.

The car parking model has been created using the following inputs:

- land use data
- typical car parking rates for uses contained within the study area
- temporal distributions of demand
- existing car parking supply and demands for the Study Area⁹.

⁹ It is noted that as opposed to the analysis presented in Section 3 of this report, all recorded car parking restrictions were included in the overall supply for the car parking model.

4.6.1 Land Use Data

Existing land use data was provided by DELWP and Council and sourced from the Geelong Census of Land Use and Employment (CLUE) data obtained in 2011. The data indicates that the Study Area caters for in excess of 933,000sqm of land use floor space.

The land uses fall into the following categories within Study Area; Age Care Facilities, Bank, Car Sales, Child Care Centre, Cinema, Convenience Shop, Department Store, Dwelling, Education, Factory/Industry/Warehouse, Gambling, Medical/Health, Hospital, Hotel, Office, Other, Place of Assembly, Pub/Hotel/Tavern, Restaurant/Café, Retail, School, Service Station, Shop and Supermarket.

A summary of the 12 largest land uses and their associated building areas on a precinct-by-precinct basis is provided in Table 4.8. For a complete list of all land uses please refer to Appendix E.

Table 4.8: Largest Land Uses in the Study Area by Floor Area (2011)

Land Use	Core Precincts [1]										Peripheral Precincts [1]								Overall	
	C01	C02	C03	C04	C05	C06	C07	C08	Total		P01	P02	P03	P04	P05	P06	Total		Total	
									No.	%							No.	%	No.	%
Office	7,312	23,189	8,511	12,906	24,354	36,110	1,546	9,439	123,367	16%	3,488	1,376	0	1,194	683	0	6,741	4%	130,108	14%
Other [2]	2,047	10,997	4,751	11,355	9,535	8,512	10,402	6,578	64,177	8%	11,292	14,868	4,113	7,850	3,079	11,934	53,136	34%	117,313	13%
Open Space	0	0	0	23,929	0	0	0	19,635	43,564	6%	2,588	0	3,537	0	6,834	35,509	48,468	31%	92,032	10%
Retail	1,918	22,123	1,923	8,628	19,504	11,208	7,400	9,725	82,429	11%	1,255	489	370	1,899	0	0	4,013	3%	86,442	9%
Parking Facilities	2,708	6,352	16,649	17,413	4,135	3,730	12,669	18,564	82,220	11%	0	0	0	1,000	0	0	1,000	1%	83,220	9%
Department Store	0	4,719	29	1,792	9,959	1,315	52,551	0	70,365	9%	0	265	0	1,215	0	0	1,480	1%	71,845	8%
Pub/Hotel	0	2,986	940	1,305	4,832	2,154	7,478	3,806	23,501	3%	559	1,260	718	0	0	0	2,537	2%	26,038	3%
Health Clinic	3,771	3,140	2,540	0	0	8,255	0	0	17,706	2%	237	631	0	4,605	2,726	0	8,199	5%	25,905	3%
Place of Assembly	1,865	5,905	2,313	9,681	0	740	1,560	1,593	23,657	3%	0	0	0	375	0	0	375	0%	24,032	3%
Education	0	370	0	7,411	0	360	142	13,766	22,049	3%	0	0	0	0	0	0	0	0%	22,049	2%
Hospital	0	4,343	5,152	0	0	0	0	0	9,495	1%	0	0	0	0	842	0	842	1%	10,337	1%
Sub Total [3]	19,621	84,124	42,808	94,420	72,319	72,384	93,748	83,106	562,530	73%	19,419	18,889	8,738	18,138	14,164	47,443	126,791	80%	689,321	74%
Total [4]	59,988	106,302	45,955	135,914	95,833	76,273	135,304	119,825	775,393	100%	28,811	26,053	11,063	25,206	14,712	51,884	157,729	100%	933,123	100%
Dwellings	62	51	191	35	37	90	63	292	821	-	310	333	227	239	144	322	1575	-	2396	-

[1] All areas expressed as Net Floor Area in square metres, except for dwellings, which is displayed as total number of dwellings.

[2] The land use 'other' represents land uses that are not classified, it does not capture all the 'other' land uses not listed in this table.

[3] The sub total values are the sum of the largest land uses specified within the table.

[4] The total values are representative of all the land uses in the Study Area, not just the key land uses listed in the table.

4.6.2 Car Parking Rate by Land Use

Table 4.8 indicates that the majority of the floor space can be accounted for by a number of key uses (i.e. office, 'other', open space, retail, parking facilities and department store). As a consequence, the modelling of the car parking characteristics is relatively sensitive to the car parking rates adopted for these uses and relatively insensitive to the car parking rates adopted for the balance of the uses.

Typical land use car parking rates, sourced from the Greater Geelong Planning Scheme and a GTA Consultants' database¹⁰ have been adopted as the starting point, and can be found in Appendix C.

4.6.3 Temporal Distributions

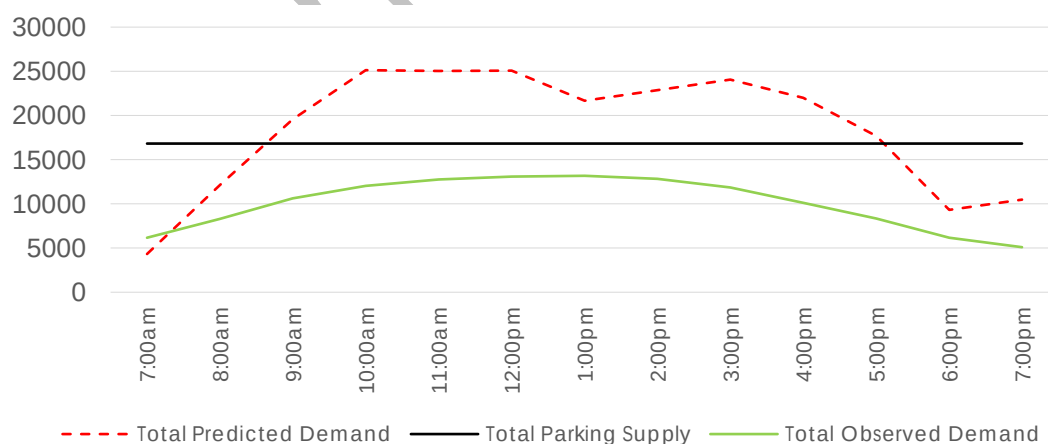
Each land use also has a characteristic profile of parking accumulation throughout the day which is often referred to as the temporal profile. The temporal profile corresponds to the way in which the demand for car parking peaks at different times throughout the day, and these differ for each land use.

4.6.4 Modelling Car Parking Supply and Demand

The combination of car parking rates, temporal profiles and land use data allows for the prediction of car parking demands within the Study Area. The predicted demand represents the theoretical car parking demand using typical car parking rates, existing land use data and the temporal distributions. In most instances, the predicted and actual demands will not match and calibration will allow for the determination of 'actual' car parking generation rates which represent the specific operational characteristics of the Study Area.

The base parking model for the overall Study Area is represented in Figure 4.12 and in more detail by precinct in Appendix D. The car parking supply shown in the following figures is 16,648 which is lower than the 19,434 spaces outlined in section 5.2 as the user specific car parking spaces have been removed.

Figure 4.12: Base Car Parking Model – Total Area¹¹



¹⁰ This database includes car parking rate averages based on survey data collected for a range of land uses completed by GTA or contained in reports prepared by other transport planning consultants. The database includes surveys from regional and metropolitan developments.

¹¹ The graph shows supply for publicly available spaces and does not include any spaces that are restricted by user.

Figure 4.12 indicates the following information:

- the supply of parking within the Study Area (dashed green line)
- the observed parking demand recorded during parking surveys (solid black line)
- the modelled parking demand using the existing land use data, typical parking rates and temporal profiles (dashed red line).

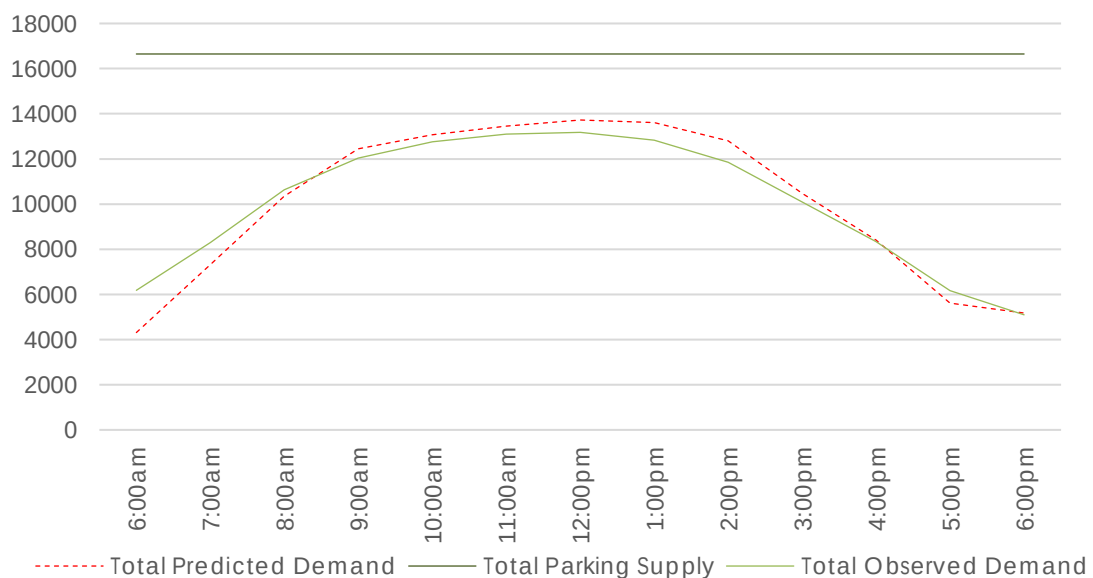
4.7 Calibrating of the Model

The primary calibration technique is to adjust the car parking rates for the key land use groups (adjustments are typically only made to the key land use groups). Minor land use groups have only a minor impact on the car parking model and as such large changes to car parking rates for these land uses would result in only minor changes to the calibration. On the contrary, minor changes to the major land uses groups can have a large impact to the model and as such these rates can be more accurately determined.

The secondary method is to adjust the land use temporal profiles. Adjustments to temporal profiles are generally only made where it is evident that trading hours and activity patterns of an area are not typically representative of the adopted profile. These adjustments should be justified.

The calibrated model that now better reflects the specific operating conditions in the overall central Geelong Study Area is shown in Figure 4.13.

Figure 4.13: Calibrated Parking Model – Total Area¹²



4.7.1 Calibrated Car Parking Rates

Table 4.9 defines the car parking rates for the key land uses within the Study Area, as determined from the calibration of the base car parking model.

¹² The graph shows the supply of publicly available spaces and does not include any spaces that are restricted by user.

Table 4.9: Key Calibrated Car Parking Rates (Weekday)

Land Uses	Base Model Parking Rate	Calibrated Parking Rate	Unit (spaces per)
Office	0.035	0.018	/sqm
Retail	0.04	0.018	/sqm
Department Store	0.028	0.0225	/sqm
Education	0.12	0.05	/sqm
Pub/Hotel/Tavern	0.035	0.02	/sqm
Health Clinic	0.038	0.038	/sqm
Place of Assembly	0.06	0.015	/sqm
Hospital	0.0288	0.174	/sqm
Dwelling (Resident) [1]	0.15	0.4	/dwelling
Dwelling (Visitor)	0.12	0.12	/dwelling

[1] It should be noted that the car parking rate for residential dwellings relates to on-street car parking reliance only.

Importantly, the rates contained within the above table represent the peak rate for each use and, for a majority of these, the peak demand occurs during the day whilst some uses continue past regular 'business hours' and other uses such as restaurant premises peak in the evening and subsequently generate a lesser demand during the day.

It is noted that due to a coarseness in the land use data including some uncertainty around land use data being represented as net or gross floor area and the conversion of data from sqm to other typical measures (such as per student, per patron etc), the calibration of the car parking model should be used in this instance as a guide to the generation of car parking when compared to current standard planning scheme rates. Further discussion regarding the setting of future car parking rates is provided later in this report.

4.7.2 Interpretation of the Model

The car parking model provides supporting evidence to the adoption of specific car parking rates for central Geelong. A breakdown of the car parking model into individual precincts allows for some greater understanding of the parking characteristics of the Study Area. This also allows for confirmation of the broader model by having regard for the way an individual precinct operates.

The calibrated car parking model for each precinct is shown in Appendix D, whilst Table 4.10 below provides a summary of car parking supply versus predicted and observed demands from the car parking model for the overall Study Area.

Table 4.10: Total Parking Supply versus Observed and Predicted Demands (from Car Parking Model)

	Actual Supply	Observed Demand	Predicted Demand
Spaces	16,648	13,177	13,724
Occupancy	-	79%	82%

It is noted that whilst the car parking model has been calibrated with respect to the observed and recorded demands for the Study Area in general, on a precinct-by-precinct basis, predicted and observed car parking demands are being met by the available supply. Noting however, that Precincts C04, C05, C06 and C08 have predicted car parking demands which exceed the available car parking supplies (i.e. car parking demands overspill into other precincts)¹³.

¹³ In an Activity Centre setting, sharing of car parking between precincts will naturally occur and this is not considered uncommon. Moreover, the precincts specified as part of the study area allows some meaningful analysis to be made however should not necessarily be considered the "boundary" for which car parking for land uses is provided in totality.

5. Understanding future parking needs

5.1 The Changing Nature of Transport

Developing a perspective on parking must be founded on a clear view of who will be using the area and how they will be using it. Some elements of this story can be clear – changes in land use mix, road infrastructure, public transport services and so on will clearly affect the way in which an area operates and the way that people move to, from and within it. This in turn will affect the demand for car parking.

Until now, it has been possible to assume that only these very tangible changes need to be considered in projecting future parking demand based on historical evidence; transport planners have been able to implicitly assume that the nature of the transport system will not change fundamentally over the forecast period.

However, it has reached a point where such an assumption at least needs to be challenged. It is entirely possible that some other fundamental influences on parking demand that have previously been regarded as fixed will change over the next ten to twenty years, with substantial impacts. As transport planners, it would be remiss to not, at a minimum, consider these changes, such as the following:

- Disruptive technologies
- Mode shift

5.2 Disruptive Technologies

5.2.1 Mobility as a Service (MaaS)

Conventional projections of parking demand are based on an assumption that the current model of individual car ownership and use will continue. An alternative view is that a confluence of the following three disruptive technologies will create a fertile environment for a new and disruptive business model to emerge:

- Commercialisation of electric vehicles
- Introduction and legalisation of automated vehicles
- Refinement and acceptance of service sharing platforms

This resulting business model from the combination of the above three disruptive technologies is called Mobility as a Service (MaaS). The intent of this business model is to obviate the need for households to own their own vehicles. Instead MaaS platforms (i.e. smart-phone apps) would provide users with a range of transport options. Currently, Uber is an example of such a service, and the range of providers (rivals to Uber) is expected to grow in future years, and can also include bike-share options.

Once fully automated electric vehicles (AEVs) reach the market, it is expected that they would drive further strong growth in the uptake of MaaS (and decline in household car ownership), as they would be able to provide 24/7 on-demand travel at lower cost than buying one's own vehicle. Indeed, modelling (performed by others) suggests that AEV travel would be as much as 10 times cheaper per kilometre than travel by conventional individually-owned vehicles. These AEVs would be used either as a primary transport mode (for door-to-door travel) or as a feeder to higher-capacity modes such as trains and light rail.

Robust modelling of this scenario, performed in an American context, suggests that within 10 years of the legalisation of automated vehicles for general road use (which is possible within the next five years), 95% of city travel could be undertaken using AEVs (Arbib & Seba, 2017).

Such modelling simply represents a potential future scenario, but one that is so fundamentally at odds with conventional assumptions that it demands attention.

5.2.2 Implications to Parking

Within the next 10-year horizon, the impacts of MaaS and disruptive technologies is likely to be minimal. However, when considering the future of parking in Geelong, it is important to consider the best approach to creating resilient options that can adapt in years to come to the changing nature of transport.

Implications of MaaS

As the intent of MaaS is to provide transport users with door-to-door transport options, and thus remove the need for household car ownership, the need for both residential and destination parking would decrease as more people shift to this model. While in the longer term AEVs are likely to be a key component of MaaS, for the immediate term the MaaS 'offer' will likely continue to include car-sharing (including peer-to-peer sharing), ride sharing (including in mini-buses), as well as bike-sharing. Once people feel confident that MaaS can provide for all of their transport needs (whether this happens before or after the introduction of AEVs), they will likely move away from car ownership. This will enable residential car-spaces, both in apartment buildings and houses, to be re-purposed (to higher value uses). The number of parking spaces at destinations (such as shopping and activity centres) could decrease as demand for these also drops. The number of free parking spaces could also be actively reduced at these locations to promote a shift to more efficient and sustainable modes, again enabling a re-purposing of parking spaces (e.g. to other community or commercial uses).

Supporting AEVs

Electric plug-in vehicles are currently often recharged at home or workplaces or at a limited number of third-party re-charging stations. An expansion in the number of electric vehicles within the car fleet would obviously require more extensive installation of recharging infrastructure (and associated power supply / cabling). Should the introduction of AEVs result in a change in car ownership patterns in favour of MaaS (and, as mentioned above, there are strong economic drivers that give weight to this possibility), this would likely result in a substantial reduction in the need for parking. While AEVs used as 'robo-taxis' may continuously circulate in traffic, they may need places where they can re-charge, undergo cleaning and maintenance, or simply be stored if they are not needed. It is possible that current basement parking facilities, perhaps those which might be difficult to repurpose, could provide space for these activities.

When to expect change

It is not yet clear when exactly we could expect to see AEVs operating in an unlimited way on our roads. It is, however, certainly possible that before 2028 some form of automated vehicle will be operating in a limited way in Geelong – e.g. as a point-to-point passenger shuttle or 'robo-taxis' on a defined network with infrastructure that supports the safe operation of such vehicles. Automated, electric shuttle buses are already being trialled around the world, including in Victoria and in other Australian states, and could soon be available for deployment more widely.

Best practice today in transport planning includes being resilient to a range of plausible futures, including the disruptive potential of new 'smart' (i.e. connected) and automated technologies.

Being resilient, in this case, includes promoting more adaptable infrastructure (and thus avoiding 'stranded assets' when things change). For example, if there is a reasonable possibility that new technologies and practices could promote a sizable shift toward MaaS over the next few decades, then it would be advisable that new parking infrastructure with a long-term economic life (such as basement or multideck parking garages) be able to be repurposed once they are no longer needed, or that more temporary solutions be found to meet needs in the interim. Similarly, building new infrastructure should take into account potential future needs around electric vehicle charging, to avoid more costly retrofitting down the line.

5.3 Mode Shift

Consideration must also be given to the implications of the targeted efforts of the Greater Geelong: Clever and Creative Future, Revitalising Central Geelong Action Plan, and the Council Integrated Comprehensive Transport Plan (ICTP) towards achieving mode shift to active and public transport. The Greater Geelong: Clever and Creative Future sets a target of 50% of journeys to work completed by active or public transport and includes several actions to try and achieve this. Whilst a certain mode split cannot be guaranteed purely as a result of parking solutions, the options identified in this report should work to both support the mode shift, and to consider the impacts of modal shift when quantifying the ultimate parking supply required for central Geelong.

From a practical sense, when you take the 50% mode share target being set for central Geelong and its accessing population is expected to increase by in the order of 35% over the next 20 years, then essentially the number of car trips used to access central Geelong needs to remain the same. Careful consideration should therefore be given to any additional car parking supply when development occurs into the future.

5.4 Changes to Population and Land Use

As mentioned above, central Geelong is experiencing a period of growth in development activity and the number of people living, working, studying and visiting the city centre is forecast to increase. The City of Greater Geelong has grown from 200,000 people in 2006 to 230,000 in 2016, and is expected to grow by another 34% and exceed 320,000 in the next 20 years.

The Revitalising Central Geelong Partnership is currently preparing for that growth by implementing a 10-year agenda of initiatives to turn central Geelong into a magnet for new jobs and sustainable growth.

To understand the impacts of this projected growth on parking, future land use growth estimates were developed. DELWP and Council provided growth estimates by location and size, with an estimated land use type and completion timescale. For the purpose of this study, only a 10-year time horizon of development has been included, given the greater uncertainty of outcomes beyond this time. It has been assumed that there would be no significant growth or changes in land uses in the peripheral precincts. The estimates are based on a 'high growth' scenario that is significantly greater than current trends.

A summary of the future cumulative land uses per precinct is shown in Table 5.1.

Table 5.1: Future land use growth estimates

Land uses	C1	C2	C3	C4	C5	C6	C7	C8
1 – 3 years								
Future Office	-	-	-	9,780	-	-	29,430	-
Future Education	-	-	-	3,000	-	-	-	-
Future Place of Assembly	-	-	-	16,842	-	-	-	-
Future Residential	-	-	-	-	-	-	120	643
Future Hotel	-	-	-	-	-	-	-	-
Future Retail	-	-	-	-	-	-	-	626
Future Hospital	-	-	-	-	-	-	-	-
Future Exhibition Centre	-	-	-	-	-	-	-	-
Future Student Accommodation	-	-	-	-	-	-	-	410
4 – 6 years								
Future Office	23,952	-	2,889	25,288	4,245	-	41,361	5,138
Future Education	-	-	-	3,000	-	-	-	-
Future Place of Assembly	-	-	-	36,608	-	-	-	-
Future Residential	-	70	83	406	69	15	120	914
Future Hotel	-	-	-	21,675	2,360	-	27,360	2,569
Future Retail	-	1,421	-	12,824	740	-	5,965	1,726
Future Hospital	-	-	24,928	-	-	-	-	-
Future Exhibition Centre	-	-	-	-	-	-	-	44,261
Future Student Accommodation	-	-	-	-	-	-	-	410
7 – 10 years								
Future Office	23,952	5,971	4,947	96,518	10,612	3,518	42,432	5,138
Future Education	-	-	-	3,000	-	-	-	-
Future Place of Assembly	-	-	-	36,608	-	-	-	-
Future Residential	88	262	83	1,166	142	226	151	1,052
Future Hotel	-	15,521	-	21,675	2,360	-	27,360	2,569
Future Retail	-	4,206	-	14,637	6,470	4,173	5,965	2,284
Future Hospital	-	-	24,928	-	-	-	-	-
Future Exhibition Centre	-	-	-	-	-	-	-	44,261
Future Student Accommodation	-	-	-	-	-	-	-	410
Total	23,952	56,906	29,875	215,616	9,443	17,843	5,757	4,252

NB: Student Accommodation and Residential land uses are both expressed in terms of dwellings. All other land uses are expressed in square meters. The 'total' land use per precinct is shown without dwelling numbers.

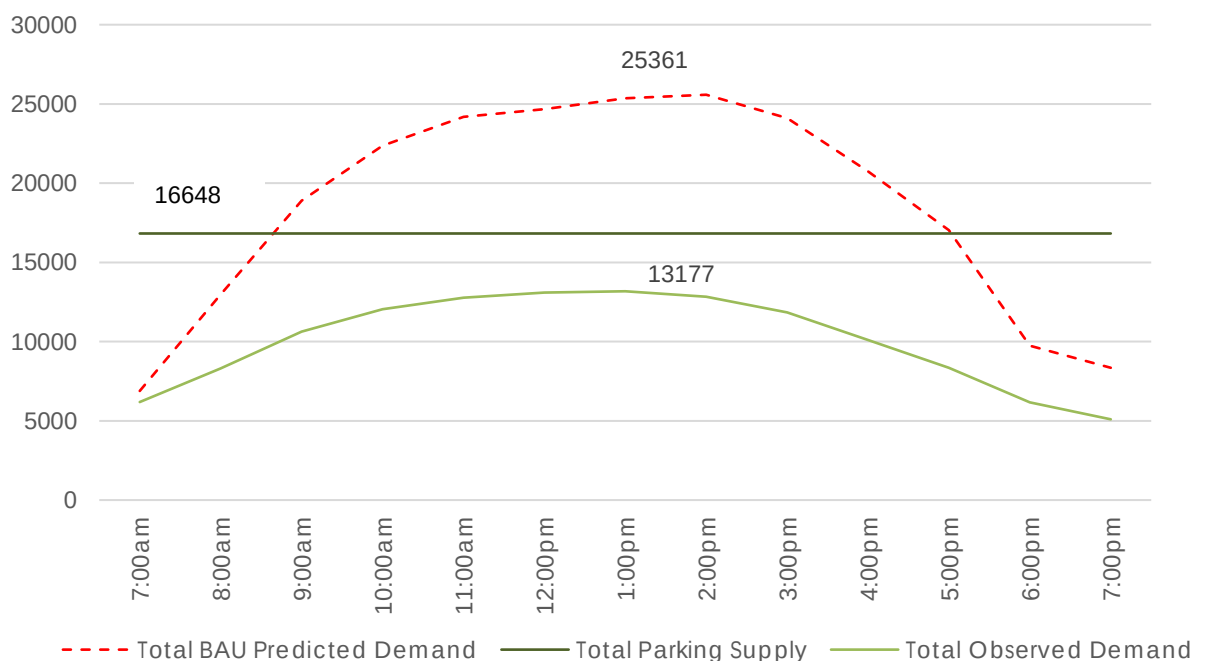
5.5 Modelling Future Parking Requirements

A car parking model was built to understand the impacts of projected growth, the sensitivity of changes in mode share and the potential changes in the nature of the transport task.

5.5.1 Business As Usual

Taking a 'Business As Usual' (BAU) approach to estimating future parking demand, where the current generation rate directly informs the future rate, would result in an increased demand of some 12,400 spaces at the peak time, which equates to 8,700 spaces beyond the existing supply, as shown in Figure 5.1.

Figure 5.1: Business as Usual Future Car Parking Model



As the model is the product of land use, parking rate and temporal profiles, the resulting parking demand is very sensitive to changes in any of the inputs. Changes to parking rates are directly carried through the model, so a 20 percent increase in rates results in a 20 percent increase in parking demand. The model is less sensitive to changes to land uses, where a 20 percent increase in each of the land use areas results in a nine percent increase in parking demand.

As the growth in central Geelong is anticipated to occur over time, it is important to understand how the demand for car parking will increase with the increase in development.

Figure 5.2 and Table 5.2 shows that with the projected growth in years 1 – 3, at BAU parking generation rates, there would be sufficient car parking supply if no additional car parking was constructed. However, in years 4 – 10 there would be a shortfall of 8,700 parking spaces if no additional car parking is constructed, assuming that all existing vacancies can be used by future development.

As a means of estimating the future car parking supply task, some consideration must be given to the scale of existing vacancies and the extent to which existing parking vacancies could be utilised in the future.

A key assumption within this analysis is that developers are responsible for catering for future parking demands, as such existing on-street parking vacancies are not assumed to be available to fulfil any significant future parking demand task.

In respect of off-street parking supplies these comprise a mix of public and private parking. Public spaces represent a resource that could be utilised for the future parking task. Private spaces traditionally would not be considered to accommodate future parking demands unless the future land use growth is an expansion of existing facilities and could therefore utilise existing vacancies. The emergence of new technologies however further increases the ability to share private parking and these spaces could be utilised further in the future by surrounding development than is the case currently.

On this basis it could be assumed that of the existing parking vacancies (3,500 spaces) in the order of one third may be available to accommodate the future parking task. On this basis, for the purpose of further analysis it could be assumed that some 1,200 existing spaces may be available to assist in supporting the future parking task.

Figure 5.2: Predicted peak demand over 10-year period with BAU parking rates

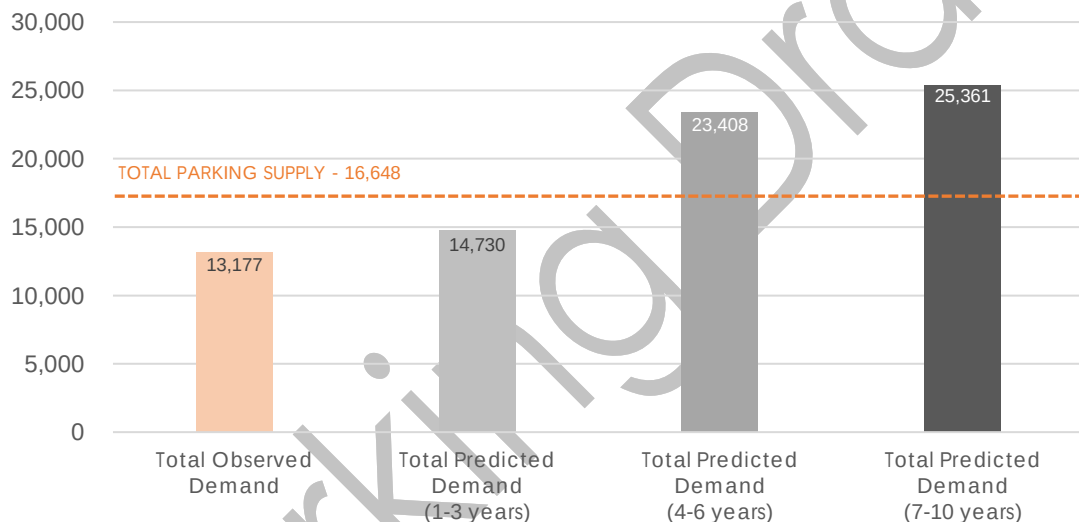


Table 5.2: Short fall in parking supply over 10-year period with BAU rates

Time period	Predicted peak demand	Existing supply minus peak predicted demand [1]
1-3 years	14,730	1,918
4-6 years	23,670	-7,022
7-10 years	25,579	-8,931

[1] Does not account for existing parking vacancies that may not be available or suitable to accommodate future car parking demands.

5.5.2 Mode Shift

As there is significant effort being directed towards encouraging mode shift away from private vehicles, the model was run again assuming that in the first five years of the study period there would be a 5 percent mode shift away from private vehicles, and a 10 percent mode shift from years 6 – 10. This could also account for changes in the parking generation rates due to shifts to active or public transport or the introduction of AEVs.

This mode shift was assumed to occur across the whole study area, not just in new travel behaviour of new developments. Figure 5.3 and Table 5.3 shows that the projected growth in years 1 – 3, with a 5 percent reduction in parking generation rates, there would be sufficient car parking supply if no additional public or private car parking was constructed.¹⁴ In years 4 – 10, with a 10 percent reduction in parking generation rates there would be a shortfall of 6,400 parking spaces if no additional public or private car parking was constructed¹⁵.

Figure 5.3: Predicted demand over 10-year period with reduced parking rates

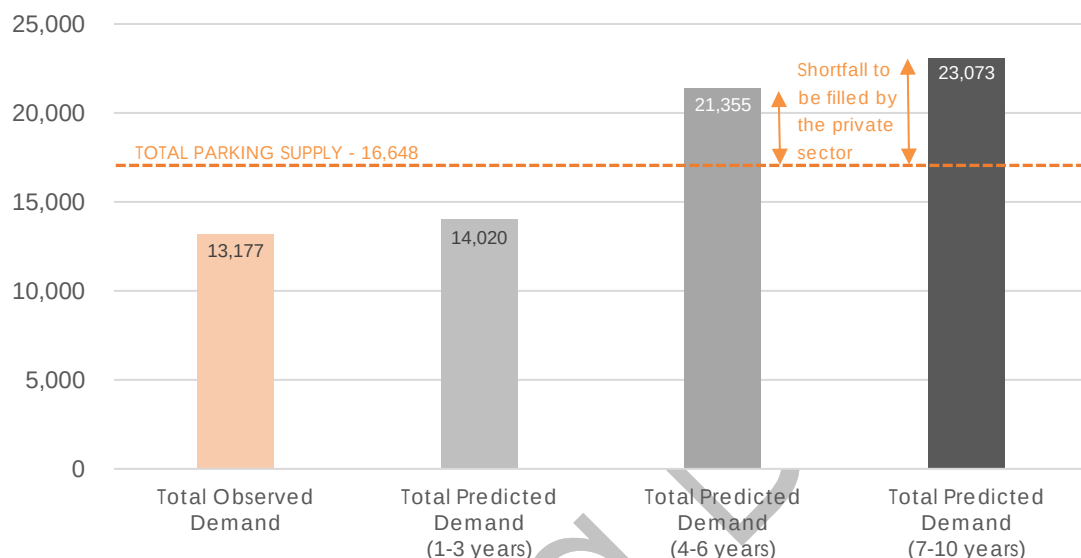


Table 5.3: Short fall in parking supply over 10-year period with reduced rates

Time period	Predicted peak demand	Existing supply minus peak predicted demand [1]
1-3 years	14,020	2,628
4-6 years	21,355	-4,707
7-10 years	23,073	-6,425

[2] Does not account for existing parking vacancies that may not be available or suitable to accommodate future car parking demands.

It should be noted that neither Figure 5.2 or Figure 5.3 consider where these additional demands will be located, or what the capacity of the car parking facilities will be (noting on-street theoretical capacity is 85% of the provision).

As mentioned above, these estimates are based on a high growth scenario, significantly above existing trends. These estimates are intended to highlight that there is an existing excess in publicly available car parking, and provide an indication of the magnitude of car parking that the private sector would need to construct under this high growth scenario.

¹⁴ Assuming full use of existing parking vacancies.

¹⁵ Assuming full use of existing parking vacancies.

6. Parking Approaches

6.1 Discussion on how to approach parking

6.1.1 Parking quantity

While planning policies requiring off-street parking imply an effort to balance competing demands, a limited but growing parking literature suggests that these kinds of “predict and provide” parking policies have broader urban effects in aggregate, influencing transport choices and housing markets in ways bearing hidden costs¹⁶. Issues around parking include that required or ostensibly free parking results in inefficient and poorly designed urban space, and inefficiently influences transport choices¹⁷. Shoup (2005) famously argued that the long-run effect of required parking presented as “free” is that other travel options are eroded, and cities become more car-dominated¹⁸.

The current controls in the Greater Geelong Planning Scheme use a “predict and provide” approach through applying minimum parking requirements. In exploring the future of parking in Geelong, consideration has been given to whether future development should be subject to maximum or minimum parking rates (i.e. car parking cannot be provided on-site above or below the requirement respectively).

A balance needs to be struck between:

- i requiring too much on-site car parking which increases the cost of development, decreases the attractiveness of development and potentially leads to inducing traffic generation which increases traffic congestion levels within the central Geelong, and
- ii limiting the amount of car parking to be provided on-site to the point where the offering is not attractive to the market¹⁹, which results in an undersupply of car parking in the central Geelong and unreasonably increases the reliance on alternate transport modes and increase car parking along abutting residential streets.

6.1.2 Location of Parking Provision

At the most basic level, car parking can be provided in the following ways:

- On-street.
- Off-Street – On-site.
- Off-Street – Off-site within purpose built public parking stations.

These options are further discussed below.

On-Street Car Parking

On-street car parking represents a parking resource that should not be ignored when designing a car parking system. This parking often represents the most proximate and attractive parking options for visitors to a destination. In central Geelong on-street parking represents 42% of the current total parking supply.

¹⁶ “Fight the towers! Or kiss your car park goodbye”: How often do residents assert car parking rights in Melbourne planning appeals”, Taylor, 2014

¹⁷ Al-Fouzan, 2012; Amamoo, 1991; Pandhe & March, 2012; Rye, Cowan, & Ison, 2006; Shoup, 2005; Young, Thompson, & Taylor 1991

¹⁸ Ibid.

¹⁹ It is assumed that the market will not develop a product it cannot sell.

This report has also sought to consider opportunities to reallocate road space from on-street parking to active and public transport, and other urban realm improvements like parklets or linear parks.

The on-street car parking resource must be carefully considered to ensure that it is used effectively and efficiently, particularly if land uses have peak parking requirements occurring at different times of the day.

In the absence of certainty around the proportion of on-street parking to be reallocated for alternative uses, some reliance on existing vacant parking could be considered for the purposes of managing car parking demand in the future.

In the context of central Geelong, on-street parking is likely to play a limited role in supporting the overall parking requirements of an area, particularly considering its current high occupancy rates. In addition, new developments in the study area will not be eligible for on-street car parking permits. Thus, on-street parking is likely to play a more critical role for pick up / drop off, loading and servicing requirements.

Off-Street: On-Site

Some development land uses require the provision of a discreet parking supply on-site. This supply may typically be used to cater for residents, staff demands and servicing requirements as these demands typically occur across a long time period and cannot be shared between multiple users.

The benefits of implementing on-site parking include:

- Increased user amenity resulting from proximity
- The onus for constructing car parking resides solely within the private sector

The dis-benefits of implementing on-site parking include:

- Increased number of vehicle crossovers dominating street frontages
- May limit the ability for smaller sites to be developed if there is limited on-site parking

On-site parking in many new developments is attached to the land use it serves.

Off-Street: Off-Site

Public off-street parking facilities, commonly referred to as Parking Precinct Stations (PPS), provide the ability to share car parking between different uses that have peak parking times that do not coincide.

Such facilities can also cater for both long stay (staff) and short stay (customer/visitor) demands. The provision of new public off-street car parking facilities is costly, and as such, must be carefully planned to ensure that the facility will be effectively used to justify the construction cost and the value of the land which it uses.

Off-street, off-site spaces can be leased on a monthly or yearly basis from the parking operator, or strata titled and sold or leased via long term multi-year leases (5-50 years) or charged on a per use per day basis.

The benefits of implementing PPS include:

- Influence travel demand and contribute to achieve a pattern of transport use (and mode shares).
- Improve urban design and ensure that development frontages are not dominated by parking or access to parking.
- Promote development efficiency through supplying parking efficiently.

- Facilitate a flexible parking arrangement to cater to changes in future parking needs.
- Allow for changes in demand and technology such as moving towards autonomous vehicles and shared cars.
- Enable smaller sites to be redeveloped with limited on-site parking, to enhance site value capture.
- It may provide Council with the potential to redevelop surrounding at grade parking assets for highest and best use.

Implementing PPS in central Geelong could reduce the impact of parking and access on site frontages and therefore activate streets and create better places, in line with the objectives of the Revitalising Central Geelong Action Plan. The improved urban design outcome is illustrated through Figure 6.1.

These potential urban realm benefits include:

- Fewer frontages dominated by parking
- Fewer crossovers across pedestrian access
- Cycle provision services can be in shared zones (due to lower traffic levels)
- Decreased on-street parking, which reduces conflict with other uses (e.g. car dooring)
- Able to direct users to centralised area (reduced amount of trawling for parking).

Figure 6.1: Impact of Parking Access on Frontages



Source: Siegman (2015) Solving Parking Shortages, New Solutions for an Old Problem, Siegman

6.1.3 Road space reallocation

On-street car parking facilities are a public asset, so should benefit the whole of the community. Their use is typically from a convenience perspective, i.e. located out the front of the shop I'm going too, or where on-site demands have not been able to be accommodated on-site.

Given the proposed shift away from priority to car use in accessing central Geelong, on-street car parking facilities represent a real option to help achieve this outcome through the reallocation of road space to other modes, especially where they are being prioritised, i.e. key bus corridors, bicycle routes and pedestrian areas.

6.1.4 User hierarchy and needs

Regard must be given to the various users of Geelong's parking assets and their needs, which is considered below.

Parking User Groups

Having regard to the nature of the existing and future development of the study area, a mix of land uses, and users could be expected. These are as follows, noting they are not listed in terms of priority:

- Residential: Couples, families, lone households, group households, visitors.
- Retail: Retail staff, retail customers, loading.
- Commercial: Commercial staff, commercial visitors, loading.
- Education: Staff, students and drop-off / pick-up.
- Services Economy: Staff and visitors for medical, childcare, professional services, etc.

User Group Preferences

The car parking users identified above each have differing user preferences, and in some cases requirements, which govern the way in which car parking will be required to be provided. These preferences are dictated by a number of variables, including, but not limited to:

- Walking distance tolerances between parking location and destination
- Willingness / ability to own a car and purchase a parking space
- Price sensitivities
- Ability to interact with technology

With regard to central Geelong, a number of the above variables could be considered to be held constant, with the walking distance variable being used to inform the appropriateness of how car parking is provided to serve a site.

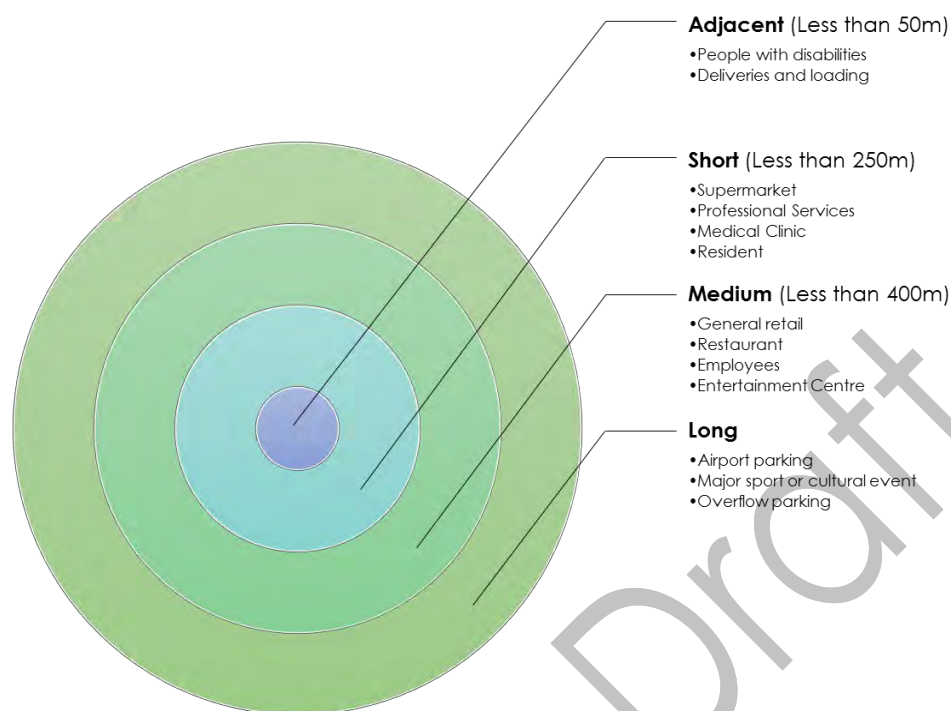
Generally, the time and distance which drivers are prepared to walk depends on:

- the length of time that will be spent at their destination,
- the cost of parking, and
- the length of time spent during the associated car trip.

The acceptable walking distance can also be impacted by the quality of the pedestrian environment, climate, line of site (can the destination be seen?), and friction (barriers such as crossing busy roads).

The Victorian Transport Policy Institute (Canada) paper on Shared Parking indicates the following walking distances as a guide for various activities as set out in Figure 6.2.

Figure 6.2: Acceptable Walking Distances (Adapted from the Victorian Transport Policy)



Source: Victorian Transport Policy Institute (Canada) paper on Shared Parking, dated 4 September 2007

Where parking is charged, these tolerances are often increased, with employees and other long stay users willing to walk distances up to 600m. As such, the tolerance of drivers and users can have a definitive influence on how car parking needs to be provided to serve development. These tolerances or 'acceptable' walking distances per use were developed in 1994 by Smith and Butcher as 'rules of thumb' and were based on Fruin's *Pedestrian Planning and Design* which outlined human behavioural factors associated with walking access to parking, in that "a given design situation is related to such factors as the trip purpose of the individual, the available time and the walking environment"²⁰.

Although this research is focused on North America, it provides a good basis for understanding the issue and has also been adopted by AustRoads 'Guide to Traffic Management, Part 11 – Parking'. It is also worth noting that the current Victorian convention is that residential parking is provided immediately adjacent to housing (and indeed many detached dwelling have access through a garage) but as densities increase, the position of parking relative to dwelling is likely to be reconceptualised.

These walking distance tolerances have been applied by GTA to the user types previously identified, to provide a basis to consider the type of parking facility that will be required to serve each user group. This is shown in Table 6.1.

Table 6.1: User Group Preferences to Parking

User Group	User Type	Length of Stay	Distance Willing to Travel [1]
Residential	Families	Long	Adjacent
	Group households		Medium
	Lone households		Medium

²⁰ http://www.gsweventcenter.com/GSW_RTC_References%5C2008_05_Smith-Butcher.pdf

User Group	User Type	Length of Stay	Distance Willing to Travel [1]
	Couples		Medium
	Visitor	Various	Short
Retail	Staff	Long	Long
	Customer	Short	Short [2]
	Loading	Short	Adjacent
Commercial	Staff	Long	Long
	Customer	Various	Short
	Loading	Short	Adjacent
Education	Staff	Long	Long
	Students	Long	Long
	Drop Off – Pick Up	Short	Adjacent
Services Economy	Staff	Long	Long
	Visitors	Various	Adjacent – Short (typically)

[1] Adjacent = Less than 50m, Short = Less than 250m, Medium = less than 400m, Long = less than 600m. Experience indicates that car parking users generally do not accept walking beyond 600m.

[2] Depending on customer type

Of particular note in Table 6.1 are those users that require adjacent parking, as these provide the least flexibility in how these demands can be satisfied. People with disabilities or mobility impairments are members of all these user groups, and every effort should be made to enable accessible parking adjacent to the destination. Additional users that require adjacent parking include:

- Residential, e.g. Families.
- Loading, e.g. Retail, Commercial.
- Drop off and pick up users.
- Some visitors and customers related to the service economy.

Parking Space Priority Allocation

It is recognised that car parking is a finite resource and as such consideration needs to be given to the priority order in which drivers should have access to car parking. The considerations give regard to the mobility of drivers accessing a centre, the desire to promote sustainable and active modes of travel and servicing of businesses.

Table 6.2 and Table 6.3 has been prepared to indicate the priority allocation of parking within commercial and residential areas respectively.

Table 6.2: Parking User Hierarchy – Core precincts (commercial areas)

Priority (Highest to Lowest)		Description
1	Safety and other conditions	To improve safety for all road users and to provide access for emergency vehicles, waste collection and street cleansing.
2	PT Zone	Typically tram / bus stop or taxi rank
3	Parking for people with disabilities	In accordance with identified needs and relevant published standards.
4	Loading Zone	Where off-street loading is not provided
5	Bike Racks	Where space for footpath bicycle parking is not available
6	Drop off / Pick up	Short stay parking for drop off / pick up
7	Customers / Shoppers / Hospital Visitors / Students	Time restrictions to vary from 15 minutes to 2 hours as required by the nature of the business / service, for example short stay for post office, dry cleaner couriers and longer term for consultations, hairdressers, restaurants and cafes.
8	Car sharing	Where high scheme membership and demand justifies the allocation of bays

9	Traders and Local Employees	Local employees should not park in shopping strips where this undermines parking turnover that supports the businesses, but should be encouraged to use non-car-based transport or in trader permit zones (if available)
10	Residential (including visitors)	Only applies in smaller centres with a mix of shops and residences; requires balancing of economic needs of the strip and surrounding residential amenity.
11	Foreshore	This group is recognised due to their importance to the local economy. However, the seasonal aspect of this demand means that they are considered below most regular users.
12	Park and Ride	Parking for commuter use will only be considered where deemed to be appropriate and does not impact on residential amenity or economic viability.

Table 6.3: Parking User Hierarchy – Peripheral precincts (residential areas)

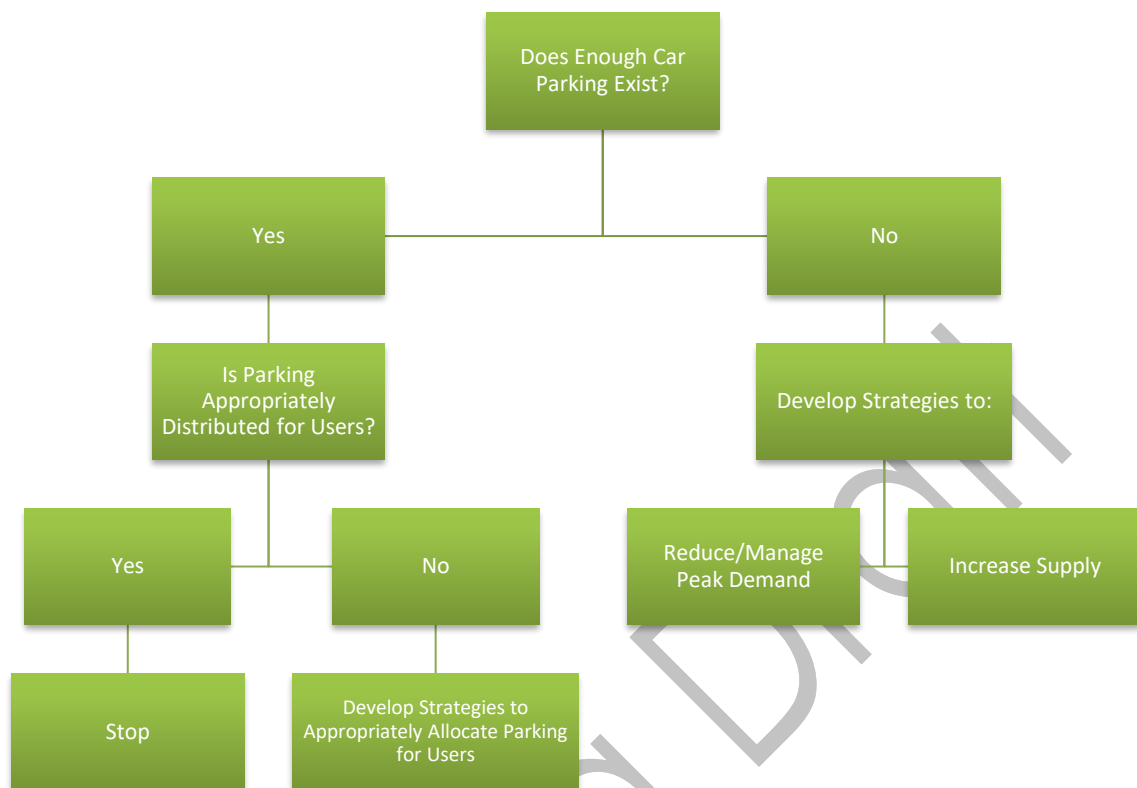
Priority (Highest to Lowest)		Description
1	Safety and other conditions	To improve safety for all road users and to provide access for emergency vehicles, waste collection and street cleansing.
2	PT Zone	Typically tram / bus stop or taxi rank
3	Parking for people with disabilities	In accordance with identified needs and relevant published standards.
4	Loading Zone	Where off-street loading is not provided
5	Bike Racks	Where space for footpath bicycle parking is not available
6	Car sharing	Where high scheme membership and demand justifies the allocation of bays
7	Drop off / Pick up	Short term parking for drop off / pick up
8	Residential (including visitors)	If required use of the parking permit scheme, 1P and 2P restrictions. Permit zones for residents should be used as the last resort and after other measures (such as short-term restrictions) have proven to be inappropriate.
9	Customers / Shoppers / Hospital Visitors / Students	Time restrictions to vary from 15 minutes to 2 hours as required by the nature of the business / service, for example short term for post office, dry cleaner couriers and longer term for consultations, hairdressers, restaurants and cafes.
10	Foreshore	This group is recognised due to their importance to the local economy. However, the seasonal aspect of this demand means that they are considered below most regular users.
11	Traders and Local Employees	Local employees should not park in shopping strips where this undermines parking turnover that supports the businesses, but should be encouraged to use non-car-based transport or in trader permit zones (if available)
12	Park and Ride	Parking for commuter use will only be considered where deemed to be appropriate and does not impact on residential amenity or economic viability.

6.1.5 Precinct level provision and management

No guideline or standard exists which specifies that car parking for an Activity Centre should be distributed into specific timeframes, proportions or locations. Indeed, a balance of different management techniques will be required in each case dependant on the individual uses contained within the centre.

The basis for developing an approach to manage existing car parking provisions must initially be formed by answering the fundamental question – does enough car parking exist to accommodate demand? From this point, a process can be followed to establish a better way manage the resource as set out within Figure 6.3.

Figure 6.3: Management of Existing Car Parking



The assessment of existing car parking demands undertaken within Section 4.3 of this report indicates that an overall study area car parking occupancy of 78.4% was recorded during the peak Thursday 1pm period. On this basis it could be concluded that suitable capacity exists within the study area when benchmarked against the 'theoretical' maximum 85% occupancy.

Therefore at a fundamental level the approach in considering the management of existing car parking facilities will take the left hand "Yes" path from Figure 6.3 and consider further whether the parking provisions are appropriately distributed and how such distribution can be improved rather than fundamentally augmenting the overall supply of parking.

Notwithstanding, it is important to recognise that both the peripheral and core precincts feature varying parking characteristics and therefore should be reviewed separately and in more detail.

A more effective management of existing car parking within the study area is required to ensure it is being appropriately distributed to achieve maximum efficiency for the various key user groups within central Geelong.

In this respect, the distribution of parking should be assessed at a precinct level by location and by time-restriction.

The appropriate distribution of car parking by location is dependent on a number of factors which include pedestrian connectivity, topography/gradient of roads and paths and the occupancy of available car parking within nearby precincts.

7. Exploring Geelong's Parking Options

The following sections outline a number of considerations that are relevant to the management of car parking in central Geelong. We have prepared several options that we feel address these considerations, with the goal of creating a conversation for how to manage car parking into the future.

7.1 How can we make the most of our space?

All on-street car parking in central Geelong is under the control and ownership of Council. In the core precincts, on-street parking is typically paid parking, with free parking permeating through to surrounding residential areas. On-street parking typically sits within the road reserve, so it is a public asset, and as such, its management needs to be carefully considered to also ensure it provides the best use of urban space to the broader community.

Consideration 1: How can we make sure on-street parking is available for those who need it?

There are different parking controls that can be used to manage on-street parking.

Where parking demand is high, various parking restrictions can be applied to achieve a target peak occupancy rate (the average of the four highest hours in a day) of 85% for on-street parking. This means that the parking resource is well used but people can still easily find a space, reducing customer frustration and additional vehicle circulation in search of a vacant space.

In other words, this would mean one parking space in every seven would be vacant. However, ultimately, changes to parking controls within Geelong could be considered on a precinct by precinct basis.

The below table identifies a range of response options to various on-street demand pressures experienced within Geelong.

Table 7.1: On-street Parking Intervention Triggers

Issue	Trigger Point	Response Options
Demand pressure in currently unrestricted areas	Demand for on-street parking regularly exceeds 85% at peak times.	○ Introduce time restrictions suitable to abutting land uses or paid parking to encourage turnover of spaces
Demand pressure in residential areas	Parking demand regularly exceeds 85% of available supply in residential areas at peak times where off-street parking options are constrained (e.g. heritage zones, or areas where off-street parking constraints apply)	○ Introduce or alter time restrictions (suited to local demand) to encourage turnover of spaces (with residential parking permit scheme); or ○ Establish new residential parking schemes; or ○ Introduce paid parking to manage the high demand
Demand pressure in areas with time restrictions	Occupancy levels for time-restricted spaces regularly exceed 85% at peak times.	○ Investigate opportunities to reduce the time restriction (if suitable for abutting land uses) and/or introduce additional time restrictions on adjacent streets; or ○ Introduce paid parking.
Demand pressure in areas with paid parking	Occupancy rates for paid parking in on-street spaces regularly exceed 85% at peak times.	○ Increase parking charges

Options for managing on-street parking

- Implement on-street parking intervention triggers
- Establish a regular occupancy survey schedule for on-street parking facilities
- Review existing on-street occupancy to determine whether parking controls should be adjusted

Are there any other ways to maximise the use of car parking?
Do you think these options will work?

Benefits to the community

Increased availability of on-street parking: Proactively managing the timed and price-based restrictions for on-street parking will improve the availability of on-street parking resources for people with a shorter tolerance to walking (i.e. short trips).

Consideration 2: Should road space used for parking be reallocated for active and public transport?

Tarmacked road reserve makes up a significant portion of public space (approx. 30% in the study area) and is one of the most valuable assets owned by most municipal governments. Conventional transport planning practices tend to devote the bulk road space to general traffic lanes and car parking, which in turn has a significant effect on a community, the local environment, safety and how people move. As such, opportunities to change these arrangements and achieve a more desired character should be investigated in central Geelong.

Converting road space to move more people and make the city more liveable, larger changes can also be delivered alongside infrastructure upgrade projects.

Road space reallocation is a major opportunity that involves shifting road space currently devoted to vehicle traffic or parking, to serve other uses, such as cafes, green space, trees or parklets (i.e. an extension of a footpath for people to spend time). It is rebalancing the road space to make more efficient use of space to the type of city that we want Geelong to be.

Options for road space reallocation

- Creating new small parks and trees
- Footpath Widening: Additional or widening of footpaths could be the most beneficial use of certain on-street car parking, as it can support more people and their activities in central Geelong
- Bicycle Provision: Consider creating space for bicycles in locations where there is high demand
- On-street public transport: Identify the key public transport routes to and through central Geelong and investigate ways to help facilitate public transport to provide users with an increased level of service

Do you support reallocating car parking to other uses?
What would you want to see a car parking space used for?

Figure 7.1: Example of a parklet



Figure 7.2: Example of a bicycle corral



Benefits to the community

Improved safety and amenity: Reallocation of road space to active and public transport and urban realm improvement means a safer environment for all road users and unlocks more space for people to enjoy.

Consideration 3: How should parking permits be allocated?

As discussed in Section 4.5, Council currently provides residential car parking permits within the study area to people who reside in a residential property that are subject to adjacent on-street parking restrictions or are within a parking area.

Residential parking permits are resulting in less available on-street parking for people who genuinely need to travel by car.

Geelong is growing rapidly and with new developments comes an opportunity to consider adjusting the conditions of approval for residential parking permits at new developments. Furthermore, approval could also be coupled with appropriate on-street parking restrictions to ensure new residents cannot park for long periods on-street. This is with a view to ensure parking spaces are left available for those who truly need it.

Options for adjusted parking permit approvals

- Consider on-street parking restrictions with a residential parking permit exemption scheme, when approving developments
- Remove automatic eligibility for new multi-dwelling developments to access parking permits in central Geelong. This option could be considered and potentially incorporated into the existing Resident Parking Permit scheme.

Do you think we should rethink how permits are currently allocated?

Benefits to the community

Increased availability of on-street parking: proactively managing the timed and price-based restrictions for on-street parking improves the availability of on-street parking resources for people with a shorter tolerance to walking, i.e. short trips.

7.2 How to make the most of Geelong's off-street parking

Council currently manages a wide range of off-street parking facilities across central Geelong. As discussed in 4.3, these range from paid multi-deck facilities to relatively cheap at-grade car parks.

Consideration 4: Can off-street parking be managed to better serve the broader community?

Most off-street parking managed by Council acts as an extension to on-street parking and forms part of the overall parking supply in central Geelong. The table below (Table 7.2) provides the trigger points where a new parking management control could be applied to manage an increase in demand for parking. However, areas that experience low demand, or no change in demand, and don't reach the trigger points, are unlikely to require any change.

Where off-street parking demand is high, applying restriction can help achieve a target peak occupancy rate. This means that the parking resource is well used but people can still easily find a space, thus reducing congestion and frustration.

Some stakeholders within central Geelong wish to retain a supply of unrestricted off-street parking for local staff. Where there is good transport alternatives in place, all-day parking supply could be converted to paid parking. This will still allow for staff parking within central Geelong but encourage alternatives to car travel. Customer parking could remain free according to the triggers described below.

Table 7.2: Off-street parking intervention triggers

Issue / problem	Trigger Point	Response Options
Demand pressure in currently unrestricted car parks	Occupancy rates for currently unrestricted spaces regularly exceed 90% at peak times	Introduce time restrictions suitable to local demand
Demand pressure in car parks with current time restrictions	Occupancy levels for time-restricted spaces regularly exceed 90% at peak times	- Investigate opportunities to reduce the time restriction and/or introduce additional time restrictions on adjacent streets; or - Introduce paid parking with no time limits to use demand responsive pricing
Demand pressure in car parks with paid parking	Occupancy rates for paid parking spaces regularly exceed 90% at peak times	- Increase parking charges, in line with Policies 6 and 7, or - Improve public and active transport offering.

Options for managing off-street parking

- Review occupancy in existing off-street car parks to determine whether parking controls should be adjusted
- Implement off-street parking intervention triggers or threshold levels
- Establish a regular occupancy survey schedule for off-street parking facilities

Is it easy for you to find an off-street parking space in Geelong?

Do you think we should reconsider existing parking restrictions for?

Benefits to the community

Accessibility: Short-stay parking will be prioritised making central Geelong more accessible and attractive for short-stay visitors.

Consideration 5: How can we obtain the best use of off-street parking?

The highest and best use for an off-street parking site will vary with changes in wider economic conditions and the specific supply and demand considerations in Geelong at the time of development. With publicly owned sites, the highest and best use is further influenced by what urban outcomes the various levels of government want to deliver or support. In this context, the non-financial value of a particular site or use needs to be considered.

The highest and best use for all these sites at the present time is tied to the contribution that they can make to a broader urban vision. Equally the highest and best use for one site may well be the potential of it to unlock the potential of another site, for example by consolidating car parking to remove the burden of needing to replace existing car parking. If considered as a broader portfolio, they can be used to catalyse development or deliver urban outcomes.

Option to explore the best use of off-street parking

- Consider the highest and best use of off-street parking and the contribution each site makes to the broader urban vision.

Do you think off-street parking is being used to its full advantage?

How could this benefit the community?

Accessibility: Prioritising short-stay parking contribute to making central Geelong more accessible for short-stay visitors and supporting visitation.

7.3 How much should car parking cost?

The price you pay for parking will influence how you travel and how people use a space. If a park is free all-day people will use it for long stay; if it is charged, then people will shop and leave. As parking demands change over time due to changes in land use and population, we must consider whether rates should be modified to effect demand, ensure that there is sufficient availability of parking, reduce congestion, and reflect the real cost of parking. Using different rates for off-street and on street parking can enhance the amenity of streets.

As a part of the overall cost of running a car the small fee for car parking is minor and, in most cases, less than a public transport fare.

The reality is that we all pay for car parking and public transport, so it is important to explore whether car parking prices should operate in tandem with public transport fares: and whether setting parking rates above these will encourage modal shift to more sustainable modes.

Considerations 6 to 8 explores options to address these policy needs by contemplating the following questions:

- When should people pay for parking?
- How can parking rates be set to encourage long-stay users to park off-street?
- It's more expensive to use public transport in Geelong, should this be adjusted?

Consideration 6: When should people pay for parking?

Time restrictions are often misused by people taking advantage of free parking and moving their cars to avoid enforcement. When parking demand reaches a point where time restrictions are not effective to achieve the turnover suitable to an area's needs, priced parking should be considered as a demand lever.

Parking rates could be adjusted either up or down, to achieve an average 85% occupancy at peak times; an occupancy range of 70-90% is generally considered an acceptable range.

An occupancy rate of approximately 85% ensures that parking resources are well used, and people can find a park in reasonable proximity to their destination. The theoretical capacity of off-street car parks is typically higher at 90% as the density of car spaces is higher when compared to typical on-street layouts.

Options for pricing parking

- Establish and promote a dynamic price adjustment formula: if occupancy is below 80% reduce the price by 10%; if it is above 90% increase the price by 10%.
- Establish a regular occupancy survey schedule for paid parking areas.
- Review occupancy in existing off-street car parks to determine whether parking rates should be adjusted
- Review occupancy of on-street parking to determine whether parking rates should be adjusted

Do you think charging for parking is a good idea in some cases?

When do you think charging for parking is appropriate?

How could this benefit the community?

Flexibility: When parking turnover is dictated by price, not timed restrictions, there is greater flexibility in the length of stay for the community.

Consideration 7: Should parking rates be set to encourage long-stay users to park off-street?

The space dedicated to on-street parking is a valuable community asset and has finite supply. The current parking structure does not support short-stay parking in prime locations. This means parking is not always available for people who genuinely need it. It also means that the current parking structure could better support local businesses who generally need a high parking turnover.

Option to encourage long-stay users to park off-street

- Establish a fee structure that encourages longer stay parking to occur off-street

Do you think long stay parking should be on-street or off-street?

How could this benefit the community?

Fair: Different parking rates will apply to on street and off-street parking, so as to the peak demand for short-stay parking is met.

Consideration 8: What's a fair price for parking?

Currently the cheapest daily parking rate in central Geelong is \$5.60 per day. This is lower than the price of a full fare two-zone Myki daily regional bus ticket, which covers, for example, trips

from the Bellarine Peninsula to central Geelong (currently \$6.80). As the price of parking is cheaper than the price of public transport, most people are choosing cars. Car parks, like public transport, are subsidised and therefore we need to consider whether they are (at least) put on equal footing.

If the minimum all-day parking rate was considerably greater than the price of a two-zone daily Myki regional bus fare, this would encourage drivers to consider shifting their mode choice to public transport.

Option for making the price of parking fair

The community benefits expected are:

- Price car parking rates higher than public transport fares, then index car parking rates annually to ensure the minimum daily parking rate increases with increases in Myki fares.

What's a fair price for parking?

How could this benefit the community?

Reduced congestion in your community: Congestion would be expected to reduce as the demand for car parking decreases and less people are circulating searching for a car park. An increase in public transport ridership should increase the demand for public transport services. This is a virtuous cycle.

7.4 How much parking do we need?

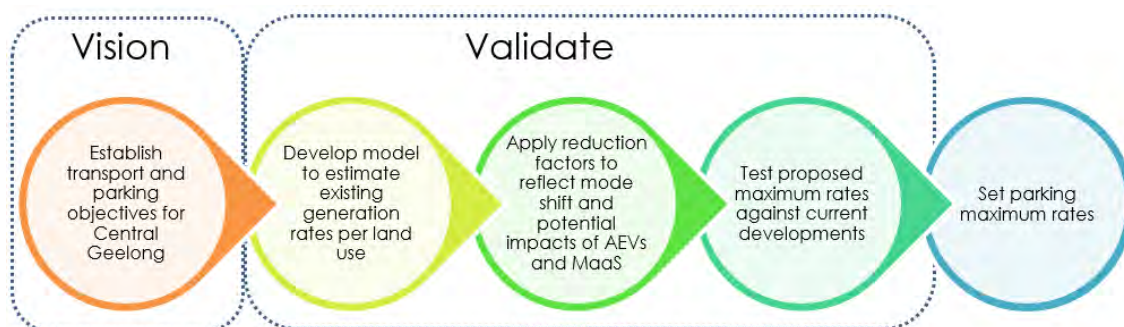
7.4.1 Required parking provision

Instead of using a "predict and provide" approach, consideration could be made to a "vision and validate" approach. This involves leading with a strong vision for how the future should look and then assessing the types of policies and investments that can be justified to support that vision. To make this approach work, the community would need to develop a shared vision for the city, and recognition that we can achieve that vision through a collective leap of faith.

As outlined several times in this report, *Greater Geelong: Clever and Creative Future* provides that shared vision for the city. It sets an aspirational mode share target of 50 percent of journeys to work being undertaken by public transport, walking or cycling by 2047. To support this vision consideration should be made to role in parking and how this influences mode choice.

Parking management is one tool within a suite of travel demand management techniques that should be considered in order to influence mode choice. This includes considering the pros and cons of applying maximum car parking rates to new developments.

Potential process for determining appropriate maximum parking requirements



Consideration 9: How much parking do commercial and educational developments need?

To have high quality commercial developments that are full of life, car parking needs to not dominate the landscape.

Current planning controls in Geelong require a minimum number of car spaces to be provided for every new development, with a permit required to reduce the provision of car parking below a minimum level. Introducing maximum car parking rates means that each development can provide the right level of car parking, determined by market appetite unique to that site and in line with policy goals.

As discussed above, maximum parking requirements could be established using a vision and validate approach rather than a predict and provide approach. Table 7.3 highlights the current parking generation rates for four major land uses within central Geelong, estimated using the central Geelong parking model discussed in Section 4.6.

Table 7.3: Comparison between Column B Rates and modelled parking generation rates

Land Uses	Column B Rate	Modelled parking generation rate	Unit (spaces per)	Percentage modelled generation rate relative to Column B Rates
Office	3	1.8	/100sqm	60%
Retail (Shop)	3.5	1.8	/100sqm [1]	51%
Education Centre	12	5	/100sqm [2]	42%
Place of Assembly	6	1.5	/100sqm [3]	25%

[1] of leasable floor area

[2] assumes 30 students per 100sqm

[3] assumes 20 patrons per 100sqm

The table also provides a comparison between the modelled rates and Column B Rates from Clause 52.06 of the Greater Geelong Planning Scheme. This comparison shows that whilst land uses may be providing parking in accordance with the Planning Scheme, they are generating parking at significantly lower rates. Place of Assembly for example, generates parking at 25% of the Column B Rate.

As with all types of models, the parking model could be used to inform decision-making, not as a tool to provide the answer in itself. The adoption of car parking rates from the model must however be cautioned for a number of reasons as follows:

- As identified earlier some uncertainty exists around the existing floor space data used in the model in respect of net and gross areas and conversion assumptions between floor space and standard measures (e.g. per patron, per seat etc.)
- The calibration process is sensitive to major land uses (floor space basis), and insensitive to minor uses. As such adopting rates for minor land uses from the model is not recommended.
- While the parking model has been used to estimate future car parking demands for the centre it is not necessarily appropriate to define parking rates for one off specific land use types that are likely to exist within central Geelong (even if significant such as Convention Centre). The application of parking rates is typically most appropriate for repeatable land uses to achieve consistency in rate applications. One off land uses can often be best determined on a 'to the satisfaction of the responsible authority'.

Option for determining how much parking commercial and educational development need

Maximum car parking rates could be considered within the study area to commercial and educational developments.

A starting point could be considering whether maximum car parking rates could be set at 50% of Column B Rates from Clause 52.06 of the Greater Geelong Planning Scheme.

Do you think we need to reconsider minimum parking rates?

Whilst 50% of Column B rates may appear to be a low rate, as shown in Table 7.3, a maximum rate of 50% of Column B rates would only require a change in parking behaviour from office land uses, which currently generate parking at 60% of the Column B rates. All other land uses in Table 7.3 are generating below 50% of Column B rates.

How could this benefit the community?

Reduced congestion: Congestion is expected to reduce as car ownership rates decline and demand for other modes increases.

Consideration 10: How much parking do residential developments need?

Parking requirements have been found to inefficiently impact housing markets, particularly in higher cost areas²⁴. At surface level, parking adds to housing costs directly, with basement or multi-level parking adding considerable construction costs. Hedonic pricing studies indicate that off-street parking adds 10 to 12.5 per cent to dwelling costs²⁵. In accessible, higher cost areas planning policies often require the provision of more parking than market demand²⁶. With parking potentially reducing housing supply and increasing minimum housing costs²⁷; and with the availability of both on and off-street parking influencing car ownership²⁸; establishing an appropriate maximum parking rate is critically important.²⁹

A similar vision and validate approach could be taken when determining the maximum residential parking rate.

²⁴ Guo & Ren, 2013; Litman, 2006, p. 44–45; McDonnell et al., 2011; Stubbs, 2002

²⁵ Litman, 2006

²⁶ McDonnell et al., 2011

²⁷ Manville, 2013

²⁸ Guo, 2013

²⁹ Taylor, 2014

Table 7.4 shows how car ownership rates compare to existing car parking provision to understand whether residential developments were generating significantly higher or lower than Column B Rates.

Table 7.4: Comparison between Column B Rates and car ownership rates

Dwelling type	Column B Rate	Car ownership rate [1]
One or two-bedroom dwelling	1	1.09
Three or more bedroom dwelling	2	1.64

[1] Australian Bureau of Statistics (ABS) 2016 Census Data

Having regard for future occupants of apartment type dwellings in the future within central Geelong, it is likely that occupiers would be more likely and indeed encouraged to have a low rate of car ownership. With consideration of the parking rate being a maximum, the rate should be ambitious, but not so low to stifle investment in residential developments in Geelong. On this basis, the residential car parking rates could be set with a maximum reflecting the current ownership characteristics within the study area:

- 0.7 spaces for each lodging room
- 0.7 spaces for each 1-bedroom dwelling
- 1.2 spaces for each 2-bedroom dwelling
- 1.6 space for each 3 or more-bedroom dwelling

Visitor parking

Column B of Clause 52.06 recommends no specific provision be made for visitor parking. This is not a reflection that no visitor car parking will occur, rather an acknowledgement that in many activity centres, the time of peak residential visitor parking does not coincide with the peak time of the overall centre and can therefore be easily accommodated within public parking areas.

For central Geelong, it could be considered that the majority of residential visitor parking could be typically accommodated within the centre particularly during peak visitor periods. On this basis, it would be appropriate that no requirement be applied for residential visitor parking.

On-street parking permits

Where approval is granted for residential developments without on-site parking, such approvals could be coupled with appropriate on-street parking restrictions to ensure new residents cannot park (for long periods) on-street, which would result in more available on-street parking for people who need it.

Testing the impact of proposed parking maximum rates

In order to explore whether the proposed maximum parking rates are likely to be palatable to the private sector, the rates being considered were compared to rates supplied in current developments.

Table 7.5: Application of proposed rates to current developments³⁰

Site	Land Use	Existing		Considered	
		Statutory requirement	Supply	Statutory requirement	Supply
18-20 Cavendish Street	Residential/shop	163	160 (waiver of 3 spaces)	138	160 (exceeds maximum by 22)
20-28 Brougham Street	Office	470	116 (waiver of 354 spaces)	197	116 (below max by 81 spaces)
38-44 Ryrie Street	Office	483	126 (waiver of 367 spaces)	207	126 (below max by 81 spaces)
10 Bellerine Street	Residential	135	110 (waiver of 25 spaces)	95	110 (exceeds maximum by 15)

Table 7.5 shows that two of the four developments would need to seek a waiver to exceed the maximum parking rates, as they are currently supplying approximately 13% over the proposed maximum rate.

Option for determining how much parking residential developments need?

Apply maximum car parking rates within the study area for residential developments.

How could this benefit the community?

Greater housing choice – Giving people a greater choice as to whether or not they wish to pay for residential parking, or otherwise reduce the overall amount of residential parking, can remove the ‘built in’ costs of car use and incentivise people to explore other transport options that might be healthier and more affordable.

What do you think about maximum parking rates for residential developments?

7.5 What other opportunities can car parking unlock?

Managing parking can address broader community issues which could unlock the potential of Geelong. The considerations and options presented in this section explore a range of opportunities for how parking could address community benefits.

What is your perspective on the options below?

What do you think of these options?

Is there anything we have missed?

Consideration 11: How can we future proof our infrastructure?

As discussed earlier, the future of mobility and car ownership is in question. To make it easy for car parking to be repurposed for other uses (should it not be required in the future), developers could

³⁰ Data provided by Council

be encouraged to construct multi-level car parking with minimum floor to ceiling heights of 3 metres.

Consideration 12: How can we make it easier to travel by bike?

Achieving a 50% mode split to public and active transport trips is challenging if appropriate infrastructure is not put in place to support sustainable modes. To address this incentives could be provided to promote sustainable transport modes and reduce car dependency for travel to, from and within the study area.

Providing bicycle parking for residential and office developments encourages residents and commuters to cycle. Council could consider applying relatively high bicycle parking rates to residential developments to actively encourage mode shift.

Residential Developments

An example of potential bicycle parking rates that could be applied (as minimum rates) within the study area for residential developments³¹ are shown in Table 7.6.

Table 7.6: Comparison of existing and potential bicycle parking rates for residential developments

Existing Clause 52.34-5 rates	Potential minimum rates
In developments of four or more storeys, 1 to each 5 dwellings (or 10 lodging rooms)	1 bicycle space for each 1 or 2-bedroom dwelling
	1.5 bicycle spaces for each 3 or more-bedroom dwelling
In developments of four or more storeys, 1 to each 10 dwellings (or 10 lodging rooms)	0.1 visitor bicycle spaces per dwelling

Office Developments

An example of potential bicycle parking and end of trip rates that could be applied (as minimum rates) within the study area for office land uses are as per Table 7.7.

Table 7.7: Comparison of existing and potential bicycle parking and end of trip facility rates for office developments

Existing Clause 52.34-5 rates	Potential minimum rates
1 to each 300sqm of net floor area if the net floor area exceeds 1000sqm	1 secure bicycle parking space to every 75sqm of net floor area if the net floor area exceeds 500sqm
If 5 or more employee bicycle spaces are required, 1 shower for the first 5 employee bicycle spaces, plus 1 to each 10 employee bicycle spaces thereafter.	1 shower facility for the first 5 employee bicycle parking spaces, plus 1 to each 10 employee bicycle parking spaces thereafter ³²
1 change room or direct access to a communal change room to each shower. The change room maybe a combined shower and change room.	1 change room or direct access to a communal change room to each shower. The change room may be a combined shower and change room ³³
N/A	1 secure locker per bicycle space in the change facilities

³¹ The term residential refers to the following uses in Clause 52.34 of the Greater Geelong Planning Scheme: Dwelling and Residential Building.

³² As per Clause 52.34 of the Greater Geelong Planning Scheme

³³ As per Clause 52.34 of the Greater Geelong Planning Scheme

All other commercial³⁴ developments could be provided bicycle parking in accordance with Clause 52.34 of the Greater Geelong Planning Scheme.

Consideration 13: How can we support other modes?

Clause 52.34 of the Planning Scheme (Bicycle Facilities) seeks to encourage cycling as a mode of transport with the provision of secure, accessible and convenient bicycle parking spaces and associated shower and change facilities.

It is noted that while Clauses 52.06 and 52.34 outline the statutory car and bicycle parking requirements of development proposals respectively, there is no such requirement for the provision of motorcycle/scooter parking within developments.

An option to address this could be for Council introduce a requirement that motorcycle/scooter parking be provided within all car parks constructed in the Study Area (irrespective of whether they are private or public car parks).

Reference to the Australian Bureau of Statistics' *'Motor Vehicle Census, Australia'* (March, 2010) indicates that motorcycles and scooters accounted for approximately 1 in every 24 vehicles registered in Australia as of March 2010; up from 1 in every 33 vehicles in 2005. This represented the largest increase in any vehicle type and this trend accordingly highlights the importance of providing greater parking for motorcycles and scooters.

An option for consideration could be to provide a minimum of 1 motorcycle or scooter parking space be provided for every 50 car parking spaces within any car park within the study area, with these spaces designed in accordance with the requirements of the relevant Australian Standard for Off-street Parking Facilities.

Consideration 14: How can we make it easier to not own a car?

Car share operators provide members with access to a fleet of shared vehicles located on-street for rental on a short-term basis, making it easier for households to live with a reduced number of private vehicles. Car sharing complements active and public transport modes and allows residents to reduce their reliance on private vehicles, which will ultimately reduce the demand for on-street parking.

Council could consider implementing a Car Share Strategy to support the expansion of Car Share into central Geelong. A proactive approach to managing the expansion of Car Share that involves clear guidance on suitable locations, pricing structures and entry requirements

Some guiding principles for locating Car Share bays are as follows:

- Locate vehicles within 50 metres of intersections with priority given to intersections near arterial roads, to achieve the highest walking catchment.
- Dedicated bays are to be installed in the nearest available bay to the shopping strip/ activity centre in a way that reflects the user priority guidelines (see Section 6.1.4), noting that this is likely to be in a residential street.
- Avoid locations that are more appropriate for loading zones and accessible spaces.
- Co-locate vehicles in locations where utilisation rates for car share vehicles is high.
- Co-locate vehicles with public transport stops and bike end of trip facilities.

³⁴ The term commercial refers to land uses within the Planning Scheme that are of a commercial nature (i.e. retail premises and shop).

Consideration 15: How can we use new technology to create positive transport outcomes?

In looking forward, there are many unknowns in the timing, nature, intensity, consumer response and drivers for various emerging technologies. In many cases, the introduction and rollout will fall under the domain of other government bodies and authorities, such as state government, Transport for Victoria and VicRoads. There is also significant existing parking technology that central Geelong may benefit from.

To address this, Council could collaborate with new providers and operators, as long as their technology is aligned with the vision and outcomes of the Revitalising Central Geelong Action Plan. This means the technology could potentially:

- contribute to the economic prosperity of Geelong
- address a community concern or barrier
- minimise negative impact on the community
- be cost-neutral, or reduce Council's expenditure
- be delivered at no net loss to Council

Council could also work with suppliers and operators to encourage the sharing of data or release of 'open data' to better understand usage patterns, gaps and areas for improvement. This will also allow for the community to create innovative tools which make the best use of transport data to make travel easier and more convenient for all.

Consideration 16: How can we make it easy to find parking?

Wayfinding signage provides guidance to motorists as to the locations of off-street car parks and the best route to take to access the car parks. Improved wayfinding signage to off-street car parks will improve utilisation of the current car spaces and reduce vehicle circulation to access the off-street car parks.

Dynamic wayfinding systems can provide information to drivers at key decision points when they are arriving into central Geelong and searching for a car space. Such technology can improve the utilisation of car parking areas, particularly as they reach capacity and it becomes more difficult to identify where vacant spaces exist (given the dynamic nature of parking and drivers not necessarily knowing where vacant parking exists). Technology can also assist in reducing road network congestion as vehicle circulation and time spent in search of a vacant space is reduced.

An option to improving wayfinding is to create an activity centre wide parking wayfinding strategy to encourage the most effective utilisation of existing car parking facilities. Technology solutions could also be explored to support the implementation of a wayfinding system.

Consideration 17: How can we make sure people who need long stay parking have it?

Park and Ride refers to the use of off-site parking facilities at the periphery of a business district. Special shuttle buses or free transit service may be provided to connect destinations with remote parking facilities, allowing them to be farther apart than would otherwise be acceptable. Parking

is generally free or significantly less expensive in a park and ride facility than in urban centres. Geelong currently has several park and ride facilities, one Council managed facility operating out of Eastern Gardens, and several Deakin University managed facilities.

Park and ride facilities could also be used for overflow parking during special events that attract large crowds, such as AFL Geelong home games and Christmas shopping periods.

Within the Geelong context, there is opportunity to partner with large employers (such as TAC, WorkSafe, Deakin, NDIA, Council, Barwon Water, Barwon Health) to provide the opportunity to expand their operations without the need to provide car parking on-site.

To be successful, Park and Ride programs require providing adequate user information and incentives to encourage motorists to use more distant facilities. For example, signs and maps should indicate the location of satellite parking facilities, and they should be significantly cheaper to use than in the centre (core precincts). Without such incentives, satellite parking facilities are often underused while central parking is congested.

Park and Ride programs are generally successful where they are explicitly for providing more parking for economic growth or traffic management reasons, rather than to enhance sustainable mobility. Until Greater Geelong has a public transport network with greater coverage and higher frequency, it is warranted to consider park and ride facilities to transition drivers away from the need to drive into central Geelong.

To ensure long-stay parking is available to those who truly need it, an option is to develop a park and ride strategy to identify opportunities to provide longer stay parking outside of the study area.

Appendix A

Existing Parking Conditions

A.1 Core Precincts

Figure A.3 through Figure A.10 illustrates the parking peak demand profiles within each of the core precincts and Table A.8 provides a breakdown of car parking demands by restriction. It is noted that analysis is restricted to Thursday, when peak demand was observed in the study area.

Areas where demands exceed the theoretical 85% capacity level are shown in red in Table A.8.

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Figure A.3: Core Precinct 1 Parking Demand

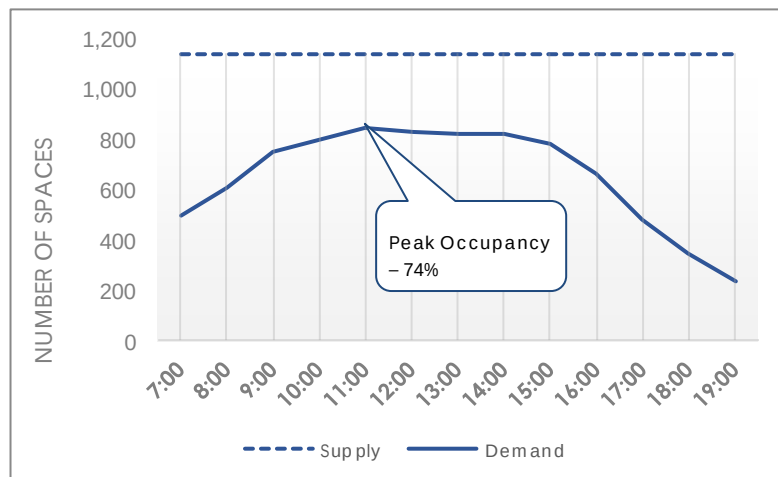


Figure A.4: Core Precinct 2 Parking Demand

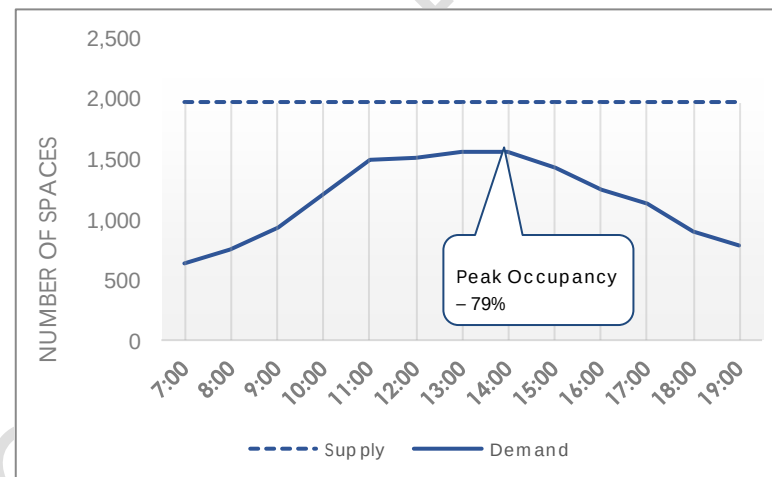


Figure A.5: Core Precinct 3 Parking Demand

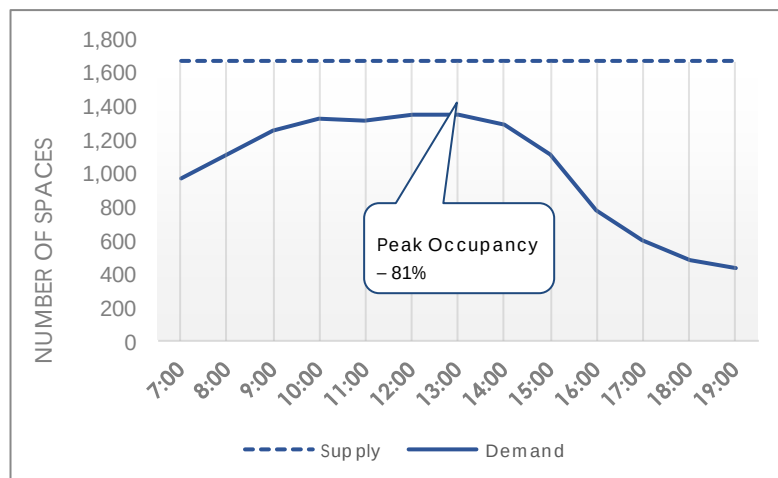


Figure A.6: Core Precinct 4 Parking Demand

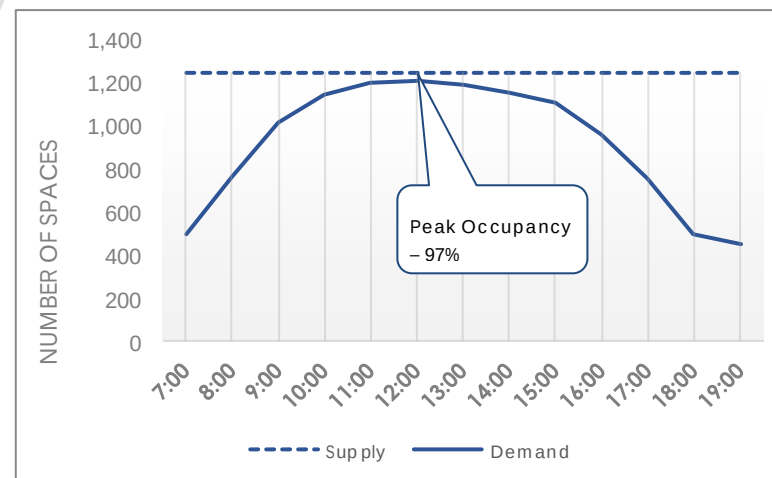


Figure A.7: Core Precinct 5 Parking Demand

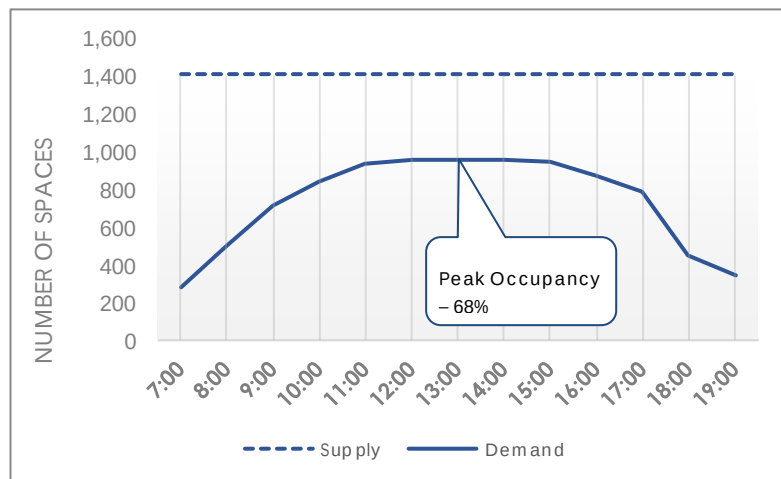


Figure A.8: Core Precinct 6 Parking Demand

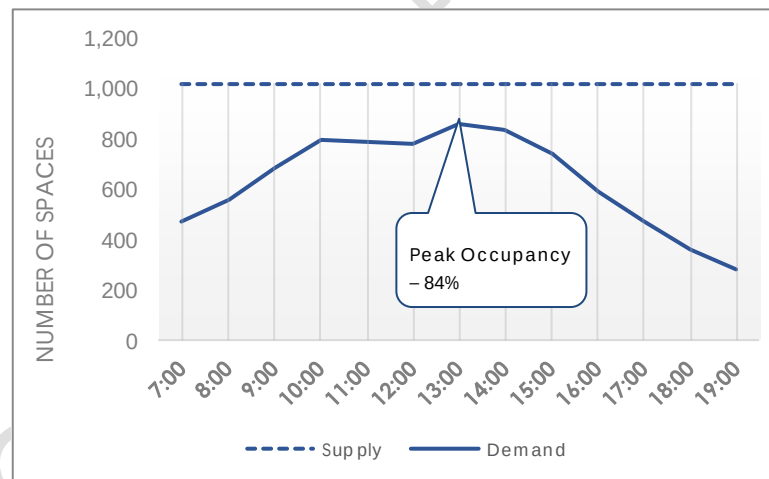


Figure A.9: Core Precinct 7 Parking Demand

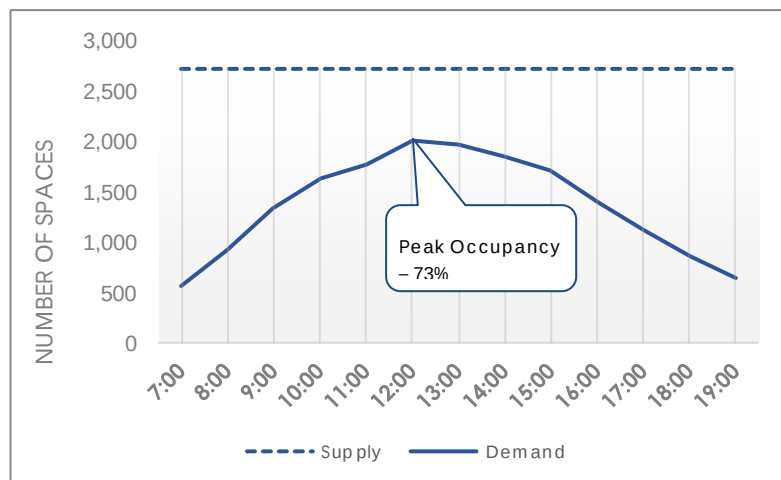


Figure A.10: Core Precinct 8 Parking Demand

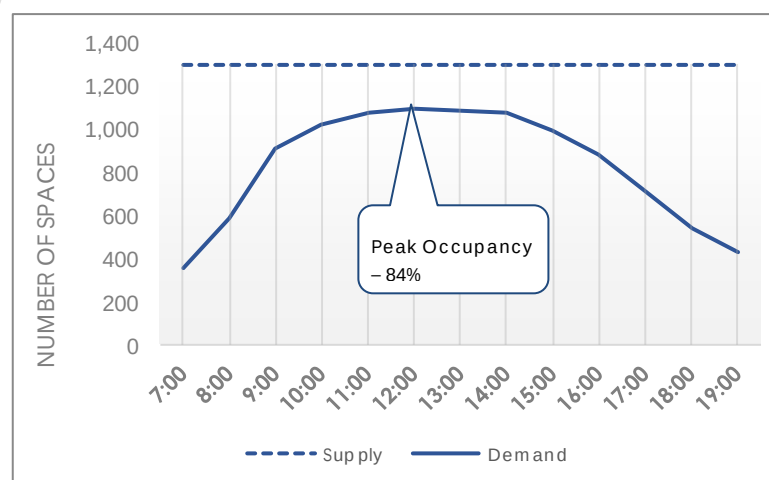


Table A.8: Core Precincts Parking Demand (Thursday 23 March 2017 and 1 June 2017 at 1:00pm)

Parking Restriction	Supply	Demand (Occupancy)		Vacancies
		Spaces	%	
PRECINCT C01				
Very Short Stay (VSS) (<1hr)	31	18	58%	13
Short Stay (SS) (1hr-2hr)	268	231	86%	37
Medium Stay (MS) (3hr-4hr)	24	24	100%	0
Long Stay (LS) (>4hr)	816	536	67%	268
Accessible parking	22	3	14%	19
Loading Zones	10	4	40%	6
Clearway, No stopping/parking [1]	0	3	n/a	n/a
Other [2]	41	31	76%	10
Total	1212	862	71%	353 [3]
PRECINCT C02				
Very Short Stay (VSS) (<1hr)	49	30	61%	19
Short Stay (SS) (1hr-2hr)	309	251	81%	58
Medium Stay (MS) (3hr-4hr)	299	191	64%	108
Long Stay (LS) (>4hr)	1305	1077	83%	228
Accessible parking	36	13	36%	23
Loading Zones	36	12	33%	24
Clearway, No stopping/parking [1]	0	2	n/a	n/a
Other [2]	137	69	50	68
Total	2171	1645	76%	528 [3]
PRECINCT C03				
Very Short Stay (VSS) (<1hr)	13	8	62%	5
Short Stay (SS) (1hr-2hr)	303	234	77%	69
Medium Stay (MS) (3hr-4hr)	160	137	86%	23
Long Stay (LS) (>4hr)	1189	965	81%	224
Accessible parking	30	20	67%	10
Loading Zones	8	2	25%	6
Clearway, No stopping/parking [1]	219	0	n/a	n/a
Other [2]	1922	185	84%	34
Total	1922	1551	81%	371 [3]
PRECINCT C04				
Very Short Stay (VSS) (<1hr)	37	27	73%	10
Short Stay (SS) (1hr-2hr)	150	121	81%	29
Medium Stay (MS) (3hr-4hr)	53	46	87%	7
Long Stay (LS) (>4hr)	1010	999	99%	11
Accessible parking	31	23	74%	8
Loading Zones	18	5	28%	13
Clearway, No stopping/parking [1]	0	13	n/a	n/a
Other [2]	372	298	80%	74
Total	1671	1532	92%	152 [3]
PRECINCT C05				
Very Short Stay (VSS) (<1hr)	34	17	50%	17
Short Stay (SS) (1hr-2hr)	138	108	78%	30
Medium Stay (MS) (3hr-4hr)	0	0	n/a	0
Long Stay (LS) (>4hr)	1236	833	67%	403

Parking Restriction	Supply	Demand (Occupancy)		Vacancies
		Spaces	%	
PRECINCT C05 continued				
Accessible parking	35	25	71%	10
Loading Zones	31	12	39%	19
Clearway, No stopping/parking [1]	0	11	n/a	n/a
Other [2]	264	167	63%	97
Total	1738	1173	67%	576 [3]
PRECINCT C06				
Very Short Stay (VSS) (<1hr)	18	12	67%	6
Short Stay (SS) (1hr-2hr)	368	285	77%	83
Medium Stay (MS) (3hr-4hr)	118	108	92%	10
Long Stay (LS) (>4hr)	515	456	89%	59
Accessible parking	37	29	78%	8
Loading Zones	18	7	39%	11
Clearway, No stopping/parking [1]	0	13	n/a	n/a
Other [2]	65	42	65%	23
Total	1160	952	84%	200 [3]
PRECINCT C07				
Very Short Stay (VSS) (<1hr)	17	9	53%	8
Short Stay (SS) (1hr-2hr)	209	173	82%	36
Medium Stay (MS) (3hr-4hr)	37	21	57%	16
Long Stay (LS) (>4hr)	2459	1752	71%	707
Accessible parking	54	33	61%	21
Loading Zones	38	10	26%	28
Clearway, No stopping/parking [1]	0	15	n/a	n/a
Other [2]	121	71	59%	50
Total	2935	2084	71%	866 [3]
PRECINCT C08				
Very Short Stay (VSS) (<1hr)	35	26	74%	9
Short Stay (SS) (1hr-2hr)	187	147	79%	40
Medium Stay (MS) (3hr-4hr)	423	330	78%	93
Long Stay (LS) (>4hr)	656	582	89%	74
Accessible parking	48	21	44%	26
Loading Zones	33	8	24%	24
Clearway, No stopping/parking [1]	0	1	n/a	n/a
Other [2]	700	672	96%	28
Total	2082	1787	86%	296 [3]
ALL CORE PRECINCTS				
Very Short Stay (VSS) (<1hr)	234	147	63%	87
Short Stay (SS) (1hr-2hr)	1932	1550	80%	382
Medium Stay (MS) (3hr-4hr)	1114	857	77%	257
Long Stay (LS) (>4hr)	9186	7212	79%	1974
Accessible parking	293	167	57%	126
Loading Zones	192	60	31%	132
Clearway, No stopping/parking [1]	0	58	n/a	n/a
Other [2]	1919	1535	80%	384
Total	14870	11586	78%	3342 [3]

Note: The demands presented in the above table were surveyed at 1:00pm on Thursday 23 March 2017 and 1 June 2017 at 1:00pm.

[1] Represents vehicles parked in clearways, no stopping and no parking zones. Since these vehicles are not parked in legal spaces, the supply is considered to be 0 (but the demand is counted).

[2] Includes bus, taxi, construction zones, motorcycle parking

[3] Total vacancies refers to the total number of legal spaces within the precinct. Total vacancies therefore differ to the difference between supply and demand, since the vehicles parked in illegal spaces are included in the demand counts but not supply.

From the car parking demand data, the following observations are made:

- Overall parking demands within the core precincts peak at 1:00pm with a demand of 11,586 spaces (78% occupancy).
- Across the core precincts, at 1:00pm:
 - the busiest restriction was the short stay spaces (1hr-2hr), which experienced an average occupancy level of 80%
 - the long stay spaces had the second highest average occupancy rate of 79%, despite having the highest supply of 9,186 spaces.
- Precinct C01 experiences high utilisation in short and medium stay spaces with demand above 85% for five to 10 hours per day. The supply of medium stay spaces was low with only 24 spaces available.
- Precinct C02 generally experiences moderate demand with short to long stay spaces averaging a demand of 76% between 11:00am and 3:00pm.
- Precinct C03 generally experiences moderate demand with short to long stay spaces averaging a demand of 80% between 10:00am and 2:00pm. The demand for 'other' spaces exceeds 85% demand for four hours of the day, due to the high number of permits associated with the hospital.
- Precinct C04 experiences high demand with long stay spaces averaging a demand of 95% between 10:00am and 3:00pm. The Geelong Railway Station is within Precinct C04, which may explain the demand for long stay parking. Medium stay spaces average 89% utilisation between 11:00am and 3:00pm, and short and very short spaces exceed 85% utilisation for three hours of the day.
- Precinct C05 experiences high demand for short stay spaces, with a peak demand of 87% at 7:00pm which may be attributed to restaurant and cinema users, and average demand of 80% between 11:00am and 4:00pm. There was lower demand for other restriction types of between 50% and 70%.
- Precinct C06 experiences high demand for medium and long stay spaces between 1:00pm and 2:00pm, with an average utilisation of 86%.
- Precinct C07 experiences high demand for short stay spaces, with an average utilisation of 84% between 11:00am and 2:00pm. There is moderate demand for other restriction types across the day. Precinct C07 has a significant number of off-street paid spaces that are classified as 'unrestricted', but their fee structure promotes a high turnover similar to a short stay restriction. It is noted that if the car parking at Westfield Shopping Centre is excluded, the occupancy rate of long stay spaces is 89% (rather than 71% collectively).
- Precinct C08 experiences high demand for 'other' parking spaces, with an average utilisation of 93% between 8:00am and 3:00pm. This can be attributed to the high number of permits associated with the university. There is also high demand for long stay spaces, with an average utilisation of 89% between 10:00am and 3:00pm. The demand for short stay spaces peaks at 11:00am with 86% utilisation. Demands across other restriction types is moderate.

A.2 Peripheral Precincts

Figure A.11 through Figure A.10 illustrates the parking demand profiles within each of the peripheral precincts and Table A.9 provides a breakdown of car parking demands by restriction type.

Figure A.11: Peripheral Precinct 1 Parking Demand

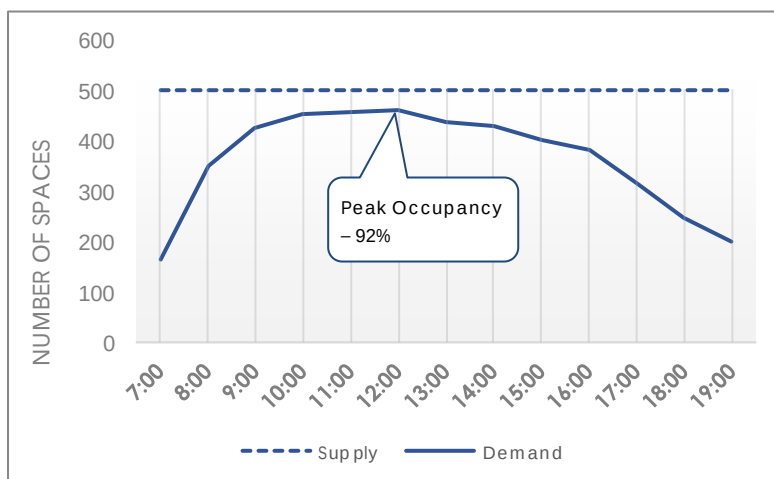


Figure A.12: Peripheral Precinct 2 Parking Demand

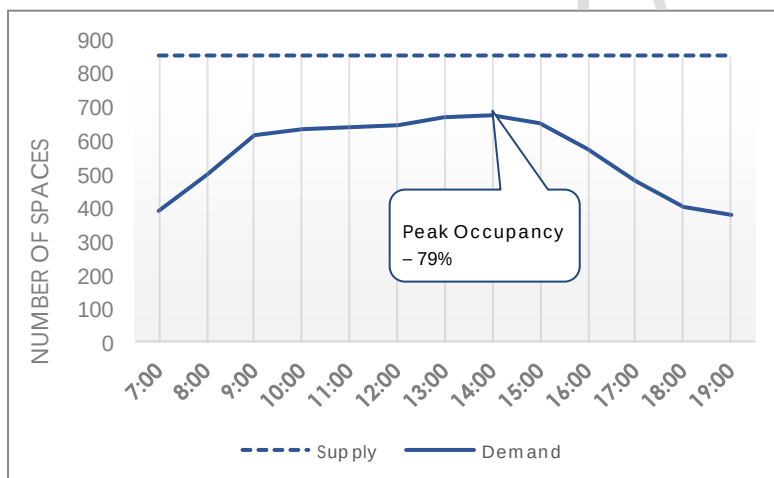


Figure A.13: Peripheral Precinct 3 Parking Demand

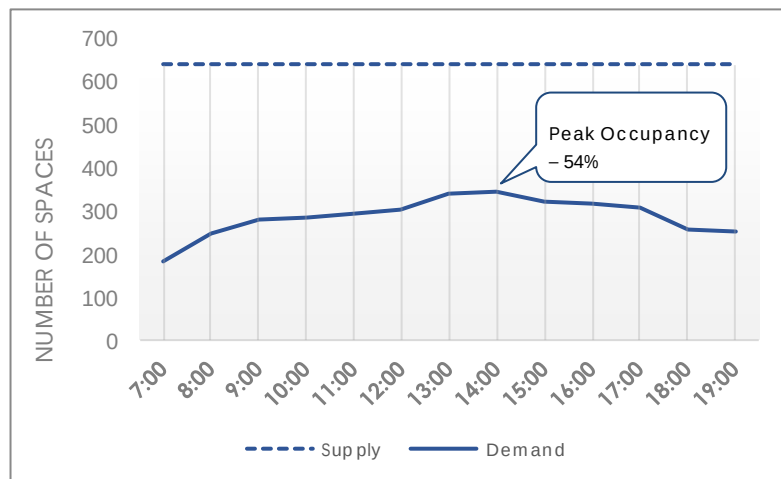


Figure A.14: Peripheral Precinct 4 Parking Demand

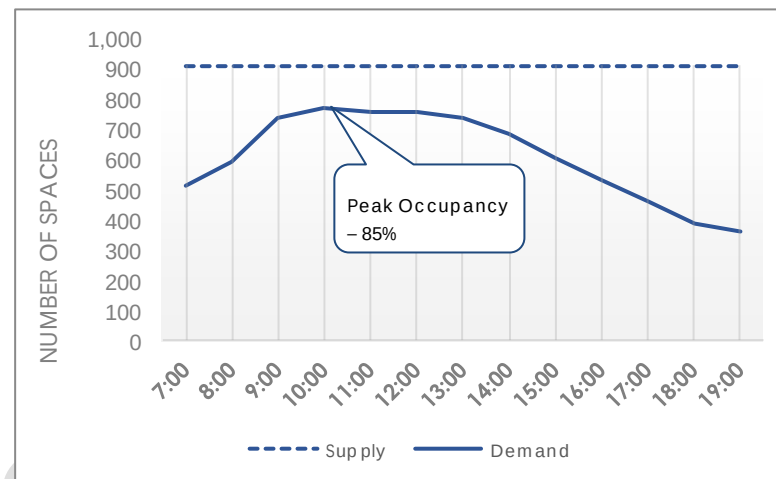


Figure A.15: Peripheral Precinct 5 Parking Demand

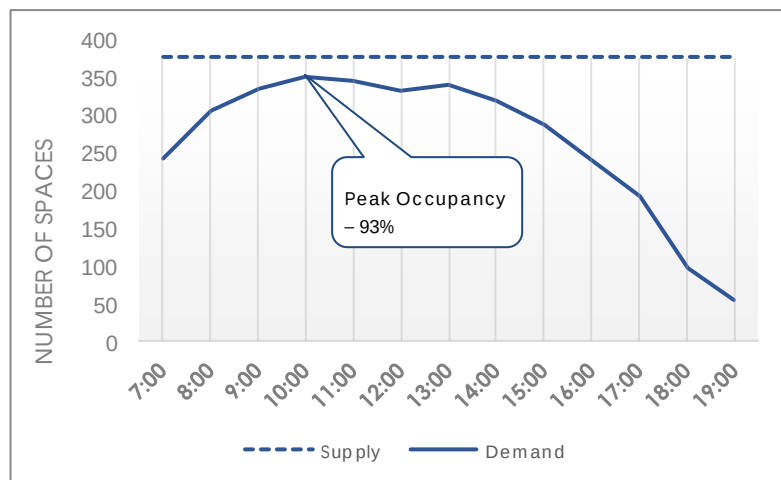


Figure A.16: Peripheral Precinct 6 Parking Demand

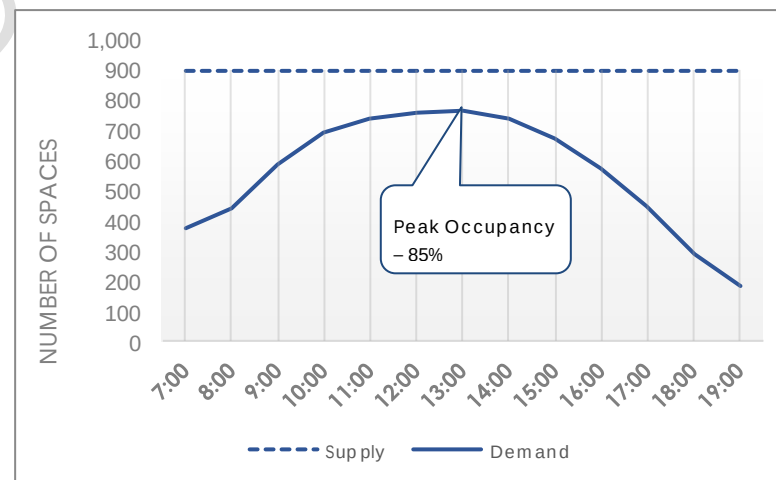


Table A.9: Peripheral Precincts Parking Demand (Thursday 23 March 2017 at 1:00pm)

Parking Restriction	Supply	Demand (Occupancy)		Vacancies
		Spaces	%	
PRECINCT P01				
Very Short Stay (VSS) (<1hr)	5	4	80%	1
Short Stay (SS) (1hr-2hr)	188	154	82%	34
Medium Stay (MS) (3hr-4hr)	0	0	n/a	0
Long Stay (LS) (>4hr)	309	278	90%	23
Accessible parking	1	0	0%	1
Loading Zones	0	0	n/a	0
Clearway, No Stopping/ Parking [1]	0	5	n/a	n/a
Other [2]	7	4	57%	3
Total	510	445	87%	70 [3]
PRECINCT P02				
Very Short Stay (VSS) (<1hr)	22	15	68%	7
Short Stay (SS) (1hr-2hr)	243	153	63%	90
Medium Stay (MS) (3hr-4hr)	57	29	51%	28
Long Stay (LS) (>4hr)	529	474	90%	55
Accessible parking	2	0	0%	2
Loading Zones	1	0	0%	1
Clearway, No Stopping/ Parking [1]		1	n/a	n/a
Other [2]	24	7	29%	17
Total	878	679	77%	200 [3]
PRECINCT P03				
Very Short Stay (VSS) (<1hr)	4	2	50%	2
Short Stay (SS) (1hr-2hr)	126	67	53%	59
Medium Stay (MS) (3hr-4hr)	0	0	n/a	0
Long Stay (LS) (>4hr)	509	269	53%	240
Accessible parking	1	0	0%	1
Loading Zones	0	0	n/a	0
Clearway, No Stopping/ Parking [1]	0	5	n/a	n/a
Other [2]	11	1	9%	10
Total	651	344	53%	312 [3]
PRECINCT P04				
Very Short Stay (VSS) (<1hr)	12	11	92%	1
Short Stay (SS) (1hr-2hr)	442	338	76%	104
Medium Stay (MS) (3hr-4hr)	18	13	72%	5
Long Stay (LS) (>4hr)	441	380	86%	61
Accessible parking	7	1	14%	6
Loading Zones	1	1	100%	0
Clearway, No Stopping/ Parking [1]	0	41	n/a	n/a
Other [2]	2	0	0%	2
Total	923	785	85%	179 [3]
PRECINCT P05				
Very Short Stay (VSS) (<1hr)	1	0	0%	1
Short Stay (SS) (1hr-2hr)	159	133	84%	26
Medium Stay (MS) (3hr-4hr)	0	0	n/a	0

Parking Restriction	Supply	Demand (Occupancy)		Vacancies
		Spaces	%	
Long Stay (LS) (>4hr)	217	207	95%	10
PRECINCT P05 Continued				
Accessible parking	1	1	100%	0
Loading Zones	0	0	n/a	0
Clearway, No Stopping/ Parking [1]	0	0	n/a	n/a
Other [2]	7	3	43%	4
Total	385	344	89%	41 [3]
PRECINCT P06				
Very Short Stay (VSS) (<1hr)	9	4	44%	5
Short Stay (SS) (1hr-2hr)	176	151	86%	25
Medium Stay (MS) (3hr-4hr)	142	132	93%	10
Long Stay (LS) (>4hr)	573	479	84%	94
Accessible parking	4	0	0%	4
Loading Zones	0	0	n/a	0
Clearway, No Stopping/ Parking [1]	0	22	n/a	n/a
Other [2]	0	0	n/a	0
Total	793	788	87%	138 [3]
ALL PRECINCTS				
Very Short Stay (VSS) (<1hr)	53	36	68%	17
Short Stay (SS) (1hr-2hr)	1334	996	75%	338
Medium Stay (MS) (3hr-4hr)	217	174	80%	43
Long Stay (LS) (>4hr)	2578	2087	81%	491
Accessible parking	16	2	13%	14
Loading Zones	2	1	50%	1
Clearway, No Stopping/ Parking [1]	0	74	n/a	n/a
Other [2]	51	15	29%	36
Total	4251	3385	80%	940 [3]

Note: The demands presented in the above table were surveyed at 1:00pm on Thursday 23 March 2017 and 1 June 2017.

[1] Represents vehicles parked in clearways, no stopping and no parking zones. Since these vehicles are not parked in legal spaces, the supply is considered to be 0 (but the demand is counted).

[2] Includes bus, taxi, construction zones, motorcycle parking

[3] Total vacancies refers to the total number of legal spaces within the precinct. Total vacancies therefore differs to the difference between supply and demand, since the vehicles parked in illegal spaces are included in the demand counts but not supply.

From the car parking demand data, the following observations can be made:

- Overall parking demands within the peripheral precincts peak at 1:00pm with a demand of 3,385 spaces (80% occupancy).
- The peripheral precincts maintain a consistent demand (of between 76% and 78%) between 10:00am and 2:00pm.
- It is noted that medium and long stay spaces within the peripheral precincts have low utilisation (average 48%) at 7:00am and between 6:00pm and 7:00pm despite being primarily residential.
- Precinct P01 experiences high demand for long stay spaces with average utilisation of 91% between 9:00am and 3:00pm. There is also high demand for short stay spaces with average utilisation of 90% between 9:00am and 12:00pm. There is a low supply of very short stay spaces (5 spaces) and it was 100% utilised at midday. There are no medium stay spaces within this precinct.

- Precinct P02 experiences highest demand for long stay spaces with average utilisation of 87% between 9:00am and 3:00pm. Amongst the other restriction types, there are two circumstances where the utilisation rate exceeds 85%: very short stay at 3:00pm and medium stay at 11:00am.
- Precinct P03 experiences low utilisation of an average 44% across the day for short and long-term stays (there are no medium stay spaces in precinct P03).
- Precinct P04 experiences consistent demand of average 77% utilisation for short stay and 86% for long stay spaces between 9:00am and 2:00pm, with lower demand across the rest of the day.
- Precinct P05 experiences high demand across all restriction types between 8:00am and 2:00pm. The short stay spaces exceed 85% utilisation for three hours of the day and long-term spaces experience average demand of 92% between 8:00am and 2:00pm. There are no medium stay spaces within this precinct.
- Precinct P06 experiences high demand for medium stay spaces with an average utilisation of 90% between 12:00pm and 5:00pm. The very short stay spaces have an average utilisation of 86% between 9:00am and 3:00pm. And short stay spaces peak at 1:00pm with 86% utilisation.

Appendix B

Car Parking Model

B.1.1 Calibrated Car Parking Rates

Table B.1 defines the car parking rates for the key land uses within the study area, as determined from the calibration of the base car parking model.

Table B.1: Key Calibrated Car Parking Rates (Weekday)

Land Uses	Base Model Parking Rate	Calibrated Parking Rate	Unit (spaces per)
Office	0.035	0.018	/sqm
Retail	0.04	0.018	/sqm
Department Store	0.028	0.0225	/sqm
Education	0.12	0.05	/sqm
Pub/Hotel/Tavern	0.035	0.02	/sqm
Health Clinic	0.038	0.038	/sqm
Place of Assembly	0.06	0.015	/sqm
Hospital	0.0288	0.174	/sqm
Dwelling (Resident) [1]	0.15	0.4	/dwelling
Dwelling (Visitor)	0.12	0.12	/dwelling

[1] It should be noted that the car parking rate for residential dwellings relates to on-street car parking reliance only.

Importantly, the rates contained within the above table represent the peak rate for each use and, for a majority of these, the peak demand occurs during the day whilst some uses continue past regular 'business hours' and other uses such as restaurant premises peak in the evening and subsequently generate a lesser demand during the day.

It is noted that due to a coarseness in the land use data including some uncertainty around land use data being representing net or gross floor area and the conversion of data from sqm to other typical measures (such as per student, per patron etc), the calibration of the car parking model should be used in this instance as a guide to the generation of car parking when compared to current standard planning scheme rates.

Further discussion regarding the setting of future car parking rates is provided later in this report.

Appendix C

Base Parking Rates

Working Document

Table C.1: “Base” Car Parking Rates [1]

Land Use	Car Parking Rate per Measure Unit	Land Use	Car Parking Rate per Measure Unit
Aged Care Facility	0.3 spaces/100sqm	Hotel	1 spaces/100sqm
Bank	3.5 spaces/100sqm	Industry	2.9 spaces/100sqm
Brothel	4.8 spaces/100sqm	Library	1.92 spaces/100sqm
Car Sales	3 spaces/100sqm	Minor Sports and Rec	1 spaces/100sqm
Child Care	2.2 spaces/100sqm	Office	3.5 spaces/100sqm
Cinema	15 spaces/100sqm	Open Space	0.5 spaces/100sqm
Convenience Store	4 spaces/100sqm	Other	1 spaces/100sqm
Department store	2.8 spaces/100sqm	Parking Facilities	0 spaces/100sqm
Dwelling (Resident)	0.15 spaces/dwelling	Place of Assembly	6 spaces/100sqm
Dwelling (Visitor)	0.12 spaces/dwelling	Pub/Hotel/Tavern	3.5 spaces/100sqm
Education	12 spaces/100sqm	Restaurant	13.2 spaces/100sqm
Exhibition Centre	6 spaces/100sqm	Retail	4 spaces/100sqm
Factory/Industry	2.9 spaces/100sqm	School	1.2 spaces/100sqm
Gambling	4 spaces/100sqm	Service Station	1.5 spaces/100sqm
Gymnasium	3 spaces/100sqm	Transport Terminal	100 spaces/100sqm
Health Clinic	3.8 spaces/100sqm	Utility	2.9 spaces/100sqm
Hospital	2.88 spaces/100sqm		

Appendix D

Parking Model Calibration Results per Precinct

Working Document

Table D.1: Car Parking Model – Precinct C01

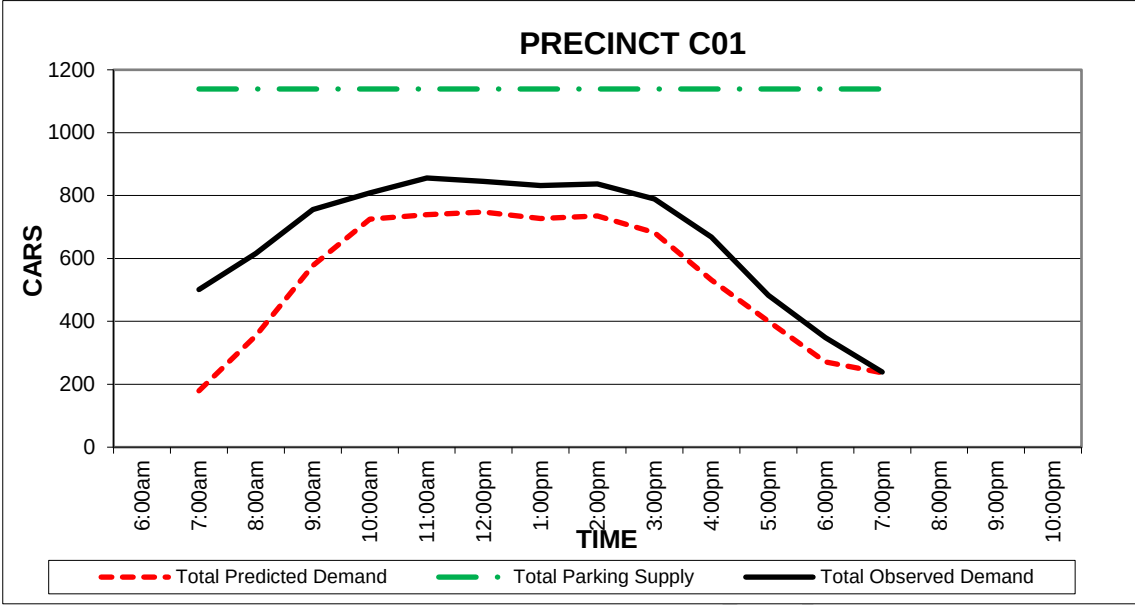


Table D.2: Car Parking Model – Precinct C02

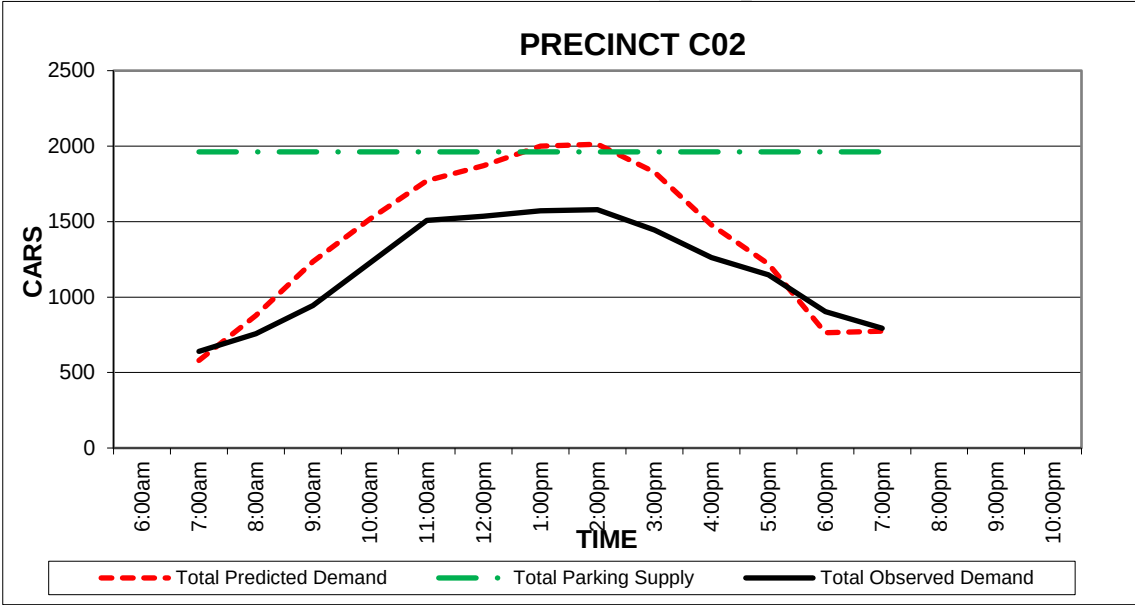


Table D.3: Car Parking Model – Precinct C03

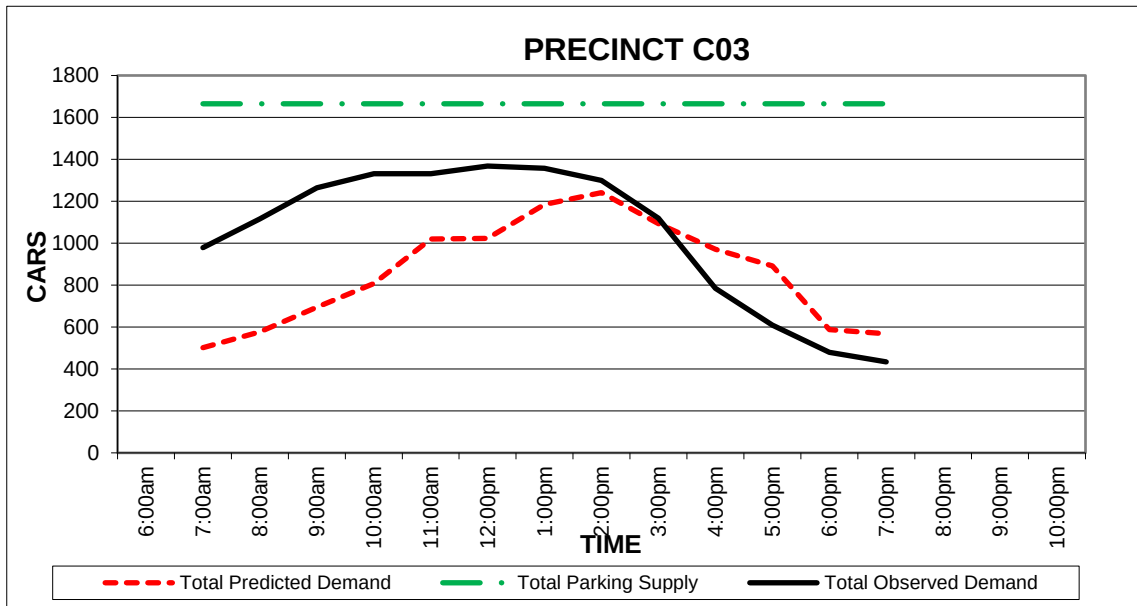


Table D.4: Car Parking Model – Precinct C04

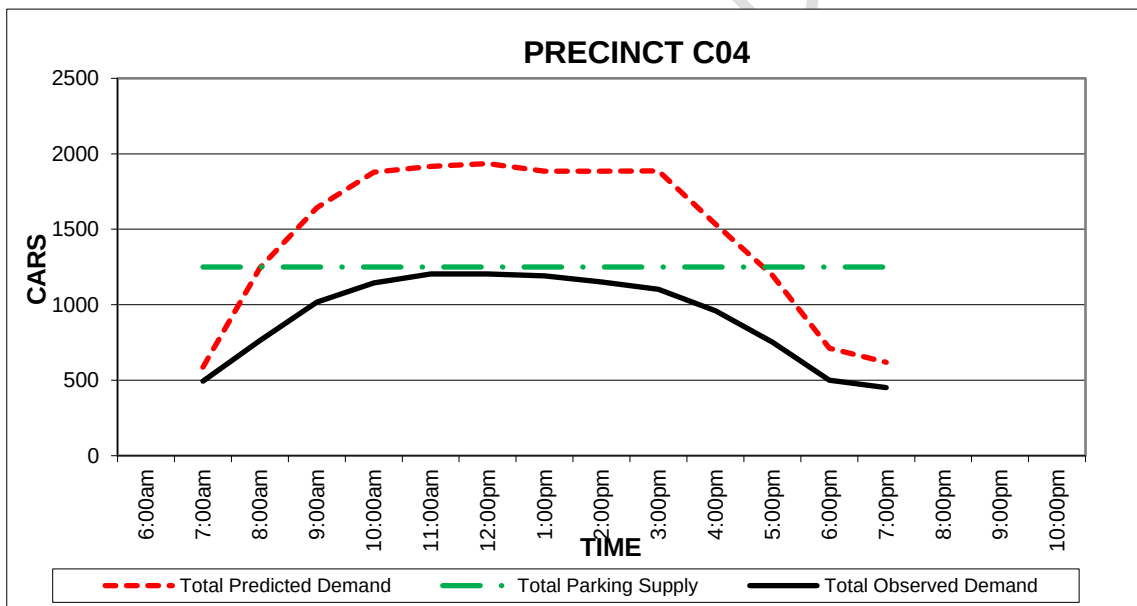


Table D.5: Car Parking Model – Precinct C05

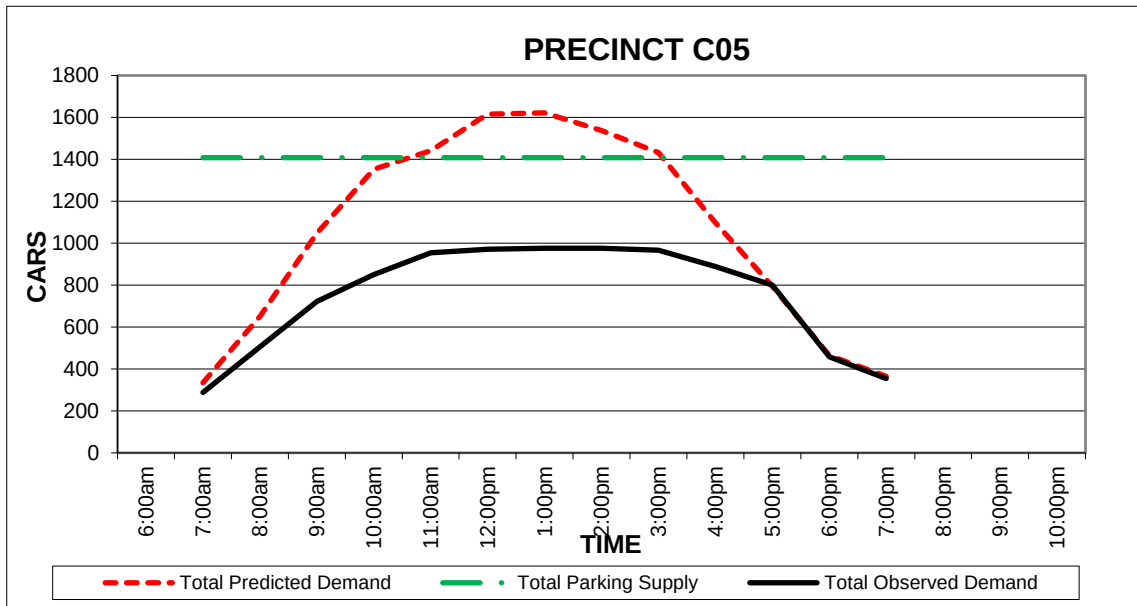


Table D.6: Car Parking Model – Precinct C06

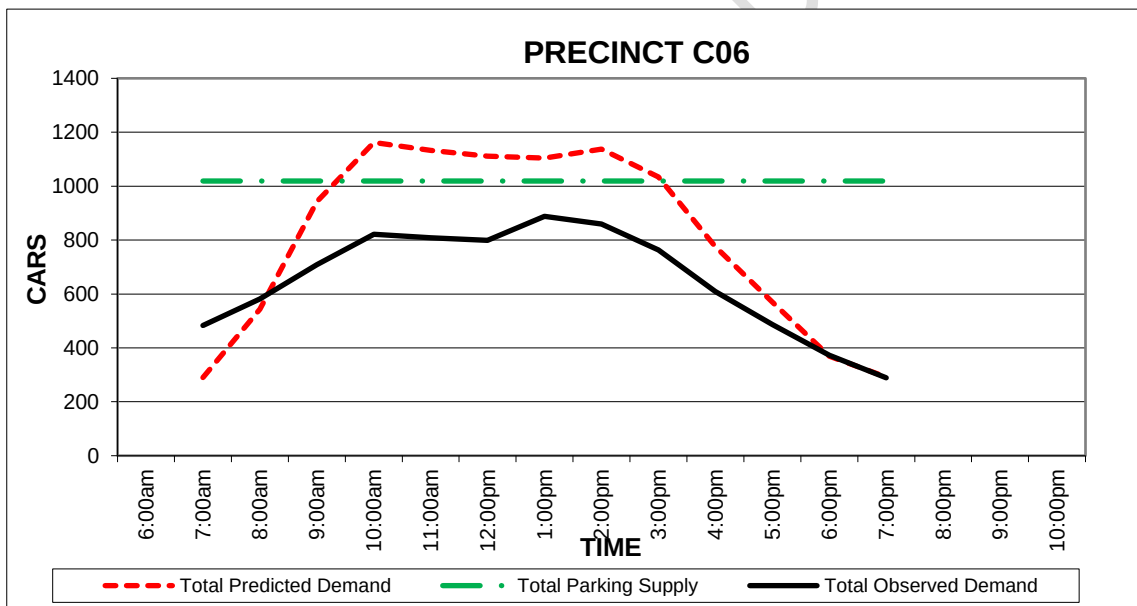


Table D.7: Car Parking Model – Precinct C07

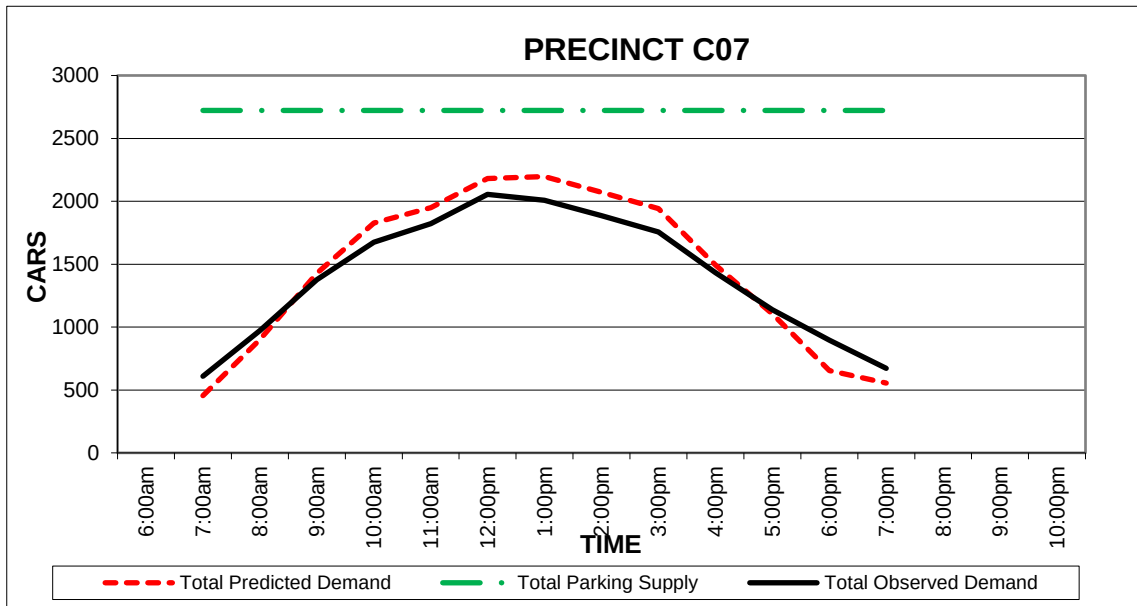


Table D.8: Car Parking Model – Precinct C08

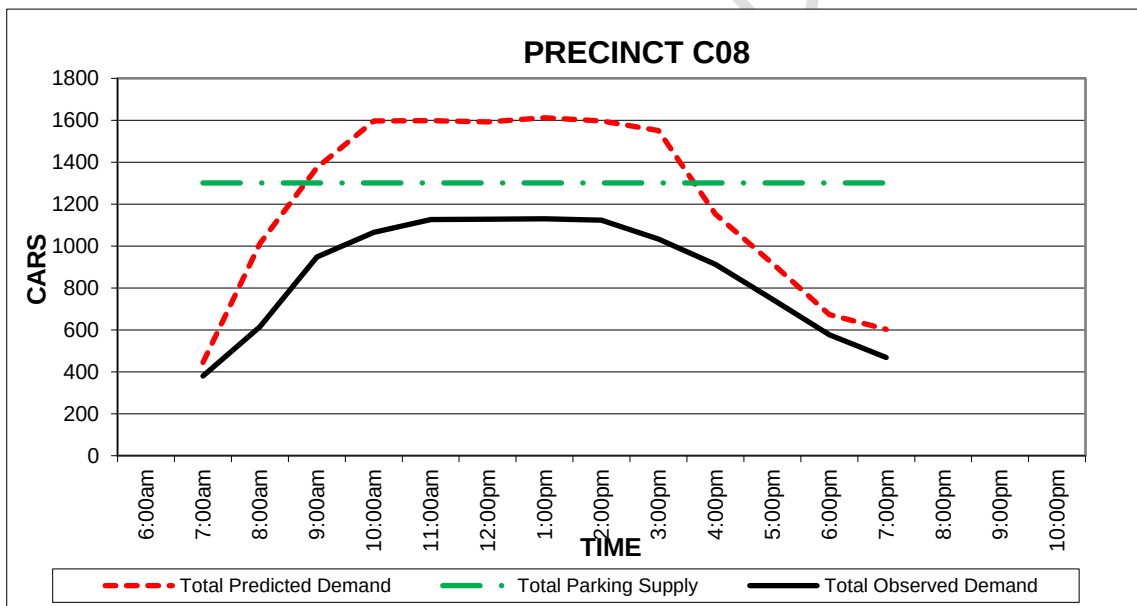


Table D.9: Car Parking Model – Precinct P01

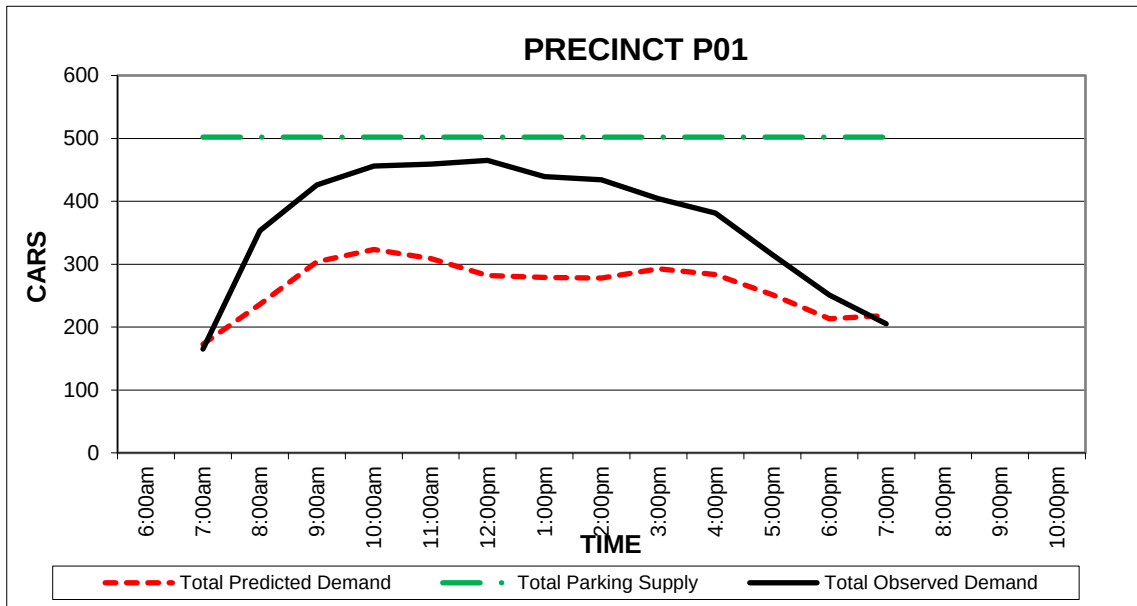


Table D.10: Car Parking Model – Precinct P02

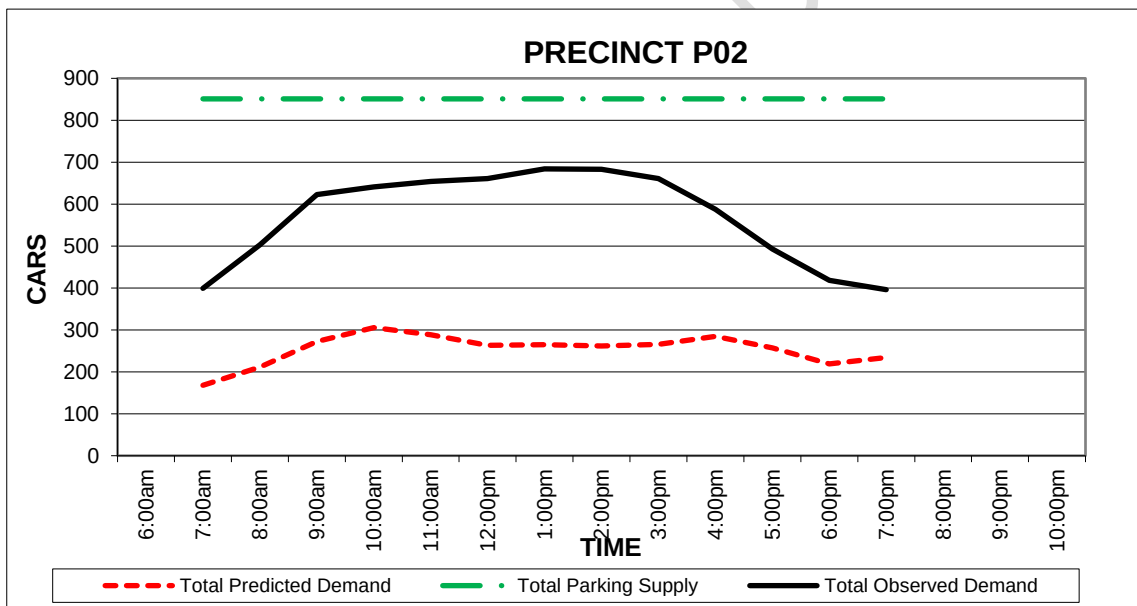


Table D.11: Car Parking Model – Precinct P03

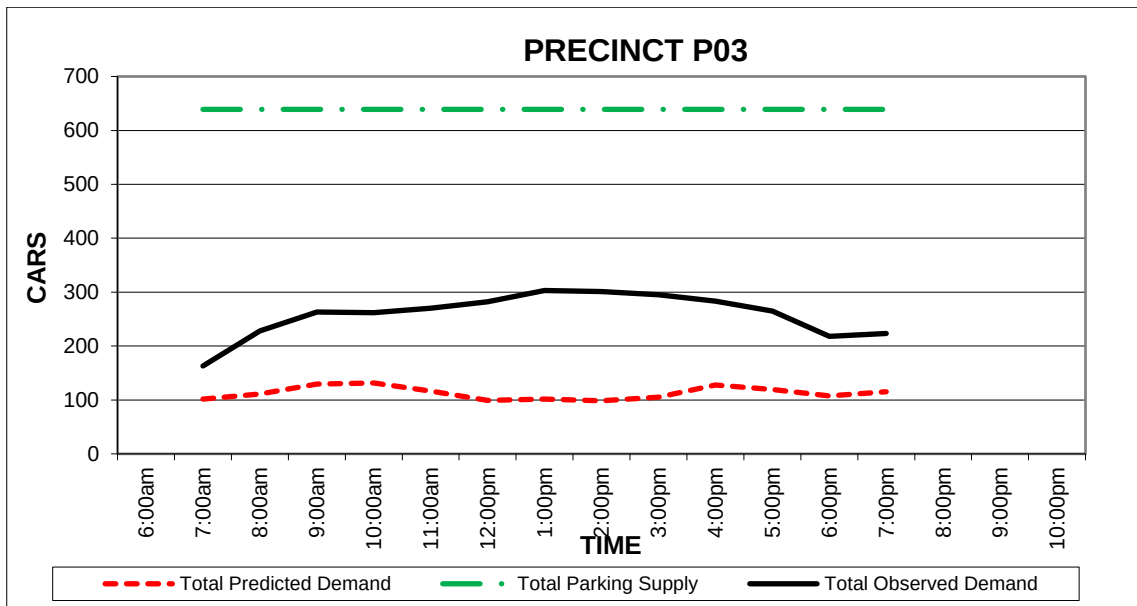


Table D.12: Car Parking Model – Precinct P04

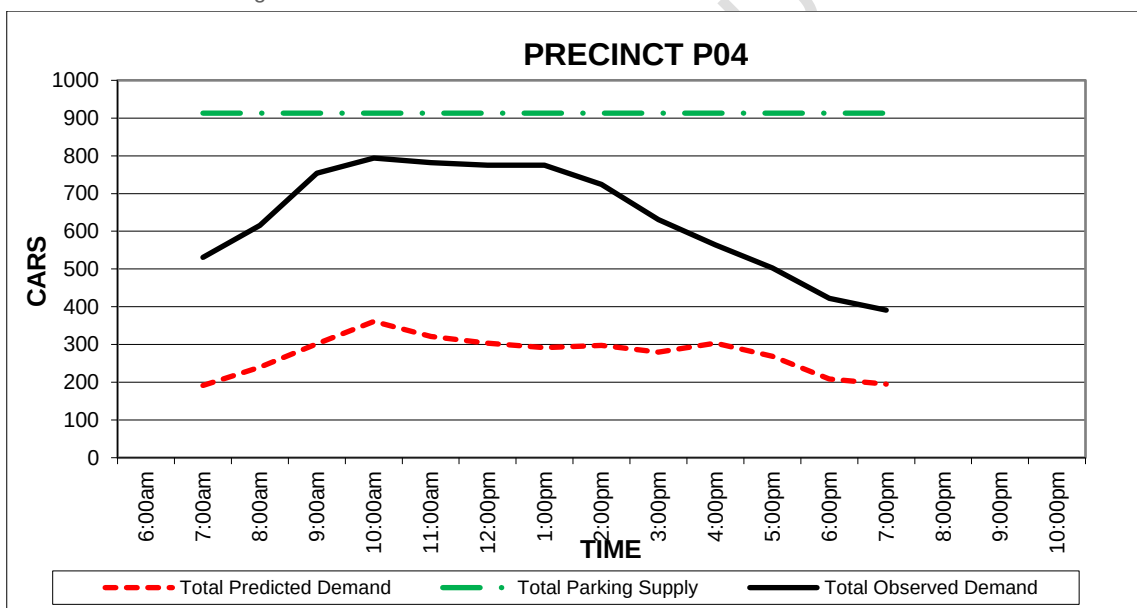


Table D.13: Car Parking Model – Precinct P05

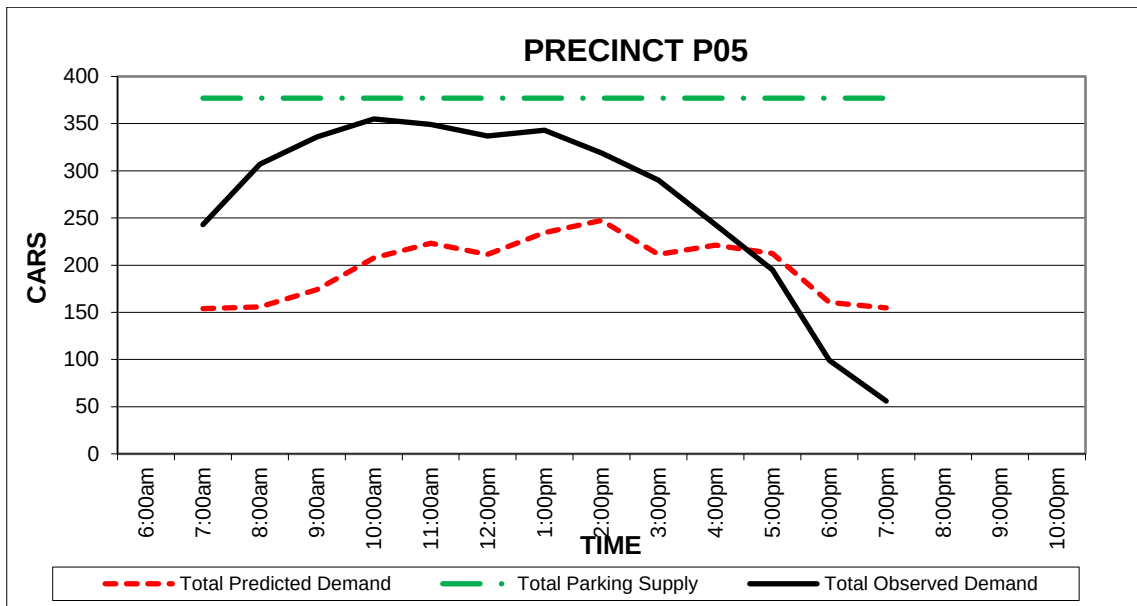
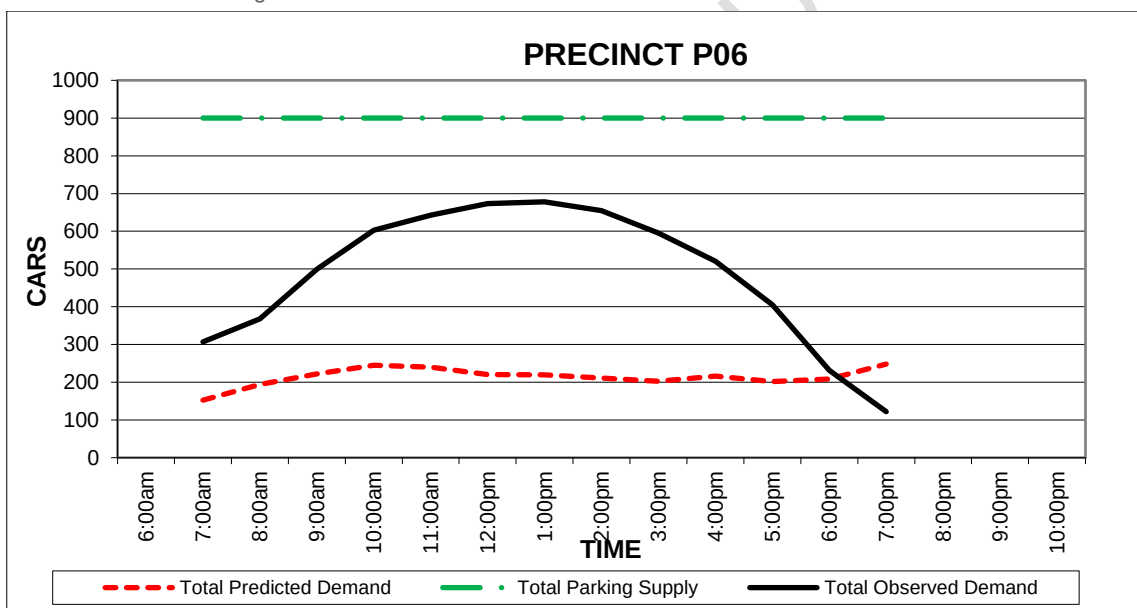


Table D.14: Car Parking Model – Precinct P06



Appendix E

Land use data

Working Document

Table E.1: Central Geelong Study Area Key Land Use Floor Area Data (sqm)

Land Use	C1	C2	C3	C4	C5	C6	C7	C8	P1	P2	P3	P4	P5	P6
Aged Care Facility								700	2,916					
Bank					937							708		
Brothel						300	300							
Car Sales				480		887		2,947	668					
Child Care											450			
Cinema		1,335												
Convenience Store				740			608							320
Department store		4,719	29	1,792	29,959	1,315	52,551			265		1,215		
Dwelling (Resident)	62	51	191	35	37	90	63	292	310	333	227	239	144	322
Education		370		17,411		360	142	13,766						
Exhibition Centre				2,376										
Factory/Industry	40	758		551		564		1,327						
Gambling					157		240							
Gymnasium							608	300						
Health Clinic	3,771	3,140	2,540			8,255			237	631		4,605	2,726	
Hospital		4,343	5,152										842	
Hotel		1,330	1,098	180		997	5,800	3,809	3,101	656		2,335		335
Industry	2,782	4,676	1,015	698	1,713	842	777	6,232	1,241	982	1,421	892		253
Library	140		653	988										
Minor Sports and Rec							394					1,920		
Office	17,312	23,189	8,511	12,906	24,354	36,110	31,546	19,439	3,488	1,376		1,194	683	
Open Space				23,929				19,635	2,588		3,537		6,834	35,509
Other	12,047	10,997	4,751	11,355	9,535	8,512	10,402	16,578	11,292	14,868	4,113	7,850	3,079	11,934
Parking Facilities	2,708	16,352	16,649	17,413	4,135	3,730	12,669	18,564				1,000		
Place of Assembly	1,865	5,905	2,313	9,681		740	1,560	1,593				375		

Land Use	C1	C2	C3	C4	C5	C6	C7	C8	P1	P2	P3	P4	P5	P6
Pub/Hotel/Tavern		2,986	940	1,305	4,832	2,154	7,478	3,806	559	1,260	718			
Dwelling (visitor)	62	51	191	35	37	90	63	292	310	333	227	239	144	322
Restaurant	49	937		1,231	633	120	1,968	665						2,889
Retail	11,918	22,123	1,923	8,628	19,504	11,208	7,400	9,725	1,255	489	370	1,899		
School	7,231	3,040								4,860			260	
Service Station							469	155	846			735		
Transport Terminal				21,892			268							
Utility				2,288										

[1] All areas expressed as Net Floor Area unless otherwise specified.

Table E.2: Central Geelong Study Area Key Future Land Use Floor Area Data (sqm)

Land Use	Unit	C1	C2	C3	C4	C5	C6	C7	C8	Total dwellings	Total Area
Future Office	sqm	23,952	5,971	4,947	96,518	10,612	3,518	42,432	5,138		
Future Education	sqm				3,000						3,000
Future Place of Assembly	sqm				36,608						44,261
Future Residential	dwelling	88	262	83	1,166	142	226	151	1,052	3,170	24,928
Future Hotel	sqm		15,521		21,675	2,360		27,360	2,569		69,485
Future Retail	sqm		4,206		14,637	6,470	4,173	5,965	2,284		193,089
Future Hospital	sqm			24,928							84,536
Future Exhibition Centre	sqm								44,261		36,608
Future Student Accommodation	dwelling								410	410	
Total		23,952	56,906	29,875	215,616	9,443	17,843	5,757	4,252	3,580	493,644

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3. MELBOURNE - GEELONG FAST RAIL FOR GEELONG

(Previously agenda item 2)

Source:	Investment & Attraction
Director:	Brett Luxford
Portfolio:	Economic Development

Purpose

To provide Council with the Melbourne - Geelong Fast Rail strategy report and to discuss the next steps Council could take in advocating for this important infrastructure initiative for Geelong and the other regional centres.

Background

Improved rail travel time from Geelong to Melbourne has long been seen as a key to enhancing the connections between Victoria's two largest cities. With the continued population growth in the Geelong region and the increasing opportunities for employment, the need for a fast rail service has never been stronger.

To be in a position to better understand the options and to be able to prosecute an informed position, the City commissioned a report on the economic, planning and finance merits of a Regional Fast Rail service between Melbourne and Geelong.

The Melbourne - Geelong Fast Rail strategy report (**Attachment 2**) has been presented to the Victorian Government's Minister for Public Transport and Major Project, Jacinta Allan MP who, on 15 October 2018, attended with the Premier in Geelong to announce the next phase in the Victorian Government's planning for fast rail to regional centres and highlighted the need for the Victorian Government to work in partnership with Local Government in delivering this initiative.

Key Issues

- To be an informed advocate, the City needed to understand the opportunities and issues with any fast rail proposal.
- The City needs to be the local voice to ensure that the Victorian Government understands the local issues and the City can work in partnership with the Victorian Government on the delivery of this key piece of infrastructure.
- The fast rail initiative as outlined in the report will add significantly to the connectivity between Melbourne and Geelong but will also enhance opportunities for other regional centres and Western Melbourne's metropolitan rail network.
- The report highlights the interlinkages between regional rail services and the metropolitan services to Melbourne's west.
- The development of an informal partnership, led by the City and titled the "New Spirit of Progress Committee", has begun to bring together key stakeholders.
- The partnership comprising representatives from Local Government in the key regional centres of Ballarat, Bendigo, Shepparton, Colac, and Latrobe will meet and seek to add to the advocacy opportunities.
- This partnership would be complemented with other key representatives from Melbourne City Council, Wyndham City Council, Melton City Council, Deakin University, Federation University and the Australian Rail Futures Institute.

Cr Harwood moved, Cr Sullivan seconded -

That Council:

- 1) Note the Melbourne - Geelong Fast Rail strategy report;**
- 2) Note the development of the 'New Spirit of Progress Committee' and appoint the Mayor and Deputy Mayor as the Councillor representatives on the 'New Spirit of Progress Committee'; and**
- 3) Continue to advocate strongly for a Melbourne - Geelong Fast Rail service.**

Carried.

Attachment 1

Financial Implications

The Melbourne - Geelong Fast Rail strategy report was commissioned by the City and developed at a cost of \$30,000. The document is a key report to drive the opportunities for fast rail between Melbourne and Geelong and has already driven discussions between the Victorian Government and the City.

Community Engagement

There has been considerable public discussion around the need for a fast rail service, however this report was developed by industry experts and there was no community engagement in the development of this report. The report looks at the technical and economic merits of the case.

It is anticipated that, as this project continues to move forward, there will be significant engagement with the community around the model and service that our community is seeking for fast rail.

Social Equity Considerations

An effective and efficient public transport system is a key consideration in addressing social equity. A fast rail service will enable everyone within our community to access opportunities for additional employment and services in metropolitan Melbourne with greater ease.

A fast rail service will also help drive the Geelong region economy which will in turn open up further opportunities for employment and the development of other key pieces of social infrastructure.

Policy/Legal/Statutory Implications

The development of the report and the advocacy surrounding advocacy is a key role for local government and complies with all relevant legislation.

Alignment to Council Plan

Melbourne to Geelong fast rail aligns with many key themes and strategic priorities within the Council Plan 2018-22 including:

- Planned sustainable development
- Effective environmental management
- Integrated transport connections
- A thriving and sustainable economy

Effective and efficient public transport infrastructure allows communities to develop and provides opportunities for all.

Conflict of Interest

No Council Officer in the development of this report has any real or perceived conflict of interest.

Risk Assessment

A key role for local government is advocating for the needs of the community. The City's involvement in this project reduces any risk that Geelong's community will not be adequately represented in discussions around fast rail in Victoria.

The 'New Spirit of Progress Committee' will enable key stakeholders to work together with the Victorian Government to enhance the potential for the delivery of this much needed infrastructure.

Environmental Implications

An effective rail connection between Melbourne and Geelong will reduce the dependency of many within both communities on the car as a key form of transport. As more and more people choose to travel by train this will reduce the impact on the environment and reduce the quantity of greenhouse gas emissions.

MELBOURNE - GEELONG FAST RAIL:

Keeping Melbourne liveable, transforming regional development

A strategy report for the City of Greater Geelong
2018



Disclaimer

This report has been prepared by Juturna P/L for the City of Greater Geelong. It has been designed to be read in conjunction with the *Geelong Fast Rail High-Level Technical Report* produced by RayLink P/L for the City of Greater Geelong.

The information in this report has been prepared by Juturna from open-source material and from stakeholder consultation. All reasonable attempts have been made to ensure the accuracy of the information contained in this report, but Juturna reserves absolute discretion in updating or amending this document.

Comments and questions

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Executive summary

This strategy report outlines the economic, planning and finance merits as well as key beneficiaries of a Regional Fast Rail service between Melbourne - repeatedly voted the world's most liveable city, but facing major population growth frictions - and Geelong, Victoria's largest regional centre.

An accompanying high-level technical report explains how 160-200km/h Fast Rail can be achieved in optimised engineering terms - minimising community disruption and maximising existing infrastructure. It also verifies likely travel time impacts of fast rail to key destinations.

The main beneficiary of Melbourne-Geelong Fast Rail is most likely to be Melbourne itself: the project offers a transformative shift in how the World's Most Liveable City might retain this status while growing towards a much larger population than today.

Decades of economic observations of fast rail projects globally suggest that transformative changes in commuting speed can reshape Melbourne and Geelong's existing commuter choices, property values and planning and development assumptions quite dramatically. Fast Rail can reduce Melbourne's outer urban expansion rate - the infamous 'outer-suburban sprawl' - and would allow a much larger region around Geelong to come well within a one-hour door-to-door commute of Melbourne - a globally-accepted rule of thumb for acceptable commuting timeframes. It also presents robust value-capture financing opportunities to help pay for the project in a manner consistent with community interest.

Lack of dedicated regional express tracks into Southern Cross Station in central Melbourne is the principal reason that regional speeds cannot be increased to Geelong and other Victorian centres. Perhaps unconsciously, this has had a major impact on how Victoria approaches regional development policy. This is a longstanding infrastructure policy oversight which Victoria is better placed than anywhere else in Australia to resolve: Victoria's land mass is equivalent to the entire United Kingdom, yet its main regional centres all lie very close to Melbourne. Transformative fast rail connections to and from Melbourne and these nearby centres can take more of the State's growing population and economic development in a way that helps overcome a long-observed regional-capital economic and equity divide. In this context, Geelong is the pre-eminent candidate for Fast Rail, measured as a function of distance to Melbourne, population, economic diversity, supporting infrastructure, land value uplift potential as well as the volume and frequency of current rail services, which now represent almost half of all Victoria's country rail trips.

Building new dedicated regional rail lines into Melbourne is a significant infrastructure project, involving a tunnel. But such investment opens up powerful new economic possibilities impossible to secure under *status quo* rail speeds.

Many wider beneficiaries identified in this report increase the likelihood that the social benefits of implementing the project outweigh its costs and that the project is likely to be more compelling than many other Melbourne population and transport sustainability projects, such as more motorways, or other regional infrastructure investments.

This report does not seek to frame a cost for Melbourne-Geelong Fast Rail. At this point, costing debates are counter-productive: they tend to overwhelm and obscure the strategic question, which is 'how does Victoria wish to develop itself, in economic, equity and liveability terms?'. The report endeavours to establish a more informed and community-led debate on these matters.



Impacts

- Melbourne (Southern Cross) express to Geelong - from c. 55 mins to 32 mins;
- Melbourne-Geelong 3-stop service *via* Corio, Nth Geelong Sunshine - 36 mins;
- Melbourne express to a new Avalon International Airport mainline station - c. 27 mins;
- Geelong to Sunshine (Melbourne Metro's future main transfer station) in c. 25 mins: creates Geelong - Parkville in c.40 mins or Geelong - South Yarra in less than an hour;
- Major modal shift away from c. 75-85 minute peak intercity car commuting on congested Princes Freeway (now carrying c. 48 million vehicles *per year*);
- A new 7km Fast Regional Rail tunnel at Footscray opens major new capacity to Metro trains in Melbourne's West - helping futureproof suburban services for Melburnians;
- New Fast Regional Rail tunnel can also be used for subsequent expansion of Fast Rail to Winchelsea, Colac, etc. through to Warrnambool in Victoria's South-West;
- Optimal route selection: retro-fitting Fast Rail to current Regional Rail route creates wider beneficiaries, for loss of only 5 minutes compared to faster assessed alignments;
- Significant Melbourne - Geelong Fast Rail property value uplift potential:
- Geelong 3-bedroom house values at c. 35 minute Fast Rail commute to Melbourne CBD between c. \$500,000 to \$1,000,000 lower than a dozen reference Melbourne suburban house values offering average 40-minute rail commutes to Melbourne CBD.
- Major socio-economic value for addressing unemployment challenges facing the post-industrial northern suburbs of Geelong in particular.

About this commission

The City of Greater Geelong commissioned both this strategy report and its partner high-level technical design report as catalyst for smart action on Fast Rail: above all it sought broad consensus on a durable, strategic project, to encourage non-politicised solutions at lowest cost. It also sought a report to bind affected communities, policy makers and potential market investors and constructors to a highly-credible and commonly understood vision.

Traditionally, major Australian infrastructure projects have been 'originated' and designed by heavily-centralised State and Commonwealth government processes. While they might be consulted extensively at a later stage, affected communities, prospective investors and unfettered design thinking are often 'left out' of this early strategy and design work. This leaves such projects open to politicisation and sometimes rejection by affected communities; these risks can in turn make such projects less attractive to investors and builders. Taken together, this approach can lead to projects that are much costlier and more complex than necessary and can become particularly expensive for market bidders.

This report and the accompanying technical report seek to reduce these risks with an approach that binds affected communities into an early, transparent understanding of the potential of the project.

Melbourne-Geelong Fast Rail: Key Design Features

Sunshine Station

Geelong to Sunshine c.25 mins.
Opens fast Geelong transfers to
Melbourne Metro. Geelong to
Parkville precinct c.40 mins.

Avalon International Airport Station

Melbourne to Avalon
express c.27 mins.

Corio Station

Melbourne to Corio under 30 mins.
Major park and ride potential.
c. \$1 million, 3 bedroom property value
differential to Melbourne suburbs within 40
minutes Metro commute of Melbourne CBD.

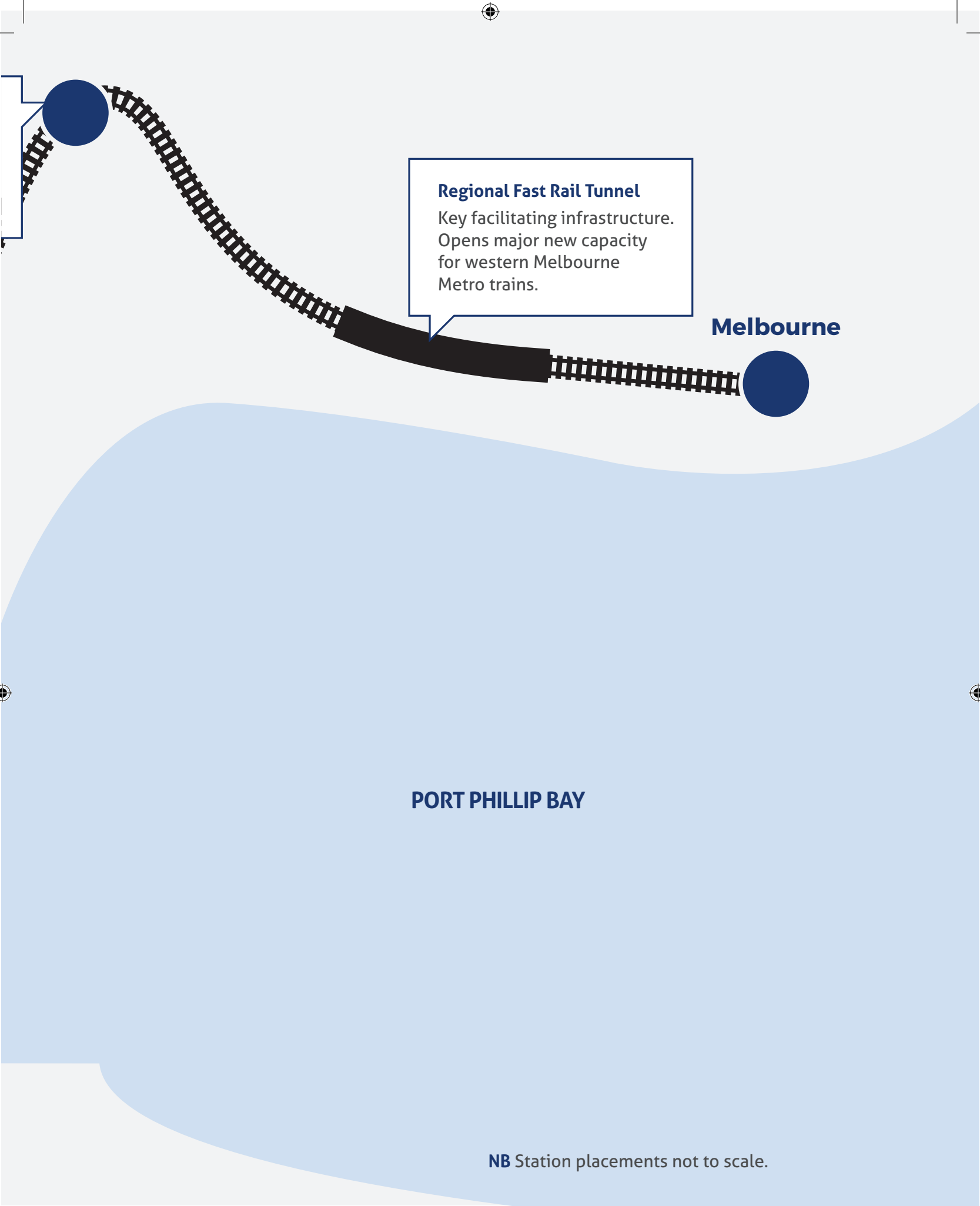
Geelong Station

Melbourne to Geelong
express c.32 mins.

Geelong

South-West Victoria

Major reduction in
Fast Rail entry costs.



Methodology

The City of Greater Geelong wanted to ensure that a credible body of initial strategy and technical work would position the project as a ready candidate for State and Federal government consideration, in particular for the Commonwealth's National Rail Program. Accordingly, the methodology and report structure has taken into account the published eligibility criteria for this program¹.

More broadly, the report sought to be clear about the risks of inaction and identifying wider beneficiaries, to help maximise an alliance of common interest. Accordingly, work was designed to meet three strategic goals as follows:

Table 1. Three goals for Melbourne - Geelong Fast Rail:

Goal	Work program
'Help Melbourne to help itself' <i>Present a superior planning and infrastructure alternative to reduce expansion pressure on Melbourne and preserve 'liveability' as the population swells.</i>	<i>Commission a clear and comprehensive strategic understanding in the community and across politics about what fast commuter rail is in the Melbourne-Geelong context and how it stands to benefit Melbourne in particular in planning and economic terms.</i>
'Set the infrastructure foundations for regional prosperity' <i>'Shrink distance' between Geelong and Melbourne, promote migration to Geelong and the region.</i>	<i>Allow Geelong to reimagine its economy and community assuming a 35-minute fast rail commute to and from Melbourne; place Melburnians and tourists within a short rail commute to Geelong as an alternative place to live; provide a short CBD commute to a competitive second international airport for Melbourne and Victoria at Avalon.</i>
'Present a credible technical solution' <i>Make a credible technical solution publicly available for scrutiny'.</i>	<i>Commission leading rail technical design and operational advice on how Melbourne-Geelong Fast Rail can be achieved, what it will look like and who stands to benefit, so as to establish a common understanding and lowest-cost solution between governments, communities, investors and builders.</i>

¹ Department of Infrastructure and Regional Development National Rail Program - Program Criteria (2017)
http://investment.infrastructure.gov.au/files/national_rail_program/National_Rail_Program_Criteria.pdf

Placing early emphasis on a smart strategy - not on cost

The client was anxious to ensure that the strategy and technical outcomes must lead to least-cost solutions, capable of being implemented as rapidly as possible; the concern comes in the context of an Australian major infrastructure project environment which is well known for producing major cost blowouts and project designs which often expand and alter far beyond original project objectives².

Accordingly, this strategy report does not focus on cost for the project.

At this point, costings can be counterproductive, in that they overwhelm strategic considerations. Governments are often 'captured' by early cost estimate announcements. When an indicative cost for a project is presented in the media, this can quickly become an assumed 'base-level' tendering cost, which experience suggests is often inflated much further still by the time the project is actually delivered.

A credible high-level unit costing of different engineering construction solutions has been estimated in the accompanying high-level technical report; they reflect official contemporary unit costs of construction in the Melbourne market, but in line with the views of the Productivity Commission on how public infrastructure costs can be reduced, there is great value in placing more attention to how the project might be conceived, designed, tendered and financed to ensure community value for money³.

² Grattan Institute *Cost overruns in transport infrastructure* (2016) <https://grattan.edu.au/wp-content/uploads/2016/10/878-Cost-overruns-on-transport-infrastructure.pdf>. See also

³ Productivity Commission *Inquiry into Public Infrastructure* No. 71 (2014) <https://www.pc.gov.au/inquiries/completed/infrastructure/report>

Evidence base: fast commuter rail's transformative effects

The basic economic objective of fast rail is to redefine the shape of cities and economies and the existing relationship between accessibility and land values⁴, because fast rail disrupts how we value land and think of distance. For this report, top running speeds of between 160 and 200 kilometres per hour are envisaged.

Leading transport economists have argued that the forces that drive the formation and size of cities are a) agglomeration economies generated by a dense web of activities and b) the trade-off between commuting and housing costs⁵. Over many decades, Melbourne's city and suburbs have developed their land values and populations in a settled hierarchy that is heavily influenced by well-understood transport networks and their relative time and distance factors - the travelling speed of transport solutions such as trams, metro trains and cars has not shifted much in decades, or where it has shifted, it has sometimes become slower due to congestion.

In contrast, 'a decrease in transport costs modifies the spatial distribution of economic activity over the medium to long term'⁶. Spatial economics - related to the interplay of land, distance and location - has renewed interest in how major changes in the speed of transport can have very disruptive and positive effects on urban planning assumptions, on migration patterns and on land values. Fast Rail offers a mechanism for achieving widely held planning ambitions: it could deliver on objectives for more balanced city-region growth, such as Royal Melbourne Institute of Technology's *Melbourne at 8 Million*⁷.

4 D. Hensher, Z.Li, C. Mulley *The Impact of High Speed Rail on Land and Property Values: a review of market monitoring evidence from eight countries* Institute of Transport and Logistics Studies University of Sydney (2012) <https://ara.net.au/sites/default/files/Impact-High-Speed-Rail-Land-Property-Values-FINAL-Feb2012.pdf>

5 S. Proost and J-F. Thisse *Skilled Cities, Regional Disparities and Efficient Transport: The State of the Art and a Research Agenda* Discussion Paper No. 10790 August 2015 Centre for Economic Policy Research London (2015) http://ec.europa.eu/regional_policy/sources/policy/analysis/proost_thisse.pdf

6 M. Lafourcade and J-F. Thisse *New Economic Geography: The Role of Transport Costs in Handbook of Transport Economics* A.De Palma, R. Lindsey, E. Quinet and R. Vickermann (eds) 2011 <https://econpapers.repec.org/bookchap/elgeebook/12679.htm>

7 M. Buxton, J. Hurley, K. Phelan *Melbourne at 8 Million: Matching Land Supply to Dwelling Demand* Centre for Urban Research RMIT (2015) <http://cur.org.au/cms/wp-content/uploads/2016/03/melbourne-at-8-million-report.pdf>

A practical, least-cost fast rail approach

'Fast rail' most often conjures images of bullet trains, such as the Japanese Shinkansen or French TGV. History suggests that fast rail discussions in Australia can tend to be dismissed out of hand because of (understandable) concern whether the version of fast rail proposed is the most relevant to the problem at hand: almost all fast rail proposals in Australia to date have been greenfield construction proposal, linking State capitals - ie new lines entirely, with all of the patronage and density risk that this entails in a country of only 24 million people. They mostly assume bullet train speeds and intercontinental networks. Regional Fast Rail is something more conservative - and more practical.

Broadly speaking:

- **Very Fast Rail** (train speeds c. 250-350km/h and up) is most often used to link entire continents or regions and large population centres that are far apart, such as Beijing - Shanghai (1,300kms) or Paris - Lyon (465kms). Such railways often compete with air travel as well as road travel. This form of rail requires track electrification and usually dedicated new very fast track builds, complete segregation from other rail and roads and correspondingly high maintenance and safety management costs. In line with well understood economic density functions of viable railways, such services usually cover very large population bases for their viability.
- **Regional Fast Rail** (train speeds c. 160-200km/h) is often employed over shorter distances - and at *significantly lower cost than very fast rail* - to link existing commuter regions large and small to capital cities or to create a network of close-linked cities and regions with commuter potential, producing agglomeration benefits for the economy. It can usually be achieved at least partially by making targeted upgrades to the existing track and signal systems and by putting in place new dedicated regional track at the Melbourne CBD end of the journey. Where regional lines are not already electrified - such as Geelong - solutions can be provided with conventional powered stock, in anticipation of later retrofitting of overhead electrification infrastructure.

Regional Fast Rail is Victoria's *optimal* rail solution, not just its *lowest-cost* solution

The accompanying technical report commissioned by the City of Greater Geelong confirms that a c. 35-minute Melbourne-Geelong commute - or an even shorter 30-minute commute to a major new Corio 'park and ride' centre in the north of Geelong - should not be viewed as 'second best', because even an extremely expensive investment in French or Japanese-style bullet trains between Melbourne-Geelong would yield very little additional commuter benefit in travel minutes saved, for orders of magnitude increases in project costs.



Settlement path: Melbourne towards 10 million... but how liveable?

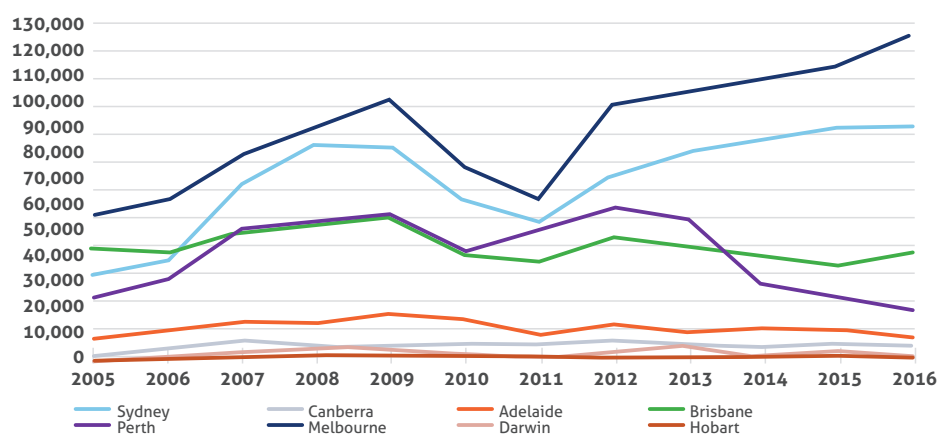
The key beneficiary of Melbourne-Geelong Fast Rail is likely to be Melbourne itself: the project offers a transformative shift in how the World's Most Liveable City can remain liveable while growing towards a much larger population than today. Geelong is the first, best regional partner for this project and Fast Rail stands to reshape this independent region's approach to economic growth and population planning on its own terms.

Melbourne represents almost 20 per cent of the national economy and closer to 30 per cent of national economic growth⁸. Its high population concentration drives a large and successful 'agglomeration economy': as the Grattan Institute has noted, 'economic activity is concentrating in CBDs and inner suburbs because highly knowledge-intensive firms need highly-skilled workers, and locating in the city gives firms access to more of them'⁹.

The speed of Melbourne's growth has outpaced official government planning

In 2002, the Victorian State Government's official planning vision forecast Melbourne to pass 5 million inhabitants by 2030. Today, forecasts suggest 5 million will be exceeded by mid-2018¹⁰ - 12 years earlier than expected by government planners just over four electoral cycles ago. Various estimates now anticipate Melbourne to house between 8 and 10 million people by mid-century. In the decade to 2016, Melbourne welcomed almost one million additional people to become the fastest growing capital in Australia:

Table 2: Australian population change by capital city, by year 2005-16



Source: Macrobusiness analysis (www.macrobusiness.com.au) employing ABS data

⁸ SGS Economics and Planning *Economic Performance of Australia's Cities and Regions 2016-17* http://www.sgsep.com.au/application/files/8415/1236/7941/Economic_Performance_of_Australias_Cities_and_Regions_2016-17_Compressed.pdf

⁹ J-F. Kelly, P. Donegan *Mapping Australia's Economy: Cities as engines of prosperity* Grattan Institute (2014) <https://grattan.edu.au/report/mapping-australias-economy-cities-as-engines-of-prosperity/>

¹⁰ Population Australia data <http://www.population.net.au/melbourne-population/>

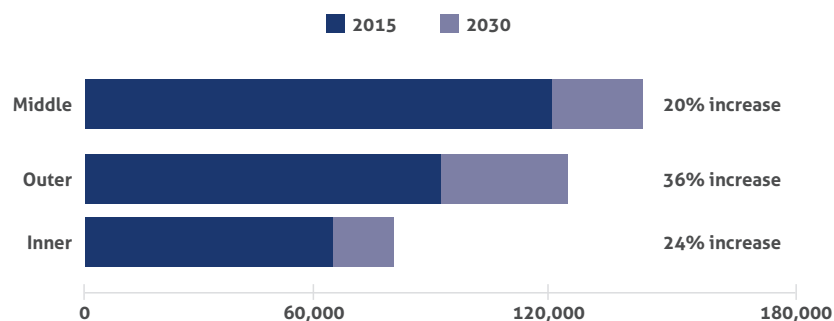
Melbourne's big city growth 'frictions' are well understood

Economists have proposed that a city's size and distribution is a result of three things: *efficiencies*, *amenities* and *frictions*. The challenge for Melbourne is to maintain these three aspects in an acceptable balance as its population heads to 8-10 million¹¹.

Such challenges are common worldwide: for example, a resident of Greater Paris can expect to lose the equivalent of four weeks *per year* in commuting to and from work¹² - but solutions are not easy: it has been described as a 'fundamental transport law' that it is impossible for cities to 'build their way' out of congestion through more investment in more complex motorways, which induce more motorists to use these assets and themselves soon become congested¹³. A further looming risk is that tolled motorways threaten a negative economic and political impact when multiple discrete motorway tolls start to create motorist 'toll fatigue'¹⁴.

Infrastructure Victoria suggested recently that time spent in traffic congestion during peak hour Melbourne commuting is set to worsen considerably across the next decade and the greatest congestion growth is forecast occur in Melbourne's outer suburbs. These are also the very suburbs for which regional fast rail offers the most opportunity, in terms of slowing outer suburban growth and increased road congestion by offering superior commuter migration opportunities:

Table 3. Hours travelled on Melbourne roads at or above 70% capacity during morning peak, by broad regions of Melbourne



Source: KPMG Arup research commissioned by Infrastructure Victoria as part of its *Five-Year Focus: Immediate Actions to Tackle Congestion* report April 2018. Note that a 70% of capacity figure has been employed to define a 'congested' road network for this study.

11 K. Desmet and E. Rossi Hansberg Urban accounting and welfare in American Economic Review (2013) 103 2296-327 <https://www.princeton.edu/~erossi/UAW.pdf>

12 S. Proost and J-F. Thisse *Skilled Cities, Regional Disparities and Efficient Transport: The State of the Art and a Research Agenda* Discussion Paper No. 10790 August 2015 Centre for Economic Policy Research London (2015) http://ec.europa.eu/regional_policy/sources/policy/analysis/proost_thisse.pdf

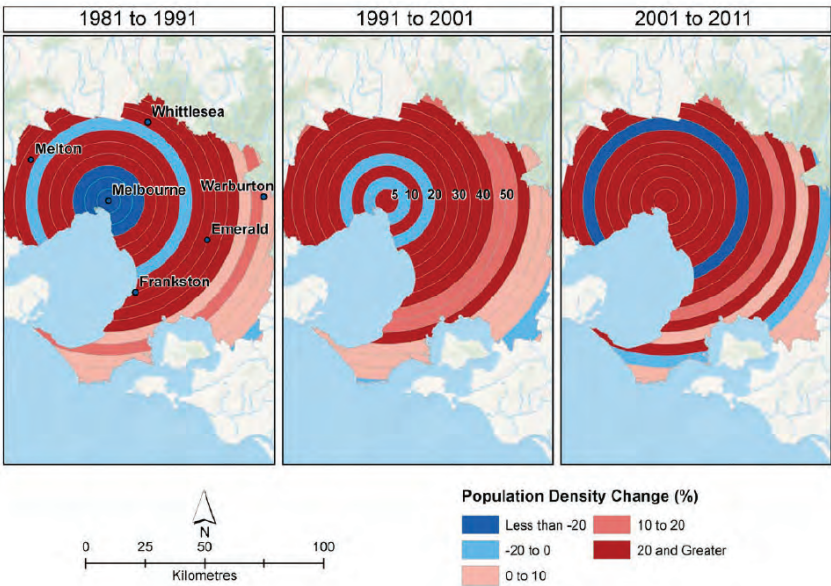
13 G. Duranton and M. Turner *Fundamental Law of Road Congestion: Evidence from US cities* American Economic Review 101 2616-52 (2011) <https://www.aeaweb.org/articles?id=10.1257/aer.101.6.2616>

14 D. Hensher, C. Ho and W. Lu *How much is too much for tolled road users?: toll saturation and the implications for car commuting value of travel time savings* Working paper Institute of Transport and Logistics Studies University of Sydney (2016) http://sydney.edu.au/business/_data/assets/pdf_file/0004/258853/ITLS-WP-16-03.pdf

Responses to date: successful density increases have softened the blow...

To date, Melbourne has slowed its suburban sprawl by a successful densification program. Good planning, much community effort and changes in demographics helped to address the sharply declining Melbourne inner urban housing density trend of the 1980s and 1990s. In parallel, sophisticated planning regimes have increased density around transport hubs, so as to limit socially and economically-isolated outer suburban sprawl and the congestion it implies. The inner city of Melbourne, for example, once relatively quiet, is now the most densely-populated area in Australia¹⁵.

Table 4: Melbourne population density change by 5km concentric ring distances from CBD 1981-2011



Source: Neil T. Coffee, Jarrod Lange & Emma Baker (2016) *Visualising 30 Years of Population Density Change in Australia's Major Capital Cities*, Australian Geographer, 47:4, 511-525

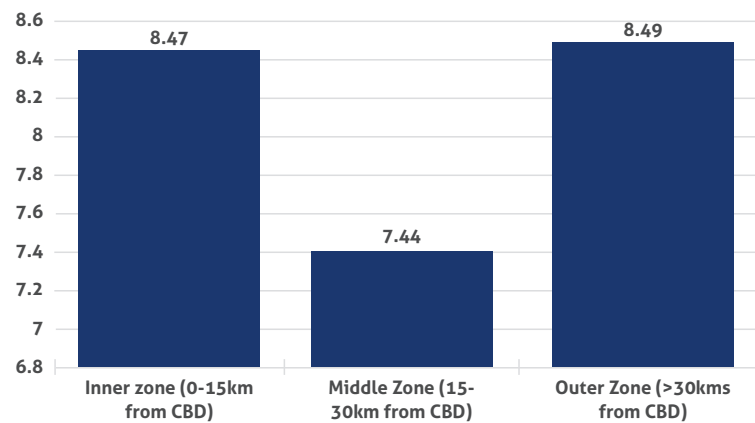
These efforts have in part allowed new growth plans in 2018 to remain accommodated within Melbourne's existing (2012) Urban Growth Boundary. Yet as the table above also reveals, the unprecedented growth being experienced also requires many new housing developments on the outer fringes of Greater Melbourne and this boundary was extended successively in the decades prior to 2012.

15 See ABS 2016 population density assessment <http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/3218.0Main%20Features752016?opendocument&tabname=Summary&prodno=3218.0&issue=2016&num=&view=>

...but market demand remains strong in outer Melbourne suburbs

Notwithstanding Melbourne's inner suburban and CBD densification, retail prices, which are a very good indicator of demand for different types of property, show that growth demand is strongest in the outer suburbs. Even setting aside the last five years of intensive Melbourne growth, research commissioned by Infrastructure Australia reveals a longer-term pattern: residential land value growth for the previous two decades was strongest in suburbs over 30 kilometres from the city - marginally stronger than even central Melbourne property value uplift:

Table 5: Melbourne residential property: long-term average annual capital growth rates (%) 1993-2012 by proximity to CBD



Source: Urbis for Infrastructure Australia *Review of Historical Land Growth Rates for East Coast Capital Cities* (2013), reporting average, non-weighted figures

Case study: Tarneit corridor: Australia's fastest growing region

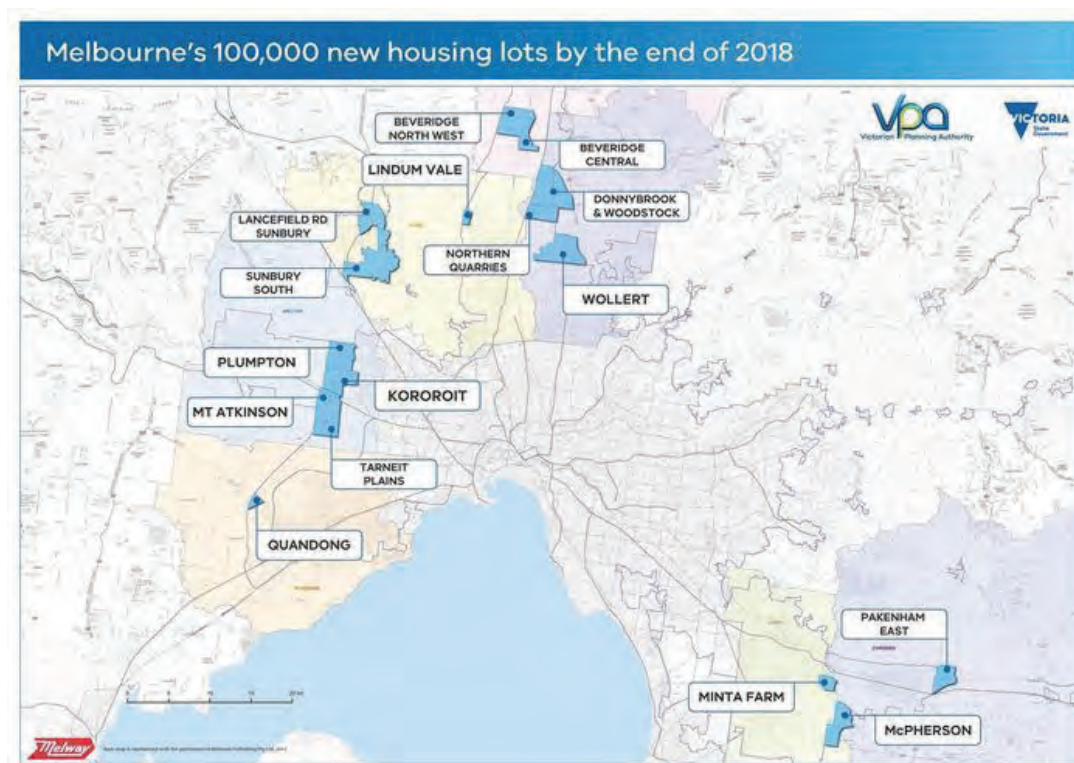
Outer western Melbourne's Tarneit - between Geelong and the Melbourne CBD - is the best example of Melbourne's outer suburban growth and how rail shapes development options:

The Tarneit region in Melbourne's west is on the Geelong Regional Rail line and many of its residents use the Geelong-Melbourne service to access the city; Tarneit holds the title of the largest-growing area in Australia in the decade to 2016, with almost 29,000 new residents -this is comparable in size to an entire regional city the size of Warrnambool being added north of Werribee in under a decade.¹⁶ Other suburbs nearby house slightly less people, but have also grown at staggering rates: Point Cook South grew from a rural 300 people to over 15,000 in the same decade, while nearby Truganina grew by 700 per cent also across this decade.

¹⁶ See the ABS July 2017 update: <http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/3218.0Media%20Release12016?opendocument&tabname=Summary&prodno=3218.0&issue=2016&num=&view=>

As the figure below reveals, 17 new outer suburbs planned to provide 100,000 new housing lots for Melbourne were announced by the Victorian government in 2017 and some are located in and around this outer western Geelong rail corridor region:

Fig 1: Victorian Planning Authority Map showing new housing suburbs 2018:



Source: www.chartingtransport.com

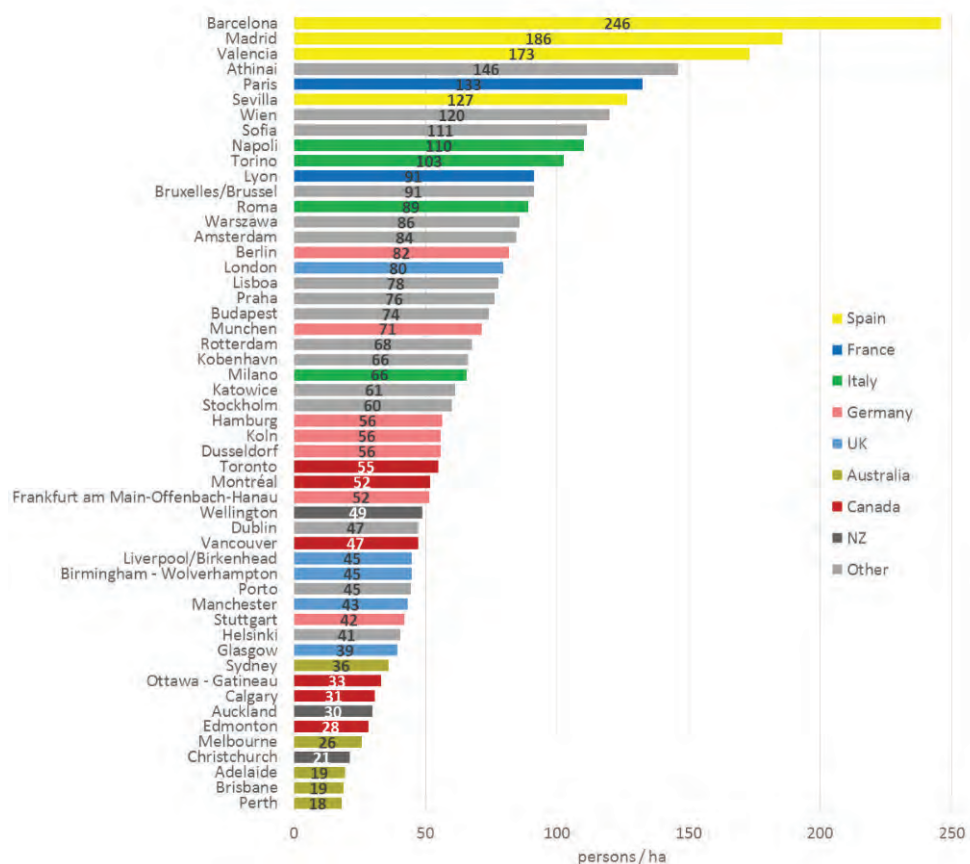
On this basis, even allowing for more significant densification levels by historical Australian standards, given Melbourne's planning aspirations to become a city of 8-10 million by mid-century, on current planning it appears inevitable that outer suburban boundaries will continue to be more heavily developed. This has expensive implications for the provision of facilitating economic and social infrastructure to these more remote locations in Melbourne: this is consistent with Infrastructure Victoria forecasts suggesting peak Melbourne congestion will worsen considerably within the decade, with the greatest pressure in the city's outer suburbs¹⁷.

¹⁷ See Figure 6 in Infrastructure Victoria's *Five-Year Focus: Immediate Actions to Tackle Congestion* report (2018) <http://infrastructurevictoria.com.au/sites/default/files/images/Five-year%20focus%20-%20Immediate%20actions%20to%20tackle%20congestion%20-%20April%202018.pdf>

Observations: Melbourne is a relatively low-density city - partly by preference.

Despite densification successes, Melbourne remains a low-density city by world standards in terms of population densities¹⁸: Melbourne has a land area similar to Paris, but a population-weighted density more than five times lower than the French capital¹⁹:

Table 6: Population-weighted density data of world cities using kilometre grid data 2010-13



Source: www.chartingtransport.com

This is in part a function of past Melbourne planning practice and densification efforts off a low-density base, but it could also simply suggest something more innate about how many Melburnians want to live, in spatial terms, all other things held equal. If this is the case, the challenge for city planners is to find transformative effects for managing the distance and growth frictions which now attend on Melbourne. Regional Fast Rail offers a necessarily transformative solution which *status quo* transport infrastructure responses cannot.

¹⁸ See a useful comparison of population-weighted global city densities at <https://chartingtransport.com/2015/11/26/comparing-the-densities-of-australian-and-european-cities/#jp-carousel-2781>

¹⁹ Land areas quoted from *Demographia World Urban Areas* 14th Annual Edition April 2018 <http://www.demographia.com/db-worldua.pdf> population weighted figures for both cities from the www.chartingtransport.com 2015 comparative analysis (Ibid).

Critical infrastructure omission: no dedicated regional rail tracks into Melbourne

Over the decades, successive planning and development decisions in inner Melbourne have removed dedicated express regional rail tracks options from the city. This slows down regional rail services dramatically, because when regional trains approach or depart Melbourne, the journey must be 'pathed' around the shared and congested electrified metropolitan rail network: in simple terms, the last (or first) ten kilometres of the journey to (or from) Southern Cross station in Melbourne's CBD is the slowest part of the journey, where most economic value is lost.

Lack of dedicated regional tracks to access Southern Cross Station is the principal reason that speeds cannot be increased to Geelong and other regional Victorian centres.

With the benefit of hindsight it is perhaps understandable that city planners dismissed this need for regional rail alignment protection: Melbourne's unprecedented population growth of today is a long way from the picture just over 30 years ago, at which time the city's population levels had almost stalled across the preceding decade, and net migration to the city was almost completely cancelled out by internal migration away from Melbourne to other places²⁰. At the same time (1986), the transformative power of fast regional rail remained in its infancy globally and planning had turned away substantially from 'slow rail' towards cars as the priority future commuter technology.

Perhaps unconsciously, over the ensuing decades the lack of dedicated regional alignments into and out of Melbourne has impacted how Victoria thinks about the potential for regional development. Building new dedicated regional tracks is a significant infrastructure project, involving substantial tunnels. But such investments are truly strategic for the city - they open up powerful new planning and growth possibilities for Melbourne which are impossible to secure under *status quo* rail planning and investment arrangements.

20 Australian Bureau of Statistics *Population Growth and Distribution in Australia* (1986) [http://www.ausstats.abs.gov.au/ausstats/free.nsf/0/067602C860EA21A0CA2574CF001B021A/\\$File/25040_1986_Population_Growth_and_Distribution_in_Australia.pdf](http://www.ausstats.abs.gov.au/ausstats/free.nsf/0/067602C860EA21A0CA2574CF001B021A/$File/25040_1986_Population_Growth_and_Distribution_in_Australia.pdf)



Settlement path: Geelong - capable of greater productive growth with a faster transport connection

Situated 75 kilometres to the south-west of the Melbourne CBD, City of Greater Geelong houses around a quarter of a million people. It is Victoria's largest regional city and its wider region represents a c. \$15 billion dollar regional economy, the most diversified outside of Melbourne. Geelong is home to a large seaport, and international airport, three major teaching hospitals and Deakin University, ranked in the top 50 young universities worldwide by the Times Higher Education rankings. Deakin University is the largest payroll provider in Greater Geelong, emphasising the city's shift to a knowledge economy, away from its legacy manufacturing sector. An updated manufacturing theme in Geelong remains, however, with (among other things) leading research in robotics and advanced materials emanating from Deakin and its market partners, such as *Carbon Revolution* - the world's leading provider of carbon fibre wheel technology to global auto manufacturers.

Notwithstanding the gains, some parts of Geelong remain relatively disadvantaged economically and socially - in large part the effect of a transition away from the legacy manufacturing industries which played a dominant role in the economy until relatively recently. The northern suburbs of Geelong where much of this industry was located represent a concentration of this disadvantage.

Latent capacity

In principle, Geelong appears to have ample land area, population densities and basic infrastructure to accommodate a higher population in a manner that maintains liveability, but between 1981 and 2015, Geelong's population grew at only a modest average of 1.1 *per cent*, with a somewhat stronger 1.7 *per cent* average experienced between 2011 and 2016. Geelong's size relative to Melbourne has also increased only modestly in recent decades: its population in 1986 equated to 4.8% of Greater Melbourne's; by 2016 this figure had increased to just 6.2%²¹.

²¹ Analysis of ABS census data

Analysis - a smart connection, but also a critical means of structural adjustment

Status quo travel speeds between Geelong and the nearby State capital have done much to affect how Geelong's settlement has progressed. Geelong's enduring small size despite its close proximity to Melbourne suggests that economic development strategies have been content to focus largely on Melbourne alone for planning and growth purposes, rather than including regional centres like Geelong, led by transformative rail speeds.

Given the structural adjustment which Geelong is already performing, fast rail connectivity to the major employment market in Victoria offers a particularly valuable opportunity to the enduring pockets of disadvantage in the Geelong community.

It is noteworthy that post-industrial suburbs such as Norlane and Corio would be some of the largest beneficiaries of a fast rail, with c. 30 minute commuting to Melbourne a viable service for these areas.

For its part, Geelong's own current settlement strategy process considers a population growth forecast of between the historic trend and an upper band of between 2 and 2.5% as an aspirational growth target²². However, it is unclear how these growth rates would be achieved given the commuter transport connectivity challenges between Geelong and Melbourne, which are discussed below.

Overall, the Geelong community may be prepared for stronger growth. Geelong may be equipped to play a larger role in the population and civic planning of the State, provided that the high quality of life on offer in Geelong, its emerging economic growth opportunities and its identity as a separate and distinct labour market to Melbourne can be preserved.

These planning and growth paths for Melbourne and Geelong act as foundations for a mutually-beneficial Fast Rail partnership between the cities.

²² See the City of Greater Geelong settlement strategy research and reference documents available at <https://www.geelongaustralia.com.au/strategicplanning/article/item/8d41f825eb9923d.aspx>

Geelong is a robust first candidate for Fast Rail connection

Beyond existing passenger volumes and service frequency, Geelong is the best-placed Victorian regional city to respond to the following key questions:

- How many people in the capital could in theory take advantage of a much faster regional commute and associated property swap arbitrage from city to region?
- How many new capital city commuters in the region would consider shifting from private vehicle commutes to the new fast rail service?
- What is the distance between the two cities and the capital cost of fast rail provision relative to alternative fast regional rail candidates or other projects?

In other world examples, a regional fast rail 'sweet spot' appears to lie between 60 and 90 minutes from the capital city. This has been the observed case in both Spanish and French regional fast rail²³. A simple examination of distance to Melbourne and combined Melbourne/regional populations reveals that, other things held equal, Geelong represents by far the strongest first candidate for fast rail:

Table 7. 2017 Melbourne and regional city commuter density analysis (higher score is better)

Melbourne (population 2017)	4,730,000		
VIC regional centre (pop. 2017)	Ballarat (108,000)	Bendigo (117,000)	Geelong (247,000)
Regional rail distance from capital	123kms	153 kms	85 kms
Commuter density score (combined capital + regional populations/distance)	39.3	32	59

Source: ABS population estimates based on 2016 census updated to 2017. Quoted distances are GPO to GPO via country rail lines.

23 Olivier, G, Ying, J, Bullock R, Runze Y, and Nanyan Z 2014 *Regional Economic Impact of High Speed Rail in China* Report for the World Bank and PR China ACS 9734 http://www.worldbank.org/content/dam/Worldbank/document/EAP/China/high_speed-rail-%20in-china-en.pdf

Context: today's significant Melbourne-Geelong rail pressures

Regional Rail Phase One - initial success has created major new pressures

There has been a rail connection between Geelong and Melbourne since 1857. For many decades, this journey took in the order of one hour to complete and followed a reasonably direct route to and from the Spencer Street/Southern Cross station terminus via Werribee.

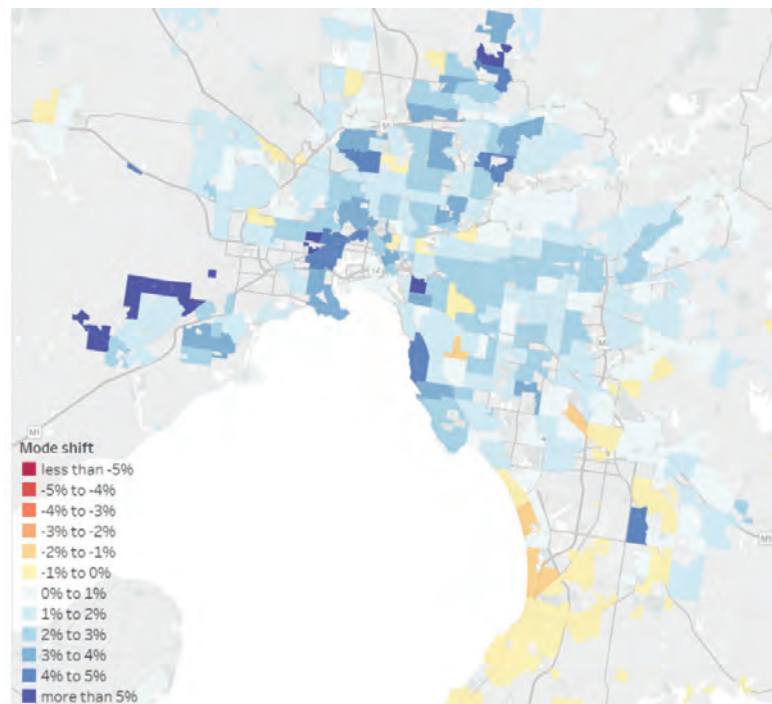
In more recent times, planning objectives for outer-western Melbourne drove construction of the *Regional Rail Link*. As early as 2010, official State planning documents confirm that the Regional Rail line was viewed as a means by which the Geelong rail service could be harnessed to provide readymade commuter services to the greenfield outer western suburbs around Tarneit²⁴.

Completed in 2015, Phase One of the Regional Rail Project redirected the Geelong-Melbourne rail alignment away from Werribee and Melbourne's inner-west and towards the north west of the city, so as to free up capacity for Metropolitan Melbourne electrified trains on existing western lines. It also allowed for upgrades to the existing Geelong line to allow for higher speed running in some sections, using the modern VLocity trains, which were designed for an operating speed of c. 160km/h.

Measured by outer-Melbourne growth objectives, Regional Rail has been a success, with significant patronage of the Geelong service by the Tarneit community: the fastest growing region in Australia between 2006 and 2016. The outer-western suburbs in this region also represent the highest broad area of modal shift from cars to commuter rail in all of Melbourne:

²⁴ See Victorian Department of Planning *Developing Melbourne's Newest Sustainable Communities (2010)* the relevant chapter online at https://www.planning.vic.gov.au/__data/assets/pdf_file/0023/19193/Part-3-Chapters-9-and-10-Assessment-of-Transport-Corridors-pages-79-to-86.pdf

Table 8: Journey to work mode shift to train 2011-2016



Source: www.chartingtransport.com

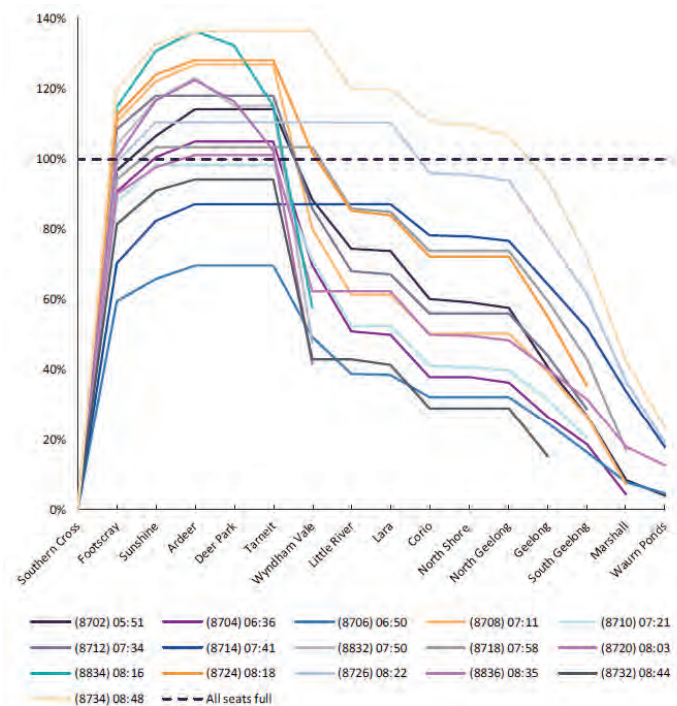
In these senses, the Regional Rail has benefited Melbourne Metro (especially the Werribee line, as the above table suggests) as well as serving the new growth corridor of Tarneit/Wyndham Vale. But this has come at the expense of emerging capacity and service challenges. As matters stand, Phase One Regional Rail arrangements have created serious overcrowding on the Geelong line and a brake on further outer western station expansion for Melbourne planners.

Overcrowding on the Geelong line

Geelong service trains are now substantially full for peak commuter periods across most of the journey, with the influx of outer western Melbourne users adding to these challenges. Over the past five years Geelong line growth has outstripped all other regional rail growth:

The Victorian Auditor-General's office noted this phenomenon in its recent regional rail services report²⁵. The following graphs show how peak Geelong trains are between 20% and 30% overcrowded due to the Regional Rail effect of servicing outer western suburban commuter stations:

Table 9. Geelong line average passenger loads between stations, inbound morning peak to Southern Cross station March 2017



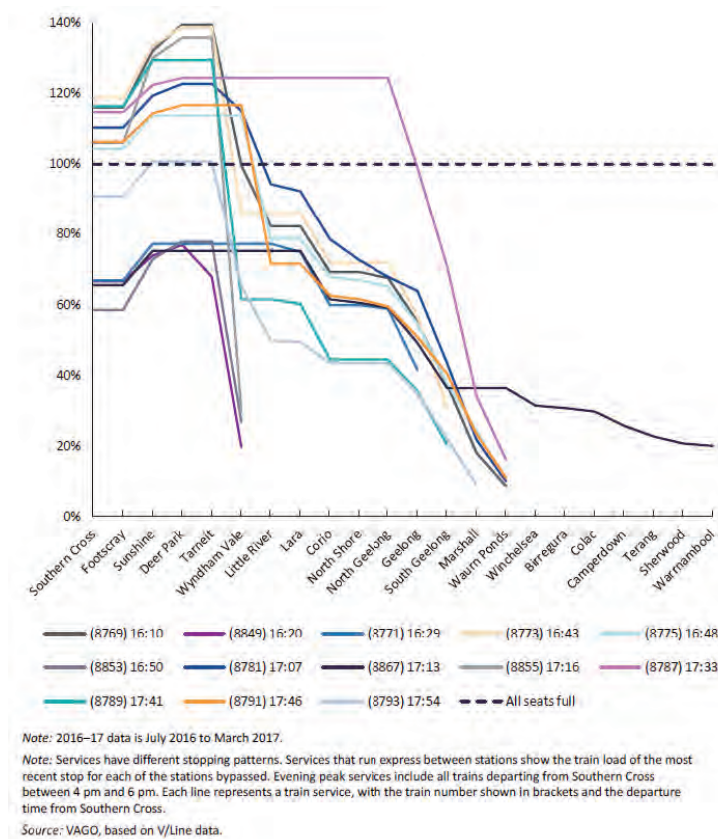
Note: 2016–17 data is from July 2016 to March 2017.

Note: Services have different stopping patterns. Services that run express between stations show the train load of the most recent stop for each of the stations bypassed. Morning peak services include all trains arriving at Southern Cross before 9 am. The train load is shown as the number of seats filled as the train departs from the station. Each line represents a train service, with the train number shown in brackets and the arrival time at Southern Cross.

Source: VAGO, based on V/Line data.

25 Victorian Auditor General Report on *VLine Passenger Services Report 2017-18: 1* (2017) <https://www.audit.vic.gov.au/sites/default/files/2017-08/20170809-VLine-Passenger-Services.pdf>

Table 10. Geelong line average passenger loads between stations, outbound evening peak from Southern Cross station March 2017



More planned new outer-west stations to exacerbate commuter pressures

The wider Wyndham region has been forecast to grow its population by a further 97 per cent in the next 19 years to 2037²⁶.

Tarneit is scheduled for more growth still: original Melbourne planning policy for Regional Rail was for two stations - Wyndham Vale and Tarneit - to be followed by two more Tarneit stations and a further station at Truganina, to the east of Tarneit²⁷. Subsequent planning objectives are understood a possible total of five more stations between Geelong and Melbourne, adding to an already overcrowded network and further increasing commuting time.

²⁶ See id services Small Area Forecast analysis of Melbourne suburbs 2017-37 at <https://blog.id.com.au/2017/population-forecasting/the-rise-and-rise-of-marvellous-melbourne-population-patterns-and-trends-in-victoria/>

²⁷ The relevant section of Victorian Planning's *Delivering Melbourne's Newest Sustainable Communities* document (2008) can be found here: https://www.planning.vic.gov.au/__data/assets/pdf_file/0023/19193/Part-3-Chapters-9-and-10-Assessment-of-Transport-Corridors-pages-79-to-86.pdf

Economic case

Economic justifications for Melbourne - Geelong Fast Rail need to be communicated clearly and publicly to encourage debate and action. In simple economic terms, funds should flow to a Melbourne-Geelong Fast Rail project if its net social benefits are expected to be higher than other competing projects. Specifically, the case for Fast Rail investment depends strongly on the following factors²⁸:

- **Expected travel time gains**
- **Strength of existing rail volumes and frequency**
- **Impact on modal shift from car commuting and externality benefits**
- **Willingness to pay**
- **Wider project benefits and beneficiaries**

There are also at least three strategic objectives for the project:

- **Assist development of Melbourne's second international airport at Avalon;**
- **Better link Geelong and region to the new Melbourne Metro service;**
- **Bring a wider population within a one-hour commute of Melbourne**

The following pages offer an opening discussion about the project's claims against these criteria and wider issues related to these matters.

²⁸ The author employs (and modifies) a helpful taxonomy advanced by G. de Rus *The Economic Effects of High-Speed Rail Investment* Discussion Paper No 2008-18 revised International Transport Forum Joint Transport Research Centre (2008) <https://www.itf-oecd.org/sites/default/files/docs/dp200816.pdf>

Expected travel time gains

For Melbourne-Geelong Fast Rail to be truly transformative for planning and amenity purposes, time gains need to be material: the greater the time saving, the greater the challenge to the existing equilibrium of land values and commuting patterns.

The results vary depending on which Fast Rail alignment is chosen, but the following summary results table shows the Regional Rail alignment times, which are the slowest of the three detailed routes modelled in the accompanying technical report, but which has the advantage of presenting far greater benefits to wider users than the other two more direct alignments.

Modelling results

The high-level technical report which accompanies this strategy report undertook professional simulations of a Fast Rail service, using both the current VLocity fleet - capable of 160km/h running speeds - as well as an assumed new fleet with 20% more power and capable of 200km/h running speeds and equipped with supplementary power source to avoid diesel emissions in tunnels.

Table 11: Fast Rail transit times - Melbourne -Geelong (via Regional Rail alignment)

Train and service type	160km/h stopper	160km/h express	200km/h express
Southern Cross depart (min:sec)	00:00	00:00	00:00
Sunshine depart	07:48		
Corio depart	31:57		
North Geelong depart	38:35		
Geelong arrive	43:16	36:16	32:38

Source: Professional modelling and simulation from *Geelong Fast Rail High Level Technical Report* (2018)

NB: 'Stopper' denotes a simulated train stopping at three key stations, being Sunshine, Corio, North Geelong. Express denotes no interim stops.

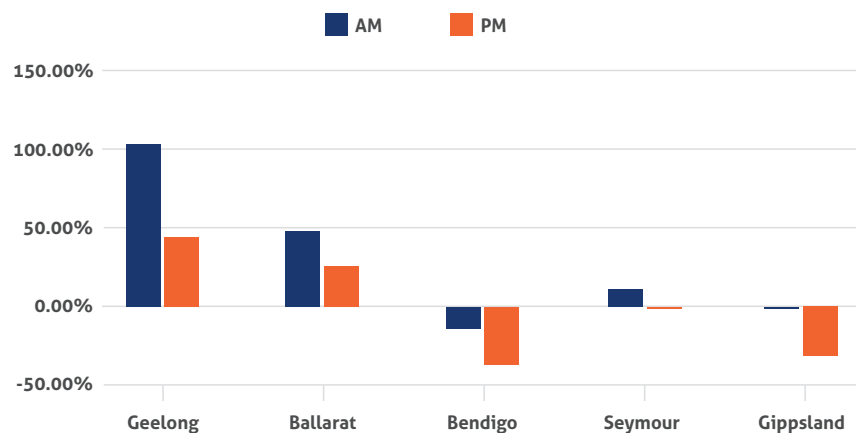
Strength of existing rail volumes and service frequency

Volume and frequency of service are key success factors for Fast Rail: greater passenger numbers and services represent higher density transport and this density increases the likelihood that transformation of travel times will result in significant economic gains.

The presence of an existing rail service with known volumes acts to 'de-risk' fast rail projects, as demand elasticities can be examined with reference to long historical data sets. This is a much more reliable basis for future forecasting than trying to forecast demand for a completely new 'greenfield' transport project, such as a new toll road or tunnel.

As indicated above, Geelong is the busiest regional rail line in Victoria - in 2016 it represented close to half of the total VLine country rail trips made by passenger numbers²⁹. Passenger levels now total roughly 800,000 people *per month*. 2017 schedules provide for trains every 12 minutes during peak³⁰ and added a further 74 new weekly services. New additional rolling stock is planned for the line as part of a significant expansion of services in recent years³¹. But even with capacity increases, over the past five years, Geelong line growth has outstripped all other regional rail growth:

Table 12. VLine peak regional passenger growth 2012-2017



Source: <https://www.danielbowen.com/2017/04/11/vline-peak-patronage-growth/>. The author uses official VLine capacity reports as the data set. PM growth times are depressed relative to AM peaks due to VLine defining PM peak as a shorter band of time than AM peak; this results in many PM commuters not being captured in the analysis. AM peak times are therefore a more representative guide to actual growth levels.

29 Ministerial statements suggest the line accounted for 44% of total VLine passengers in 2017 <http://www.abc.net.au/news/2017-12-05/vline-trains-at-capacity-on-peak-hour-in-regional-victoria/9209942>

30 <http://www.railfutures.org.au/wp-content/uploads/2017/05/170204-Geelong-Line-Brochure-generic-v2.pdf>

31 See Vline media release for June 2017 <https://corporate.vline.com.au/News-Alerts/Media-Releases/Geelong-line-patronage-continues-to-rise>



Modal shift from car commuting and externality benefits

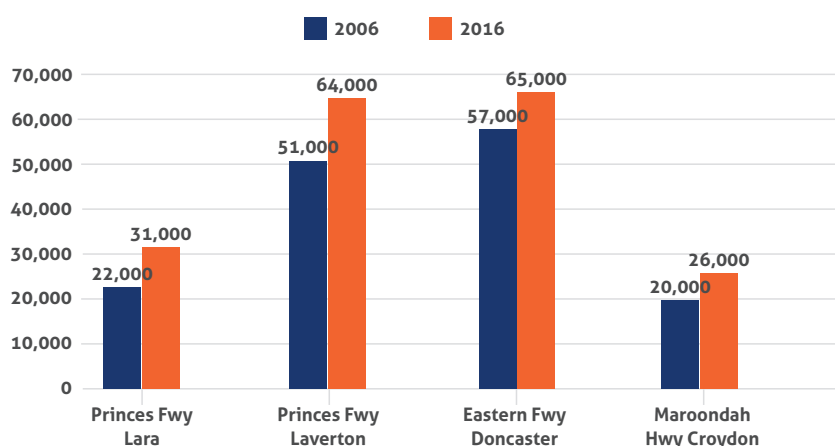
A growing commuter task, in both directions

In the past decade, there has been a 33% increase in City of Greater Geelong residents commuting to Melbourne for work, while there has been an over 50% increase in Melbourne-based workers commuting to Geelong³². In the past two decades, the Princes Freeway between Geelong and Melbourne has been upgraded significantly, but numbers now using this road are leading to significant peak congestion and uncertain commuter travel times in peak, where even minor breakdowns and accidents create large tailbacks.

46 million journeys per year on the route Geelong and Melbourne

Vicroads annual daily traffic count data reveals that each year, almost 23 million vehicles are using the Princes Freeway at Lara, on the outskirts of Geelong - this represents growth of almost 30% in the past decade. Unprecedented housing growth in Melbourne's outer-west, which itself has been fuelled by the Regional Rail program (see above), impacts heavily on the commute with a very strong vehicle numbers joining the Princes Freeway at or near Laverton. This increases traffic volumes to c.46 million journeys per year (ie once the Geelong traffic merges with outer Melbourne traffic at Laverton, around 20 kilometres west of Melbourne's CBD); this makes the freeway comparable to parts of Melbourne's Eastern Freeway at this point. The following table shows one-way traffic totals and offers two road comparators from other parts of Melbourne:

Table 13. Vicroads average daily traffic (one-way) on Princes Freeway - and a comparison



Source: VicRoads annual average daily traffic count data at relevant AADT count sites (2018) available online at <https://www.vicroads.vic.gov.au/traffic-and-road-use/road-network-and-performance/road-use-and-performance>

³² Analysis of ABS census statistics 2006-16

Modal shift prospects

The current respective share of car and train use for commuting between the two cities reflects an equilibrium which is conditioned by many factors, most prominently:

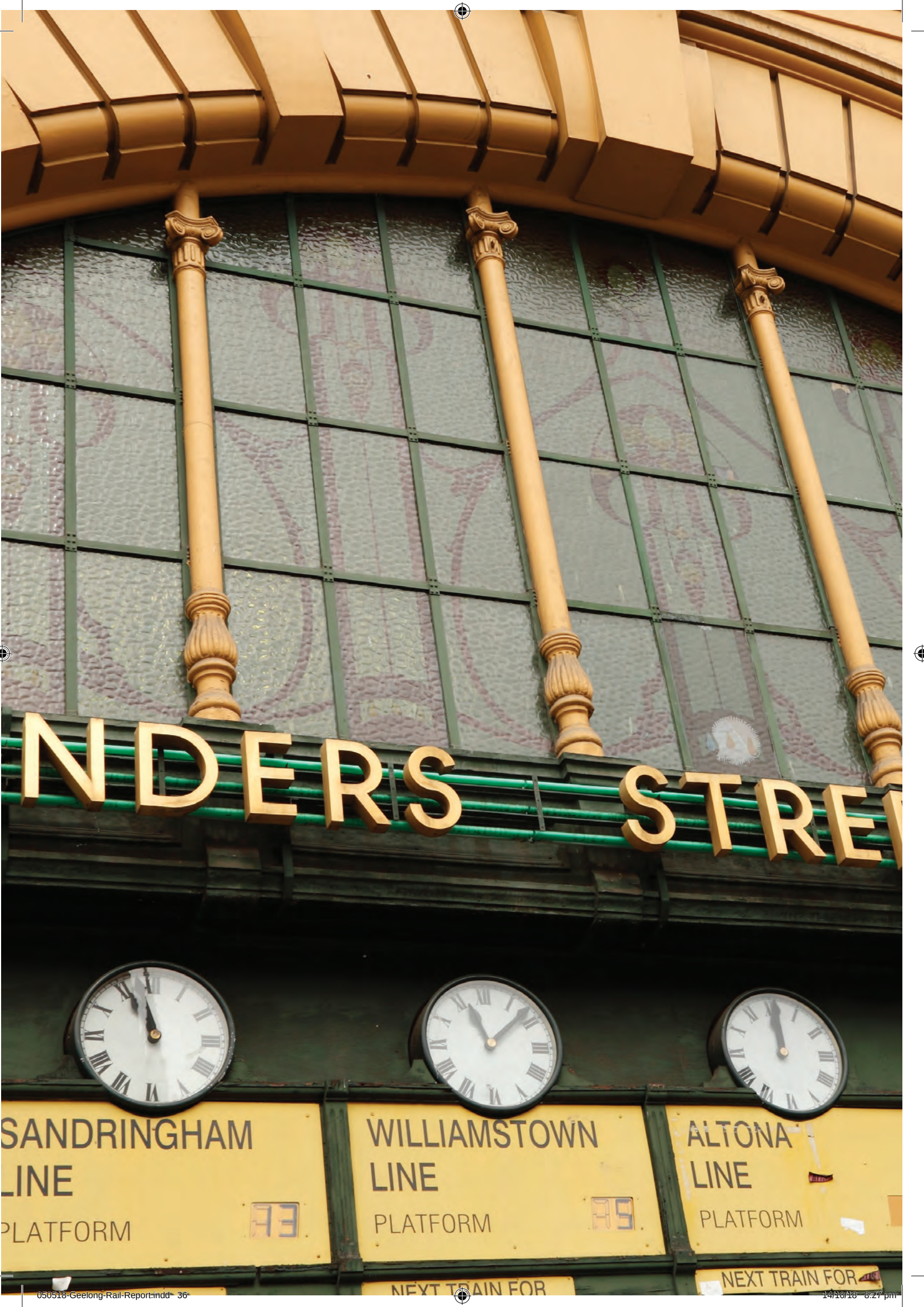
- **Relative cost;**
- **Accessibility for onwards travel (ie to place(s) of work);**
- **Speed and reliability;**
- **Safety and amenity;**

In this context, a transformative half-hour reduction in rail travel time represents a significant shift in equilibrium between the two modes: 'shorter travel times and an increased level of service (a higher frequency and also improved travelling conditions) lead to changes in the modal share on the route and the generation of new demand'³³. Assuming that fast rail fare prices are competitive with motoring costs and that capacity, amenity and access issues (such as longer train consists, wi-fi-enabled coaches and secure and sufficient station car parking and local transport connectivity) was well managed, it might be assumed that modal shift to Melbourne-Geelong Fast Rail would be significant.

Net externality dividends

While rail produces its own emissions in construction and operation and is not free from safety incidents, generally these costs are thought to be lower than for the equivalent passenger movement by cars. The transformative scale of the time saving on offer from a c. 35 minute rail commute, the associated benefits for Melbourne Metro capacity in Western Melbourne and the likely ensuing demand for modal shift foreshadows large externality dividends from the project.

³³ M. Givoni *Development and Impact of the Modern High-Speed Train: A Review* Transport Reviews Vol 26 No 5., 593-611 (2006) <https://www.tandfonline.com/doi/abs/10.1080/01441640600589319>



ANDERS STREET



SANDRINGHAM
LINE
PLATFORM 43

WILLIAMSTOWN
LINE
PLATFORM 49

ALTONA
LINE
PLATFORM 45

NEXT TRAIN FOR

NEXT TRAIN FOR

Willingness to pay

The willingness of Geelong or Melbourne commuters to pay for a fast rail service will in part be a function of all of the factors discussed previously: the current levels of overcrowding on the existing service; the travel time of more than one hour; the relative attractiveness of road travel.

The funding structure of the new fast rail service and in particular the prospect of betterment levies or similar for benefitting communities as a supplement to government funding contributions and fares may help greatly to shape project attractiveness to governments.

How government balance sheet limitations and user-pays affect project prospects

As the next section explains, Melbourne-Geelong Fast Rail is likely to be a multi-billion dollar project. If there are no financial contributions to this project from either the users (in the form of higher ticket prices) or from the communities that benefit (perhaps in the form of a betterment levy or similar property rate increase) then the full cost of the project will fall to the State government's balance sheet to fund (with possible assistance from the Commonwealth). While this may be possible, it is more likely that this disadvantages the chances for Fast Rail, given the many competing calls on government spending.

At least some user-pays contributions should help prioritise Fast Rail

In an environment where at any one time State and Commonwealth governments are considering many competing major transport infrastructure projects, increases in user fees and localised betterment levies or similar are ways to reduce the cost of the project to the State and the Commonwealth and therefore make the project more attractive to governments as a smaller funding prospect. User and community funding lines are also a means of improving State and Commonwealth government confidence in the community's real appetite for the projects.

In short, Melbourne-Geelong Fast Rail is more likely to eventuate sooner if user contributions and betterment levies are considered.

This report proposes that the best if not the only sensible starting point for such discussions is at the local level, with the affected communities, before projects are developed.

What value might be generated? An initial examination

What is clear from the assembled economic literature on fast rail in other parts of the world is that by disrupting the spatial assumptions around housing and businesses, it can encourage higher migration to the new centre due to the much lower land values that are on offer in that newly-attractive commuter location. Importantly, economists suggest that the migration effect is heavily

dependent on choice of route. Ideally, the route is an existing well-patronised one that has prospects for strong growth and density; it is also important that fast rail is complemented by wider redevelopment and growth strategies for the regional city hosting the connection³⁴.

Major property price differences assist value capture potential, in the community interest

The current and expected patronage of the Melbourne-Geelong rail line, together with the wider regenerative strategies in place for Geelong and the inherent relative property value differences suggest criteria are in place to make a healthy migration effect possible:

Tabl 14. Comparative sample of Melbourne 40-minute rail commuter suburbs and Geelong 35-minute Fast Rail suburb land values as at 2018

Suburb	Time to commute to CBD in morning peak	Transfer between PT vehicles required?	Median 3-bedroom house price (2018)
Bentleigh	35 mins	Yes	\$1,365,000
Brunswick	33 mins	No	\$1,280,000
Coburg	45 mins	No	\$1,027,500
Glen Waverley	38 mins	No	\$1,361,500
Heidelberg	41 mins	Yes	\$1,196,000
Ivanhoe	42 mins	No	\$1,400,000
Nunawading	38 mins	No	\$981,000
Oakleigh	50 mins	Yes	\$1,215,000
Parkdale	38 mins	No	\$1,200,000
Average	40 mins		\$1,225,111
Geelong	65 mins (35 w. Fastrail)	No	\$750,000
Corio	60 mins (30 w. Fastrail)	No	\$315,000

Sources: *Public Transport Victoria online Journey Planner and REIV online quarterly suburban sales statistics 2018.*

Notes (1) Transit time assessment was made from the station chosen by the PTV search engine as best reflecting the suburb in the search - eg Glenroy Station for Glenroy, Keilor Plains Station for St Albans; journeys are assumed to terminate at Flinders Street Station in central Melbourne. (2) The PTV search engines present several alternative commutes; in all cases the first and most direct/lowest commute time was chosen.

³⁴ See the conclusions of D. Hensher, Z.Li, C. Mulley *The Impact of High Speed Rail on Land and Property Values: a review of market monitoring evidence from eight countries* Institute of Transport and Logistics Studies University of Sydney (2012) <https://ara.net.au/sites/default/files/Impact-High-Speed-Rail-Land-Property-Values-FINAL-Feb2012.pdf>

- There is a \$475,000 median price differential between Geelong housing and the listed housing within an average 40-minute suburban commute of Melbourne's CBD.
- This increases to a \$915,000 median price differential for Corio in Geelong's northern suburbs, which as the technical report indicates could become a central park and ride centre with c. 30 minute commute time to Melbourne's Southern Cross station.

To what extent could suburb prices respond to transport gains?

There are many other factors that contribute to these Melbourne suburban house prices beyond transport - concrete factors such as proximity to health, education, leisure, arts and environment factors play their roles, as well as more abstract drivers such as prestige. However, in Geelong's case, many of these other factors could be considered cancelled out to a considerable degree, given the high quality of such factors nominally on offer in Geelong, which has three large and modern teaching hospitals, high-quality schools and Australia's leading regional university, as well as wider lifestyle attractions and low population densities. In Geelong's case, the house price is a function of its own (smaller) labour market, but probably reflects to a considerable degree the current travel time equilibrium from Melbourne.

Conclusion

An approximately 35-minute, wi-fi-enabled commuter journey between Melbourne - Geelong and Avalon International Airport and Melbourne with no transfers presents a far superior CBD accessibility level to that which many far more expensive Melbourne suburbs can ever offer. Noting the wider determinants of existing equilibrium prices in different suburbs, there appears to be substantial 'headroom' in relative Geelong-Melbourne median prices *vis-à-vis* to enable significant value uplift for the project.

Value capture in context

The Melbourne-Geelong property value differential combined with transformative fast commutes bodes well for the potential mechanisms by which a Melbourne-Geelong Fast Rail could be financed, in a manner that the community might support. Value capture as a part-source of financing is a rightly contentious area: if used well, it can draw on reliable uplift in the value of property, for example, to fund necessary new infrastructure that makes a meaningful impact on a community. Melbourne Geelong Fast Rail has *a priori* claims to offering such value, such that a betterment levy or similar may be an equitable part of the mix of funding for Fast Rail, alongside fare price increases and State and Commonwealth grant allocations.

Equally, the matter of how this mix is assembled needs sensitivity and some degree of confidence about the value of gains on offer. The United States experience with Tax Increment Finance is in some cases a cautionary lesson of the dangers of applying betterment levies or taxes on project investments which in reality cannot be easily captured, or which ultimately do not realise

their expected benefits for the community who are part-paying for them³⁵. On face value, this does not appear to be the case in this project, as the value uplift potential is large and the project is genuinely transformative for the community: put simply, if the mechanism is well constructed, the inherent value suggests there should be more benefit than cost to the community as a result of this user pays contribution to overall funding.

In summary and in line with observed economic analysis of other regional fast rail projects³⁶, the primary gains are redistributive rather than generative - that is, in the first instance they change the migration patterns of commuters and their families by transforming the hierarchy of land values between city and regional centre.

35 G. K Ingram and Y. Hung Hong, (eds) *Value Capture and Land Policies Proceedings of the 2011 Land Policy Conference* Lincoln Institute of Land Policy (2012) <https://www.lincolninst.edu/sites/default/files/pubfiles/value-capture-and-land-policies-chp.pdf>

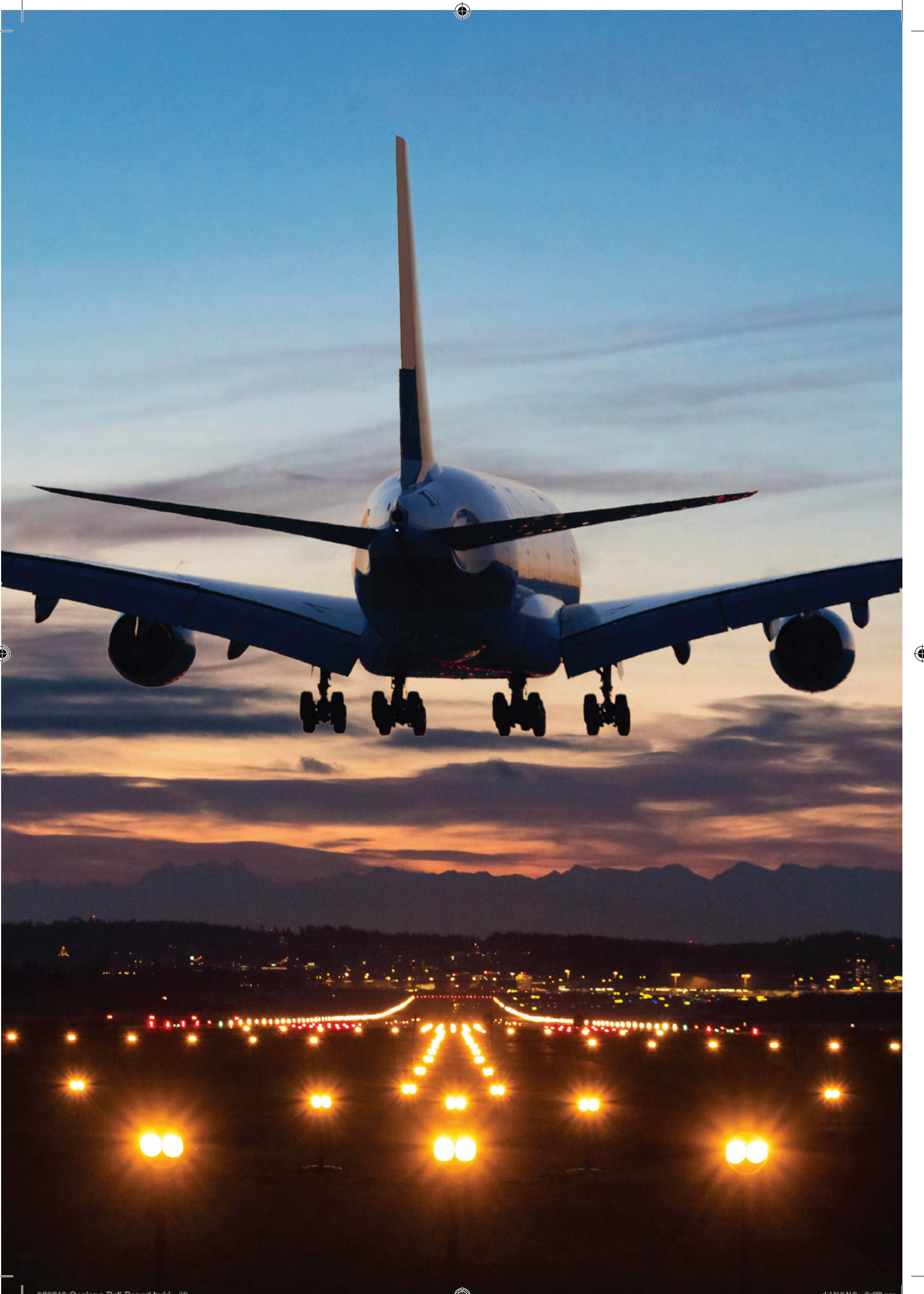
36 J. Murakami and R. Cervero *California High Speed Rail Development: Environmental and Other Effects of Developing a High Speed Rail System in California: A Prospective Vision 2010-2050* Symposium Paper No CEPP004 (2010) https://gspp.berkeley.edu/assets/uploads/page/HSR10_Murakami_Cervero.pdf

Wider project benefits and beneficiaries

As outlined above, the leveraged project structuring proposed for Melbourne-Geelong Fast Rail ensures that a much wider population is positioned to benefit in economic and social terms from the project.

Key beneficiaries:

- Existing Melbourne or Geelong rail commuters;
- Melbourne commuters migrating to Geelong region to access superior commuting (i.e. existing property market arbitrage or new entry into the market);
- Melbourne or Geelong car commuters substituting to Fast Rail;
- Car commuters enjoying reduced congestion growth rates on the Princes Freeway;
- Wider Geelong region residents accessing newly-available fast commute times;
- Melbourne Metro suburban train capacity for western Melbourne Metro commuters (ie no Geelong-Warrnambool service line sharing with Metro trains is required on the outer-west Melbourne Regional Rail tracks, once Fast Rail is operational); and
- South-West Victorian regional residents proximate to the Warrnambool rail line, which will have significantly lower-cost access to future Fast Rail connectivity.



Facilitate a second competitive international airport for Melbourne

Avalon International Airport between Geelong and Melbourne acts as Melbourne's second domestic airport, but in infrastructure terms it is fully-capable of hosting international flights. Current developments at the airport forecast the first offshore international carrier (AirAsia) to begin services in 2019³⁷.

The accompanying high-level technical design makes provision for an Avalon airport station on the main Geelong-Melbourne line - this is the least-cost solution for providing fast rail access to Avalon airport to and from the Melbourne central business district.

Estimated fast rail transit times under 30 minutes from Melbourne CBD

Previous Victorian Governments have already secured planning and path protection for a rail connection between Melbourne and Avalon airport, but the presence of Melbourne - Geelong Fast Rail will greatly accelerate the amenity and competitiveness of Avalon as a major international airport for Victoria.

In turn, this establishes a healthy competitive dynamic with the transport and services arrangements at Melbourne's current international airport at Tullamarine; market competition is the most reliable mechanism for securing better outcomes for Victorian consumers and international and interstate visitors.

³⁷ See Avalon Airport Corporation press release February 2018 <https://www.avalonairport.com.au/media-releases/news/airasia-and-avalon-airport-to-commence-international-flights>

Better link Geelong and region to the new Melbourne Metro service

The new Melbourne Metro service will see a rail tunnel under Melbourne linking suburban Metro services from the south and east across to the north and west. This increases capacity for the Metro³⁸ but also creates new stations in Melbourne and northern Melbourne, such as into the Parkville precinct of universities and hospitals.

Part of the objective for Melbourne-Geelong Fast Rail should be to ensure that any such project brings the Geelong region closer to taking advantage of this new functionality.

By retrofitting Fast Rail to the existing Regional Rail route, fast Geelong services can stop at Sunshine station, which in future is likely to become the key Metro transfer station at the northern end of the Melbourne Metro project.

This alignment would ensure that Geelong commuters could access Sunshine Station in well under 30 minutes. This in turn ensures that Geelong commuters could access all points along the new Melbourne Metro with a single transfer to a Metro service at Sunshine station. Depending upon Melbourne Metro journey times, this could place Geelong to Parkville precinct commuting within c. 45 minutes, or Geelong - South Yarra in perhaps one hour. The Sunshine Fast Rail alignment also opens up fast onwards Metro journeys to south and eastern Melbourne as well as potential fast rail transfers from Geelong to a new Melbourne Airport rail line. All of these opportunities reinforce the economic value of shrinking distance by Fast Rail and underpin the value capture potential of the project.

38 <http://metrotunnel.vic.gov.au/>

Bring a wider regional population within a one-hour commute of Melbourne

Melbourne-Geelong Fast Rail offers a means of disrupting the assumed commuter patterns and land values between Melbourne and its regional centres, starting with Geelong.

For now, the c. 65 minute train journey to and from Melbourne limits commuting and capital city interaction to those within relatively close commuting proximity to train stations, or those who, for whatever reasons, are prepared to make a longer commute, perhaps closer to two hours door-to-door than one hour, such as the Bellarine Peninsula, parts of Golden Plains Shire to the north and west of Geelong or the Surf Coast.

Melbourne-Geelong Fast Rail greatly expands the potential for existing commuters to reduce their travel times dramatically, but it also offers an opportunity to wider Geelong regional areas which are not realistic for regular train travel at 65-minutes plus commuting time to and from the train station.

Is Fast Rail a ‘silver bullet’ for regional growth?

In line with settled economic opinion on observed regional effects of fast rail around the world, Melbourne - Geelong Fast Rail is not advanced as a cure-all for either Melbourne sustainable growth or for Geelong regional growth.

Some observed examples of high speed rail operations elsewhere suggest high speed rail-driven job growth has been the highest in central urban areas and the effect on regions is more mixed. Even where such regional centre growth does occur, some studies have found that it is debatable whether the growth was due to the improved rail service arriving or whether it was in fact the anticipated growth in the region and its latent comparative advantages that attracted the high speed rail³⁹.

On this basis, Melbourne is likely to enjoy the most reliable gains from high-speed rail⁴⁰.

At the same time, economic assessments of other projects point to certain success factors for regional cities hosting fast rail: in Japan, regional centres with strong information transfer sectors (banking, real estate, finance services) with a university and with access to a motorway connection to the capital as well as fast rail made more of fast rail’s opportunities than other regional centres⁴¹. This bodes well for Geelong, which is already well-advanced on a successful transition away from its legacy manufacturing base and which already possesses these wider pre-conditions.

Overall, if a consensus of economic literature around regional fast rail effects can be attempted, it is that Fast Rail is likely to consolidate gains underway in the Geelong and surrounding economy already rather than transform the economy by itself⁴².

It is therefore prudent not to view Fast Rail as a ‘silver bullet’ for development in isolation to the city’s wider economic growth and structural transition efforts⁴³. It is also important to recognise the coordinating and supporting infrastructure at train stations, parking areas and connecting public transport and the wider regional transition to modern knowledge economy that will make Melbourne-Geelong Fast Rail work to its full potential.

39 C Blanquart, M. Koning *The local economic impacts of high speed railways: theories and facts* European Transport Research Review 9:12 (2017) <https://link.springer.com/article/10.1007/s12544-017-0233-0>

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41 R. Hirota ‘Japan: The Shinkansen Effect’ in *Transports* 310; 678-679

42 D. Albalade and G. Bel *High Speed Rail: Lessons for Policy Makers from Experiences Abroad* Research Institute of Applied Economics Working Paper 03 (2010) http://www.ub.edu/irea/working_papers/2010/201003.pdf

43 K. Kamel and R. Matthewman *The Non-Transport Impacts of High-Speed Trains on Regional Economic Development: A Review of the Literature* Locate In Kent Discussion Paper (2008) <http://citeseerx.ist.psu.edu/viewdoc/download?sessionid=987D4D043CF7854C0AA5DA4496B94296?doi=10.1.1.483.6469&rep=rep1&type=pdf>

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16. <?> See the ABS July 2017 update: <http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/3218.0Media%20Release12016?opendocument&tabname=Summary&prodno=3218.0&issue=2016&num=&view=>
17. See Figure 6 in Infrastructure Victoria's *Five-Year Focus: Immediate Actions to Tackle Congestion* report (2018) <http://infrastructurevictoria.com.au/sites/default/files/images/Five-year%20focus%20-%20Immediate%20actions%20to%20tackle%20congestion%20-%20April%202018.pdf>
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4. DOG CONTROLS IN PUBLIC PLACES POLICY REVIEW

(Previously agenda item 3)

Source:	Planning & Development - Health & Local Laws
Director:	Gareth Smith
Portfolio	Community Health and Safety

Purpose

To approve an amended Dog Controls in Public Places Policy pursuant to Section 26 (2) of the Domestic Animals Act 1994.

Background

On 14 August 2018 Council approved a Draft Dog Controls in Public Places Policy following a community consultation period of 4 weeks which received 469 responses. At this meeting Council also resolved to conduct a second stage of consultation for a period of 6 weeks on the draft Policy.

This secondary six-week consultation process consisted of an online survey with hard copy versions being made available at all customer service centres. Input was also provided by Council Departments and Council Asset Managers. (See **Attachment 2** 'Discussion')

The City received 122 responses which have been summarised in **Attachment 3** 'Community Feedback Summary Report'.

The proposed Dog Controls in Public Places Policy has been amended accordingly to reflect the community engagement feedback received and safety considerations from Asset Managers (see **Attachment 4**). Maps are included as **Attachment 5**.

Key Issues

- Feedback received from the Stage 2 consultation process is consistent with that received during Stage 1, that being the community is seeking safe and shared public places.
- The community are seeking more presence and enforcement of such orders to manage poorly behaved dogs and irresponsible owners.
- Engagement resulted in 122 submissions with 2130 page views and 324 document downloads.
- There is likely to be financial implications associated with the community's request for more enforcement, education, patrolling, signage and waste bins. An assessment of this will be undertaken over the next 12 months in conjunction with the relevant asset managers.
- New Orders with respect to on and off-leash are proposed for the Kardinia Park Precinct.
- The revised policy if adopted would see a 150% increase of off-leash Reserves and open spaces (From 18 to 39) in addition to the existing 43 Sporting Reserves that are currently available.
- Track changes on the document (**Attachment 4**) show all changes made from the existing policy as a result of the two rounds of engagement.

Cr Murrehy moved, Cr Mason seconded -

That Council:

- 1) Note the completion of Stage 1 and 2 of the consultation process;**
- 2) Adopt the Dog Controls in Public Places Policy, with the following amendment:**
 - a) Replace sub dot point 6 under the heading *On Leash 'Controlled' Areas* with the words: "*All areas in the Kardinia Park Reserve Precinct (except for the Kardinia Park West ground playing surface and Geelong Cricket Ground playing surface) at all times*";**
- 3) Authorise the making of the Order under Section 26 of the *Domestic Animals Act 1994*; and**
- 4) Delegate to the Manager Health and Local Laws the authority to carry out the required statutory advertising in the making of the Order by Council.**

Carried.

Attachment 1

Financial Implications

The City will need to undertake an assessment to evaluate the level of resources required to implement increased educational programs and patrolling and enforcement activities. In conjunction with the asset managers, a signage audit should be conducted to establish a program to remove old signs and install new signs. In conjunction with the asset managers a bin audit should be undertaken along key walking tracks and reserves with the view of increasing the number of accessible bins and bag dispensers.

Community Engagement

Overall between Stage 1 & 2 the City conducted a 10-week long community engagement process which consisted of an online survey with hard copies available at customer service centres. The survey was advertised in local newspapers, through social media as well as posters displayed on some key walking tracks.

Engagement resulted in 122 submissions with 2130 page views and 324 document downloads.

The City received 580 responses in total (stage 1 and 2) with 122 being received during stage 2.

Social Equity Considerations

The community engagement undertaken provided opportunity for all groups and all members of our community to have access to information and an avenue for feedback. The resultant Dog Controls in Public Places Policy has considered the delivery of safe and accessible public spaces for all and there are no foreseeable barriers in this regard.

By amending the policy, the City will implement increased preventative action which aims to promote safety in public places for all users through reduced number of incidents.

Policy/Legal/Statutory Implications

Under Section 26 of the Domestic Animals Act 1994, Council may by resolution make an Order which sets out conditions with respect to dogs in public places. This Order must be published in the Government Gazette and in a newspaper circulating in the municipal district of the Council making the Order.

Alignment to Council Plan

Improved Health and Safety of our Community:

- Providing safer public places
- Encouraging responsible pet ownership
- Promoting active living

Informed Social Infrastructure and Planning:

- Provide more quality spaces that support active lifestyles

More inclusive and Diverse Community:

- Supporting activities that improve social connections in our community
- Further developing programs that support older people and young people in our community

Conflict of Interest

There is no conflict of interest with respect to any officer in the preparation of this report.

Risk Assessment

Council can minimise its risks by applying practical, fair and reasonable Dog Control Orders in public places to ensure the safety of all users. The Orders provide a platform for community education, against which compliance activities and preventative measures can be undertaken.

Environmental Implications

There is recognition of the existence of several environmentally sensitive areas that will be provided with the adequate controls contained within these proposed Dog Control Orders.

Attachment 2

Discussion

Council has had a Dog Controls in Public Places Policy since 2008, with three revisions of that policy having taken place since that time.

Any dog rules that may be applied to open spaces within the municipality on land managed by other land managers would be covered by a separate process in which Council can choose to enter into a formal agreement pursuant to Section 26 (2) of the *Domestic Animals Act 1994*. A copy of the proposed 'marked up' version of the Dog Controls in Public Places Policy is attached as **Attachment 4**.

Feedback was also sought from the City's various asset managers who have indirectly been provided with community feedback from their various customers and lease holders with respect to providing a balanced approach to the safe and shared use of such open spaces.

Consultation

Overall there were 122 respondents to the survey. The issues raised are reflected in the Community Feedback Summary (**Attachment 3**). Responses and recommendations are included against each issue raised.

1. Limiting the policy to Council managed lands and dealing with Dog Orders on other lands through a separate process under the *Domestic Animals Act 1994*.
2. Proposal to make the beach to the west of the Clifton Springs Boat Harbour up to Griggs Creek a 'dogs off leash' area (Map 9).
3. Increase the number of 'dogs off leash' open space reserves (as per Table 1 of the Policy).
4. Increase accessibility to waste bins for dog walkers and placing the onus on such to dispose of dog waste.
5. Improved quality and quantity of signage to assist dog walkers to understand the requirements of public spaces.
6. Prohibit dogs from sports playing surfaces during organised sport (the policy is silent on this at present).
7. Prohibiting dogs on artificial sport playing surfaces such as synthetic turf, asphalt, flexi-pave etc.
8. Keeping dogs a minimum of 10 metres away from turf wickets.
9. Dogs to be prohibited a minimum of 10 metres from children's playground equipment and must be tethered beyond that point.
10. Dogs when tethered must not be left unattended.
11. Dogs to be on leash around boat ramps, including adjoining car park.
12. Deletion of the 'Reserves - On Leash – Controlled Areas' Table (as this is covered by the general requirement that all areas are on leash unless otherwise signed).
13. Deletion of 'Map 8' from the 'Dog Controls in Coastal and Other Open Space Areas' (as the Bellarine Bayside Foreshore Committee of Management lands will be covered by a separate process).
14. Facilities of Regional importance including the John Landy Athletics Track/Field, Goldsworthy Athletics Track/Field, Geelong Baseball Centre (Pioneer Park) shall have dogs prohibited at all times.

15. The football playing surface of Kardinia Park West be an off-leash area when not in use and the remainder of the Kardinia Park Reserve Precinct to be on-leash at all times.
16. Under effective control definition is less descriptive but places the onus on the owner to avoid incidents.
17. More Dog Parks.
18. More enforcement and patrols.
19. Request to change the Dell to conditional off-leash area.
20. Elcho Park Equestrian Centre/other Equestrian Centres to be an on leash at all times.

The importance of dog ownership with respect to improving health wellbeing outcomes is acknowledged. Whilst the broader community are relatively satisfied with the balance of the existing Dog Control Orders, there remains a small number of people who either want tighter dog controls or less onerous dog controls. In considering all of the collective views, the Draft Dog Controls in Public Places Policy aims to provide the greatest benefit to the broader community in the interest of providing safe and shared public spaces for all users.

Significant feedback was received about the need to promote our public spaces as being for all users with no specific group having greater entitlement to these spaces over any other group. The provision of off leash areas is not intended to mean that dogs and their owners are the sole users of that place nor does it imply that the place in question is a 'dog reserve' or a 'dog beach'. These places are public reserves or public beaches for all users but also permit dogs to be off leash on the proviso of being under effective control.

There has been a strong demand for more education about compliance requirements of this policy and a greater presence of officers patrolling these public spaces in order to improve compliance outcomes and reduce any tension/conflict between the various users of such places.

While submitters were advised that a separate piece of strategic work is being conducted by the City's Social Planning and Investment department, many requests for the City to consider developing a range of strategically located dog parks were submitted. These have been forwarded to that department for incorporation into that process.

There were no requests to change any of the City of Greater Geelong coastal orders except for a request from a Clifton Springs resident which is summarised in the Community Feedback Summary.

ENGAGEMENT SUMMARY KEY FINDINGS

THEMES AND RESPONSES

The following provides a summary of key themes as they relate to the feedback collected and considered through public exhibition of the **Dog Controls in Public Places Policy Review**.

Please note that respondents may have expressed multiple views and the number of responses represented in the table below denotes the number of respondents who expressed this view.

RESPONDENT SUMMARY	TOTAL
Total Number of submissions	122
One detailed submission from a Clifton Springs Resident discussed a number of issues including:	
• Proposal to make the beach harbour to the west of the Clifton Springs Boat Harbour up to Griggs Creek a 'dog off leash' area, • Change the dog orders at The Dell to be 'off leash' between 1 March and 24 December • Beaches to the right of The Dell are slippery and difficult to access Some access tracks to the Dell are overgrown and poorly maintained • There are many beaches for people who do not want the company of dogs off leash in summer across the Bellarine including Portarlington-St Leonards, Geelong beachfront, most of Ocean Grove, Queenscliff, Barwon Heads and the Surfcoast. We need more beaches as the Northern Bellarine have none • Need access to a beach where I can swim and my dog stays by my towel/beach shelter without having to secure it to a stake or other fixture. The pleasure of having my dog on leash at all times is diminished • An inability to walk dogs in inland areas due to allergens and so need beach areas to walk them in • Dog owners who do not pick up after their dog waste should be fined or have to do community service • Signs should clearly state the requirements. Some new Bellarine Bayside signs that have been installed are inaccurate • Dog owners should be required to attend training until it is demonstrated their dog can be kept under effective control and if not, their ability to keep a dog should be assessed	

*Please note that respondents may have expressed multiple views and the number of responses represented in the table below denotes the number of respondents who expressed this view.

THEMES (SUPPORTING)	RESPONDENTS
Request to increase number of off-leash areas. Increase the number of 'dogs off leash' open space reserves (as per Table 1 of the Policy)	8
Dog Park	43
Prohibit dogs from sports playing surfaces during organised sport (the policy is silent on this at present)	5
Keeping dogs a minimum of 10 metres away from turf wickets	5

Attachment 3

THEMES (SUPPORTING)	RESPONDENTS
Proposal to make the beach to the west of the Clifton Springs Boat Harbour up to Griggs Creek a 'dogs off leash' area (Map 9)	5
Increase accessibility to waste bins for dog walkers and placing the onus on such to dispose of dog waste	10
Improved quality and quantity of signage to assist dog walkers to understand the requirements of public spaces	12
Dogs to be prohibited a minimum of 10 metres from children's playground equipment and must be tethered beyond that point	2
Dogs to be on leash around boat ramps, including adjoining car park	1
Deletion of the 'Reserves - On Leash – Controlled Areas' Table (as this is covered by the general requirement that all areas are on leash unless otherwise signed)	0
Deletion of 'Map 8' from the 'Dog Controls in Coastal and Other Open Space Areas' (as the Bellarine Bayside Foreshore Committee of Management lands will be covered by a separate process)	0
Facilities of Regional importance including the John Landy Athletics Track/Field, Goldsworthy Athletics Track/Field, Geelong Baseball Centre (Pioneer Park) and the sport playing surfaces of Kardinia Park shall have dogs prohibited at all times	0
Dog Controls at Kardinia Park Reserve and Kardinia Park Sporting Ovals	0
Under effective control definition is less descriptive but places the onus on the owner to avoid incidents	1
More enforcement	14
Elcho Park Equestrian Centre	2
Limiting the policy to Council managed lands and dealing with Dog Orders on other lands through a separate process (Section 26(2A) of the Domestic Animals Act 1994)	0

THEMES (OBJECTING)	RESPONDENTS
That there are too many off leash areas	6
Objection to proposal to leave the beach to the west of the Clifton Springs Boat Harbour up to Griggs Creek a 'dogs off leash' area (Map 9)	10
Objection to dogs being prohibited within 10m and being tethered beyond that point	2
Dogs when tethered must not be left unattended	4

SUPPORTING THEMES

THEME	FEEDBACK / DISCUSSION	RESPONSE / RECOMMENDATION
Request to increase number of off-leash areas. Increase the number of 'dogs off leash' open space reserves (as per Table 1 of the Policy). Respondents: 8	Comment about generally increasing the number of off-leash areas and in particular Mt Duneed/Armstrong Creek and Barwon Heads. We have received 8 comments supporting this and 6 comments about public spaces being on leash at all times. A request was received to make the Red Gum Island area a dog off leash area so that dogs can socialise. In response, as advised by the Environment Services Asset Manager, Red Gum Island is an area of environmental significance with respect to flora and fauna. Specifically the sensitive environs for a wide range of birdlife, native animals and wading birds need to be protected at all times along with providing safety for all users of this space. Currently the 'effective control' definition within the existing policy can be restrictive with respect to enabling dog socialisation. As a result and after receiving feedback about this, amendments have been made to the definition of 'effective control' in the draft policy by providing greater scope for dog socialisation to occur more liberally. An additional 21 open space reserves have been identified as dog off leash areas throughout the municipality and this provides many opportunities and options for people to use both on and off leash spaces as they choose.	RESPONSE: Officers have opportunities to establish safe shared spaces for both on leash and off leash scenarios. Number of off-leash areas (open reserves) increased from 18 to 39 which is an increase of 150%. Additionally it is proposed that all sporting reserves/ovals are available as off-leash areas when not in formal use at which time there are 43. RECOMMENDATION: Adopt the revised policy which provides significant increase in off leash areas.
Dog Park Respondents: 43	Supportive comments requesting dog park in Lara and Armstrong Creek and 1 negative comment.	RESPONSE: Matter is referred to relevant department to be managed under the Dog Park Strategy Process.

Attachment 3

THEME	FEEDBACK / DISCUSSION	RESPONSE / RECOMMENDATION
Prohibit dogs from sports playing surfaces during organised sport (the policy is silent on this at present). Respondents: 5	Supportive for this change with comments that there is a current issue of dog poo on sporting grounds.	RESPONSE: Currently the policy is silent about the control of dogs during organised sport and we have had a number of conflicts between users and clubs during training sessions. We believe that prohibiting dogs during these periods is warranted and justified. RECOMMENDATION: Adopt the amendments to the policy
Keeping dogs a minimum of 10 metres away from turf wickets. Respondents: 5	Supportive comments for this change. Comments regarding the current damage dogs are doing to turf wickets and how many hours it takes to repair the damage.	RESPONSE: Officers support this as Council officers have received many complaints from users and clubs in this regard. RECOMMENDATION: Adopt the amendments to the policy.
Proposal to make the beach to the west of the Clifton Springs Boat Harbour up to Griggs Creek a 'dogs off leash' area (Map 9). Respondents: 5	5 comments of support and 10 objections from existing users have been received about this proposal. Objectors have stated that they use this beach for their families with small children and that people with disabilities use this beach because of its accessibility. Council's asset managers also do not support this change due to the nature of the area, its environmental factors and to preserve existing use of this beach.	RECOMMENDATION: That this stretch of beach remain a dogs 'on leash' area.
Increase accessibility to waste bins for dog walkers and placing the onus on such to dispose of dog waste. Respondents: 10	Supportive comments for more accessible waste bins and a call to increase fines for those who do not pick up after their dog.	RESPONSE: Officers support these comments and are in the progress of planning additional bins and bag dispensers. RECOMMENDATION: Adopt the additional requirement of needing to appropriately dispose of dog droppings in a waste bin.

Attachment 3

THEME	FEEDBACK / DISCUSSION	RESPONSE / RECOMMENDATION
Improved quality and quantity of signage to assist dog walkers to understand the requirements of public spaces. Respondents: 12	Supportive comments for the need to increase signage and make it easy to understand. Suggestions to post signage as you enter Geelong to say "on-lead unless otherwise signed" and information to be available for accommodation owners to distribute.	RESPONSE: Officers support this comment and in particular the need for more signage in commonly used areas, entry and exit points to large reserves and the numerous well used linear tracks. Whilst not included within this policy framework this is a current action within the 2018-2021 Domestic Animal Management Plan.
Dogs to be prohibited a minimum of 10 metres from children's playground equipment and must be tethered beyond that point. Respondents: 2	Comments supporting (2) and objecting (2) this amendment. <i>"I often walk my dog with my kids to the playground."</i> <i>"To tether the dog 10m away from the playground would mean that I could not supervise her and my children adequately at the same time. A blanket 10m rule will not work for all play grounds."</i>	RESPONSE: It is felt that a 10m exclusion zone within a space containing many children is an important preventative safety measure which has also received supportive comments. The onus on supervision for both the children and the dog remains with the owner and we believe this requirement is fair and responsible. RECOMMENDATION: Recommended to adopt the amendment within the revised policy regarding the 10m exclusion zone and tethering requirements.
Dogs to be on leash around boat ramps, including adjoining car park. Respondents: 1	Supportive comment and a request for on leash in car parks and within 100m.	RESPONSE: There has been no objection to this and we believe that the on leash criteria should apply to the boat ramp area and the adjoining boat ramp car park. The relevant dog rules would apply when leaving this location. RECOMMENDATION: To adopt revised policy.
Deletion of the 'Reserves - On Leash – Controlled Areas' Table (as this is covered by the general requirement that all areas are on leash unless otherwise signed). Respondents: 0	No comments submitted regarding this change.	RECOMMENDATION: To adopt revised policy.

Attachment 3

THEME	FEEDBACK / DISCUSSION	RESPONSE / RECOMMENDATION
Deletion of 'Map 8' from the 'Dog Controls in Coastal and Other Open Space Areas' (as the Bellarine Bayside Foreshore Committee of Management lands will be covered by a separate process). Respondents: 0	No comments submitted regarding this change.	RECOMMENDATION: To adopt revised policy.
Facilities of Regional importance including the John Landy Athletics Track/Field, Goldsworthy Athletics Track/Field, Geelong Baseball Centre (Pioneer Park) and the sport playing surfaces of Kardinia Park shall have dogs prohibited at all times. Respondents: 0	No feedback received about John Landy Athletics Track, Goldsworthy Athletics track, Geelong Baseball Centre.	RECOMMENDATION: That dogs be prohibited at John Landy Athletics Track/Field, Goldsworthy Athletics Track/Field, Geelong Baseball Centre (Pioneer Park).
Dog Controls at Kardinia Park Reserve and Kardinia Park Sporting Ovals. Respondents: 0	In light of existing use of this space the proposal has been reconsidered by the asset manager with the view of enabling both on and off leash opportunities.	RESPONSE: This location represents an important open space area for the inner city residents of that location, which does not have too many other open public spaces. In consideration of factors such as proximity to major arterial roads, internal roads, public facilities, playground equipment, netball centre, GMHBA Stadium, patron movements, car parks etc. the asset manager supports the use of the football oval as an off-leash area when not in formal use and all other areas within the Kardinia Park reserves to be on leash at all times. RECOMMENDATION: Amend the proposed policy so as to remove these areas from the prohibited category and adopt them within the off-leash and on leash criteria (Kardinia West oval to be off leash when not in use and the remainder of the reserve to be on leash at all times).

Attachment 3

THEME	FEEDBACK / DISCUSSION	RESPONSE / RECOMMENDATION
Under effective control definition is less descriptive but places the onus on the owner to avoid incidents. Respondents: 1	One comment saying under effective control definition needs more clarity as it appears to be open to interpretation.	RESPONSE: Some description has been added to this definition which talks about actions required by dog owners in this regard but also enables people and dog interaction where there is agreement to do so by all parties. It is acknowledged that there does need to be the ability for dogs to socialise in order for better behaviour in public spaces. RECOMMENDATION: Adopt the modified criteria relating to "under effective control".
More enforcement Respondents: 14	General comments which call for more presence from animal management officers in key areas and greater enforcement for those who do not comply with dog control orders.	RESPONSE: The respondents comments are acknowledged despite the efforts of our existing staff to patrol the subject areas. During the next 12 months, an assessment will be conducted to evaluate the resource requirements associated with conducting random patrols at various public spaces, (reserves, river tracks, coastal tracks, beaches, sporting ovals and other open spaces) over a 7 day/week spread in response to the community expectation of such a service being provided. Whilst not included within this policy framework this is a current action within the 2018-2021 Domestic Animal Management Plan.

THEME	FEEDBACK / DISCUSSION	RESPONSE / RECOMMENDATION
Elcho Park Equestrian Centre. Respondents: 2	Comments from the community about uncontrolled dogs off leash when the facility is being used for either formal events or informally by horse riders. This has created dangerous situations of horses being "spooked" and dangerous interactions with users, vehicles and other animals on that site.	RESPONSE: Officers believe this is a valid grievance and would support having dogs on lead at all times as this is a facility. It is essential that preventative measures such as these are applied which will enable horse riding to safely take place whilst people are still able to bring their dog with them. The Equestrian Club is supportive of this change. This has alerted us to the need for on leash at other Equestrian Centres in the City which need to be protected against off leash use. RECOMMENDATION: Specifically to amend the description of Elcho Park as an off-leash area to read as Elcho Park (Equestrian Centre) as an on-leash area at all times and Elcho Park (other) to be an off-leash area when not in formal use. Declare other Equestrian Centres as on-leash at all times.
Limiting the policy to Council managed lands and dealing with Dog Orders on other lands through a separate process (Section 26 of the Domestic Animals Act 1994). Respondents: 0	No comments submitted regarding this change.	RECOMMENDATION: To adopt revised policy.

OBJECTING THEMES

THEME	FEEDBACK / DISCUSSION	RESPONSE / RECOMMENDATION
That there are too many off leash areas. Respondents: 6	Request to have dogs on leash at all times.	RESPONSE: Officers have opportunities to establish safe shared spaces for both on leash and off leash scenarios.

Attachment 3

THEME	FEEDBACK / DISCUSSION	RESPONSE / RECOMMENDATION
Objection to Proposal to make the beach to the west of the Clifton Springs Boat Harbour up to Griggs Creek a 'dogs off leash' area (Map 9). Respondents: 10	5 comments of support and 10 objections from existing users have been received about this proposal. Objectors have stated that they use this beach for their families with small children and that people with disabilities use this beach because of its accessibility. Council's asset managers also do not support this change due to the nature of the area, its environmental factors and to preserve existing use of this beach.	RECOMMENDATION: That this stretch of beach remain a dogs 'on leash' area.
Objection to dogs being prohibited within 10m and being tethered beyond that point. Respondents: 2	Comments supporting (2) and objecting (2) this amendment. <i>"I often walk my dog with my kids to the playground."</i> <i>"To tether the dog 10m away from the playground would mean that I could not supervise her and my children adequately at the same time. A blanket 10m rule will not work for all play grounds."</i>	RESPONSE: It is felt that a 10m exclusion zone within a space containing many children is an important preventative safety measure which has also received supportive comments. The onus on supervision for both the children and the dog remains with the owner and we believe this requirement is fair and responsible. RECOMMENDATION: Recommended to adopt the amendment within the revised policy regarding the 10m exclusion zone and tethering requirements.
Dogs when tethered must not be left unattended. Respondents: 4	4 objections regarding the wording does not reflect practical situations such as going to get a newspaper or around picnic areas etc.	RESPONSE: Comments acknowledged and the on leash condition has been modified slightly to list some supervisory criteria that may enable the owner to safely have the dog unattended i.e in line of sight and being able to supervise it quickly. RECOMMENDATION: Recommended to adopt the amendments to the conditions applying to on leash controlled areas.

DRAFT COUNCIL POLICY

DOG CONTROLS IN PUBLIC PLACES	Document No:	CPL50.3
	Approval Date:	
	Approved By:	Council
	Review Date:	
Responsible Officer: Director Planning and Development	Version No	03
Authorising Officer:	Chief Executive Officer	

PURPOSE

The purpose of this policy is to recognise that dog controls in public places are necessary, and implemented with a balanced approach, for the benefit of all members of the community.

The policy will guide the community with respect to understanding dog control rules within the municipality and conditions that apply in public open spaces to ensure community safety, environment protection and fair and equitable access to such spaces.

SCOPE

The policy applies to all Council managed lands subject to a Council Resolution and Order under Section 26 (2) of the Domestic Animals Act 1994.

REFERENCES

Domestic Animals Act 1994

Domestic Animal Management Plan 2018 - 2021

DEFINITIONS

Road has the same meaning as ascribed to it by Section 3 of the Local Government Act

Attachment 5

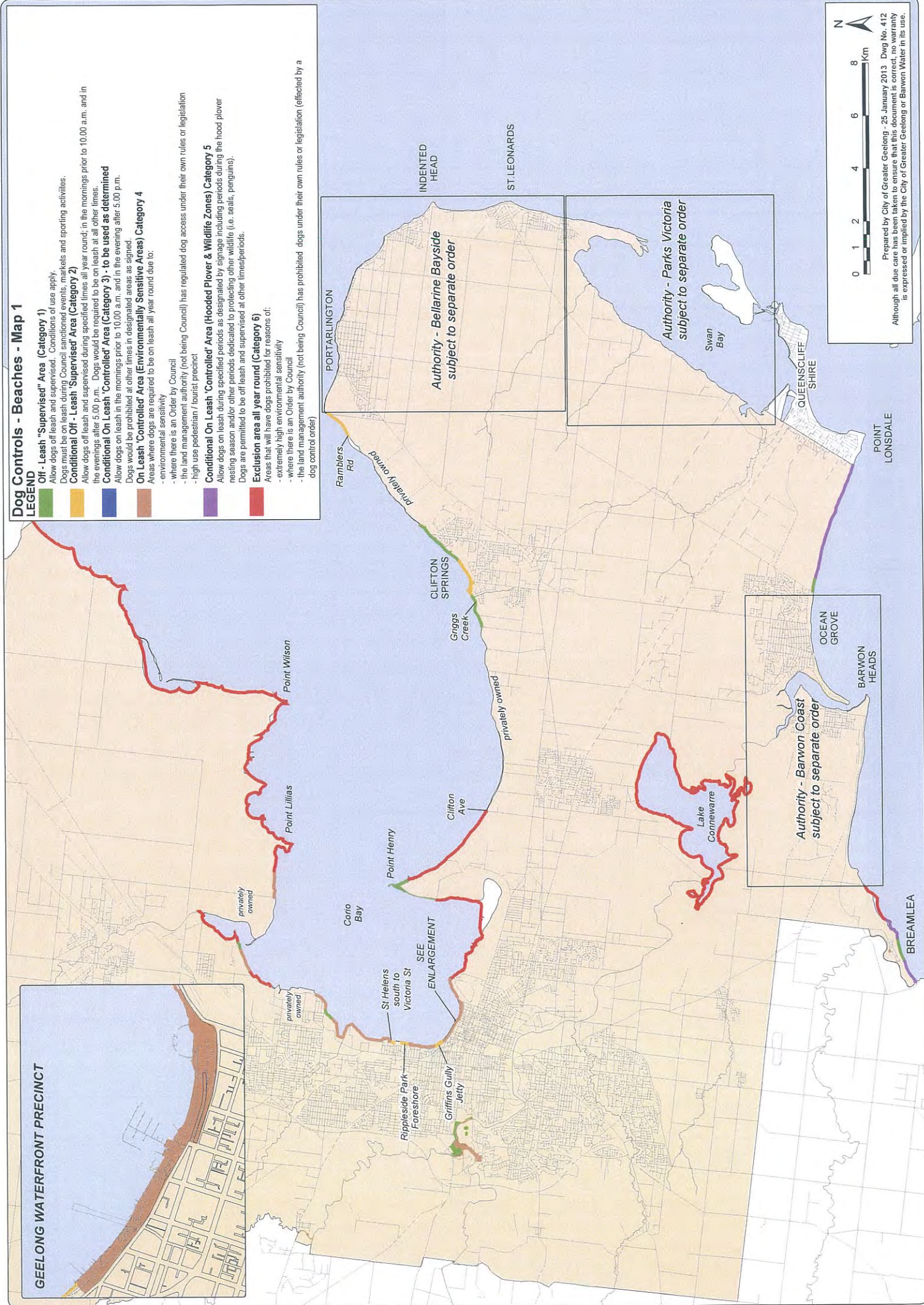
Maps for Dog Control Orders

Dog Controls - Beaches - Map 1

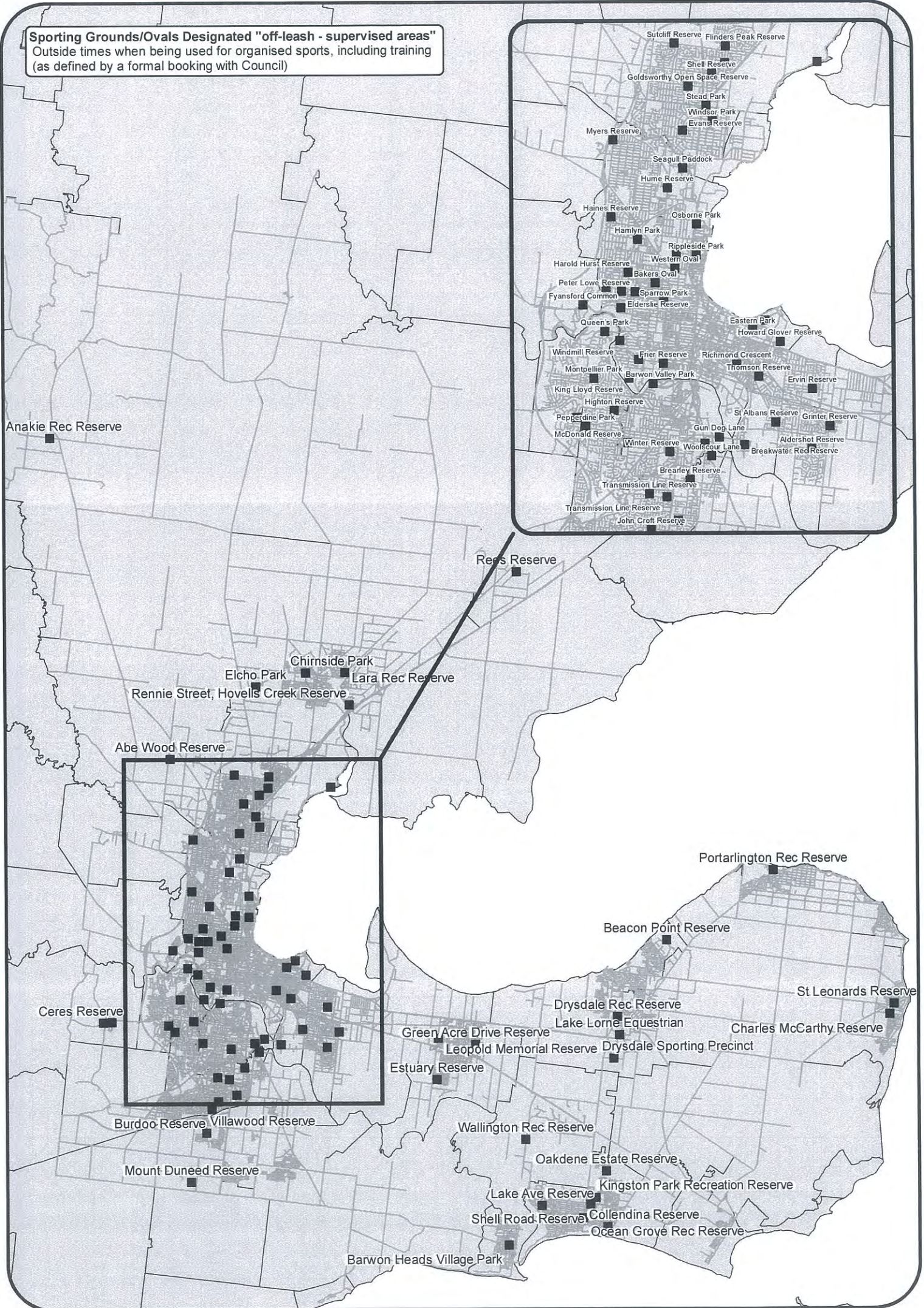
LEGEND

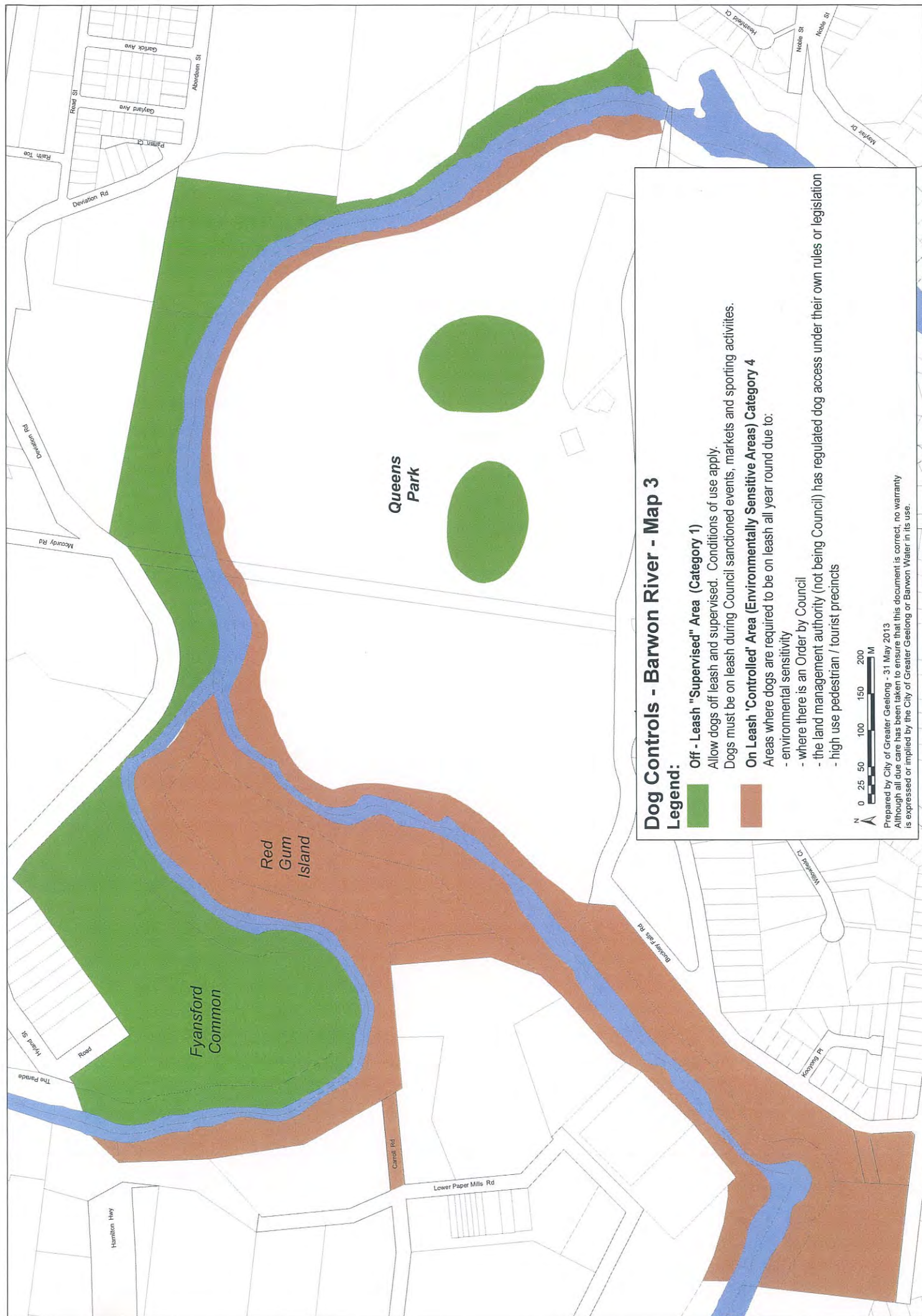
- Off-Leash 'Supervised' Area (Category 1)**
Allow dogs off leash and supervised. Conditions of use apply.
Dogs must be on leash during Council sanctioned events, markets and sporting activities.
- Conditional Off-Leash 'Supervised' Area (Category 2)**
Allow dogs off leash and supervised during specified times all year round; in the mornings prior to 10.00 a.m. and in the evenings after 5.00 p.m. Dogs would be required to be on leash at all other times.
- Conditional On Leash 'Controlled' Area (Category 3) - to be used as determined**
Allow dogs on leash in the mornings prior to 10.00 a.m. and in the evening after 5.00 p.m.
Dogs would be prohibited at other times in designated areas as signed.
- On Leash 'Controlled' Area (Environmentally Sensitive Areas) Category 4**
Areas where dogs are required to be on leash all year round due to:
- environmental sensitivity
- where there is an Order by Council
- the land management authority (not being Council) has regulated dog access under their own rules or legislation
- high use pedestrian / tourist precinct
- Conditional On Leash 'Controlled' Area (Hooded Plover & Wildlife Zones) Category 5**
Allow dogs on leash during specified periods as designated by signage including periods during the hood plover nesting season and/or other periods dedicated to protecting other wildlife (i.e. seals, penguins).
Dogs are permitted to be off leash and supervised at other times/periods.
- Exclusion area all year round (Category 6)**
Areas that will have dogs prohibited for reasons of:
- extremely high environmental sensitivity
- where there is an Order by Council
- the land management authority (not being Council) has prohibited dogs under their own rules or legislation (effected by a dog control order)

GEE LONG WATERFRONT PRECINCT



Sporting Grounds/Ovals Designated "off-leash - supervised areas"
Outside times when being used for organised sports, including training
(as defined by a formal booking with Council)





Dog Controls - Breamlea - Map 4

LEGEND

Off - Leash "Supervised" Area (Category 1)

Allow dogs off leash and supervised. Conditions of use apply.

Dogs must be on leash during Council sanctioned events, markets and sporting activities.

On Leash 'Controlled' Area (Environmentally Sensitive Areas) Category 4

Areas where dogs are required to be on leash all year round due to:

- environmental sensitivity
- where there is an Order by Council
- the land management authority (not being Council) has regulated dog access under their own rules or legislation
- high use pedestrian / tourist precincts

Conditional On Leash 'Controlled' Area (Hooded Plover & Wildlife Zones) Category 5

Allow dogs on leash during specified periods as designated by signage including periods during the hood plover nesting season and/or other periods dedicated to protecting other wildlife (i.e. seals, penguins).

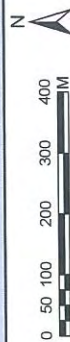
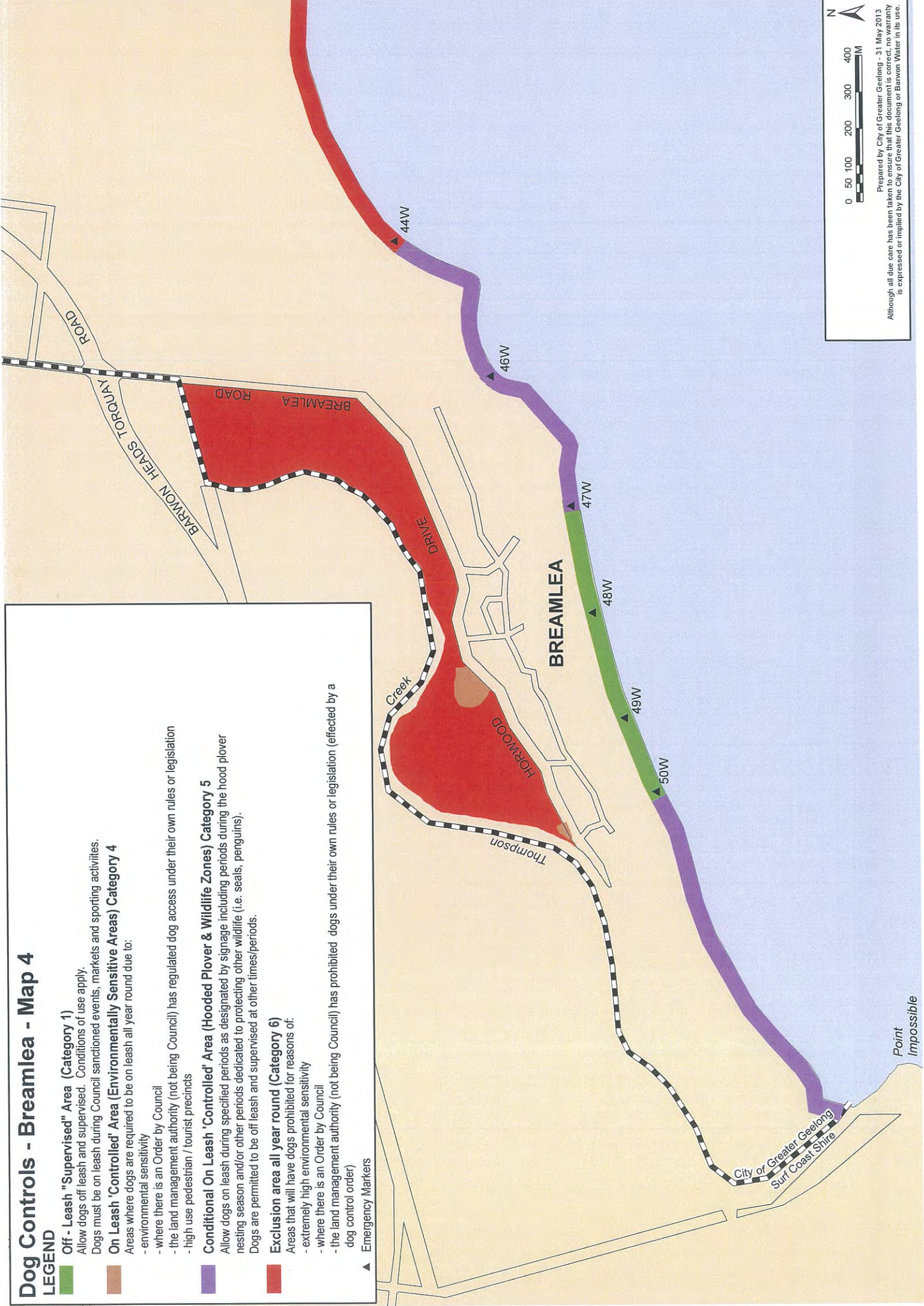
Dogs are permitted to be off leash and supervised at other times/periods.

Exclusion area all year round (Category 6)

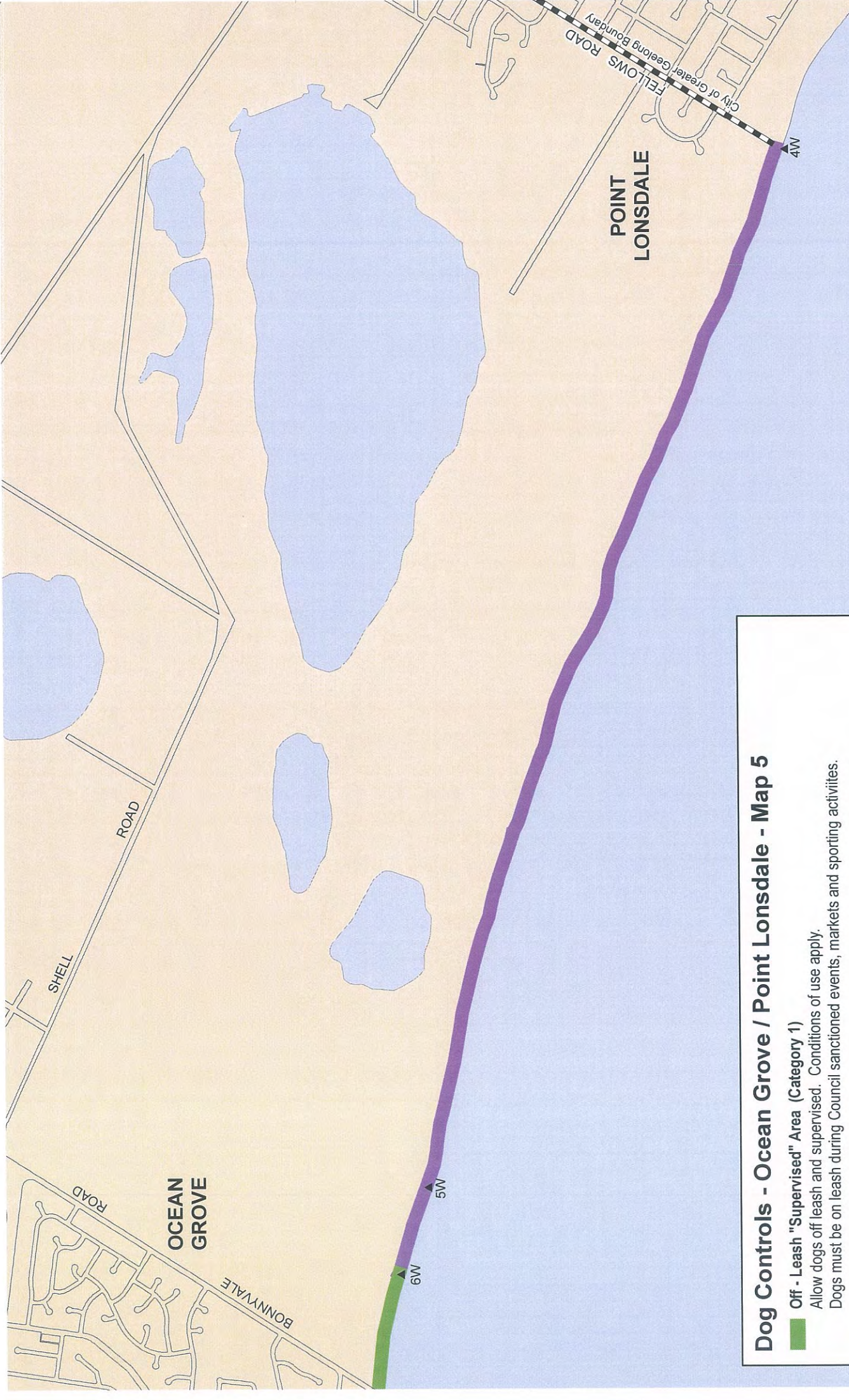
Areas that will have dogs prohibited for reasons of:

- extremely high environmental sensitivity
- where there is an Order by Council
- the land management authority (not being Council) has prohibited dogs under their own rules or legislation (effected by a dog control order)

▲ Emergency Markers



Prepared by City of Greater Geelong - 31 May 2013
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Dog Controls - Ocean Grove / Point Lonsdale - Map 5

Off - Leash "Supervised" Area (Category 1)

Allow dogs off leash and supervised. Conditions of use apply.
Dogs must be on leash during Council sanctioned events, markets and sporting activities.

Conditional On Leash 'Controlled' Area (Hooded Plover & Wildlife Zones) Category 5

Allow dogs on leash during specified periods as designated by signage including periods during the hood plover nesting season and/or other periods dedicated to protecting other wildlife (i.e. seals, penguins).
Dogs are permitted to be off leash and supervised at other times/periods.

▲ Emergency Markers



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Dog Controls - Clifton Springs - Map 9

LEGEND

Off - Leash "Supervised" Area (Category 1)

Allow dogs off leash and supervised. Conditions of use apply.
Dogs must be on leash during Council sanctioned events, markets and sporting activities.

Conditional Off - Leash "Supervised" Area (Category 2)

Allow dogs off leash and supervised during specified times all year round; in the mornings prior to 10.00 a.m. and in the evenings after 5.00 p.m. Dogs would be required to be on leash at all other times.

▲ Emergency Markers



Dog Controls - Point Henry - Map 10

LEGEND

■ Off - Leash "Supervised" Area (Category 1)

Allow dogs off leash and supervised. Conditions of use apply.

Dogs must be on leash during Council sanctioned events, markets and sporting activities.

■ Exclusion area all year round (Category 6)

Areas that will have dogs prohibited for reasons of:

- extremely high environmental sensitivity

- where there is an Order by Council

- the land management authority (not being Council) has prohibited dogs under their own rules or legislation (effected by a dog control order)

▲ Emergency Markers

Point
Henry

46B

POINT HENRY RD

POINT HENRY RD

privately owned



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Dog Controls - Waterfront Central Geelong - Map 11

LEGEND

Conditional Off - Leash 'Supervised' Area (Category 2)

Allow dogs off leash and supervised during specified times all year round; in the mornings prior to 10.00 a.m. and in the evenings after 5.00 p.m. Dogs would be required to be on leash at all other times.

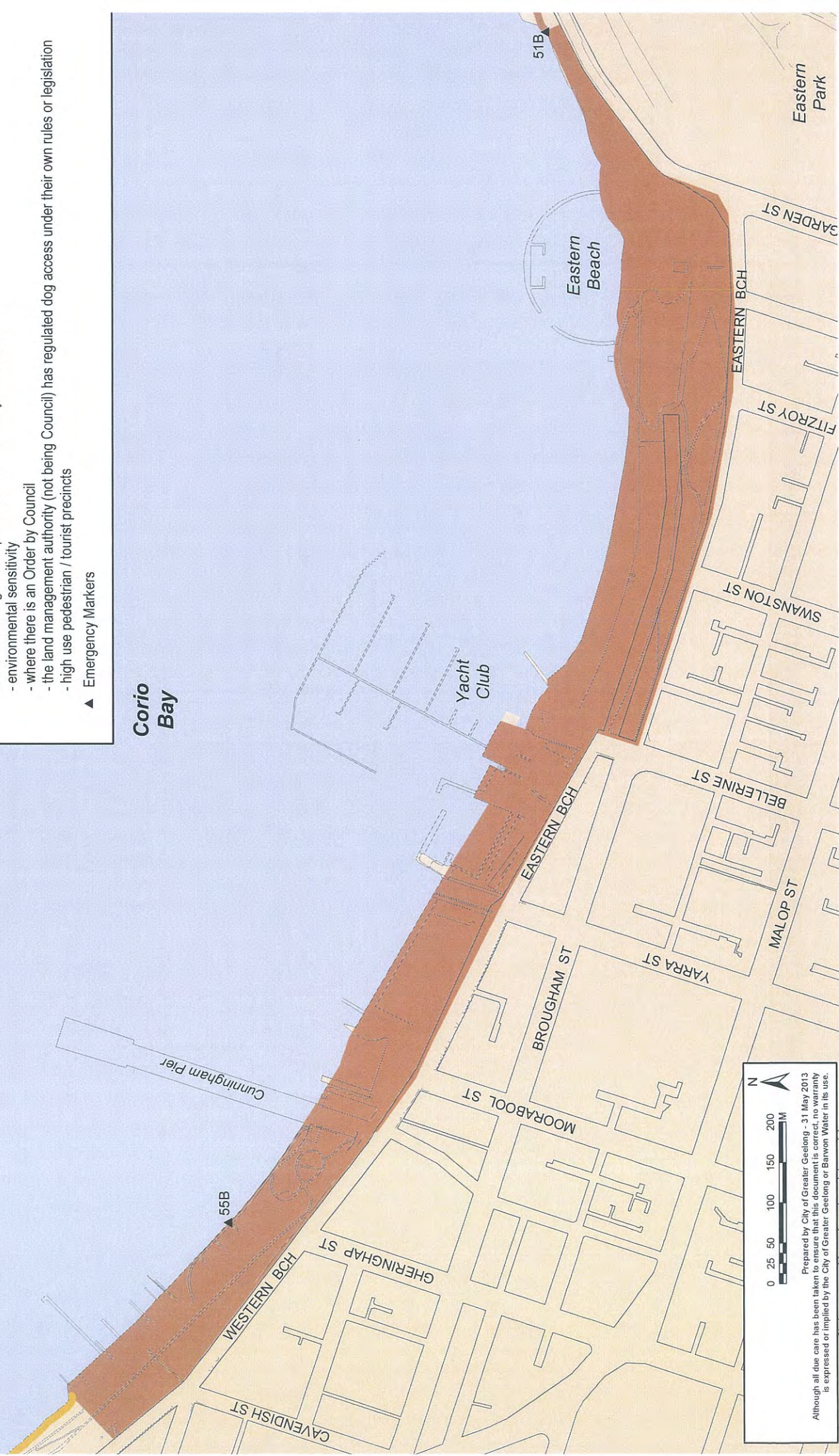
On Leash 'Controlled' Area (Environmentally Sensitive Areas) Category 4

Areas where dogs are required to be on leash all year round due to:

- environmental sensitivity
- where there is an Order by Council
- the land management authority (not being Council) has regulated dog access under their own rules or legislation
- high use pedestrian / tourist precincts

▲ Emergency Markers

Corio Bay



0 25 50 100 150 200 M

Prepared by City of Greater Geelong - 31 May 2013
Although all due care has been taken to ensure that this document is correct, no warranty is expressed or implied by the City of Greater Geelong or Barwon Water in its use.



Dog Controls - Limeburners Bay / Corio Bay - Map 13

LEGEND

■ Off - Leash "Supervised" Area (Category 1)

Allow dogs off leash and supervised. Conditions of use apply.

Dogs must be on leash during Council sanctioned events, markets and sporting activities.

■ On Leash 'Controlled' Area (Environmentally Sensitive Areas) Category 4

Areas where dogs are required to be on leash all year round due to:

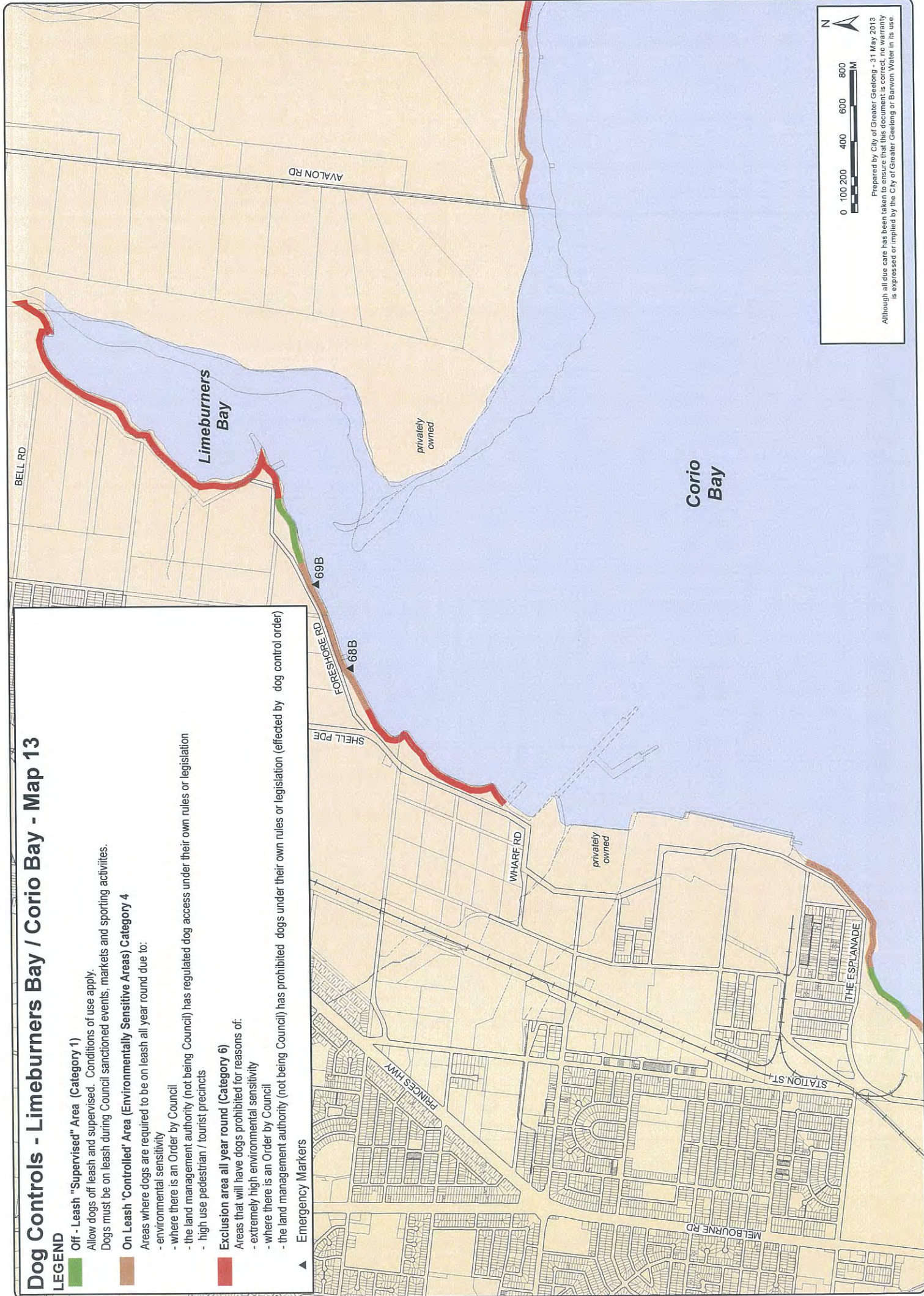
- environmental sensitivity
- where there is an Order by Council
- the land management authority (not being Council) has regulated dog access under their own rules or legislation
- high use pedestrian / tourist precincts

■ Exclusion area all year round (Category 6)

Areas that will have dogs prohibited for reasons of:

- extremely high environmental sensitivity
- where there is an Order by Council
- the land management authority (not being Council) has prohibited dogs under their own rules or legislation (effected by dog control order)

▲ Emergency Markers



Prepared by City of Greater Geelong - 31 May 2013
Although all due care has been taken to ensure that this document is correct, no warranty is expressed or implied by the City of Greater Geelong or Barwon Water in its use.

Dog Controls - Batesford - Map 14

LEGEND

On Leash 'Controlled' Area (Environmentally Sensitive Areas) Category 4

Areas where dogs are required to be on leash all year round due to:

- environmental sensitivity
- where there is an Order by Council
- the land management authority (not being Council) has regulated dog access under their own rules or legislation
- high use pedestrian / tourist precinct



COUNCIL POLICY

The following principles will be used for the implementation of this policy:

Off Leash 'Supervised' Areas

Locations

Dogs are allowed off leash and supervised in specific designated public open space areas and/or any area as indicated by the relevant signage. This includes, amongst other designated public open spaces;

- Those paths and adjoining land located on the Fyansford Common and the shared path on the northern side of the Barwon River upstream from the Queens Park Bridge to Fyansford Common including Zillah Crawcour Park);
- Sporting grounds/ovals (playing area) outside times when being used for organised sports, including training (as defined by a formal booking with council); except those playing surfaces/spaces with artificial surfaces and dogs must be kept a minimum of 10 metres away from turf wickets;
- Sporting complexes/reserves – outside times when being used for organised sports, including training (as defined by a formal booking with council). The exception to this is any Equestrian Centre which is an on leash area at all times.
- A range of Reserves and broad Open Space Parks as listed in the attachment to this Policy and as represented by Table 1.
- Council approved Dog Parks

Council will review the effectiveness of these 'Off Leash – Supervised Areas' on an ongoing basis and will also consider any request for new 'Off Leash – Supervised Areas' to be established based on the following criteria, which will ensure safety, and equitable access to such spaces. These include:

- Linear open public spaces (i.e. green corridors, easements) may be considered if there is sufficient width to ensure safe use and passage
- Public open spaces that do not contain a playground or where the playground is fully enclosed/fenced. Open public spaces with centrally located playgrounds are not suitable as an 'Off Leash - Supervised Area'
- Public open spaces that are located at a safe distance from busy roads
- Any other public open space not mentioned above that is not adjoining/adjacent to a water body and where no wildlife is present
- Places where there is no detriment to public safety or the environment through the use of such open public spaces

- Suitable open spaces will be reviewed annually to monitor performance and identify any additional reserves that may be suitable as “Off Leash - Supervised Areas”.

Conditions Applicable to ‘Off Leash - Supervised Areas’

The following conditions must be followed when using the ‘Off Leash - Supervised Areas’:

- Dog owners must have a leash in their possession at all times so as to secure their dog when required and to place their dog back on the leash when leaving an off leash area;
- Dogs that are over excitable and providing unwanted attention towards people, wildlife, cyclists or other dogs, should be kept on leash in such circumstances. Those dogs that are aggressive and/or behave in an anti-social manner towards other people, wildlife, cyclists or other dogs should be muzzled and on leash when in public.

When encountering other people or animals using this area, the dog must be supervised and under effective control, which includes.

- The handler must be able to demonstrate audible control of the dog.
- Dogs must remain in visual and audible range of their handler to allow it to be effectively recalled at any time.
- The dog owner applying necessary recall and restraint to their dog when the dog interacts with other dogs or persons within an off leash area, unless permitted otherwise by the owner of the other dog (s) or persons to enable the safe socialisation of dogs.
- Dogs must not enter water habitats that contain wildlife, beach nesting birds or chase wildlife in these areas;
- Dogs attracted to the motion of wheels must be controlled at all times;
- Dogs declared menacing/dangerous/restricted breed are not permitted to be walked off-lead in ‘Off Leash – Supervised Areas’.
- The handler must at all times have a means to pick up and appropriately dispose of dog droppings in a waste bin.

Signage

- Signs will clearly indicate those parks, reserves or public open spaces where dogs are permitted to be off a leash and supervised.

On Leash 'Controlled' Areas

- Within the City of Greater Geelong, unless otherwise designated by signage as an 'off leash' area (Table 1) , all public Open Space Areas, Parks, Reserves and other Council lands shall be designated as 'On Leash - Controlled Areas'

More specifically this includes:

- All roads and footpaths/nature strips/shared paths.
- Beaches, reserves and parks.
- Shopping centres.
- High use areas pedestrian and/or cycling areas (for example the Waterfront Precinct in Geelong).
- Sporting complexes and reserves (not including playing area) during times of organised sports (as defined by a formal booking with council which includes times booked for sports practice/training). The exception to this is any Equestrian Centre which is an on leash area at all times.
- All areas in the Kardinia Park Reserve Precinct (except for the Kardinia Park West Oval surface) at all times.
- At Council sanctioned/approved events, markets etc.
- Shared use paths or walking paths and including areas either side of the abutting edge of the path; (except those in designated 'Off Leash – Supervised Areas').
- Dogs are prohibited within ten (10) metres of a children's playground but can be safely tethered no less than ten (10) metres from any play equipment; beyond ten (10) metres, the dog rules (as per the signage) for that location would apply;
- Dogs being within and/or tethered within ten (10) meters of picnic and barbecue areas (as defined by council provided barbecues and/or tables and associated seating).
- In areas designated as environmentally significant
- Jetties, piers and boat ramps.
- Water bodies such as creeks, rivers, lakes and beaches unless signposted as a dedicated swimming area for dogs.
- Beach foreshore and coastline areas (except those designated otherwise).
- Other council lands

Conditions applying to all 'On Leash Controlled Areas' and 'Off Leash Supervised Areas'

- The handler must at all times have a means to pick up and appropriately dispose of dog droppings in a waste bin
- Dogs when tethered in a public place must be safely secured within the line of sight and able to be adequately and promptly supervised.
- All leads including retractable leads must be restricted to approximately 2 metres in length in 'On Leash – Controlled Areas' when encountering other people, wildlife, cyclists or dogs.

Dog Control Categories

Dog Control Categories (applicable to coastline areas and other public open spaces as designated) apply to reflect the needs of all public open space users and ensure community safety and environmental protection.

Category 1 (Green) – Off leash 'Supervised' Area

- Areas where dogs are permitted off leash and supervised all year round.

Category 2 (Yellow) – Conditional Off Leash 'Supervised' Area

- Allow dogs off leash and supervised during specified times all year round; in the mornings prior to 10.00 a.m. and in the evenings after 5.00 p.m. Dogs would be required to be on leash at all other times.

Category 4 (Brown) – On Leash 'Controlled' Area (Environmentally Sensitive Areas) and/or high use pedestrian/tourist precincts

- Areas where dogs are required to be on leash all year round due to:
 - environmental sensitivity;
 - where there is an Order by Council;
 - the land management authority (not being Council) has regulated dog access under their own rules or legislation; and
 - high use pedestrian/tourist precincts.

Category 5 (Purple) – Conditional on Leash ‘Controlled’ Area (Hooded Plover and Wildlife Zones)

- Allow dogs on leash during specified periods as designated by signage including periods during the hooded plover nesting season and/or other periods dedicated to protecting other wildlife (i.e. seals, penguins). Dogs are permitted to be off leash and supervised at other times/periods.

Category 6 (Red) - Exclusion Area All Year Round

- Areas that will have dogs prohibited where:
 - there is extremely high environmental sensitivity;
 - there is an Order by Council;
 - the land management authority (not being Council) has prohibited dogs under their own rules or legislation (effected by a dog control order);
 - there is are artificial sporting playing surfaces;
 - organised sport is being played on a sporting reserve/oval (playing area only);
 - they are Council buildings (Guide/Assistance Dogs exempted);
 - the facilities are of Regional importance; these include the John Landy Athletics Track/Field, Goldsworthy Athletics Track/Field, Geelong Baseball Centre (Pioneer Park).

Table 1 - Designated 'Off Leash - Supervised Areas'

Park/Reserve	Location
North Zone	
All Sporting Grounds/Ovals (playing surfaces) when no organised sport is being played	21 (as at September 2018)
All Sporting Reserves (non-playing surfaces) when no organised sport is being played	14 (as at September 2018)
Elcho Park (all areas other than the Equestrian Centre)	125 Elcho Road, Lara
Abe Wood Reserve	300 Evans Road, Lovely Banks
Sutcliff Reserve	240-268 Plantation Road, Corio
Stead Park	190-216 Princess Highway, Corio
Myers Reserve	5-35 Bluestone Bridge Road, Bell Post Hill
Seagull Paddock	380-400 Melbourne Road, North Geelong
Fyansford Common	Deviation Road, Fyansford
Goldsworthy Open Space Reserve	49 Goldsworthy Road, Corio
Rennie Street, Hovells Creek Reserve	106 Rennie Street, Lara
Rippleside Park (conditional off leash – before 10.00am. and after 5.00 pm)	42 Bell Street, Rippleside
Haines Reserve	1A Wilks Street, Hamlyn Heights
Kevin Kirby Reserve	39-49 Haytesbury Street, Herne Hill
Chirnside Park	39-65 Patullos Road, Lara
Weddell Street Reserve	56-98 Weddell Road, North Geelong
Hovells Creek reserve, Limeburners point Open Space areas	150 Foreshore Road, Corio
Sparrow Park	158-178 Hope Street, Geelong West
South Zone	
All Sporting Grounds/Ovals (playing surfaces) when no organised sport is being played	25 (as at September 2018)
All Sporting Reserves (non-playing surfaces) when no organised sport is being played	16 (as at September 2018)
Rotary Centennial Park	188A West Fyans Street Newtown

Park/Reserve	Location
Frank Mann Reserve	5 Heal Street Ceres
Grinter Reserve (all areas other than the Equestrian Centre)	125-177 Coppards Road Moolap
Brearley Reserve	Grove Road Marshall
Breakwater Road Reserve	Breakwater Road Belmont
Gun Dog Lane	26-76 Gun Dog Lane, Marshall
Aldershot Reserve	41-55 Aldershot Reserve, St Albans Park
Barwon Valley Park	42-120 Barrabool Road, Belmont
Pepperdine Park	84-102 Thornhill Road, Highton
Montpellier Park	8-10 Westbury Terrace, Highton
Woolscour Lane	5-23 Woolscour Road, Marshall
Eastern Park – open space areas	Eastern Park Circuit, East Geelong
John Croft Reserve	35-53 Heyers Road, Grovedale
Transmission Line Reserve	14A Greenville drive, Grovedale
Transmission Line Reserve	37 Burdoo Drive, Grovedale
East Zone	
All Sporting Grounds/Ovals (playing surfaces) when no organised sport is being played	14 (as at September 2018)
All Sporting Reserves (non-playing surfaces) when no organised sport is being played	13 (as at September 2018)
Portarlinton Recreation Reserve	4-22 Sproat Street Portarlinton
Drysdale Recreation Reserve	30 Duke Street Drysdale
Charles McCarthy Memorial Reserve	Leviens Road St Leonards
Kingston Park Recreation Reserve	8-52 Adco Grove Ocean Grove
Green Acre Drive Reserve	14-24 Green Acre Drive, Leopold
Lake Avenue Reserve	36-66 Blue Waters Drive, Ocean Grove
Collendina Reserve	93A Sunset Strip Ocean Grove
Beacon Point Reserve	Beacon Point Road Clifton Springs

Dog Controls in Coastal and Other Open Space Areas

The following maps (19 in total) show various coastal beaches and any adjoining reserves and open space areas within the City of Greater Geelong. The maps commence at the south western boundary of the municipality and work around the coastline to the north eastern boundary near Little River.

MAP NO	DESCRIPTION
Map 1	Overview of Municipality Coastline.
Map 2	Designated 'Off Leash - Supervised' Areas within Sporting Complexes and Reserves.
Map 3	Redgum Island, Fyansford Common – Barwon River.
Map 4	Breamlea Beach and Bancoora Beach.
Map 5	Ocean Grove, Collendina and Point Lonsdale Beaches.
Map 6	Deleted
Map 7	deleted
Map 8	deleted
Map 9	Ramblers Road; The Dell; Jetty Road and west of Jetty Road Beaches Clifton Springs.
Map 10	Point Henry (east and west side).
Map 11	Waterfront Precinct, Geelong.
Map 12	Western Beach; Rippleside Beach and St Helens Beach.
Map 13	Moorpanyal Beach, North Shore; Shell Foreshore (beach area); Grammar School beach; Limeburners Lagoon and Avalon Beach.
Map 14	Batesford Reserve, Batesford.
Map 15	Land along Barwon River from Queens Park Bridge to Breakwater. This land is managed by Corangamite Catchment Management Authority (with a small portion managed by Barwon Water near the McIntyre Footbridge). Existing dog controls have been implemented by these land managers and Council does not have the authority to amend these controls.

Colour coding of the maps demonstrates dog controls at a glance. The category of controls in turn relate back to Council's Policy on Dogs in Public Places.

The areas depicted on the Maps are those where Council has made a decision in relation to dog controls on coastal reserves. Map 2 is a quick reference to the other open space off leash areas applicable at the time of the policy update

QUALITY RECORDS

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

Record	Retention/Disposal Responsibility	Retention Period	Location
Domestic Animals Act 1994	Victorian Government	N/A	N/A
Domestic Animal Management Plan 2018-2021	Council Record Management System	4 years	Electronic Data System

ATTACHMENTS

5. OSBORNE PARK MASTER PLAN

(Previously agenda item 4)

Source:	Finance and Strategy - Property and Procurement
Director:	Michael Dugina
Portfolio	Social and Infrastructure Planning

Purpose

To provide an update on the progress of the Osborne Park Master Plan.

Background

On 24 July 2018, Council considered the ownership and restoration of Osborne House and the Stables and the future of Osborne Park. As a result, Council resolved, amongst other things, to:

- 3) *Complete a Master Plan and Business case for the future use of Osborne Park, Osborne House and the Stables, taking into consideration suggestions and recommendations from the Conservation Management Plan for Osborne Park and the Stables; and*
- 4) *Accept Master Planning for the entire site, including Osborne House and the Stables must be completed by December 2018:*
 - a) *The Master Planning process, which also consists of scoping and costing the required restoration and development works, must include public and community consultation with relevant stakeholders such as Osborne Park Association, Vietnam Veterans, Corio Bay Camera Club, Geelong Memorial Brass Band, Maritime Museum, North Geelong Football, Netball and Cricket Club and other Osborne House/Park tenants.*

Council officers have acted to implement the resolution of Council and wish to update Council on the progress made and the anticipated time for delivery of the Master Plan for Osborne Park.

Key Issues

- The Master Plan was not able to commence until the City engaged a suitably qualified consultant with the relevant skills set to deliver the diverse needs of the Master Planning project.
- A comprehensive review of relevant information about Osborne House and the Stables and Osborne Park has been completed. Site inspections and analysis will be completed prior to Christmas to support the Master Plan.
- The draft Master Plan will be ready for community consultation in February 2019. Over 25 community groups will be directly engaged prior to general community consultation which is scheduled for February 2019.
- The Master Plan is anticipated to be finalised in April 2019.

Cr Kontelj moved, Cr Murrihy seconded -

That Council:

- 1) Note that the Osborne Park Master Plan will not be delivered by the date of December 2018 as per the resolution made on 24 July 2018;**
- 2) Approve the adjusted timeline for the completion of the Master Plan that will see the finalised Master Plan presented to Council by no later than June 2019.**
- 3) Council conducts a community consultation by the end of December 2018 to include the working group and stakeholders as documented in Item 4 of the resolution of 24 July 2018.**
- 4) That the working group are kept actively engaged throughout the entire master plan development process.**

Carried.

Attachment 1

Financial Implications

The contract and budget allocation for this consultancy engagement has now been allocated through an existing budget. The cost of this project will not be impacted by the delay in the delivery of the project.

Community Engagement

The City has met with key identified community groups (working group).

Members of the working group have been invited to discuss their individual needs, thoughts and ideas for precinct during in January.

The working group will then meet to agree on the future options and plans for Osborne Park, prior to public consultation.

Public consultation will take place in February 2019.

Social Equity Considerations

To ensure social equity, community consultation sessions will be held in the City as well as within the precinct.

Policy/Legal/Statutory Implications

Building code, traffic requirements, heritage and local cultural sensitives need to be considered throughout the development and implementation of this masterplan.

Alignment to Council Plan

This aligns to the following Council Plan priorities: A destination that attracts local and international visitors; People feel safe where they are; An inclusive, diverse, healthy and socially connected community.

Conflict of Interest

No officers involved in this project have any conflicts to declare.

Risk Assessment

The development of a Master Plan for Osborne Park is a significant project which is currently subject to tight deadlines. There are a number of factors that may impact on the timing of the delivery of the Master Plan, including the Christmas/New Year period and the availability of community groups to participate in public consultation. The City is aware of these risks and is taking steps to manage them through a comprehensive project plan.

Environmental Implications

This site has several environmental considerations. Mould within Osborne House is an ongoing issue that will continue to be monitored. Drainage issues with the Osborne Park car park is a known issue that will be addressed as part of rectification works. Environmental land and coastal land are also prominent within this zone and these will be considered as part of the Master Plan.

6. SANDBAR STREET RESERVE PLAY SPACE

(Previously agenda item 5)

Source:	Community Life
Acting Director:	Robyn Stevens
Portfolio:	Social and Infrastructure Planning

Purpose

To note feedback provided through the 'Have Your Say' and the Submissions Review Panel processes and seek Council authorisation to construct a local playground at 13-17 Sandbar Street, St Leonards known as Sandbar Street Reserve.

Background

The Geelong Play Strategy 2012-2021 identifies the reserve on Sandbar Street in St Leonards as being the appropriate site to develop a local playground in order to address a gap in play provision in this neighbourhood.

In 2016 a proposal to construct play equipment at this reserve was initiated in response to ratepayer requests for a local playground in this area. A design proposal which was circulated to local residents for their feedback was subject to a petition of local residents opposed to the plan. Despite efforts by Council officers to redesign the proposal to address their concerns, the group remained opposed to the playground and the project did not proceed.

Council officers have since followed the *Approval Procedure for Open Space Development Projects* to determine a way forward. In September 2018 residents and owners of properties within 400 meters of the reserve were invited to provide feedback on the proposed playground. Of the 129 responses received, 115 (89%) were in favour of the proposed playground construction, with 14 (11%) opposed.

On 17 October, 2018 Council officers met with objectors with the intention of better understanding their concerns and exploring potential design solutions. At the conclusion of this meeting attendees remained opposed to the construction of play equipment at this reserve and the matter proceeded to a Submissions Review Panel on 13 November, 2018. Minutes of the meeting are provided at **Attachment 2**. A decision of Council is now required regarding the construction of a playground at this reserve.

Key Issues

- There is an identified gap in playground provision in this area of St Leonards.
- Alternative sites have been investigated and found unsuitable.
- Alternate designs have been explored and the play equipment minimised in an attempt to address objector concerns.
- There has been community feedback indicating a strong majority of support for construction of a play space at this reserve. However, it is important to note that a number of residents live immediately adjacent to the reserve are opposed to the playground, and the details of their submission were presented to the submission review panel (refer to **Attachment 2**).

Cr Murrhy moved, Cr Aitken seconded -

That Council:

- 1) Note community feedback received through the 'Have your say process' and the proceedings of the Submissions Review Panel; and**
- 2) Authorise officers to proceed with the construction of a local level play space within the approved \$30,000 budget at the Sandbar Street Reserve.**

Carried.

Attachment 1

Financial Implications

The estimated cost of the playground (based on current design) is \$30,000. Funds for the playground were approved in the 2016-17 Council budget and have been carried over since this time.

The construction of the shelter is estimated to cost \$15,000, which is additional to the \$30,000 playground budget. Funding for the shelter has been identified within the 2018/19 recurrent playground upgrade budget. No additional funding is required.

Community Engagement

In November and December 2016, following development of a business case and subsequent funding for this playground in the 2016-17 budget, residents living within 400m of Sandbar Reserve had the opportunity to vote and make comments on the proposed playground. While 22 positive comments were received, the City also received a petition signed by 33 people, objecting to a new playground in this location. The petition was formed around issues relating to aesthetics, lack of parking, existing provision, aged demographic group, impact on amenity including noise and maintenance.

A number of meetings were held between representatives of the petitioners and Officers to discuss and understand concerns and to find a compromise. The objecting residents felt a passive space that supported quiet reflection and small groups coming together was most appropriate for the location. Officers engaged a landscape architect to revise the playground design in response to these discussions.

In response to the revised plan, the objecting petitioners supported elements of the new plan, but still objected to the play equipment citing concerns about possible anti-social behaviour. As a result, the playground construction has not progressed since this time.

In early 2018, Council was approached by residents who had supported the original proposal, requesting that construction of the playground proceed. As a result, a decision was made to trigger the *Approval Procedure for Open Space Development Projects* policy, in order to reach a decision on this matter.

The process followed is outlined below:

- Monday 10 September, 2018 - A letter was sent to all residences and owners of properties within a 400m radius of Sandbar Street Reserve and signage was displayed inviting feedback/submissions on the proposed construction of a playground at this reserve. The consultation period closed on Thursday 27 September. An outline of the community engagement outcomes is provided in **Attachment 3**.
- 129 responses were received (21.5% response rate), comprising 122 online surveys through Councils 'Have Your Say' platform along with six (6) emails and one (1) letter. 83% of respondents indicated they lived within 400m of the reserve.
- Overall, support for the playground was overwhelming, with 115 responses (89%) in favour of the playground and 14 responses (11%) in opposition. A summary of community feedback received through this process is provided at **Attachment 3**.

- All 14 objectors to the proposal were invited to attend a meeting with Officers held on Wednesday 17 October 2018. Thirteen objectors attended this meeting. Predominantly these residents occupied homes directly abutting the reserve.
- Objectors expressed a range of concerns with the proposal. These focussed on issues relating to the local elderly demographic and concerns of noise, safety and maintenance. Council Officers were unsuccessful in negotiating design solutions to the playground. The resolution from this meeting was that the attendees remained opposed to the proposed playground and that the matter would proceed to a Submissions Review Panel as the next step in the *Approval Procedure for Open Space Development Projects*.
- All respondents to the initial feedback process were invited to attend a Submissions Review Panel held at Council Chambers on 13 November 2018. The Panel was chaired by Councillor Asher and comprised Councillors Harwood, Murrihy, Sullivan, Mason and Grzybek.

Thirteen residents attended the Panel, with one person nominated to address the Councillors on behalf of the opponents to the playground. Another individual briefly spoke in support of the playground. Minutes of this Panel meeting are provided in **Attachment 2**.

Social Equity Considerations

The Geelong Play Strategy 2012-2021 identified an area south of Levens Road, St Leonards as having a gap in play space provision. The strategy suggested a new playground in either the reserve on Sandbar Street, managed by the City, or the reserve between Bluff and Lower Bluff Roads, managed by Bellarine Bayside Foreshore Committee of Management. New residential development to the west of Sandbar Street will include open space and playgrounds, but they will be outside the area of need identified in the Play Strategy. Failure to provide quality, well-maintained play spaces can make it difficult for children to access play spaces, particularly if the closest play space is some distance from their home.

After assessing the two suggested locations, as well as an additional location, Officers concluded Sandbar Street was the more appropriate and central location for a play space. The other locations were discounted for a range of reasons including limited provision of space, not being managed by the City, being poorly located for the targeted residential catchment and not being easily accessible.

The playground designs have been amended and the proposed play equipment simplified in an attempt to address objector concerns. Any further reduction in the provision of equipment is not recommended as it will likely result in a play space that offers minimal play value and a poor experience for users. The material of the play equipment will also be considered in the procurement process to see if this aspect of the objectors concerns can be addressed, but this will be subject to budget.

Policy/Legal/Statutory Implications

There are no known policy, legal or statutory implications associated with this report.

Alignment to Council Plan

The development of the *Sandbar Street Reserve Play Space* is consistent with three of the eleven strategic priorities of the Council Plan 2018-2022. The development of a playground at this location will;

- Improve health and safety for our community; by creating more play opportunities through improved community recreation infrastructure;
- Informed social infrastructure and planning; through implementing the recommendations in the Geelong Play Strategy 2012-2021, the Sandbar Reserve Play Space will address a gap in facilities and improve play experiences for children; and
- A more inclusive and diverse community; by supporting activities that improve social connections in our community through recreational infrastructure.

Conflict of Interest

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

Risk Assessment

A small group of objectors to the proposal are likely to be critical of a decision to construct a playground at this reserve. A decision not to construct may also result in negative feedback from a broader group of nearby residents.

Environmental Implications

There are no foreseeable environmental implications associated with this report and recommended action.

MINUTES

SUBMISSIONS PANEL HEARING

SANDBAR STREET RESERVE PLAYGROUND, ST LEONARDS



DATE & TIME: TUESDAY 13TH NOVEMBER 2018 – 3:30PM TO 4:30PM
LOCATION: CITY HALL COUNCIL CHAMBERS, 57 LT MALOP ST GEELONG

ATTENDEES

Cr Stephanie Asher (Chair)
Cr Jim Mason
Cr Bruce Harwood
Cr Kylie Grzybek
Cr Peter Murrihy
Cr Trent Sullivan

COGG OFFICERS

Ian Hicks, Manager Social Planning & Investment
Alistair Bain, Acting Coordinator Recreation & Open Space Infrastructure & Planning
Paul Cotter, Acting Coordinator Community & Recreation
Fiona Zinn, (Minutes)

SUBMITTER(S) – RESIDENTS AGAINST CONSTRUCTION

John Gambardella

PUBLIC GALLERY

[REDACTED] [REDACTED] [REDACTED] [REDACTED]
[REDACTED] [REDACTED] [REDACTED] [REDACTED]
[REDACTED]

APOLOGIES

Nil

1. Welcome

Chair to welcome submitters and any members of the public present.

2. Declarations of pecuniary interest of Mayor & Councillors and Staff

Chair to note any declared pecuniary interests

3. CoGG Management – Project Background

Manager Social Planning and Investment (Ian Hicks) provided a brief overview of the project / proposal.

4. Hearing of Submission

Chair to invite the Submitters, represented by Mr John Gambardella, to be heard and address the Panel

The matters associated with the residents objection to the proposed project are outlined as follows:

1. Would prefer a more natural aesthetic to the park rather than it being filled with traditional playground equipment;
2. The installation of a playground will impede on residents privacy;
3. Disputing the results of the survey conducted by City of Greater Geelong;
4. Do not believe that people will use the reserve once it is updated and would prefer to see the funds allocated for the improvements at Sandbar Reserve to be redirected to an existing playground such as Leviens Reserve.

5. Discussion / Questions from Chair and Councillors

QUESTION: Cr Kylie Grzybek – What playgrounds currently exist in the area?

RESPONSE: 5 in the St Leonards area – 2 owned and managed by Barwon Coast Committee of Management – 3 owned and managed by City of Greater Geelong

QUESTION: Cr Jim Mason – What were the original plans for the parkland?

RESPONSE: At the time when residents were purchasing land from developer there was nothing indicating a playground on the plans. Was always referred to as a reserve.

QUESTION: Cr Peter Murrhy – What improvements would residents like to see at the reserve?

RESPONSE: Installation of shade structure, seating, exercise stations, beautification of the reserve.

QUESTION: Cr Stephanie Asher – What is the definition of a playground? Can this include sensory gardens and is there room for flexibility of this project?

RESPONSE: Design of the playground is flexible depending on the budget and the context of the reserve. This would be through the direction of a Council Resolution.

QUESTION: Cr Jim Mason – If there is no one currently using the reserve, it is possible to redirect the fund to upgrade existing playgrounds. How many playgrounds are proposed for this area?

RESPONSE: Yes it is possible to redirect funds if that is the advice from Council. There is only 1 new playground proposed for this area.

6. Other Comments

Residents had concerns that the surveying was done with people that lived outside the 400 meter inclusion zone (e.g. holiday home owners etc.) and there was nothing to show that that people were doing the survey twice.

Alistair Bain advised that both online and hard copy surveys were offered to the community with 83% of completed online surveys live within 400 meters of the reserve.

A member of the public gallery was in favour of the proposed playground indicating that there have been a number of young families move into the area with an increasing population happening right now. St Leonards Primary School has also witnessed growth with the enrolments in recent weeks. Most families within the immediate area are very excited to have a new playground within walking distance of their homes.

Leviens Reserve – Security aspect of the reserve is not great, rubbish being dumped on the reserve and please do not put a playground into Sandbar reserve just for the sake of installing a playground.

7. Actions

By Who

Proceed with submitting Report to Council being respectful of the sensitive issues brought to us from the Residents Against Construction.
Report is scheduled for Council Meeting Tuesday 11th December 2018.

Ian Hicks
Alistair Bain
Fiona Zinn

ENGAGEMENT DATA SUMMARY

RESPONDENT SUMMARY	TOTAL
Supportive of the proposed playground	115 (89.15%)
Object to the proposed playground	14 (10.85%)
Total number of respondents	129
Lives within walking distance of the reserve (Within 400m)	94
Visits the reserve but does not live nearby (Outside 400m)	22
Total number of respondents	129

* Please note that respondents may have expressed multiple views and the number of responses represented in the table below denotes the number of respondents who expressed this view.

THEMES (SUPPORTING)	RESPONDENTS
Support: General support for the proposed playground	115
Proximity: Support for the new playground to be safe, accessible and within walking distance of respondents residence	32
Grandchildren: Respondents would use the proposed playground with their grandchildren	12
Additional Improvements: Supportive of the proposed playground but suggested additional improvements including; a barbeque area, exercise equipment, shelter, passive security/lighting etc	11
Felt Need: Proposed playground is much needed and overdue	10
Population Growth: Proposed playground will service the local community whilst also catering for future demands in the area	8
Social Benefits: Proposed playground would provide children with access to equipment which promotes physical activity and social interaction	7

THEMES (OBJECTING)	RESPONDENTS
Objection: General objection to the proposed playground	14
Current demographic: Current nearby residents are predominately elderly have little use for a playground	6
Maintenance: Existing playgrounds in the area are under-utilised and proposed site is poorly maintained	6
Alternate Infrastructure: Proposal should focus on building a rotunda/shelter, bench seating, walking tracks, exercise equipment suitable for use by the elderly	5
Safety/Security: Noise, traffic, unsociable behaviour and privacy impacts to adjoining residents	4
Existing Expectations: Residents near the reserve bought their properties based on the existing provision of services and amenities	3
Alternate Location: Proposed playground should be built at another location or upgrade existing playgrounds	3

ENGAGEMENT SUMMARY KEY FINDINGS

THEMES AND RESPONSES

The following provides a summary of key themes as they relate to the feedback collected and considered through public exhibition of the **Sandbar Reserve Playground Proposal**.

Please note that respondents may have expressed multiple views and the number of responses represented in the table below denotes the number of respondents who expressed this view.

SUPPORTING THEMES

THEME	FEEDBACK / DISCUSSION	RESPONSE / RECOMMENDATION
1. SUPPORT: GENERAL SUPPORT FOR THE PROPOSED PLAYGROUND Respondents: 115	89% of responses indicated support for the playground proposal <i>"Think the playground is a major asset to the area and also will cater for the summer visitation which is required for the local businesses to survive"</i> <i>"There is a lack of play-spaces in this local community and would welcome the build of a playground in this area"</i>	Noted.
2. PROXIMITY: SUPPORT FOR THE NEW PLAYGROUND TO BE SAFE, ACCESSIBLE AND WITHIN WALKING DISTANCE OF RESPONDENTS RESIDENCE Respondents: 32	There was strong support for the playground at the proposed location as it would be within walking distance of the respondents' residences. Some responses included references to safety surrounding the lack of adequate footpaths or walking paths that connect surrounding residences to the existing playgrounds. <i>"Access to the (existing) park is about a 25 minute walk away mostly on roads as there is no adequate footpaths to follow"</i>	The Geelong Play Strategy establishes the desired provision of local play spaces within 400m walking distance of all urban households. The Sandbar Street Reserve is identified within the Play Strategy as the appropriate location to fill a significant gap in playground provision in this area.
3. GRANDCHILDREN: RESPONDENTS WOULD USE THE PROPOSED PLAYGROUND WITH THEIR GRANDCHILDREN Respondents: 12	There was a high number of respondents who stated they would use the proposed playground with their grandchildren. The respondents also stated that they would like the provision of seating in the proposal to supplement the proposed playground. <i>"We have 9 grandchildren 8 years and younger who visit us on numerous occasions. We have to walk or drive to the foreshore to the closest park"</i>	Noted.

THEME	FEEDBACK / DISCUSSION	RESPONSE / RECOMMENDATION
4. ADDITIONAL IMPROVEMENTS: SUPPORTIVE OF THE PROPOSED PLAYGROUND BUT SUGGESTED ADDITIONAL IMPROVEMENTS INCLUDING; A BARBEQUE AREA, EXERCISE EQUIPMENT, SHELTER, PASSIVE SECURITY/LIGHTING ETC Respondents: 11	11 responses included general support for the proposal whilst also suggesting additional improvements to complement the proposed playground. These improvements included the installation of a barbeque area, exercise equipment, a rotunda/shelter and some lighting. <i>"Excellent concept and a much needed facility in this estate. Maybe even a BBQ would add more versatility to the area"</i>	The proposal includes a shelter and seating, however as a local/neighbourhood play space, it is not desirable to have extensive infrastructure located in this reserve. Doing so would shift its status from local to district and create use and demand pressures inappropriate in a small reserve, as well as maintenance and asset renewal costs disproportionate to the reserves function.
5. FELT NEED: PROPOSED PLAYGROUND IS MUCH NEEDED AND OVERDUE Respondents: 10	Many of the responses received stated that the proposed playground was overdue and felt that the installation was much needed for the local community. <i>"This is long overdue and sorely needed for the recreation and physical and social development of our kids"</i>	The Sandbar Street Reserve is identified within the Play Strategy as the appropriate location to fill a significant gap in playground provision in this area.
6. POPULATION GROWTH: PROPOSED PLAYGROUND WILL SERVICE THE LOCAL COMMUNITY WHILST ALSO CATERING FOR FUTURE DEMANDS IN THE AREA Respondents: 8	Of the supporting responses some respondents felt that with the growth in housing and the decrease in backyard size, the provision of playgrounds and play-space has an increased importance. <i>"With all the new 'off the plan' high volume housing development happening in the area...public play space type projects should absolutely have priority to ensure we remain in line with the plan to be a healthy, sustainable and creative city."</i>	There are many vacant lots within the 400m walkable catchment of this reserve. Combined with new residential subdivisions in the area, further population growth is expected, creating additional demand for local play facilities in this location.

OBJECTING THEMES

THEME	FEEDBACK / DISCUSSION	RESPONSE / RECOMMENDATION
1. OBJECTION: GENERAL OBJECTION TO THE PROPOSED PLAYGROUND Respondents: 14	There were 14 objectors to the proposed playground installation. All of these objectors stated that they lived within a 400m radius of the reserve.	Noted.
2. CURRENT DEMOGRAPHIC: CURRENT NEARBY RESIDENTS ARE PREDOMINATELY ELDERLY HAVE LITTLE USE FOR A PLAYGROUND Respondents: 6	Some respondents who opposed to the proposed playground felt that the demographic of local residents was predominately over 60 and the playground would not be well utilised. "The area you propose to have a playground have an age group in the 60 years plus. We have not seen any great number of children in the area."	Whilst St Leonards does have a generally elderly population, coarse census data for this township suggest there likely to be 50+ children under the age of 14 living within 400m of the reserve. Play spaces only ever cater for a small proportion of a population – generally young children and their parents/grandparents. As noted above, many respondent identified as grandparents who would utilise a playspace at this location with their grandchildren
3. MAINTENANCE: EXISTING PLAYGROUNDS IN THE AREA ARE UNDER-UTILISED AND PROPOSED SITE IS POORLY MAINTAINED Respondents: 6	Some respondents mentioned that the current Sandbar Reserve is not being maintained to an appropriate standard and is concerned that the inclusion of a playground will only compound this issue. <i>"The current Sandbar Reserve is not being regularly maintained (mowed) and residents can only assume that this will not change if a playground is established"</i>	There is currently no data on utilisation of other reserves in the area. Sandbar Street reserve generally receive maintenance on a 6 weekly schedule, consistent with all other local reserves.
4. ALTERNATE INFRASTRUCTURE: PROPOSAL SHOULD FOCUS ON BUILDING A ROTUNDA/SHELTER, BENCH SEATING, WALKING TRACKS, EXERCISE EQUIPMENT SUITABLE FOR USE BY THE ELDERLY Respondents: 5	Five respondents who objected to the proposal offered alternate potential options for consideration which included; a shelter/rotunda, more bench seating, walking tracks and universally-designed equipment suitable for use by the elderly. <i>"In support of the local demographic, any such funds available to the CoGG would be better apportioned for the purchase of such items as more bench seats, shelter or a rotunda for the greater community to use and enjoy."</i>	A shelter for quiet contemplation has been included as part of the proposed works. This was included in response to community feedback received when the playground proposal was first initiated in 2016.
5. SAFETY/SECURITY: NOISE, TRAFFIC, UNSOCIABLE BEHAVIOUR AND PRIVACY IMPACTS TO ADJOINING RESIDENTS Respondents: 4	Some respondents were concerned that the proposed playground would have a negative impact for the adjoining residents regarding noise, unsociable behaviour and privacy impacts. <i>"Any noise emanating from the proposed playground would be intrusive to those residents and could impact on their rest, sleep and/or health"</i>	As a local play space it is expected that users will general come from nearby and walk to this reserve. Those driving would generally proceed to the foreshore reserve which offers a greater variety of play equipment and user experiences. The reserve also has a very high level of passive surveillance which is likely to discourage antisocial behaviour.

7. GEELONG GAMBLING ADVISORY COMMITTEE

(Previously agenda item 6)

Source:	Community Life - Healthy Communities
Acting Director:	Robyn Stevens
Portfolio	Community Health and Safety

Purpose

To provide advice to Council on the resource implications of re-establishing Council's Gambling Advisory Committee.

Background

At the Council meeting on 25 September 2018, Council supported a harm minimisation for problem gambling Notice of Motion that resolved to:

- 1) *confirm their support for the Alliance for Gambling Reform and consider becoming a member during the 2019/2020 budget period;*
- 2) *provide advice on the resource implications to re-establish the Gambling Advisory Committee and have officers report back to Council no later than 30 November 2018; and*
- 3) *reaffirms that all responses to the VCGLR regarding applications by venues to obtain additional EGMs are brought to the chamber for a decision by Council.*

Council established the Geelong Gambling Advisory Committee at its meeting held 12 April 2011. The Terms of Reference (**Attachment 2**) for the Committee stipulated that the Committee had a Councillor as Chair, allowed for membership from neighbouring municipalities and community organisations and a community representative.

The Committee provided a mechanism to review Council plans and to have input into the construction of community forums and community awareness campaigns.

As part of a general review of Council Committees, the Committee ceased operation in 2017.

Key Issues

- The purpose of the Gambling Advisory Committee was to provide specialist advice to Council with respect to gambling harm minimisation in the wider Geelong community. The Committee was created (2011) at a time when the City of Greater Geelong recorded the fifth highest level of gambling losses from electronic gambling machines (EGMs) among municipalities in Victoria. This continues to be the case. Despite not being at its cap for the number of EGMs, Greater Geelong continues to record more than \$9.5 million per month in gambling losses.
- To re-establish the Gambling Advisory Committee, it is estimated that \$52,550 will be required to satisfy the following functions:
 - secretariat to handle meeting administration;
 - public awareness raising programs such as information campaigns during Gambling Harm Awareness Week and Mental Health Week;
 - public forums on recent gambling research findings; and

- public advocacy including facilitating public engagement into Victorian Gambling and Liquor Regulation (VCGLR) decision processes when handling EGM applications.
- Council has a mandated responsibility to respond to applications for electronic gaming and liquor, this is provided for within existing resources. Current resources leave limited capacity to carry out community education activities targeting the reduction of harm from gambling.

Cr Mansfield moved, Cr Mason seconded -

That Council:

- 1) consider the financial and staffing implications of re-establishing the Gambling Advisory Committee; and**
- 2) note the estimated costs of \$52,550 which will be referred to the 2019/20 budget considerations.**

Carried.

Attachment 1

Financial Implications

There is no current funding or staffing allocation to support a Gambling Advisory Committee. In order to service the Gambling Advisory Committee a 0.4 equivalent full time (2 days per week) position will be required to be funded (approx. \$37,550). In order to satisfy the education and advocacy costs a further \$15,000 will be required to conduct a number of community awareness programs. This will require an annual budget of \$52,550.

Financial contributions could be considered as an option for any regional memberships.

Community Engagement

The development of a gambling advisory committee will assist in facilitating community involvement in harm reduction measures. Whilst the Committee will have a Geelong focus there will be advantages in maintaining the previous regional approach by inviting other key representatives, notably from the municipalities of Surf Coast, Queenscliff, Golden Plains and Colac-Otway and G21's Health and Wellbeing division.

Social Equity Considerations

Council's Electronic Gaming Policy highlights that the concentration of EGMs tend to be highest in disadvantageous communities. This is not uncommon in other local government areas in Victoria as well. Through community liaison and education, the Gambling Advisory Committee will be in a position to carry out campaigns that aim to reduce harm from gambling in such communities.

Policy/Legal/Statutory Implications

The Gambling Advisory Committee will assist Council in meeting its statutory (Greater Geelong Planning Scheme - particularly clause 21.07, 22.57 and 52.28) and regulatory (Gambling Regulation Act 2003) obligations outlined in Council's Electronic Gaming Policy by encouraging community responses to applications for increasing the number of EGMs in venues in Greater Geelong.

Alignment to Council Plan

The establishment of a Gambling Advisory Committee with the objective of minimising harm in the community from gambling aligns with the Council Plan goal of 'Improved Health and Safety of Our Community'.

Conflict of Interest

The author of this reports that there is no conflict of interest connected with the writing this report.

Risk Assessment

It is well documented that gambling harm poses significant risks to certain members of the community.

Environmental Implications

There are no environmental impacts associated with the subject matter of this report.

ADVISORY COMMITTEE TERMS OF REFERENCE

Geelong Gambling Advisory Committee	Document No:	CTR295.11
	Approval Date:	TBA
	Approved By:	Chief Executive Officer
	Review Date:	12 February 2017
Responsible Officer: General Manager Community Services	Expiry Date:	N/A
	Version No:	00
Authorising Officer: Chief Executive Officer		

1. SUMMARY

The purpose of the Geelong Gambling Advisory Committee (the Advisory Committee) is to provide specialist advice to Council in dealing with problems arising from gambling in the wider Geelong community.

The Advisory Committee will work with the broader Geelong community in order to develop a Gambling Action Plan for Greater Geelong which will:

- Enable inter-agency collaborative linkages and community partnerships
- Support joint projects and activities to improve service planning and delivery
- Facilitate local research.

The Council Strategic Gaming policy (27 June 2006) shall guide the Advisory Committee in developing harm minimisation strategies.

The Advisory Committee is an advisory committee for the purposes of the Local Government Act and provides guidance in the implementation of the adopted Gambling Action Plan and reports to Council as required.

The target area for the Advisory Committee is the municipal boundary of the City of Greater Geelong. However, the Advisory Committee will work in cooperation and partnership with neighbouring municipalities on gambling issues.

2. OBJECTIVES

- Review and set in place mechanisms to enable the development and implementation of the Gambling Action Plan
- Advocate and lobby on behalf of the Geelong community regarding gambling issues
- Provide advice on relevant Council planning and policy development issues as they relate to gambling
- Participate in ongoing monitoring of gambling related activities and advise priority areas to Network members including Council
- Encourage public discussion and debate on problem gambling issues

- Facilitate local research
- Collaboratively develop strategies and participate in relevant initiatives to minimise harm and to promote responsible gambling/customer care practices
- Facilitate linkages between gambling venues and community organisations in order to maximise opportunities for community benefit
- Advocate for and recognise best practice in responsible gambling at a venue level.

3. DEFINITIONS

The City of Greater Geelong Strategic Gaming Policy (27 June 2006) refers to those activities which give rise to and facilitate the operation of Electronic Gaming Machines (EGMs).

Gambling is the lawful placement of a wager or bet on the outcome of a future uncertain event. This includes electronic gaming machines (EGMs), casino table games, wagering and public lotteries (including buying a lotto or raffle ticket, placing a bet on a horse or a football match (on-line or at a venue), going to the casino or playing the pokies).

Gaming comprises all legal forms of gambling other than wagering – including lotteries, gaming machines, casino table games and Keno.

Gaming machines or electronic gaming machines (EGMs), also called ‘poker machines’ or ‘pokies’, are computerised, rapid play gaming machines that map the selections of a random number generator to a visual output on a video screen. They have a predetermined rate of return (87%).

4. TERMS OF REFERENCE

4.1. Expected/Definite life of the Advisory Committee

Local Government Representatives to be appointed on an annual basis by their respective Councils. Non-council representatives for the life of the Terms of Reference (up to 4 years).

4.2. Constituency of the Advisory Committee

The Advisory Committee will be chaired by a Councillor and will consist of a core group of up to ten people from local government, gamblers help services, venue operators, related government agencies and community organisations. The Advisory Committee will have the capacity to co-opt members as it deems appropriate.

4.3. Authority of the Advisory Committee

The Advisory Committee may appoint subcommittees to pursue specific projects and issues as appropriate. Subcommittees for the Advisory Committee will be chosen where possible from the Geelong Gambling Network on the basis of specialist interest to look at emerging issues of policy, planning and research.

Organisations/agencies enact the Gambling Action Plan.

4.4. Meeting Procedure

The Advisory Committee will meet at least four times per year.

4.5. Reporting Requirements

- Report to Council
- Review and update Gambling Action Plan
- Engage with organisations working directly in the gambling industry as well as agencies undertaking preventative and support programs
- Produce regular news bulletins and circulate minutes of meetings
- Develop strategies to ensure appropriate and adequate representation of marginal groups.

4.6. Secretariat

The City of Greater Geelong's Community Development will support the Advisory Committee.

4.7. Facilities & Resources

The Advisory Committee shall not be funded per se. The cost of Advisory Committee administrative needs shall be borne by the Council's Community Development Department. Council or member agencies may apply for funding from other sources as the need arises for conducting nominated projects.

5. QUALITY RECORDS

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

Record	Retention/Disposal Responsibility	Retention Period	Location

6. ATTACHMENTS

- Nil

8. PLASTIC WISE PROGRAM

(Previously agenda item 7)

Source: City Services - Environment and Waste
Director: Guy Wilson-Browne
Portfolio: Environment and Sustainability

Purpose

To provide a report to Council on options, initiatives and financial implications of a plastic wise initiative aimed at reducing single use plastic for the community and Council including Council events, functions and activities.

Background

At the Community Focus Council Meeting on the 14 August 2018, the following Notice of Motion was adopted by Council:

That:

- 1. Council requests officers to provide a report detailing options, requirements and financial implications of a waste wise and sustainability initiative aimed at reducing plastic waste;*
- 2. The report is to include options for all Council events, functions and activities, as well as activities on Council land; and*
- 3. The report be presented to Council by the 30 November 2018.*

The City currently has many examples of initiatives across the organisation that reduce the use of single-use plastics. The Child and Family Care Centres use reusable drink bottles, as well as kitchen crockery and cutlery instead of plastic for everyday use and events. The City's events permit process discourages the release of large numbers of balloons at events and also supports the development of waste management plans for events.

Key areas that fall within Council's control in relation to single-use plastics include:

- events such as official functions, civic events, community forums and workshops;
- civic accommodation offices and depots such as, City Hall, Brougham St, Corio Street, Mercer Street, Busport, National Wool Museum and administrative functions being performed at depots; and
- staff and contractors engaged in the operation of Council business.

Key Issues

- Millions of tonnes of plastic enter the world's rivers and oceans each year.
- Single-use plastics have a negative impact on our environment, harm wildlife including aquatic species and marine bird life.
- Council has a leadership opportunity to reduce single use plastics by developing a Plastic Wise Program that applies to Council staff, office buildings, contractors and events organised or approved by Council.

- The event permit process is recommended to be reviewed to include provisions relating to single-use plastics. Key issues for consideration include:
 - A staged implementation of the updated event permit process and Plastic Wise Program will be required to ensure their successful implementation;
 - Exemptions may be required to allow the use of single-use plastics for some events to address OH&S requirements relating to the use of alternatives such as glass in public places.
- Other Council policies such as the Procurement Policy and Sustainable Buildings Policy, as well as building tenancy lease agreements will be reviewed and updated to provide consistency and support to the delivery of a Plastic Wise Program including:
 - Reviewing the Procurement Policy to consider further provisions to reduce and/or eliminate sources of single use plastics in contracts and tenders;
 - Reviewing the Sustainable Building Policy to include provisions that inform leased buildings and tenancy agreements in relation to best practice waste management.
- Development of Waste Management Plans for Council buildings will provide an audit of current performance. The Plans will optimise bin set-up, develop custom signage and labels, protocols for tenants, cleaners and building operations. These measures will help engage tenants and raise awareness.

Cr Mansfield moved, Cr Mason seconded -

That Council:

- 1) Support the development of a Plastic Wise Program by December 2019;**
- 2) Note the estimated cost of \$55,000 to develop and implement the Plastic Wise Program (refer to Attachment 2), which will be considered as part of the 2019/20 budget process; and**
- 3) Note that a review of Council's Sustainable Buildings Policy, Procurement Policy, and Events Permit process will take place to include additional provisions to reduce the use of single-use plastics.**

Cr Kontelj left the meeting room at 9.04pm

Carried.

Attachment 1

Financial Implications

The cost of works associated with introducing a Plastic Wise Program are estimated to be \$55,000 for the 2019/20 financial year, including:

- \$35,000 to develop and implement waste management plans for Council offices;
- \$5,000 to develop campaign material for and to promote the Geelong War on Waste Campaign;
- \$5,000 promoting waste reduction programs;
- \$5,000 to support Coastal Committees of Management plastic waste reduction initiatives;
- \$5,000 for education and promotion of clean waterways.

Community Engagement

The report has been prepared following consultation with a range of Council departments. Officers have also liaised with other Councils that have been or are involved in the development of similar policies.

The reduction in the use of single use plastics will be a component of the development of the Resource and Recovery Waste Management Strategy. This process will involve extensive consultation with Councillors, staff, stakeholders and the community.

Feedback collected will be considered for the draft Resource Recovery and Waste Management Strategy and also the Plastic Wise Program. The draft Strategy will then be exhibited for feedback.

Stakeholders will also be engaged as part of the review of the Events Permit process.

Social Equity Considerations

There are no social equity implications arising from the subject of this report.

Policy/Legal/Statutory Implications

Council's Sustainable Building Policy will be reviewed to include provisions relating to the ongoing management of buildings post construction to ensure existing buildings comply with best practice waste management practices.

Alignment to Council Plan

The development of a Plastic Wise Program as part of the Waste and Resource Recovery Strategy aligns with Effective Environmental Management and Improved Health and Safety for our community.

Conflict of Interest

No Council officers who have provided advice in relation to this report have a conflict of interest regarding the matter under consideration.

Risk Assessment

There are no significant or high risks associated with the subject of this report.

Environmental Implications

The Plastic Wise Program and the Waste and Resource Recovery Strategy will provide direction and actions to reduce the impact of waste to the environment.

Attachment 2

DRAFT OUTLINE OF THE PROPOSED PLASTIC WISE PROGRAM

The Plastic Wise Program will be developed in conjunction with the Waste and Resources Recovery Strategy 2018-2023. One of the three Strategic Objectives in the Draft Waste and Resource Recovery Strategy is “*Council leadership: take the lead to avoid and reduce waste generated in Council's operations and services and increase resource recovery*”

The Plastic Wise Program will include but not be limited to:

1. Development of a Plastic Wise Program for events and Council facilities

- Review Council's events permit process to include additional provisions such as training and educational resources to support implementation to reduce single use plastics. Council officers from the Events, Environment, Health and local Laws and Waste Teams will review the process and ensure any changes can be implemented, possibly in a staged approach.
- Actively work with and support externally run events on Council land or buildings to reduce the use of single use plastics.
- Develop waste management plans for key Council office buildings. Specialist building and waste consultants will be required to assist in the development of the plans. The consultants will engage closely with the City's building and waste departments, as well staff located in the selected buildings. The estimated cost to develop and implement the plans is \$35,000, which will be considered as part of the 2019-20 budget process.
- Review of the Sustainable Buildings and Procurement Policies in relation to reducing single use plastics. No additional funding is required to undertake the review.

2. Plastic Wise Communities

- Develop a Geelong War on Waste Campaign to provide information and encourage others to reduce single use plastics. Social media, the City's website and monthly waste magazine, as well as other advertising will be used to promote the campaign. The development of the campaign material and promotion will cost an estimated \$5,000 per annum, and will be considered as part of the 2019-20 budget process.
- Support community groups via Council's Community Grants Program to run free workshops on reducing waste and single use plastics. Funding from the existing Environment Grants Program will be used to cover the estimated \$5,000 cost.
- Continue the City's support for the Caring for Our Bays program to identify litter that flow into the bays, the source of the litter and how we can work with others to prevent it from happening. No additional funding is required.

http://www.environmentbellarine.org.au/cb_pages/cuthbertsons_creek.php

- Promoting waste reduction programs such as National Recycling Week, Clean up Australia Day and Plastic Free July. The estimated cost for this activity is \$5,000 per annum and will include provision of skip bins, waste disposal costs and promotion for the events. This promotional work will be considered as part of the 2019/20 budget process.

- Support initiatives by Coastal Committees of Management to reduce single use plastics. The estimated cost of this activity is \$5,000 per annum which includes the development and production of educational materials as well as advertising. These initiatives will be considered as part of the 2019/20 budget process.
- Lead clean-up days on our coastal foreshore reserves and encourage local users and visitors to our beaches to be part of programs such as Take 3 for the sea campaign <https://www.take3.org/>. Funding for this activity will be sourced from existing budgets.

3. Plastic Wise Businesses

- Partner with key businesses to reduce single use plastics and be part of Clean-up Australia Day and Plastic Free July. The City already participates in these programs and no additional funding is required.
- Support businesses located adjacent to waterways to sponsor signage and support education to reduce single use plastics. The estimated cost of this activity is \$5,000 per annum, which includes signage and development of targeted educational material. This activity will be considered as part of the 2019-20 budget process.
- Encourage businesses to adopt plastic wise principles. This will be undertaken through existing networks and forums.

9. GEELONG MAJOR EVENTS COMMITTEE ANNUAL REPORT 2017/2018

(Previously agenda item 8)

Source: Investment & Attraction / Economic Development & Events
Director: Brett Luxford
Portfolio: Tourism and Events

Purpose

To provide an overview of the Geelong Major Events Committee (GME) including a summary of the decisions of GME for the period 1 July 2017 to 30 June 2018.

Background

Council established GME in August 1998 pursuant to section 86 of the *Local Government Act (Vic) 1989*.

The continued success of GME to attract and fund major events requires an ongoing funding commitment from Council.

GME's focus is on attracting and sponsoring major events to the region based on the economic and reputational outcomes these provide.

Key Issues

- Between 1 July 2017 and 30 June 2018, 24 major events supported by GME were successfully hosted in the Geelong Region, including 9 new events.
- The 24 major events stimulated economic activity and provided social benefits to our community. An estimated \$64.6million of event expenditure was generated in our region from local and non-local sources, which supports the equivalent of 517 full time jobs in the Greater Geelong region and represents a return on investment of 46:1.
- Around 500,000 participants and spectators are estimated to have attended the 24 major events sponsored by GME (*Attachment 2 - Summary of Events Sponsored by GME 2017-2018*). It also includes the estimated economic benefit to the region and attendance numbers.
- The 2017-2018 GME sponsored events also provided additional social benefits for the local community through participation and spectator opportunities, with 70 percent of our major events offering some free public access and entertainment for all ages.

Cr Murrhiy moved, Cr Sullivan seconded -

That Council notes this report providing an overview and a summary of the Geelong Major Events Committee decisions for the 2017-2018 year.

Cr Kontelj re-entered the meeting room at 9.13pm

Cr Mason left the meeting room at 9.13pm

Cr Mason re-entered the meeting room at 9.15pm

Carried.

Attachment 1

Financial Implications

The total Council allocation of sponsorship funding of \$1,402,842 paid during the period was within budget.

The event expenditure generated by the 24 events staged during the period 1 July 2017 to 30 June 2018 is estimated to be \$64.6m. This event expenditure is estimated to support the equivalent of 517 full-time jobs in Greater Geelong and represents a return on investment for our community of 46:1.

Community Engagement

GME meetings are currently held on the third Monday of each month commencing at 4.00pm at City Hall.

Up to six ordinary GME meetings are held annually and are open to the public. Each alternate month, the meetings are strategic sessions which allow for informal and strategic discussions with existing and potential event organisers and event briefings on confidential matters.

The GME consists of:

- Up to four members of Council;
- Up to six external representatives of the business/media/arts or events community;
- The CEO (or his proxy); and
- The Executive Director of Tourism Greater Geelong & The Bellarine Inc.

All members have full and equal voting rights.

Social Equity Considerations

GME funding decisions are guided by a Matrix of Events, a GME Funding Criteria and a Geelong Major Events Strategy which ensures a transparent governance process for the allocations and access to funding by the community at large.

Major events in Geelong make a significant contribution to the social, environmental and economic well-being of the community. These events can also provide a legacy for the community through redeveloped or newly constructed infrastructure.

The events staged within this reporting period provided social benefits for the local community through participation and spectator opportunities, with 17 of these major events offering free public access to the event.

It is estimated that up to 500,000 spectators attended the 24 events staged during the period ending 30 June 2018.

Policy/Legal/Statutory Implications

In August 1998, Council established GME as a section 86 Committee under the provisions of the *Local Government Act (Vic) 1989* to stimulate and encourage events within the municipality.

The objectives of GME are to:

- Strive to stimulate and encourage events that offer the best opportunity to provide measureable economic benefits, potential to market Geelong outside the municipality and enhance local community through participation of residents;
- Support the development and improvement of hallmark, major and developing events while focusing its activities on a clearly defined strategic program;
- Establish and maintain strong links with the private sector, government and our communities to achieve high levels of stakeholder investment and activity required to realise the events potential of Geelong.

GME undertake a range of overarching actions to achieve their objectives including:

- A Geelong Major Events Strategy and Business Plan in accordance with terms of reference;
- Maintenance of a funding submissions and evaluation process;
- The development and attraction of new events;
- The continuous improvement of current events;
- Facilitation of state, federal government and private sector funding whatever possible; and
- Recommendations to Council regarding event infrastructure needs.

Alignment to Council Plan

This report aligns with the Council Plan as follows:

At the heart of Greater Geelong; A Clever and Creative Future are a series of community-led aspirations focusing on the region's economy and employment, the environment, arts and culture, tourism and growth. One of the nine aspirations is for the Geelong region to be a destination that attracts local and international visitors through the securing of world class events and entertainment. This aspiration is supported by the objectives and activities of GME.

In addition, Council Plan identifies its key partnerships in this area including events related groups such as Visit Victoria and the Victorian Events Industry Council, along with event owners and operators. These key relationships are maintained and enhanced through the actions of GME.

Conflict of Interest

No officers involved in preparing this report have any direct or indirect interest in any matter raised in this report.

Risk Assessment

The management of risks associated with events is an important aspect to protect the community and Council's assets. Significant processes are in place to ensure all events staged in the region have adequate risk and emergency management procedures in place, particularly focussed on the contemporary security threats now facing mass crowd events.

All high risk major events are required to present event plans to Geelong's Events Multi Agency Working Group, which is coordinated by Council's Event Services Unit and chaired by the Victoria Police. During this process, feedback and advice is given to event organisers from the represented agencies and stakeholders on the working group, such as Victoria Police, WorkSafe, CFA and the Municipal Building Surveyor.

Environmental Implications

Each application for funding to Geelong Major Events is assessed against a range of criteria including environmental impact.

Environmental considerations include energy usage, use of renewable sources, water usage, waste and or recycling generated, traffic congestion, use of non-powered transport options, pollution, destruction or damage to natural environments, event legacies of new or reinvigorated nature and resources. The environmental impact for each event is assessed and where appropriate actions are identified to protect the environment.

Council plays a leading role in working with external agencies and event organisers to ensure that environmental implications are appropriately managed.

The events staged during this period implemented a range of programs to minimise their environmental impacts and to proactively provide positive legacies from their events.

Attachment 2

SUMMARY OF EVENTS SPONSORED BY GME 2017/2018

The following table provides a summary of the events sponsored during the period, including the estimated economic benefit from each event and the estimated attendance numbers.

Event Name	Sponsorship Amount	Estimated Economic Benefit	Estimated Attendees
2017 Southern University Games	\$35,000	\$1,152,323	1,699
2017 AFL Masters National Carnival	\$40,000	\$2,154,684	1,793
2017 Australian Squash Championships	\$5,000	\$898,011	765
2017 Archibald Prize @ Geelong Gallery	\$100,000	\$7,211,125	58,268
2017 Word for Word Festival	\$12,500	\$329,314	2,608
2017 Toast To The Coast	\$25,000	\$540,533	6,154
2017 Geelong Revival Festival	\$180,000	\$5,973,091	26,430
2017 FFA Australia v China @ GMHBA Stadium	\$30,000	\$646,351	6,406
2017 Targa Florio Australian Tribute	\$50,000	\$1,164,368	2,430
2018 BBL Melbourne Renegades @ GMHBA Stadium	\$20,000	\$1,419,066	25,000
2018 A-League Melbourne Victory @ GMHBA Stadium	\$45,000	\$714,615	6,682
2018 Festival of Sails	\$203,000	\$10,281,889	53,717
2018 Cadel Evans Great Ocean Road Race**	\$150,000	\$10,000,000	80,000
2018 Victorian Open Golf Tournament	\$70,000	\$2,591,216	21,426
2018 SuperFoil Grand Prix	\$40,000	\$893,741	4,676
2018 Ironman 70.3 Geelong	\$150,000	\$2,622,550	10,735
2018 Great Australian Beer Festival	\$20,000	\$827,594	4,755
2018 Pako Festa	\$71,050	\$5,034,593	104,592
2018 Wooden Boat Festival**	\$20,000	\$1,000,000	10,000
2018 Geelong Highland Gathering	\$12,000	\$235,112	2,146
2018 Head of the Schoolgirls Regatta	\$22,292	\$2,017,536	9,900
2018 Lara Food & Wine Festival	\$15,000	\$454,203	6,405
2018 Aust Women's Baseball Championships (Youth & Open)	\$12,000	\$834,447	656
2018 U18 National Basketball Championships	\$15,000	\$1,368,598	2,851
2018 Geelong After Dark & M~M	\$20,000	\$2,136,540	30,644
2018 National Celtic Festival	\$40,000	\$2,136,126	18,102

** Post-event evaluation to be finalised.

10. REVOCATION OF FLOOD-PRONE AREA DESIGNATION OF NEW LOTS AT WATERMARK, STAGES 6, 8 AND 9

Source: City Services – Engineering Services
Director: Guy Wilson- Browne
Portfolio: Social and Infrastructure Planning

Purpose

For Council to consider revoking its designation of 12 December 2006 of flood affected land Watermark, Stages 6, 8 and 9 as liable to flooding pursuant to Regulation 802 (2) of the Building Regulations 2006.

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 (refer to **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 Watermark fronting 228 – 262 Reserve Road, Charlemont. 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 228 – 262 Reserve Road, Charlemont. Prior to subdivision the parent lot was considered to be liable to flooding. This development site, which is also known as Watermark, Stages 6, 8 and 9, 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 (refer **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 Sullivan seconded -

That Council revoke the Council designation of 12 December 2006 of flood affected land Watermark, Stages 6, 8 and 9 as liable to flooding pursuant to Regulation 802(2) of the Building Regulations 2006.

Carried.

Attachment 1

Financial Implications

No impact to 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 Council Plan

The recommendations of this report are consistent with Council Plan, in relation to planned sustainable development.

Conflict of Interest

There are no officer direct or indirect interests with respect to this report.

Risk Assessment

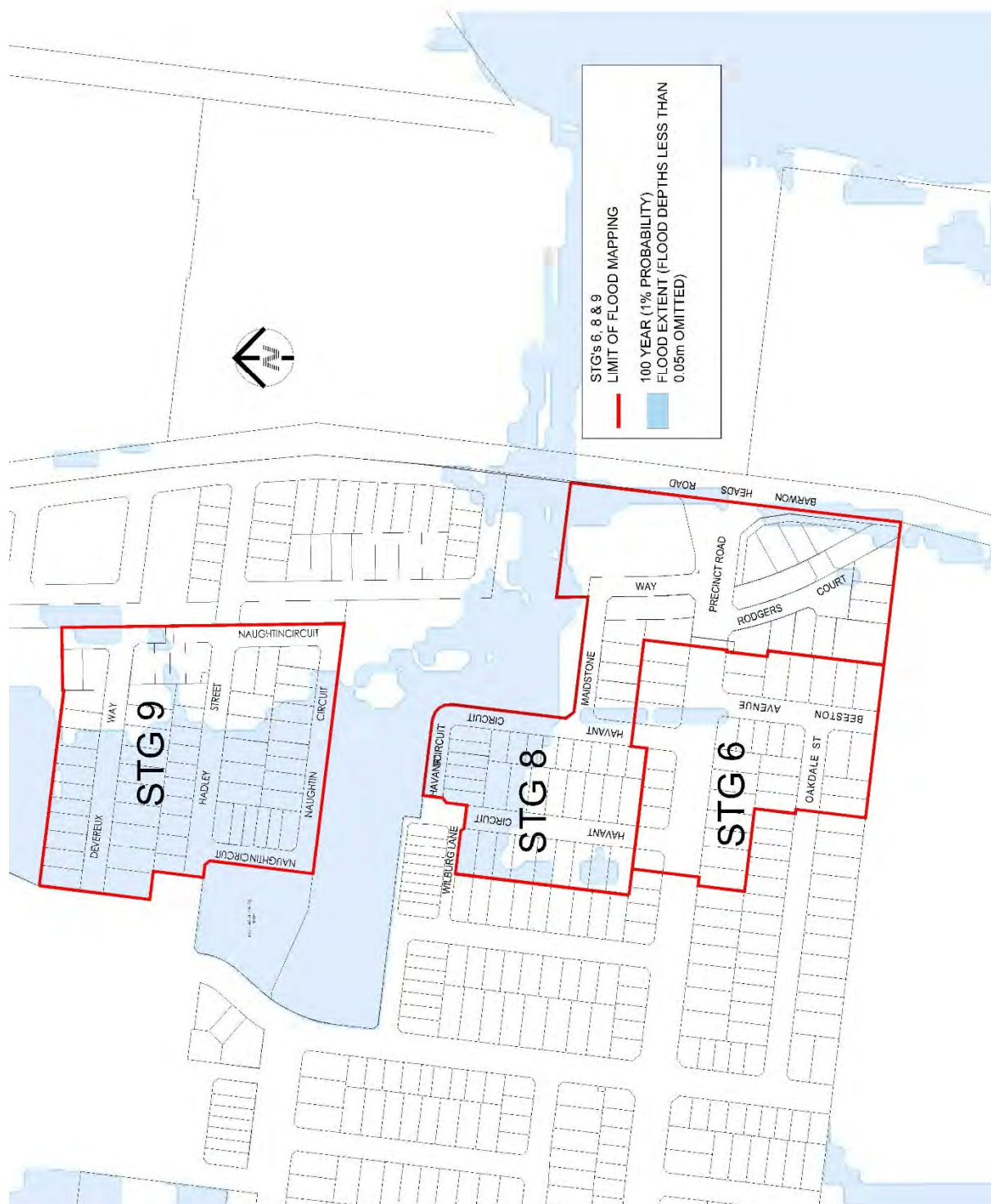
Council also has some risk exposure with any failure to disclose the flood-prone status of a property in a Land Information Certificate.

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

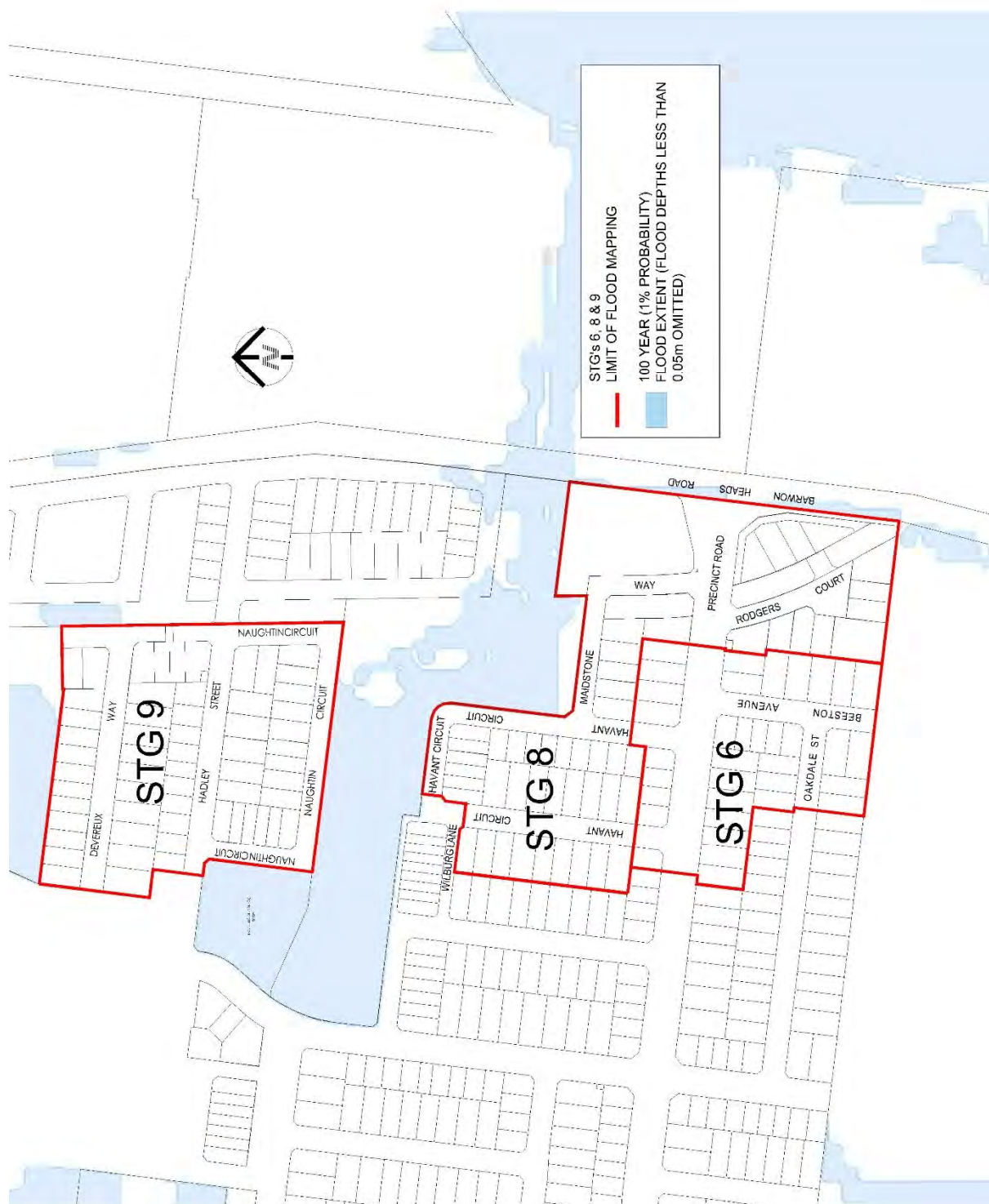
Environmental Implications

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



11. TRANSFORMATION PROGRAM QUARTERLY UPDATE - SEPTEMBER 2018

Source:	Chief Executive
Director:	Martin Cutter
Portfolio	Leadership and Governance

Purpose

To provide a quarterly update on the progress of the Transformation Program as at 30 September 2018 to the Council.

Background

The Transformation Program developed in June 2016 to ensure that the 12 key recommendations and 25 secondary recommendations of the Commission of Inquiry report and actions from the Halliday Report were implemented.

In October 2017 Ernst & Young (EY) was engaged to provide an independent status update of the City of Greater Geelong's progress in achieving the program actions.

The objective of the program is to enable the City to become the most efficient and effective organisation to fulfil its purpose of *working together for a thriving community*.

The implementation of the Transformation Program is overseen by the Principal Municipal Monitor, who reports on progress to the Minister for Local Government. The CEO's office is working closely with the Principal Municipal Monitor to ensure the continued implementation of the program.

Key Issues

- Of the 28 projects, four are complete, 19 are 50 per cent complete or over with the remaining five under 50 per cent complete.
- The quarterly report (**Attachment 2**) contains highlights and focus areas, as well as comments from the Principal Municipal Monitor and Chief Executive.
- Some key achievements during this quarter include:
 - Social Infrastructure Plan community engagement launched 21 September 2018 and strategy position appointed. Recently completed audits conducted on all buildings will be used in developing the updated plan;
 - A new online complaints process is now publicly available and staff training and awareness sessions held with relevant departments; and
 - The Central Administrative Office Project Advisory Committee (Civic Accommodation) has been established and terms of reference adopted. Site selection and budget/funding model has been confirmed.

Cr Murrehy moved, Cr Murnane seconded -

That Council note the September 2018 quarterly update of the Transformation Program.

Carried.

Attachment 1

Financial Implications

A number of projects such as the ICT strategic review implementation, internal communications resourcing, risk management and civic accommodation are subject to 2018-19 Budget funding and allocation in the Strategic Resource Plan.

Community Engagement

The review of the Community Engagement Strategy is one of the projects within the Transformation Program. The Engagement Champions Program has commenced with the first workshop to look at engagement improvements to take place in November.

Progress on the Transformation Program is reported quarterly to the Council and the report is made publicly available.

Social Equity Considerations

The Social Infrastructure Plan review is one of the 28 projects in the Transformation Program. The delivery of the Diversity and Inclusion and Gender Equity plans are also part of the Transformation Program.

Policy/Legal/Statutory Implications

The Transformation Program was developed in response to the 2016 Commission of Inquiry report. In that report there were 12 key recommendations and 25 secondary recommendations to be addressed. The Primary Municipal Monitor will continue to review the progress of the Transformation Program and report to the Minister for Local Government.

Alignment to Council Plan

This report aligns to the Council Plan strategic priority Organisational Leadership, Strategy and Governance.

Conflict of Interest

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

Risk Assessment

Transformation Program is managed by the Coordinator Transformation, Program Integration and Development and progress on the Transformation Program is monitored by the Chief Executive Officer, Principal Municipal Monitor who reports to the Minister for Local Government and Council.

Delivery of the program has been identified as a strategic risk for the organisation and its implementation is overseen and managed by the Executive Leadership Team. The program is also monitored via the organisation's enterprise risk update and reported to the Audit and Risk Committee.

Environmental Implications

There are no environmental implications arising from this report.

CITY OF
GREATER GEELONG

TRANSFORMATION PROGRAM



SEPTEMBER 2018 QUARTER UPDATE

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Executive summary

The Transformation Program was primarily developed to ensure that the 12 key recommendations and 25 secondary recommendations of the Commission of Inquiry report and actions out of the Halliday Report are carried out.

The organisation undertook an Employee Opinion Survey in 2016, as well as contracting three reviews by external parties for Finance, ICT and civic accommodation.

Each of the reviews completed has recommendations or actions which the organisation has committed to addressing. These have also provided core inputs to the Transformation Program and many of the actions or recommendations are inter-related or linked in some way.

TRANSFORMATION PROGRAM

The Transformation Program was originally organised into four inter-related streams of Leadership, Governance, Management and Relationships.

It is now organised under eight focus areas, with a total of 28 projects and close to 100 sub-projects under these.

The focus areas are:

1. Governance
2. Strategy, Planning and Monitoring (incl. Leadership)
3. Culture and People Management (incl. Leadership)
4. Financial Management
5. Asset Management
6. Information management
7. Risk Management
8. Relationship & Reputational Management.

The objective is to enable transformation to the most efficient and effective organisation possible to fulfil its purpose of ***working together for a thriving community***.

Implementation of the program will occur progressively; with some initiatives able to be implemented relatively quickly, whereas others will take longer and in some instances more than two years.

ERNST & YOUNG REVIEW

Ernst & Young (EY) was engaged by the Chief Executive Officer (CEO) at the request of the Administrators in October 2017 to provide an independent status update on the City of Greater Geelong's progress against recommendations set out in the:

- Commission of Inquiry report
- Supplementary reports commissioned by CoGG (EY review of Financial Position and Strategies and Deloitte ICT review)
- Halliday Stage 2 Culture Review.

Key observations by EY were:

- Transformation Program requires a high level of sustained focus, putting it back into business as usual poses a major risk in that it will become less of a priority
- Inadequate staff resourcing allocated to various transformation initiatives
- Many of the initiatives require a longer period of time, a sustained and continued effort required to see through transformation
- A lot of good work completed but it needs to continue, transformation is ongoing.

The next section provides a summarised update for each focus area.

THE WAY FORWARD

The Transformation Program will continue to be managed and reported by the Coordinator Transformation, Program Integration and Development.

Transformation projects have also been included in the CEO's key performance indicators (KPIs) and cascaded down into each Directors' KPIs to be monitored regularly by the CEO.

As per the EY findings, Transformation is ongoing and it is anticipated that projects may continue to be added in consultation with the Executive Leadership Team (ELT) in the future as others are completed.

SEPTEMBER 2018 QUARTER HIGHLIGHTS

The last quarter saw a number of achievements with the following a selection of the key highlights:

- ✓ Social Infrastructure Plan community engagement launched 21 September 2018 and strategy position appointed. Recently completed audits conducted on all buildings will be used in developing the updated plan
- ✓ New online complaints process is now publicly available and staff training and awareness sessions held with frontline Customer Service staff, Governance and Legal Services staff and Swim, Sport and Leisure staff
- ✓ The Digital Transformation Plan has been endorsed by the Executive Leadership Team and has been presented to Council (six councillors)
- ✓ Policy and Procedures Management Policy draft submitted to the Policy Review Committee
- ✓ Organisation delegations have been updated and now awaiting approval
- ✓ Council Plan adopted and integrated with A Clever and Creative Future vision and strategies to be reviewed in the next 12 months have been identified to ensure alignment
- ✓ Weekly Lean Basics training has been rolled out with the aim to train 836 staff by the end of December 2018
- ✓ The 10 year financial plan continues to be updated including three scenarios with detailed commentary and financial risks identified
- ✓ 2018 Employee Opinion Survey has been completed by staff with results being collated
- ✓ The Central Administrative Office Project Advisory Committee (Civic Accommodation) has been established and terms of reference adopted. Site selection and budget/funding model has been confirmed
- ✓ A risk workshop held for the Civic Accommodation project highlighted how the new risk framework will be implemented operationally and in projects throughout the organisation
- ✓ The final draft of the Asset Management Policy and Framework has been complete and now awaiting approval
- ✓ An audit of existing Asset Management Plans and their status has been completed
- ✓ The new Corporate Communications and Marketing Strategy has been completed
- ✓ The Engagement Champions Program was launched and the recruitment completed with 30 participants representing all levels of the organisation
- ✓ The implementation of the Customer Focus Strategy continues with a number of actions being undertaken. The recent completion of the Pulse Customer Survey where satisfaction levels received an overall score of 4.2 out of 5 with 78 per cent of respondents indicating they are satisfied with their most recent interaction with the City. This is above the average for Councils in 2018.

PROJECT UPDATES

The following section contains updates on all projects within the Transformation Program.

The format is based on the Ernst & Young report.

Project leads have provided updates on all projects and this forms the basis of this report.

The Coordinator Transformation, Program Integration and Development and the Primary Municipal Monitor also interviewed relevant directors with the information collected also used to prepare this quarterly update.

The Transformation Program is reported to the Executive Leadership Team, Council and the Minister for Local Government on a quarterly basis.

Project updates

1. GOVERNANCE

Project	Status	Planned end date
Return to elected council		Completed – ongoing training & PD
Decision making framework		Jun 2020
Policy framework		Dec 2018 - ongoing
Establish Governance & Legal Unit		Completed
Protected disclosure		Completed – training to be integrated into induction program
Council business processes		Dec 2018

Highlights

- ✓ Policy and Procedures Management Policy draft submitted to the Policy Review Committee
- ✓ Document definitions established
- ✓ Policy and Procedure template drafts submitted to the Policy Review Committee
- ✓ Review of organisation delegations updated awaiting approval
- ✓ Council business forward agenda planning fully implemented
- ✓ New report cover sheet implemented to capture key information relevant to the report.

Focus areas

- Policy Review Framework development
- Policy and Procedures Management Policy approved
- Document register database definitions updated
- Policy and Procedure templates approved and implemented
- Policy and Procedure review schedule and process communicated and implemented
- Approval of updated organisation delegations
- Protected Disclosure to be integrated into induction program
- Training on forward agenda planning and report writing to be rolled out.

Primary Municipal Monitor's comments / issues

- ✚ The Governance section of the Transformation Program is 90 per cent achieved with the Policy Review Framework development completed. The next steps will be to review the Mayor and Councillor Support Unit to further streamline processes to ensure maximum efficiency.

Chief Executive's comments

- Significant work has been undertaken to improve governance across the organisation. The Policy Framework is now complete, with the next steps to set a timeframe of policy reviews and then to commence the reviews.
- We continue to review the effectiveness of the councillors and the Mayor and Councillor Support unit to drive ongoing improvement.

2. STRATEGY, PLANNING & MONITORING

Project	Status	Planned end date
30 year vision		Jun 2019 (implementation) - ongoing
Alignment of long term strategies with vision		Dec 2018
Business Improvement Framework		Jun 2019 (capability deployment) - Ongoing
Service Planning / Review		Dec 2018 (framework and implementation plan)
Business analytics / reporting		Jun 2019
Social Infrastructure Plan review		Apr 2019

Highlights

- ✓ Council Plan adopted and integrated with *A Clever and Creative Future* vision and strategies to be reviewed in next 12 months have been identified to ensure alignment
- ✓ *A Clever and Creative Future* vision implementation officer (ongoing position) was confirmed and appointment made. A second Vision Partners Forum now being organised
- ✓ Social Infrastructure Plan community engagement launched 21 September 2018 and strategy position appointed. Recently completed condition audits conducted on all buildings will be used in developing the updated plan
- ✓ Draft tolerances for the monthly CEO Headline Report have been developed for 2018-19
- ✓ Weekly Lean Basics training has been rolled out with the aim to train 836 staff by end of December 2018
- ✓ There are 19 business improvement projects currently being supported throughout the organisation including the "Road to Success" project with the video receiving over 5,000 views on LinkedIn
- ✓ Property and Procurement service plan completed with a further two commenced.

Focus areas

- Vision Partners Forum second meeting to be held and Vision Annual Report to be completed by February 2019
- Social Infrastructure Plan public engagement, peak body round table discussions and strategy development to commence
- Present completed service plan for Property and Procurement to ELT and finalise plans for Economic Development and Events. Schedule for all other services to be confirmed with ELT
- Development of Lean Leader five-day course and second and third level lean basic sessions. Continue weekly Lean Basics training with target reach of 836 staff
- Refine CEO Headline Report measures and commence work on divisional dashboards.

Principal Municipal Monitor's comments / issues

- ⚠ Good progress is being made on the Social Infrastructure Plan but it is important that it is delivered on time so that a long-term project plan can be set soon after. The Social Infrastructure Plan should focus on future socialisation of concepts (local, district and regional) within community and council such as multiple service hubs, asset utilisation by multiple clubs, groups, licenses/leases.
- ⚠ Business analytics requires focused attention as knowledge base is spread out, not centralised. Data to be made available for organisation use.

Chief Executive's comments

- Round table workshops will be held with councillors and staff representing several departments during November to further examine insights and data collected from community engagement for the Social Infrastructure Plan review. The plan is on target to be completed in the first half of 2019.
- Key decision making backed by data is very important. We will be focusing our attention on business analytics throughout the organisation with the recent implementation of Birst software.
- A framework and program for service planning / review will be finalised in the next quarter.

3. CULTURE & PEOPLE MANAGEMENT

Project	Status	Planned end date
Internal leadership development		Dec 2018
Positive Duty / Culture program		Completed – Leadership Capability Framework, MyPLAN, Policy Review being implemented
Workforce resource plan		Jun 2019
Mentoring, coaching and leadership (L&D)		Jun 2019 - ongoing
Civic accommodation		Dec 2018
Complaints Review Framework		Jul 2018

Highlights

- ✓ New online complaints process is now publicly available and staff training and awareness sessions held with frontline Customer Service staff, Governance and Legal Services staff and Swim, Sport and Leisure staff
- ✓ Staffing Needs Analysis, Skills and Capability Analysis, Workforce Flexibility Analysis and Five-year workforce plan all currently going through procurement phase
- ✓ 2018 Employee Opinion Survey completed by staff
- ✓ Central Administrative Office Project Advisory Committee (Civic Accommodation) established and terms of reference adopted. Site selection and budget confirmed by Council and owner / build preferred procurement method
- ✓ Learning Management System has been developed and launched
- ✓ Leadership and Capability Framework currently going through tender process.

Focus areas

- Expression of interest for design and development of the Central Administrative Office (Civic Accommodation)
- Continued focus on complaint management training internally and promotion within the community. New process to be reported in CEO Headline Report during next quarter
- 2018 Employee Opinion Survey results and action plan
- Collate the three-year staffing forecasts to an organisational view. Finalise procurement for Staffing Needs Analysis, Skills and Capability Analysis, Workforce Flexibility Analysis and Five-year workforce plan
- 360 degree Emotional Leadership Program to commence with Executive and Senior Leadership Teams
- Deliver MyPLAN and Learning Management System and appoint provider for Leadership Capability Framework.

Principal Municipal Monitor's comments / issues

- ⚠ Culture and People Management section of the Transformation Program has been assessed as 75% complete.
- ⚠ The complaints system is working well with the level of complaints having diminished in number and level of severity. It is important however that all complaints are registered.
- ⚠ The 2018 Employee Opinion Survey organisation action plan needs to be signed off by the Executive Leadership Team before the end of the calendar year and communicated to the organisation.
- ⚠ The delivery of MyPLAN and the workforce resource plan development are priorities.
- ⚠ Further work to be done over the next 12 months on embedding the new culture more deeply within the organisation. Some silos remain deeply entrenched which inhibits effective coordination across council. It is anticipated that the Chief Executive Officer will lead change with the Executive Leadership Team.

Chief Executive's comments

- It is pleasing to see the improvements we have made with complaints management, not only through the new system but also through our training programs for staff in regard values and behaviours. The delivery of MyPLAN will be closely monitored as this was a key outcome of the culture program and 2017 Employee Opinion Survey.
- Embedding the culture improvements will continue to be a focus throughout the organisation along with implementing the actions from the 2018 Employee Opinion Survey.

4. FINANCIAL MANAGEMENT

Project	Status	Planned end date
Strategic financial review		Jun 2019
<i>Financial Management Framework & Policy</i>		Completed
<i>Fees & Charges Framework</i>		Jun 2019
<i>Borrowing Policy</i>		Completed
<i>Long term financial plan</i>		Jun 2019

Highlights

- ✓ The 10-year financial plan continues to be updated including three scenarios with detailed commentary and financial risks identified
- ✓ Monthly Financial update continues to be provided to councillors via CEO headline report
- ✓ Civic accommodation funding model provided
- ✓ Briefing held with Managers / Co-ordinators in regard to financial year end processes
- ✓ July Financial management report format presented to council and Audit & Risk committee with no further changes required. Report is adapted each quarter to provide required insights.

Focus areas

- Long term financial plan software investigation (part of Digital Transformation project)
- Long term financial update to inform 2019-20 budget process
- Proactive review of Non capital projects with project managers prior to year end
- Review of business support accounting model for provision of strategic support (i.e. Developer contributions plan)
- Civic accommodation funding.

Principal Municipal Monitor's comments / issues

- 📌 Focus required on the importance of the systems / inputs that populate the 10 Year Financial Plan in achieving an accurate financial forecast.

Chief Executive's comments

- The 10-year plan is in place and updated as per latest budget. The linking of major long-term strategies to the 10 Year Financial Plan remains a priority, further informing funding models for future capital renewal and upgrades and debt management.

5. ASSET MANAGEMENT

Project	Status	Planned end date
Asset Management Review		Dec 2019
<i>Review property and asset management</i>		Dec 2018
<i>Asset Management Working Group</i>		Completed - meeting schedule set
<i>Establish Steering Committee</i>		Completed - Mar 2018
<i>Set project plan / recommendations</i>		Dec 2018
<i>Implement plan / recommendations</i>		Dec 2019

Highlights

- ✓ Final draft of Asset Management Policy and Framework completed, now awaiting approval
- ✓ Project plan has been set with 29 tasks allocated to project leads with five completed. Current tasks underway include:
 - ✓ Asset Management Policy prepared and ready for approval
 - ✓ Asset reconciliation between IPS (Hansen) and SPM
 - ✓ Handover procedure review
 - ✓ Asset Management Plans review
 - ✓ Role definition review
- ✓ An audit of existing Asset Management Plans and their status has been completed
- ✓ Pre-work for Asset Management Strategy completed.

Focus areas

- Project lead replacement
- Approval of draft policy and framework
- Draft strategy completion including handovers
- Asset Management Plan template final draft
- Continue data cleansing task
- Define roles and responsibilities (asset owner, maintainer, service manager and asset data manager)
- Move to a fully inclusive asset management operating model
- Renewal gap for key asset categories to be identified
- Maintenance management system improvements (tablet technology)
- Improved leasing processes that clearly outline maintenance obligations for the tenant/licensee and council
- Review levels of service for assets
- Asset sale opportunities.

Principal Municipal Monitor's comments / issues

- 📌 Council has an asset base of \$2.3 billion which includes land, buildings, plant and equipment and infrastructure. Asset management as a long term strategy is in its infancy and the organisation awaits the appointment of a coordinator to oversee its implementation. This key appointment is anticipated to be filled early in 2019.

Chief Executive's comments

- ➔ The focus on asset management and better utilisation of assets across the municipality is a major priority. It is anticipated that a project coordinator will be in place early in the new year and will commence working through an extensive program of actions.

6. INFORMATION MANAGEMENT

Project	Status	Planned end date
ICT strategic review / implementation		Jun 2022 (ICT Strategy timeline)
<i>ICT review of systems and processes</i>		Completed
<i>ICT Strategy development</i>		Completed
<i>Implementation of recommendations from ICT Strategy & review</i>		Jun 2022

Highlights

- ✓ Presented plan and received endorsement from Executive Leadership Team, Senior Leadership Team, Chief Executive Officer, Mayor and ICT Steering Committee
- ✓ Presented Digital Transformation Plan to Council (six councillors)
- ✓ Retained Senior Program Manager to deliver project
- ✓ Presented restructure of Digital Information and Technology and entered consultation period.

Focus areas

- Presentation of Digital Transformation Plan to remaining councillors
- Continue on resourcing phase to support the ICT initiatives including recruitment of a DIT Manager and creating the Smart Cities Office.

Principal Municipal Monitor's comments / issues

- 📌 Work is underway and the scoping of the digital transformation plan will need to be focused and staged to avoid the potential scope and cost creep.

Chief Executive's comments

- ➔ Digital transformation will affect all parts of our business and the community so it is extremely important we manage this closely through all stages from the development of the scope to implementation.

7. RISK MANAGEMENT

Project	Status	Planned end date
Enterprise Risk Review		Dec 2018
<i>Appoint Senior Enterprise Risk Advisor</i>		Completed
<i>Risk audit, establish strategic risks</i>		Completed
<i>Establish Enterprise Risk Matrix</i>		Completed
<i>Develop Enterprise Risk Framework and implementation</i>		Dec 2018
<i>Resourcing and structure</i>		Dec 2018

Highlights

- ✓ Risk workshop held for Civic Accommodation project was a great example of how the new Risk Framework will be implemented operationally and in projects throughout the organisation
- ✓ Audit and Risk Committee meeting held in August
- ✓ Business resilience meetings held to clarify annual organisational workload activity.

Focus areas

- Implement risk management training and awareness for key staff
- Operational risk workshops to be facilitated with senior managers
- Develop inter-agency risk management process
- Procure and deploy an online risk management system
- Update the risk strategy and action plan.

Primary Municipal Monitor's comments / issues

- ✚ The work associated with establishing corporate and strategic risks is well advanced and risk management has been assessed as 80 per cent completed as part of the Transformation Program.

Chief Executive's comments

- The improved risk framework will set the organisation up to respond to operational and project risks in the future. Training and information sessions will be delivered to key staff to further enhance understanding and capability in risk management.

8. RELATIONSHIP & REPUTATIONAL MANAGEMENT

Project	Status	Planned end date
Media and Communications		Jun 2019 - Ongoing
Corporate Affairs review		Jun 2019
Stakeholder matrix		Jun 2019
Community Engagement Strategy		Jun 2021 - Ongoing
Customer Focus Strategy		Oct 2020
Issues Management		Dec 2018 - Ongoing

Highlights

- ✓ New Corporate Communications and Marketing Strategy completed and includes a range of corporate affairs activities
- ✓ Recruitment for Corporate Internal Communications Officer has commenced
- ✓ Issues management reported at Executive Leadership Team weekly meetings and has seen supportive media coverage for the Public Drinking Fountains and Belcher Corner Building issues
- ✓ Scope of Engagement Champions Program finalised including review of engagement policy and development of tools and templates
- ✓ Recruitment for Engagement Champions Program completed with 30 participants representing all levels of the organisation
- ✓ Primary stakeholders identified and mapping to internal contacts commenced
- ✓ Completion of Pulse Customer Survey where satisfaction levels received an overall score of 4.2 out of 5 with 78 per cent of respondents indicating they are satisfied with their most recent interaction with the council. This is above the average for councils in 2018.
- ✓ There has been a decline in the average number of calls made to the council with 72 per cent only needing to make one call compared to 61 per cent in 2017, indicating that a greater number of residents are able to get their query resolved with their first call.

Focus areas

- Appointment of internal communications officer and commence the Implementation of the internal communications plan
- Continue the implementation of the Customer Focus Strategy actions with 12 of the 17 actions progressing on track
- Review of telephone-based customer service system in line with Customer Service Charter
- Embedding of the Issues Management procedure and evaluation throughout the organisation
- Launch of Engagement Champions Program and first workshop in November covering off community engagement framework and basic methodology
- Corporate affairs action plan to be set
- Primary stakeholder list and internal mapping sign-off by ELT and identification of secondary stakeholders to commence.

Principal Municipal Monitor's comments / issues

- ⚠ Important for the new Executive Leadership Team to meet regularly with key stakeholders individually (not just as a group) to build strong relationships.
- ⚠ The appointment of an Internal Communications Officer is a priority to continue the messaging of the culture program and other key programs throughout the organisation.
- ⚠ The Customer Focus Strategy is progressing well with great results being realised already.

Chief Executive's comments

- The results in the recent Pulse Customer Survey are very pleasing. We continue to work through the actions in the Customer Focus Strategy with the aim to continuing the improvements in customer experience throughout the organisation.
- With the recent recruitments to the Executive Leadership Team, it is important that key stakeholder relationships are established both from an individual and as a group in the next 12 months.
- The appointment of an internal communications officer remains a priority in order to provide major improvements in our ongoing communications to our staff.

Report sign-off



Mr Martin Cutter

Chief Executive Officer
City of Greater Geelong

Date: 27/11/2018



Ms Jude Munro AO

Primary Municipal Monitor
City of Greater Geelong

Date:

29/11/2018

CITY OF GREATER GEELONG

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CUSTOMER SERVICE CENTRE

Geelong
100 Brougham Street
Geelong VIC 3220
8:00am – 5:00pm

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12. DIGITAL TRANSFORMATION

Source: Finance & Strategy - Digital Information and Technology
Director: Michael Dugina
Portfolio: Finance

Purpose

To seek Council approval for the commitment of resources in future budgets (2019-20 to 2021-2022) in order to fully deliver the Digital Transformation Program.

Background

The City of Greater Geelong, like many Councils, is under increasing pressure to provide significantly more and higher quality services to a growing population within a financially constrained environment under rate capping.

The City recognises that they have aging and outdated applications that do not support 'Online' access to Council services. Many of the business processes are paper based, heavily manual, and with minimal integration resulting in inefficient services both to the business and to the community.

An effective Digital Transformation Program is a key part of meeting this challenge and this aligns to:

- ICT Strategy (Deloitte) developed out of the EY Transformation Report;
- Clever and Creative Future;
- Working Better Together; and
- Digital Geelong Strategy

Key Issues

- The Digital Transformation Program will operate over four years from 2018 to 2022 and will replace all of Council's core business processes and supporting business applications at a cost of \$20.5M delivering a total savings of \$33.7M over 10 years for a net benefit of \$19.5M, including:
 - Improved community access to Council;
 - Online access to Council Services;
 - Giving the community choice to engage with Council;
 - Reduced lead times to get outcomes;
 - Reduced cost to deliver increasing level and quality of service through both cost avoidance (FTE growth) and efficiency gains (redeployment of resources and software costs); and
 - Reduced risk for the organisation of manual processing.
- The commitment of funding in order to recruit and attract key resources requires a multi-year budgetary commitment to this key organisational project.

- The Digital Transformation Program will assess our current online community facing services. The program will then develop automated online services to replicate most of the current manual processes. This will give the community choice to either use our online services, or continue to use our manual services.
- The program will assess and analyse Council's business processes and map the business data.
- Once the agreed solution has been designed, sourced, implemented and existing information migrated, legacy applications and infrastructure will be decommissioned.

Cr Murnane moved, Cr Murrihy seconded -

That Council:

- 1) Approve the Digital Transformation Project;**
- 2) Note capital funding of \$1.6M already committed for calendar year 2018-2019; and**
- 3) Approve the allocation of capital funding in the Strategic Resource Plan of \$4.15M for calendar year 2019-2020, \$6.54M for calendar year 2020-2021 and \$3.2M for calendar year 2021-2022.**

Carried.

Attachment 1

Financial Implications

The total investment for the Digital Transformation is \$20.5M over five years:

- 2018-2019 \$1.6M already funded;
- 2019-2020 \$4.11M request for funding;
- 2020-2021 \$6.54M request for funding;
- 2021-2022 \$3.2M request for funding; and
- \$5M licencing costs have already been accounted for through cost avoidance.

The project will return \$33.7 in savings over a ten-year period.

Community Engagement

Community engagement will commence in 2019 (calendar year) to assess community satisfaction with current online services, and will seek feedback for delivery of new services.

Social Equity Considerations

Both the online services and internal corporate services delivered through this project will include significant work to ensure social equity around accessibility, access, inclusion, and choice. Working closely with Council's social equity practitioners will ensure these principles guide the program's deliverables.

Policy/Legal/Statutory Implications

Complies with all regulatory and statutory obligations and implications. There will be full probity oversight to the project.

Alignment to Council Plan

In response, the City of Greater Geelong Council Plan outlines eleven strategic priorities for 2018-2022. Number ten of the strategic priorities is Innovative Finances and Technology. Two of the seven sub priorities are of relevance to this initiative being:

1. Developing digital tools and technologies to improve service delivery and our customer experience.
2. Establish sustainable financial and infrastructure management systems for our future.

Furthermore, there are three related aims of:

1. Improve digital access for the Geelong community.
2. Drive digital transformation in the organisation.
3. Review the efficiency of our service delivery.

Conflict of Interest

Each employee or contractor involved in the Digital Transformation Program will be required to sign a Conflict of Interest and Confidentiality Declaration.

No Council Officer involved in the preparation of this report has a conflict of interest.

Risk Assessment

The inherent risk of “do nothing” is significant and increases each year Council does not address the current issues.

Further, Council data and applications are difficult to manage to both extend the current services and to add new services such as hard rubbish collections.

Council is also exposed to reputational risk, due to potential service outages due to our aging application portfolio.

Working with the Senior Leadership Team and internal stakeholders, the project will be completing a Risk Management workshop in December to accurately identify and quantify the inherent and residual risk.

Environmental Implications

The program will have a positive impact on the environment.

The solution will be cloud based. As such, services can be shut down in our datacentre reducing electricity and cooling consumption.

The Program’s print services strategy will reduce the printer consumables by over 20% saving both toner and paper. Further, all printers in the CBD will be replaced with modern printers which power down when not in use, and power back up within two seconds. This will realise a saving in power consumption.

As Council moves to a digital platform and move supporting business processes from paper, the project will realise a further saving on paper and toner consumables by over 15%.

Strategic Alignment

The current Council Plan 2018-2022 asks us to deliver on this:

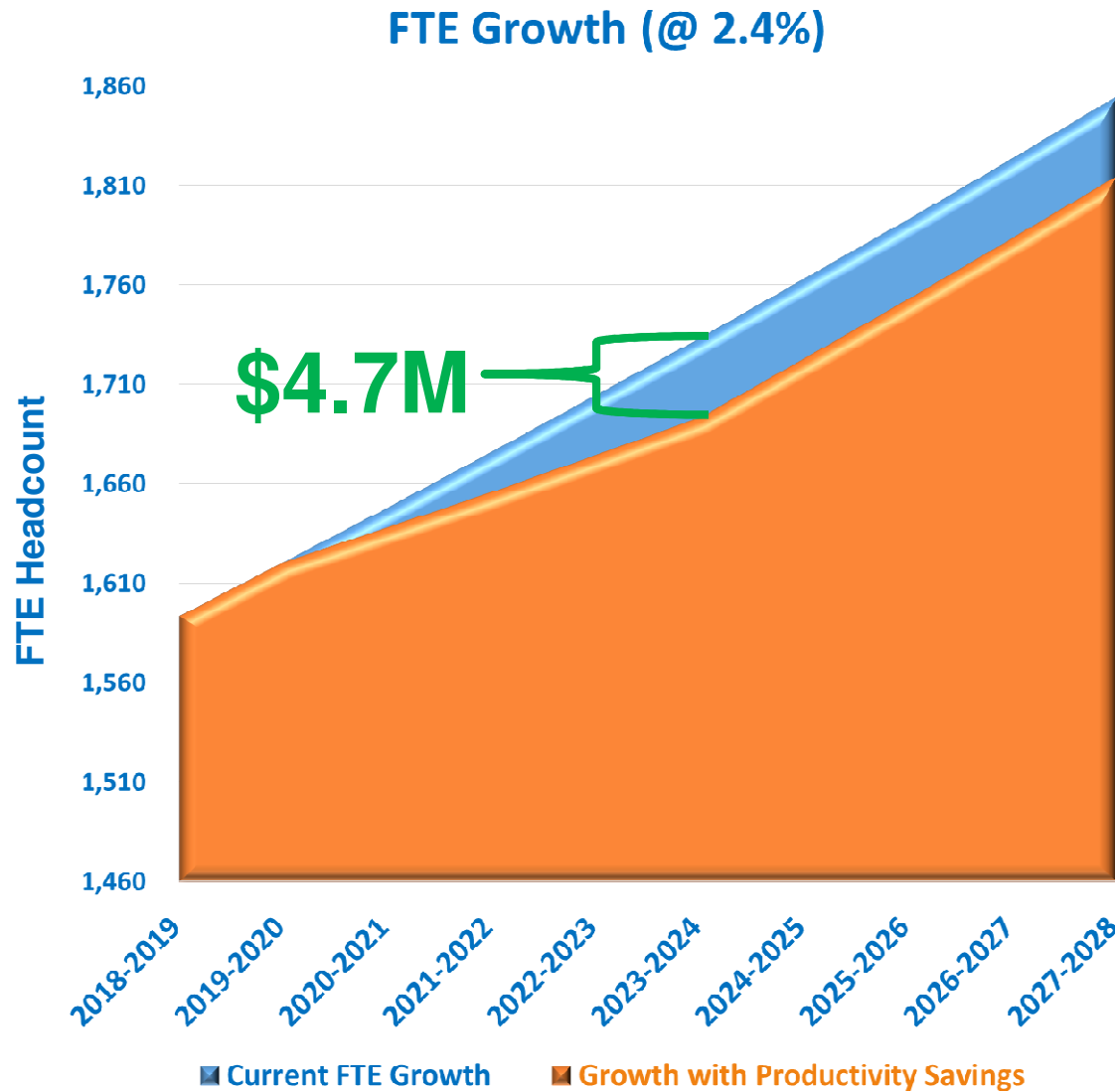
- ✓ • “More online transactions with our customers”
- ✓ • “Developing digital tools and technologies to improve service delivery and our customer experience”
- ✓ • “Drive digital transformation in the organisation”
- ✓ • “Review the efficiency of our service delivery”
- ✓ • “Establishing sustainable financial and infrastructure management systems for our future”

This is also directly aligned to:

- ICT Strategy (Deloitte)
- Clever and Creative Future
- Working Better Together
- Digital Geelong Strategy



Investment / Savings



Project Costs

Discovery, Design, Implementation Costs	\$15,490
Licensing Costs	\$5,000
Total Project Costs	\$20,490

Less Avoided Costs	\$4,625
Less ICT Strategy Funding 2018/19	\$1,608

Total Funding Required \$14,257

Cost Avoidance

Productivity	\$32,463
Avoided Costs	\$1,300

Avoidance over 10 years \$33,763

Total Savings over 10 Years \$19,506



Outcomes

- Improved access to Council
 - Online Access to Council Services
 - Giving our customers choice to engage
 - Reduced Lead Times to get outcomes
 - Reduced cost to deliver service
 - Reduced risk for the organisation
-
- Setting up an agile Council, to be able to efficiently deliver high quality services to meet the needs of a growing and changing community, in a cost efficient, risk managed approach

13. IMPROVING HOW THE CITY DELIVERS FOR THE COMMUNITY

Source:	Chief Executive's Office
Chief Executive Officer:	Martin Cutter
Portfolio:	Leadership and Governance

Purpose

To seek Council endorsement for funding of additional resources in the 2018-19 budget and inclusion of ongoing resourcing within the long term financial plan to ensure the City can adequately meet the service needs of the Greater Geelong community.

Background

The City of Greater Geelong is operating in a dynamic environment, underpinned by record population growth, climate change and rate capping. These external influencing factors are driving ever-increasing pressures on the efficient and effective delivery of services and the use of the City's limited resources.

In response, since June 2018, a broad and holistic review of the City's functions and services has been carried out to ascertain if the City is adequately resourced to meet the increasing requirements to provide services in the Greater Geelong region.

Key Issues

- There has been a significant increase in the service needs of the community arising from record population growth, borne out by the following data:
 - the City has experienced a 50 per cent increase in receipt of planning referrals (2011-17);
 - a 200 per cent increase in drainage approvals (2007-17) and recreation and open space referrals (2014-17);
 - native vegetation applications have increased fourfold (2019-17); and
 - environment planning referrals have increased by 100 per cent (2009-17).
- The City's resourcing is currently inadequate to meet the increasing service needs of the community due to growth and there is an immediate need to improve resourcing in the following areas:
 - Planning Strategy and Urban Growth, relating to the planning needs arising from the Northern and Western Growth Areas, the administration of Development Contributions across the entire municipality and the management of the municipality's built form heritage;
 - City Development, relating to planning and building applications lodged in line with the increased level of development across the municipality;
 - Engineering Services, relating to design and build of core infrastructure to support the growing population;
 - Environment and Waste, relating to planning for environmental sustainability, and environmental approvals relating to development, whilst also planning for future waste management needs of the municipality; and
 - Social Planning and Investment, relating to planning for the need and access to community services and infrastructure across the municipality.

- In the face of increasing cost pressures, the City must also focus on delivering better community value by improving its focus and resourcing in the following areas:
 - support for effective advocacy to generate greater cut through with State and Federal Governments on priority Council matters;
 - enhanced ways to do more within its existing budgets by focusing on Business Improvement opportunities across systems and processes; and
 - increasing the revenue for the community by strategically and proactively pursuing grants available from existing state and federal grant programs.

Cr Murnane moved, Cr Mason seconded -

That Council:

- 1) Note the need for the City to respond to the challenges of record population growth, climate change and rate capping which drives pressures on the efficient and effective delivery of services and the use of the City's limited resources;**
- 2) Approve an allocation in the 2018-19 budget of \$858,000 for resourcing, to be applied at the direction of the Chief Executive Officer, to address the challenges and pressures in 1) above and to ensure the City is positioned to adequately service the community; and**
- 3) Recognise the inclusion of ongoing resourcing within the long term financial plan to address the challenges and pressures in 1) above and to ensure the City is positioned to adequately service the community.**

Carried.

Attachment 1

Financial Implications

The impact to the 2018-19 budget is an amount of additional expenditure of \$858,000, along with a net annual impact in the long term financial of \$1.5m. Management expect that the improved resourcing, along with efficiencies created by the Digital Transformation project, will result in significant operation savings for the City up to \$2m annually over the next 10 years.

Community Engagement

Community feedback has been included in the assessment of the need for additional resources. For instance, two planning forums were convened where a range of developers provided insights into the challenges to the timely delivery of development if the resourcing of the City's planning and approvals areas are inadequate. The City is also aware of feedback from relevant industry associations, customers and the broader community provided to officers about the timely delivery of services.

Social Equity Considerations

The additional resourcing proposed for the City includes a focus on community advocacy and social infrastructure planning. Throughout 2018, the City has consulted broadly with the community on its Social Infrastructure Plan which will assist the Council to make decisions about prioritising social infrastructure, particularly to address social equity. Improved resourcing in Social Infrastructure Planning is proposed.

Policy/Legal/Statutory Implications

Council may approve additional resource allocation in its 2018-19 budget.

Alignment to Council Plan

Implementing improved resourcing for the City broadly supports the implementation of all of the Council Plan priorities, with a direct alignment with:

- Informed social infrastructure and planning;
- Effective environmental management;
- Planned sustainable development;
- Innovative finance and technology; and
- Organisational leadership, strategy and governance.

Conflict of Interest

No officer involved in the preparation of this report has any conflict of interest in the subject matter of this report.

Risk Assessment

By improving resourcing in the noted areas, the City is mitigating significant risks to the community by:

- Improving its ability deliver timely and quality services to the community, particularly in response to population growth;
- Improving its planning for growth areas, environmental sustainability and heritage;
- Improving its long term financial sustainability by pursuing other revenue sources that will be used to directly benefit the community and improving the efficiency of its internal processes; and
- Effectively advocating on behalf of its community.

Environmental Implications

The City proposes to improve its resourcing to respond to an increase in environmental approvals associated with development. It is important that the City takes the required action to manage and preserve its important and valued environment.

14. PLANNING AUTHORISATIONS – COUNCIL TO STAFF

Source: Governance & Legal Services - Governance
Executive Manager: Rebecca Leonard
Portfolio: Sustainable Development

Purpose

To appoint a Council officer as an authorised officer under the Planning and Environment Act 1987 (P&EA).

Background

Council officers are appointed as authorised officers to exercise statutory powers under various Acts and Regulations. Appointments as authorised officers are to individual staff members.

The P&EA regulates enforcement and is reliant on authorised officers acting on behalf of the Responsible Authority (Council).

Key Issues

- Where there is a specific power within an Act, Council should appoint authorised officers pursuant to that Act. This is the case for the P&EA.
- A planning staff member has recently been employed by Council and is required to be authorised under the P&EA.
- **Attachment 2** sets out the Instrument of Appointment and Authorisation under the P&EA and lists the staff member to whom this authorisation applies (the instrument).

Cr Mason moved, Cr Asher seconded -

In the exercise of the powers conferred by section 224 of the *Local Government Act 1989* and the other legislation referred to in the attached instrument, Greater Geelong City Council (Council) resolves that -

- 1) The member of Council staff referred to in the instrument be appointed and authorised as set out in the instrument (Attachment 2);**
- 2) The instrument comes into force immediately upon the common seal of Council being affixed to the instrument, and remains in force until Council determines to vary or revoke it; and**
- 3) The instrument be sealed.**

Carried.

Attachment 1

Financial Implications

There are no financial implications arising from the subject of this report.

Community Engagement

Relevant Council managers have been consulted regarding this recommended appointment.

Social Equity Considerations

There are no social equity implications arising from the subject of this report.

Policy/Legal/Statutory Implications

The recommended appointment and authorisation of this staff member complies with the relevant provisions of the P&EA and the *Local Government Act 1989*.

Alignment to Council Plan

the recommended appointment and authorisation of this staff member supports the delivery of planning services that underpin the strategic priority of planned sustainable development.

Conflict of Interest

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

Risk Assessment

There are no significant risks associated with the subject of this report.

Environmental Implications

There are no environmental implications arising from the subject of this report.

TIME LIMIT

As the time limit threshold, as per Council Meeting Procedures Local Law 2017 (3.31.2), was reached at 10.00pm the Chairperson asked Councillors to vote if in favour of continuing the meeting. A show of hands indicated the majority of members were in agreeance of continuing beyond 10.00pm.

Greater Geelong City Council

Instrument of Appointment and Authorisation

(Planning and Environment Act 1987 only)

Instrument of Appointment and Authorisation (*Planning and Environment Act 1987*)

In this instrument "**officer**" means -

John Rush

By this instrument of appointment and authorisation Greater Geelong City Council -

1. under section 147(4) of the *Planning and Environment Act 1987* - appoints the officer to be **an** authorised officer for the purposes of the *Planning and Environment Act 1987* and the regulations made under that Act; and
2. under section 232 of the *Local Government Act 1989* authorises the officer generally to institute proceedings for offences against the Acts and regulations described in this instrument.

It is declared that this instrument -

- (a) comes into force immediately upon its execution;
- (b) remains in force until varied or revoked.

This instrument is authorised by a resolution of the Greater Geelong City Council on 11 December 2018

THE COMMON SEAL of GREATER)
GEELONG CITY COUNCIL was affixed)
hereto in the presence of:)

Mayor

Chief Executive Officer

Date: / /

15. AUDIT AND RISK COMMITTEE SUMMARY REPORT

Source:	Governance and Legal Services
Executive Manager:	Rebecca Leonard
Portfolio	Leadership and Governance

Cr Sullivan moved, Cr Asher seconded -

That in accordance with Section 89 (2) (h) of the Local Government Act 1989, this matter which the Council considers would prejudice the Council or any person, be considered at the conclusion of all other business at which time the meeting be closed to members of the public.

Carried.

16. TENDER T1800026 - SUPPLY OF CONCRETE AND CONCRETE WORKS

Source:	Finance and Strategy
Director:	Michael Dugina
Portfolio	Finance

Cr Sullivan moved, Cr Asher seconded -

That in accordance with Section 89 (2) (d) of the Local Government Act 1989, this contractual matter be considered at the conclusion of all other business at which time the meeting be closed to members of the public.

Carried.

17. TENDER T1800053 – HARD WASTE COLLECTION SERVICE

Source:	Finance & Strategy
Director:	Michael Dugina
Portfolio:	Finance

Cr Sullivan moved, Cr Asher seconded -

That in accordance with Section 89 (2) (d) of the Local Government Act 1989, this contractual matter be considered at the conclusion of all other business at which time the meeting be closed to members of the public.

Carried.

ASSEMBLY OF COUNCIL RECORD

Source: Governance and Legal Services
Chief Executive Officer: Martin Cutter
Portfolio: Leadership & Governance

Summary

- Section 80A (2) of the Local Government Act 1989 requires the record of an Assembly of Council be reported to the next practicable Ordinary Meeting of Council.
- A record of Assembly of Council meeting(s) is attached as an Appendix to this report.

Cr Mason moved, Cr Murrihy seconded -

That the information be received.

Carried.

RECORD OF ASSEMBLIES OF COUNCIL
(Council Meeting 11 December 2018)

Assembly Details	Councillors	Officer Attendees	Agenda Items	Conflict of Interest Disclosures
Council Briefing 4 December 2018	Crs Aitken, Asher, Grzybek, Kontelj, Mansfield, Mason, Murrihy, Murnane, Nelson, Sullivan.	M Cutter (CEO) M Dugina (DIR) B Luxford (DIR) G Wilson-Browne (DIR) R Stevens (A/DIR) L Barton (A/EXEC MGR) G Maudsley (MGR) R Leonard (EXEC MGR) R Thomas (MGR) T Kirwood (MGR) J Malone (CO ORD) V Shelton (MGR) I Hicks (MGR) C Cauvet-Allen (MGR) T Raven (CO ORD) J Brown (CO ORD) P Smith (CO ORD) K Ivens (SNR ADV TO MAYOR & CEO) S Sodomaco (MGR) J Van Slageren (MGR) G Russell (MGR) M Macgugan (SNR COMM ADV) L Raimondo (ADV TO MAYOR & CEO) D Bushell (OFF) J Hurse (CO ORD) V Lee-Laurie (CO ORD) J Hinch (A/MGR) E McHugh (OFF) S Boer (MGR)	• Car Parking in Central Geelong – Discussion Paper • Melbourne – Geelong Fast Rail for Geelong • Dog Controls in Public Places Policy Review • Amendment C372 and Permit Applications 662/2017 and 663/2017 – Hams Road, Waurn Ponds – Resolution to Exhibit • Geelong Gambling Advisory Committee • Sandbar Street Reserve Play Space • Plastic Wise Program • Geelong Major Events – Annual Report 2017/2018 • Transformation Program Quarterly Update – September 2018 • Revocation of Flood Pone Area Designation of New Lots at Watermark, Stages 6, 8 and 9 • Digital Transformation • Council Audit and Risk Committee Summary Report (<i>Confidential</i>) • Tender T1800026 – Supply of Concrete and Concrete Works (<i>Confidential</i>) • Tender T1800053 – Hard Waste Collection Service (<i>Confidential</i>)	• Cr Kontelj declared an Indirect Financial Interest in Tender T1800053 – Hard Waste Collection and left the meeting room prior to discussion of the item.

PLANNING DELEGATIONS – NOVEMBER 2018

Source: Planning & Development - City Development
Director: Gareth Smith
Portfolio: Sustainable Development

Summary

- Section 98 of the Local Government Act 1989 and section 188 of the Planning and Environment Act 1987 empower Council to delegate its powers, duties and functions under relevant legislation to members of Council staff.
- Council may also delegate to committees comprising Councillors and staff or a combination of both, pursuant to sections 86 and 87 of the Local Government Act and section 188 of the Planning and Environment Act.
- At its meeting on 13 March 2007 Council established a Planning Committee and a Development Hearings Panel with delegated powers to determine upon any development applications which have been the subject of an objection or in circumstances where officers have recommended refusal of the application.
- At its meeting on 23 September 2008 Council adopted a recommendation to allow Officers (restricted to Manager, Coordinator and Team Leader level) the ability to consider and approve applications with five or less objections.
- The appendix to this report contains a schedule of all applications determined under these delegations.

Cr Asher moved, Cr Sullivan seconded -

That the information be received.

Carried.

Planning Decisions Report - November

App Number	Location	Application Type	Decision Date	Description	Authority Description/No of Objectors
PP-1175-2017	71 Reserve Road, GROVEDALE VIC 3216	Construction of Seven (7) Double Storey Dwellings and Seven (7) Lot Subdivision	16/11/2018	NOD - Planning Permit	Development Hearings Panel
PP-1291-2015	25 Waiora Avenue, HAMLYN HEIGHTS VIC 3215	Construction of Three (3) Dwellings on the land; and Subdivision of Land into Three (3) Lots	14/11/2018	Extended Planning Permit	Delegated Authority
PP-1338-2011	1 Newcombe Street, PORTARLINGTON VIC 3223	Development of a Three-Storey Building comprising Twelve (12) Dwellings and Alteration (Removal) of Access to a Road Zone Category 1	5/11/2018	Extended Planning Permit	Delegated Authority
PP-1424-2011/B	404 Ryrie Street, EAST GEELONG VIC 3219	Part Demolition of the Existing Building, Buildings and Works Associated with the Existing Dwelling, Use of Part of the Site as a Food and Drink Premises (Cafe) and Associated Buildings and Works and Reduction in Car Parking and Liquor Licence	20/11/2018	Refusal - Permit Refused - VCAT	VCAT

PP-155-2011/B	297-301 Moorabool Street, GEELONG VIC 3220	Demolition of a dwelling, partial demolition of a building, use and development of a place of assembly (including bingo, live theatre, cinema, concerts, function centre, exhibition centre and restricted place of assembly but excluding nightclub, amusement parlour, carnival, circus, library and place of worship) with associated car parking and ancillary food and drink premises, display of associated business identification signage, external painting, and reduction in the required car parking provision Amendment: To allow the proposed uses to operate in the existing building prior to the ultimate building being constructed and to reword conditions to reflect this and Use and Development of a Car Park	16/11/2018	NOD - Amended Permit	Development Hearings Panel
PP-319-2017	755 Peak School Road, LARA VIC 3212	Use and development of the land for the purposes of intensive animal husbandry and a dwelling in the Farming Zone and Buildings and Works carried out within an Environmental Significance Overlay 4	23/11/2018	Refusal to Grant a Planning Permit	Planning Committee
PP-399-2016	18 Bridge Road, BARWON HEADS VIC 3227	Construction of Three (3) Double Storey Dwellings and Three (3) Lot Subdivision and Alteration and Creation of Access to a Road Zone	19/11/2018	Extended Planning Permit	Delegated Authority
PP-522-2014	20 George Street, GEELONG WEST VIC 3218	Development of the Land for Two Dwellings and Two Lot Subdivision.	2/11/2018	- Extended Planning Permit	Delegated Authority
PP-606-2018	104-108 Sparks Road, NORLANE VIC 3214	Use and Development of a Medical Centre, Associated Pharmacy and Business Identification Signage	23/11/2018	NOD - PC/C Planning Permit	Planning Committee
PP-833-2017	37 Pioneer Road, GROVEDALE VIC 3216	Use and Development of a Child Care Centre and Creation of an Access onto a Road Zone - Category 1	1/11/2018	Permit Issued - VCAT	VCAT

PP-1053-2018	99 Powell Street, OCEAN GROVE VIC 3226	Buildings and Works for the Construction of Two (2) Dwellings and a Two (2) Lot Subdivision	29-Nov-2018	NOD - Delegate	2
PP-1061-2018	Factory No 1/85-87	Use of the Land for Animal Husbandry (Dog Day	14-Nov-2018	NOD - Delegate	2
PP-1294-2017	75 Saffron Street, NEWTOWN VIC 3220	Partial Demolition and Buildings and Works Associated with the Construction and Extension of One Dwelling on a Lot Including the Construction of a Garage	28-Nov-2018	NOD - Delegate	1
PP-1311-2017	60 James Street, BELMONT VIC 3216	Development of the Land for Two Additional Dwellings	14-Nov-2018	NOD - Delegate	2
PP-348-2018	47 Rennie Street, LARA VIC 3212	Building and Works for the Construction of Five (5) Dwellings	12-Nov-2018	NOD - Delegate	3
PP-568-2018	30-32 West Fyans Street, NEWTOWN VIC 3220	Buildings and Works for the Construction of Four Dwellings and a Four Lot Subdivision	12-Nov-2018	NOD - Delegate	2
PP-679-2018	24 Grandview Grove, DRUMCONDRA VIC 3215	Buildings and Works Associated with the Partial Demolition and Extnsion of the Existing Dwelling and Construction of a Garage and Habitable Outbuilding	22-Nov-2018	NOD - Delegate	3
PP-754-2017	3 Frank Street, BELMONT VIC 3216	Construction of Two (2) Dwellings and a Two (2) Lot Subdivision	19-Nov-2018	NOD - Delegate	1
PP-762-2018	38 Preston Street, GEELONG WEST VIC 3218	Partial Demolition and Buildings and Works Associated with an Extension to the Existing Dwelling, Demolition of Dwellings, Construction of a Dwelling and Two Lot Subdivision (Boundary Realignment)	20-Nov-2018	NOD - Delegate	2
PP-850-2018	17 Driftwood Street, OCEAN GROVE VIC 3226	Building and Works Associated with the Construction of a Dwelling more than 7.5 metres Above Natural Ground Level	15-Nov-2018	NOD - Delegate	2
PP-861-2018	27 Gilbert Street, ST LEONARDS VIC 3223	Construction of Second Dwelling and Two (2) Lot Subdivision	8-Nov-2018	NOD - Delegate	1
PP-941-2018	95 Nicholas Street, NEWTOWN VIC 3220	Extension of an Existing Building and a Reduction of Carparking	20-Nov-2018	NOD - Delegate	4

Cr Aitken moved, Cr Kontelj seconded -

That the meeting be closed to the public.

Carried.

The Meeting was closed to the public at 10.02pm

A record of the proceedings of this section of the meeting is contained in a Confidential Minute Book.

Cr Aitken moved, Cr Mansfield seconded -

That the Meeting be opened to the public.

Carried.

SECTION F – CONFIDENTIAL

By resolution of Council it was determined that the decision made “In Committee” in relation to Tender T1800026 – Supply of Concrete and Concrete Works and Tender T1800053 – Hard Waste Collection Service be made public..

TENDER T1800026 – SUPPLY OF CONCRETE AND CONCRETE WORKS

Resolution

That Contract C1800026A be awarded to CCP Group Pty Ltd, Contract C1800026B be awarded to Matt Loader Pty Ltd; Contract C1800026C be awarded to Armstrong Creek Concreting and Outdoor Constructions Pty Ltd; Contract C1800026D be awarded to Geelong Kerbing Pty Ltd and Contract C1800026E be awarded to Coppards Concrete Construction Pty Ltd.

TENDER T1800053 – HARD WASTE COLLECTION SERVICE

Resolution

That Contract C1800053 be awarded to Cleanaway Pty Ltd.

CLOSE OF MEETING

As there was no further business the meeting closed at 10.07pm. Tuesday, 11 December 2018.

Signed: _____
Cr Bruce Harwood (Mayor)

Date of Confirmation:_____.