

GREATER GEELONG

# A CLEVER *and* CREATIVE FUTURE

OUR PROGRESS  
2018

**“The success  
of the vision  
will ultimately  
rest with the  
community who  
created it.”**

Cr Bruce Harwood  
Mayor  
City of Greater Geelong



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**Cover image:**

Mountain to Mouth 2018, *Gathering of the Elements Ceremony*, Barwon Heads

**Opposite:**

Old Fyansford cement works' silos artwork by Rone, featuring Wadawurrung traditional owner Corrina Eccles, former cement works' employee Cor Horsten, and dual Paralympic gold medallist Kelly Cartwright OAM

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

# MAYOR'S MESSAGE



**When the 30-year clever and creative vision launched in August 2017 after input from more than 16,000 Greater Geelong community members, it became the blueprint for our region's future.**

A little more than a year on, through various community projects, programs and activities, we're seeing the 'clever and creative' aspirations put into action. The vision is becoming central to our thoughts and language, and already, we're on our way to being internationally recognised as a clever and creative city-region.

As a Council, the community-led vision factors into every decision we make. It's the foundation of our Council Plan 2018-22, which features 11 strategic objectives that all align with our 30-year goals.

The vision has been strengthened with our status as Australia's only UNESCO City of Design, which places Geelong alongside famous global cities such as Berlin, Singapore and Shanghai. With several major public and private buildings now on the drawing board, we have an incredible opportunity to further enhance our reputation for clever and creative design.

Upcoming projects such as stage five of the Kardinia Park redevelopment, the new Geelong Performing Arts Centre building, the redevelopment of the Royal Geelong Yacht Club and surrounds, and the City's new administration building can make other UNESCO member cities proud to stand alongside Geelong.

The success of the vision will ultimately rest with the community who created it.

The vision partners are committed to achieving the goals we've set for ourselves, and we thank them all for their support. Now we want individuals, groups and businesses in the community to let us know what you're doing to make the vision a reality. There are so many clever and creative people in our region, and we're keen to share your ideas and initiatives with the world.

I look forward to another 12 months where Geelong's momentum continues to grow, and where we move closer to our 30-year vision of an internationally recognised clever and creative city-region.

**Cr Bruce Harwood**  
Mayor  
City of Greater Geelong



# A CLEVER AND CREATIVE VISION

By 2047, Greater Geelong will be internationally recognised as a clever and creative city-region that is forward looking, enterprising and adaptive, and cares for its people and environment.

In 2017, over 16,000 Geelong citizens contributed to the development of a 30-year vision for our city-region. Participants told us what they value about our region and shared ideas about how to address challenges now and in the future.

Through this process, a series of aspirations were formulated and these focus on: our region's economy and employment, the environment, arts and culture, transport connections, tourism, efficient and equitable digital access, and good governance.

Eighteen months on, we revisit our community's 30-year vision and reflect on our collective progress towards our clever and creative future. The City of Greater Geelong is

committed to realising the community's vision by working side-by-side with schools and universities, businesses, community organisations, other levels of government and residents of our beautiful region. The Community-led vision has been pivotal in shaping the current Council Plan 2018-22, with the vision's nine aspirations guiding activities and services throughout the city-region.

This report shines a light on some but not all of the projects and organisations contributing to meeting the community's aspirations. It is intended that this report is the first of many and, in future years, we will look to reflect on some other examples of the City, its partners and the community working towards the realisation of our 30-year vision for a clever and creative Geelong.

## COMMUNITY ASPIRATIONS



A prosperous economy that supports jobs and education opportunities



A fast, reliable and connected transport network



An inclusive, diverse, healthy and socially connected community



A leader in developing and adopting technology



A destination that attracts local and international visitors



Sustainable development that supports population growth and protects the natural environment



Creativity drives culture



People feel safe wherever they are



Development and implementation of sustainable solutions

QUARIE

10  
DANGER  
ZONE

# VISION IN ACTION





Photo: Geelong After Dark 2018, Ayrle Lane The Harpy

## The Greater Geelong community values:

- business diversity, education and employment opportunities
- people who are willing to create new business opportunities
- working hard, diligence and personal motivation
- training, research and education institutions that support economic participation and catering for all skill levels



# A PROSPEROUS ECONOMY THAT SUPPORTS JOBS AND EDUCATION OPPORTUNITIES

Since the creation of the clever and creative vision in August 2017, there has been significant progress towards achieving this community aspiration. The examples below are intended to be illustrative of the activity in the region rather than exhaustive and we look forward to shining a light on other activity and organisations in the future.

The **Regional Industry Sector Employment (RISE)** program is one example of a high-impact intervention that is contributing to the realisation of this aspiration for a prosperous economy that supports jobs and education.

The RISE program aims to address local industry skills shortages by providing effective educational pathways into industries that need job-ready workers. This collaborative program works with industry partners to identify their skill and recruitment needs, and match employment opportunities with a skilled workforce.

The City is among multiple organisations involved in the pilot project, which is focussed on providing supported pathways to careers in the construction industry. With tailored education courses, mentoring and support as well as financial support for tools and equipment, the RISE program is already demonstrating success in aiding in the retention of construction trade apprentices.

It is intended that the RISE program will be adapted to assist in other industry sectors experiencing labour shortages in the future.

A new **Geelong Tech School**, which opened in 2018, is now arming secondary students with skills for the jobs of the future.

Providing students with access to a range of technology and innovative educational programs, learning at the Geelong Tech School focuses on industry-led projects and exposing students to the latest technology such as 3-D printers and laser-cutting machines, robotics, design and electronics.

The school is operating from a state-of-the-art facility, situated on the corner of Latrobe Terrace and Little Malop Street, and after introducing some taster programs in 2018, the school is now set to deliver integrated programs within the school curriculum from 2019.

Nobody enjoys seeing empty buildings and spaces in central Geelong, especially when they could be filled with people undertaking clever and creative projects.

**Renew Geelong** aims to activate empty buildings and spaces, while providing local emerging artists and performers with a base to showcase their talent. This not-for-profit initiative, which is co-funded by Creative Victoria and the City of Greater Geelong, began filling vacant spaces with creative enterprises in 2018.

Working with local property owners, Renew Geelong delivers rolling 30-day free licenses for creative tenants. The initiative removes the risk for local creatives in setting up premises, and enhances the visual appeal of premises and aids property owners in their search for more permanent tenants.

A Renew Geelong concept space operates in Market Square Shopping Centre, along with several pop-up tenants in the Belcher Arcade.

**Runway Geelong** opened its doors in June 2018 with the aim of fostering regional start-ups and supporting them to fast-track and grow.

Based in the restored Federal Mills Park, Runway's modern-industrial space is the perfect incubating environment for start-ups to develop, network, plan and grow.

Passionate about unearthing ambitious people with unique ideas, its founders offer a co-working space, mentoring, training and the potential for funding to refine an idea and transform it into a business concept.

Runway Geelong has helped to build business diversity and has provided a vehicle for entrepreneurs to create new and exciting business opportunities for our region.

The City has sponsored 15 start-up businesses to participate in this successful program.

**Deakin University** continues to build on its international reputation as an outstanding institution. Ranked in the top 300 universities globally, Deakin University has gained a reputation as being innovative and visionary. Deakin research focuses on producing smarter technologies for business and industry, and boasts world-class R&D capabilities.



## The Greater Geelong community values:

- opportunities enabled by technology
- internet availability and speed
- assistive technology seamlessly embedded into the environment



Photo: CADET Virtual Reality Lab at Deakin University



## A LEADER IN DEVELOPING AND ADOPTING TECHNOLOGY

There are many examples of progress towards achieving this community aspiration. There are too many to cover here but some examples include the Pivot City Innovation District, Cadet VR Lab, AARNET and assistive technology within our public libraries.

For several decades, the imposing and iconic façade of the former Federal Woollen Mill – a symbol of Geelong’s industrial past – has captured the interest of locals and visitors alike. In 2013, David Hamilton Property Group (DHPG) purchased the Federal Woollen Mills in a derelict state and through adaptive re-use, the site has been repurposed and developed into the **Pivot City Innovation Precinct**, a business and community tech hub housing more than 50 local, national and international businesses.

Boasting Australia’s fastest available internet, ten times faster than NBN, precinct tenants can also take advantage of the unique campus feel with landscaped gardens, cafe culture, gym and free parking.

Experiencing concepts and prototypes is made possible in the **CADET Virtual Reality (VR) Lab**. The VR Lab, which is the first of its kind in the world, is located within the Centre for Advanced Design in Engineering Training (CADET) facility at Deakin’s Waurin Ponds Campus.

Deakin University, the Gordon, Geelong Library & Heritage Centre and a number of schools in the region are connected to **AARNet**, an ultra high-speed internet and communications service available to Australia’s research and education sector. The high speed is achieved as a result of AARNet’s access to gigabit fibre optic links across the country.

The region’s libraries, managed by **Geelong Regional Library Corporation**, are committed to providing easy access to resources and services that are inclusive and respectful of our community’s diversity.

Assistive technology available within libraries helps to increase accessibility of the collection to the whole community. The library corporation makes available touch screen computers known as **TAPits**, designed to recognise the difference between intentional instructions and unintentional touch. The TAPit platform is within reach for people in wheelchairs or with other mobility devices and it is easily adjusted to people’s individual requirements.



Photo: Pivot City Innovation Precinct

Other accessibility aids available in the libraries include magnification technology, a Braille embosser, iPads with inbuilt accessibility features, Zoomtext screen reader software, DAISY players (digital talking book formats), a collection of books which have features like tinted pages to reduce visual stress and a font to help minimise barriers to comprehension for people with dyslexia and physical Large Print and Audiobooks.

An artist's impression of the Geelong Performing Arts Centre at dusk. The building features a prominent, cantilevered upper section with a blue-tinted facade and a glass-enclosed ground floor. People are seen walking on the sidewalk, and light trails from passing vehicles are visible in the foreground. A tree with warm lights is on the right.

## The Greater Geelong community values:

- the contribution of the arts to community vibrancy, diversity and inclusiveness
- spaces that support and celebrate local artists through public exhibitions
- modern facilities that allow the region to host world-class events
- start-ups and innovation
- involvement with local art, music, heritage, contemporary culture and Wadawurrung culture
- preserving our heritage and encouraging creative design

Photo: Artist impression of Geelong Performing Arts Centre



# CREATIVITY DRIVES CULTURE

Geelong's designation as Australia's first and only **UNESCO City of Design** was formally launched in May 2018. The UNESCO designation acknowledges our region's rich history, including our indigenous heritage, textiles and wool production, auto design and manufacturing and surf culture. It also recognises innovations currently being made in advanced manufacturing and the provision of public art.

The aim of the network is to make creativity an essential driver for sustainable urban renewal and development. It encourages cooperation through inter-city partnerships at the international level with the 30 other Cities of Design around the world.

In 2017 the City of Greater Geelong provided \$100,000 to local not-for-profit Creative Geelong for two years to support the 'Makers Hub' project in Centrepoint Arcade, Little Malop Street.

The Hub has seen local artists and IT professionals activate a range of shopfronts, laneways and arcade display windows, including windows facing the Little Malop Street Mall. The Hub includes a 'Makerspace' with 3D printers, laser etchers, industrial sewing machines, and other 'maker' equipment and materials for use via a subscription.

Co-working desks are available for creative industries practitioners in professional services such as media, public relations, digital, architects, planners, marketers and designers, and there is a studio / workshop area for artists and 'makers-in-residence'.

The Makers Hub is a working example of the Greater Geelong Clever and Creative vision through its range of accessible spaces for sharing, learning and collaborating on projects, programs and ideas.

**Mountain to Mouth (M~M)** is a multi-award winning biennial extreme-arts walk, an 80 km journey of discovery. In the tradition of the Wadawurrung, M~M creates a contemporary songline across the Geelong and Queenscliffe regions, from the top of the You Yangs to the mouth of the Barwon River.

**Geelong After Dark** is an annual arts event that brings to life Geelong's laneways, hidden spaces and cultural buildings through street art and performances, installations, music and projections. In 2018, the event featured 370 artists and attracted estimated numbers of 25,000 attendees.



United Nations  
Educational, Scientific and  
Cultural Organization



• Designated  
• UNESCO Creative City  
• in 2017

Image: Geelong City of Design

A comprehensive **digital projection program** is presented at City Hall throughout the year in celebration of various important dates including Christmas, ANZAC Centenary, Geelong After Dark and Reconciliation Week.

The **Geelong Performing Arts Centre (GPAC)** is undergoing a transformation that will see it become the creative, contemporary heart of Geelong. The \$38.5 million Ryrie Street redevelopment centres on a new entrance set in a striking modern facade, which will provide an exciting new experience for visitors from across the city of Geelong, the region and beyond. This is an important next step in the development and revitalisation of the cultural precinct.

In July 2018, Worksafe opened the doors to Victoria's new headquarters at 1 Malop Street, Geelong, where fourteen levels of A-Grade commercial office facilities have risen above the historic façade of the **Dalgety & Co. building**.

The heritage listed building is architecturally and historically significant at a local level. Architecturally, it demonstrates the original design qualities of the interwar modern French Renaissance (Classical) style. The existing Dalgety & Co. building façade has been restored and retained, along with the original 'Dalgety and Co. Ltd' and 'wool shipping insurance stock' signs across the building.

Local artefacts collected during the construction are now displayed in the ground floor lobby, available to public visitors, together with information that demonstrates the historic value of the building and shows its transition from heritage to modern use.

## The Greater Geelong community values:

- sustainable, connected and networked walking, cycling and public transport services that allow all abilities access into and across the city-region
- fast access to Melbourne and other parts of Victoria



Photo: AirAsia flights now operating from Avalon Airport



# A FAST, RELIABLE AND CONNECTED TRANSPORT NETWORK

We have lift-off! **AirAsia** and Avalon Airport commenced international flights in 2018, with the first international flight touching down at Avalon Airport in early December.

AirAsia is the first airline to operate international flights at Avalon Airport, connecting the Victorian region to more than 130 destinations throughout Asia. More than 500,000 international passengers are expected to move through Avalon Airport in the first year of these flights operating.

The partnership provides international passengers with easier access and more affordable travel to Melbourne, Geelong and the Great Ocean Road, adding greatly to the country's visitor economy, whilst providing easier and affordable access to international travel for people living in Geelong and many suburbs of Melbourne.

In addition to the new international airport, Avalon opened a new fully serviced industrial park with enormous capacity for new businesses, thus securing future opportunities for growth and expansion.

The City is strongly advocating for a **fast rail** connection between Geelong and Melbourne. Council commissioned a report last year, which showed the service would provide major benefits for commuters, create local jobs and lead to a rise in Geelong property values.

Mayor Bruce Harwood and Deputy Mayor Peter Murrirhy are leading a new multi-city committee, aimed at progressing the project.

The Victorian Government has unveiled a Western Rail Plan that it says is the first step in delivering fast rail to Geelong and Ballarat.

A new ferry service connecting central Geelong to Melbourne will begin operations this year.

**Port Phillip Ferries** is adding to its Portarlington-Melbourne schedule by offering a daily service to Docklands on a brand-new 400-seat vessel.

The new service provides another commuting option for residents, and opens up Geelong to a new visitor market.

The City has been working with the operator to ensure ferry passengers have accessible transport connections to the wider Geelong region.



Photo: Port Phillip Ferries, Portarlington



Photo: The Green Spine project is transforming Malop Street and enabling better bike connections

A fast, reliable and connected transport network is part of our 30-year community-led vision for a clever and creative city. To reach our goal of half of all journeys to work made by public transport, walking or cycling, we need better bike connections around greater Geelong. It means safer riding, less congestion, cleaner air and healthier residents. The City is creating two new major cycling routes into central Geelong, after receiving a \$4.7 million grant from the TAC's Safer Pedestrian and Cyclist Fund.

## The Greater Geelong community values:

- the city–region’s potential to be a destination that attracts local and international visitors
- sharing and promoting Greater Geelong’s unique location and natural assets





## A DESTINATION THAT ATTRACTS LOCAL AND INTERNATIONAL VISITORS

As part of its expansion into new Victorian cities, major arts festival **White Night** made its debut in Geelong in October 2018.

With its origins in Paris, **White Night** lights up host cities with spectacular projections, installations, exhibitions and entertainment.

The inaugural event featured more than 50 displays, performances, film, dance and live music acts, spreading across several blocks in central Geelong.

More than 70,000 people were estimated to attend the debut **White Night**, with a diverse crowd enjoying the free, family-friendly artistic program.

The event poured millions into the local economy, with thousands of visitors from Melbourne and south-west Victoria staying in Geelong overnight.

**White Night** complements the increasingly popular home-grown **Geelong After Dark** event, which is held in May.

More than 76,000 people visited **Geelong Gallery** during the **Archibald Prize's** eight-week showing in 2018 and the gallery is now set to host the National Gallery of Australia's touring exhibition, Sidney Nolan's Ned Kelly series, in March 2019.

Funding for the **Geelong Convention and Exhibition Centre** has been included in a landmark City Deal which includes commitments from the Federal Government, Victorian Government and the City of Greater Geelong. The preferred site for the 1000-seat convention centre is Deakin University's waterfront car park area.

The facility would deliver an estimated \$350 million to the regional economy during construction, and \$50 million once operational.

A new gateway to central Geelong will be created when the region's biggest hotel in two decades opens in 2020. The \$150 million mixed-use project, by Franzé Developments, received planning approval in 2018 and is due to host a **180-bed Holiday Inn** hotel on its Ryrie Street base, allowing more visitors to stay in central Geelong.

The project also includes ten levels of office space, 24 apartments, retail space and a restaurant and bar.



Photo: Archibald Prize 2018, Geelong Gallery

Geelong is building on its high-quality events program, with more international sport on the horizon. GMHBA Stadium will host games for the men's cricket **ICC T20 World Cup** in October-November 2020, with the matches expected to attract thousands of new visitors to the region.

Geelong has also secured hosting rights for four Olympic class international championship events in **sailing**. These include the Nacra World Championships and Laser Master World Championships, which will be held in February-March 2020.

Planning is well underway for the installation of an **Underwater Sculpture Park** at Clifton Springs.

The project will deliver an iconic tourism attraction and environmental initiative helping to mitigate against erosion and restore habitat.

### Photos:

TOP White Night Geelong, 2018

BOTTOM Geelong has secured hosting rights for four international sailing events in 2020.

## The Greater Geelong community values:

- clean, safe and fun environments for everyone
- feeling safe on the streets day and night
- a safe, crime free and honest community
- minimising the community impacts of alcohol and drug use

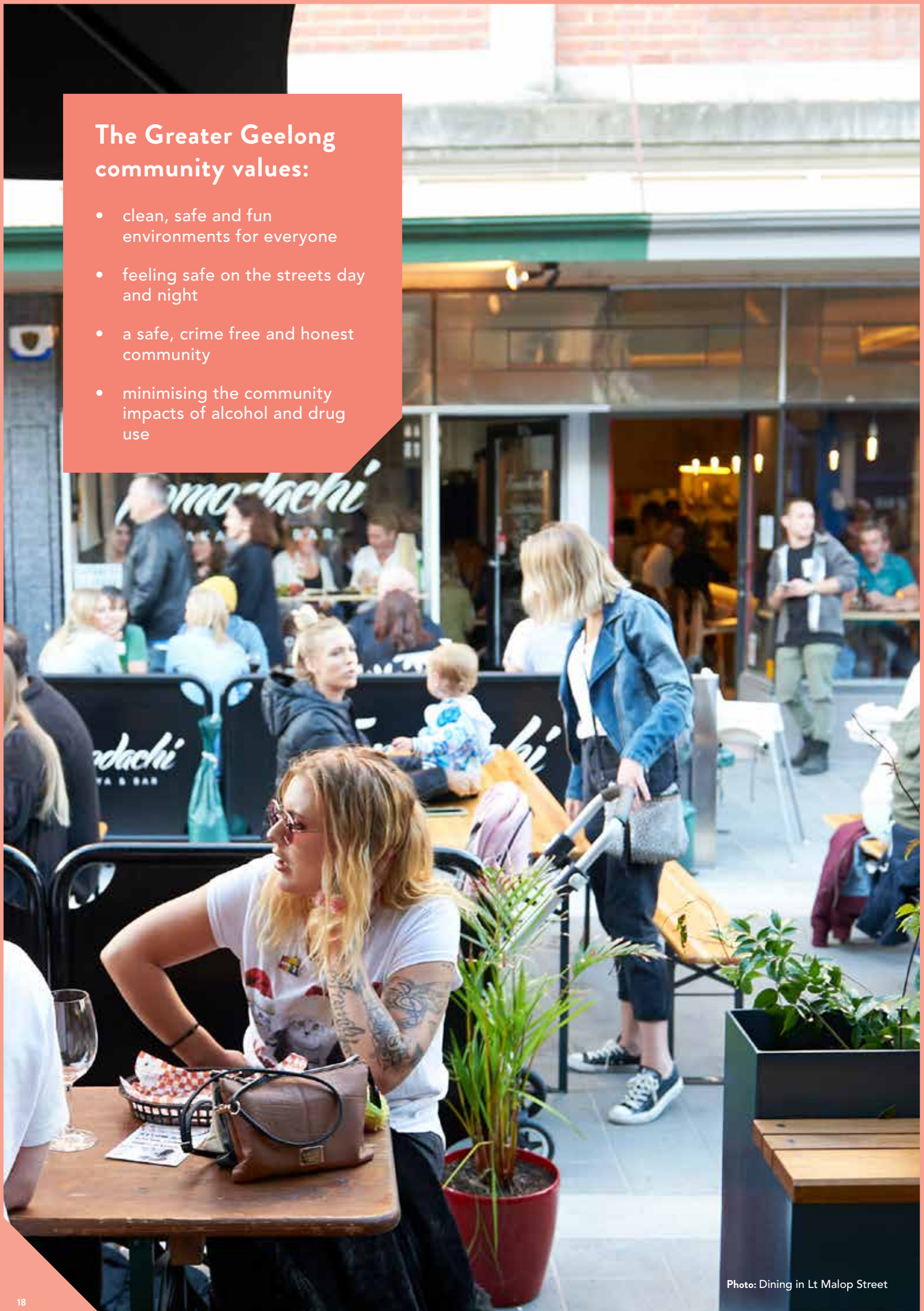


Photo: Dining in Lt Malop Street



## PEOPLE FEEL SAFE WHEREVER THEY ARE

The revitalisation of central Geelong as a strong, vibrant and thriving mixed-use centre is key to the region's social and economic sustainability. The **Revitalising Central Geelong Action Plan** sets a direction for future priorities and investment.

There are new high-rise buildings that are home to government agencies such as Barwon Water, WorkSafe and National Disability Insurance Agency.

Other projects such as the redevelopment of the Geelong Performing Arts Centre and creation of the Geelong Tech School, will further make the area an attractive destination.

A key part of the Action Plan is to have more people living and working in the city. **Deakin University's student housing** and private apartment developments such as Miramar and The Mercer, will aid in building the inner-city residential population.

Extensive private projects are also being pursued with plans for new hotels, mixed-use, commercial and retail developments.

The new developments will help to foster further creativity and vibrancy across the city, day and night, making it a safer area for all.

The **Laneways** project is supporting the emergence of a dining, entertainment and retail precinct in the area along Little Malop Street, James Street and the connecting laneways between Moorabool and Gheringhap Streets.

The laneways have been revitalised with bluestone paving, improved lighting, bespoke street furniture, and new trees and plants. The new street design provides more space for alfresco dining and better access to services to cater for public events. Striking public artworks and a new public projector system add to the precinct's sophisticated yet relaxed ambience.

A range of safety improvements are set to be carried out at **Waurm Ponds Skate Park**. The popular area will get new lighting, park furniture, CCTV cameras and landscaping to help address community safety concerns.

A City-led study has also recommended more youth events and skate competitions, cleaning up graffiti and developing a skate working group for the park. The upgrades form stage one of the Waurm Ponds Skate Park Landscape Plan and are expected to be completed in early 2020.



Photo: Botanical walk along Malop Street as part of the Green Spine project

The **Green Spine** project has transformed Malop Street into a vibrant street and linear park featuring an eight-metre-wide botanical walk, dotted by indigenous and exotic plants, and a series of interconnected gathering spaces beneath a canopy of trees. The separated one-way bike lanes and botanical walk provide for safe active transport, supporting the health and wellbeing of the community.

Stage one of the project – between Moorabool and Yarra Streets – has now been completed and work is underway on the next stages.

## The Greater Geelong community values:

- access to quality education, health services and affordable housing
- a strong sense of community
- support for vulnerable community members
- a range of employment opportunities



Photo: Representatives of Geelong's first Youth Council



## AN INCLUSIVE, DIVERSE, HEALTHY AND SOCIALLY CONNECTED COMMUNITY

The City has encouraged a new voice for young people with the creation of the first **Youth Council**. The new Youth Council is made up of 12 young people aged between 12 and 17 years old, includes three representatives from each of the four council wards.

Initial priorities for the Youth Council include social and community connections, mental health and wellbeing, and capability (such as skill development, education and employment). The young people will provide advice to the Council on specific issues, plan and run a Youth Summit and provide advice on priority work for the Youth Development Unit.

The introduction of a Youth Council was one of the recommendations of the Citizens' Jury and the initiative comes on top of further youth development programs aimed at skill development, employment, mental health and wellbeing and leadership. Programs include DRUMBEAT, Girls Go Extreme and teen mental health first aid.

**G21 Regional Opportunities for Work (GROW)** aims to counter ongoing joblessness and place-based disadvantage in the G21 region.

It brings together government, community, business and philanthropic organisations across the region with a single focus – to create job opportunities targeting the most disadvantaged people in our community.

GROW links jobs and jobseekers through 'demand-led brokerage', effectively providing incentives to employ suitably trained people from targeted areas. The initiative is based on significant international evidence that the best way to reduce areas of persistent disadvantage is to reduce unemployment rates in those areas.

The **Northern ARC Health & Wellbeing Hub**, proposed on the current Waterworld site, aims to develop the precinct into a world-class, integrated community health and wellbeing hub.

The City has committed \$20.6 million to the \$61.6 million project, and is seeking support from other levels of government. The facility would have major preventative health benefits for a community that has poorer health outcomes compared to others across Geelong and the state. It would include a 25 metre pool, hydrotherapy pool,



**Photo:** Increasing public transport services that allow all abilities access into and across the city-region

gymnasium, a multipurpose community space, consulting suites and minor upgrades to the Corio Library.

North Geelong Secondary College's annual fundraiser, **Multicultural Festival** took place on Friday 26 October. The festival is a celebration of cultural diversity and features live entertainment, amusement rides, market stalls and much more.

The festival, enjoyed by over 950 students currently enrolled at the College and approximately 120 staff members, is also open to the wider community with several local primary schools in attendance.

The City is determined to make sure everyone in our community has access to goods, services and facilities and can participate in community life. The **Access and Inclusion Action Plan 2018-22** includes practical priorities to work towards full equality for people with a lived experience of disability.

This includes improving access to council buildings, better roads and footpaths, multiple options for communication and better connectivity, availability and accessibility of public transport. The plan also aims to increase the number of community facilities with accessible toilets or adult change facilities.



## The Greater Geelong community values:

- green spaces and corridors, including farmland and recreational space, between urban areas
- easy access to open space and parkland near homes
- the uniqueness and significance of natural bushland, coastlines, wetlands, rivers and beaches
- sustainable development that responds to climate change
- design that makes best use of technology for better and more sustainable living
- development that enhances the identity of diverse neighbourhoods
- design excellence and innovation in new buildings and public spaces
- creating high amenity neighbourhoods that are well connected and sustainable



## SUSTAINABLE DEVELOPMENT THAT SUPPORTS POPULATION GROWTH AND PROTECTS THE NATURAL ENVIRONMENT

The City is committed to planning for population growth through sustainable development that protects our region's exceptional natural assets. The inclusion of conservation areas, waterway networks and drainage infrastructure within the planning framework for the **North and Western Geelong Growth Areas**, is as crucial as providing a blueprint for land use and transport networks within this area which is predicted to welcome 110,000 new residents.

In 2018 an innovative **raingarden** was completed in Johnstone Park. It contains a series of terraced ponds that filter stormwater that would otherwise flow into Corio Bay. The stormwater is cleaned and stored in a submerged 350,000 litre tank, before being used to irrigate Johnstone Park and its surrounds.

The City aims to add to the number of public and private trees in all suburbs and townships across Greater Geelong. The **Urban Forest Strategy** has an ambitious target of improving Geelong's tree canopy from 14 per cent to 25 per cent over a 30-year period.

In July 2018, 3500 trees were planted at The Hill Mountain Bike Park in Newtown.

The City, with support from Cleantech Innovations Geelong, tendered for a **100-year maintenance-free pedestrian bridge**. The project was initiated to combat the significant annual maintenance costs for traditional bridges.

The winning submission came from a consortium including local manufacturer Austeng and Deakin University's Waurin Ponds Carbon Nexus facility. The consortium researched and developed an innovative new building product, reinforced by sustainable carbon fibre, which will be stronger and longer lasting.

**Community-Owned Renewable Energy (CORE) Geelong**, established by Geelong Sustainability, is aiding in the region's transition to a sustainable energy future by encouraging community participation and investment in renewable energy. Recent successes include the installation of a crowd-funded 9.25kW solar system at the South Geelong Primary School as well as a 156kW solar system at the Multicultural Aged Care Services site in North Geelong. The latter will reduce carbon emissions at the site by 210 tonnes annually, the equivalent of planting 1470 trees or taking 60 cars off the road.

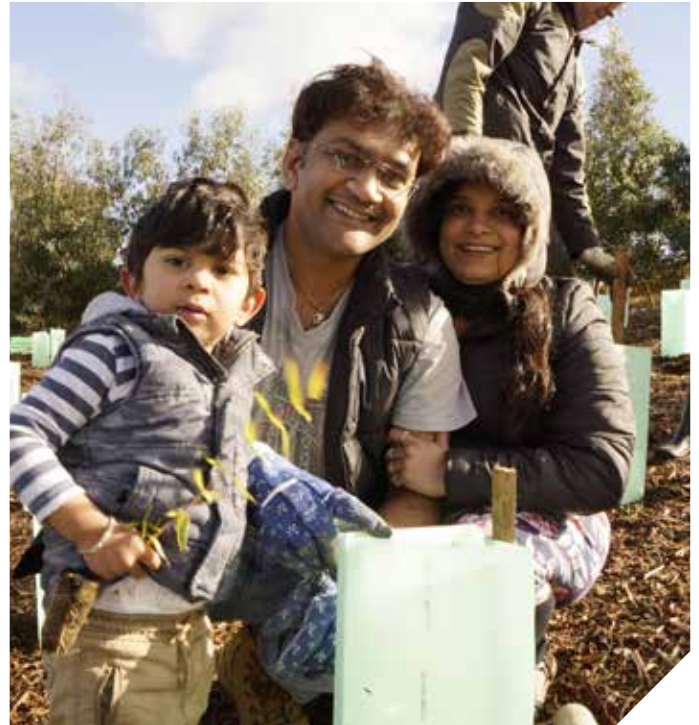


Photo: Community tree planting at The Hill Mountain Bike Park, Newtown

The **Our Coast** project is an initiative to help the Geelong and Bellarine Peninsula communities to respond to the threat of sea level rises. The region is now one of four Victorian coastal regions undertaking local coastal hazard assessments which build on previous climate change research completed by the Victorian Government. The Our Coast project is the recipient of an award for Coastal Adaptation awarded at the Australian Coastal Councils Conference in March 2018.

## The Greater Geelong community values:

- economically healthy and environmentally responsible businesses
- clean energy solutions
- attracting renewable energy industries to the region
- easy access to recycling
- innovative approaches and resilience to climate change
- the community adopting sustainable practices



Photo: Two electric vehicle charging stations have been installed on the Geelong waterfront at Western Beach Road, along the Cunningham Pier forecourt precinct.



Photo: Solar panels installed at Leisurelink, Waurn Ponds



## DEVELOPMENT AND IMPLEMENTATION OF SUSTAINABLE SOLUTIONS

Our beaches, waterways, wetlands, bush and grasslands provide important habitat for native plants and animals. The City of Greater Geelong, working together with our community, is committed to protecting and enhancing our natural ecosystems and encouraging sustainable design and reduced consumption of resources for a healthy and sustainable future.

The City's goal for a carbon neutral city-region by 2047 was endorsed in September 2018. The **Community Zero Carbon Action Plan** follows the creation of a target to reduce the City's operational emissions by 50 per cent by 2020, based on 2014–15 levels.

The plan contains five flagship actions that have the potential to make a substantial impact. These include:

- moving to LEDs for Council run street lighting, which will provide an estimated 52 per cent reduction in energy use
- supporting pensioner households to install solar on their homes with no upfront cost
- bringing neighbours together to explore sustainability initiatives they can implement in their homes and local area
- investigating and testing models for redesigning a local energy system to rapidly embrace decarbonisation.

The City is also reducing its own operational emissions and by September 2018, nearly 800 kilowatts of solar had been installed on City buildings. This was equivalent to the power consumption of 179 households.

Tracking progress towards carbon neutrality will be an important part of the program and to help with this, the City is developing a community-wide greenhouse gas emissions profile for the Geelong region.

The **Drysdale renewable energy facility** is generating electricity and stopping carbon from being released into the atmosphere. It is capable of providing enough green electricity to power about 1200 homes.

The facility extracts and captures landfill gas, which is released from decomposing organic material in landfill. The gas engine provides an efficient way to produce electricity, saving more than 15 million litres of water compared to typical coal-fired power stations. The electricity generated is fed back into the power grid.



Photo: Mayor, Cr Bruce Harwood at the opening of the City's green organics composting facility

The City is developing a program to reduce **single-use plastics** at City events and offices.

The Plastic Wise program builds on existing initiatives to reduce single-use plastics at child and family centres as well as at events.

The program will take this further through initiatives such as:

- partnering with key businesses to reduce single use plastics
- developing waste management plans for office buildings
- supporting community workshops on reducing waste and single use plastics
- leading clean-up days on our coastal foreshore reserves.

The City's **garden organics composting facility** between Anakie and Lovely Banks opened in August 2018.

The new facility will process up to 35,000 tonnes of green organics collected from Greater Geelong's garden waste bins.

It processes the material to create Australian standard compost. This will ensure green garden waste stays out of landfill and is reused in public areas such as the botanic gardens, sports grounds and City parks. Water harvested from the site can be reused, minimising the use of potable water in the composting process.






# VISION MEASURES

Photo: Geelong Library & Heritage Centre

The vision's progress will be monitored by key measures which will be reviewed periodically.

INDICATOR	CURRENT DATA
 A prosperous economy that supports jobs and education opportunities	
<p><b>SCHOOL LEAVERS</b> – The number of school leavers engaged in work or post-school study is higher than the Victorian average.</p> <p>Source: Census of Population and Housing, Australian Bureau of Statistics. Frequency of data: Every five years</p>	<p>29.4% Geelong 30.6% VIC (2016)</p>
<p><b>EDUCATION</b> – Education provides graduates with the skills businesses require in our city-region.</p> <p>Source: To be determined</p>	<p>Measure to be determined</p>
<p><b>EMPLOYMENT</b> – Greater Geelong's workforce participation rate is higher than the Victorian average.</p> <p>Source: Census of Population and Housing, Australian Bureau of Statistics. Frequency of data: Every five years</p>	<p>57.9% Geelong 60.5% VIC (2016)</p>
<p><b>BUSINESS DIVERSITY</b> – An increase in the diversity of businesses.</p> <p>A lower index value signifies higher industry diversity.</p> <p>Source: Regional Development Victoria Information Portal Regional Snapshot – Geelong Local Government Area. Frequency of data: Every five years</p>	<p>Industry Diversity Index: Geelong 27 (2016) Geelong 50 (2011)</p>
 A leader in developing and adopting technology	
<p><b>DIGITAL INCLUSION</b> – Australian Digital Inclusive Index (ADII) score greater than 70.</p> <p>Source: The Australian Digital Inclusion Index Report 2018. Frequency of data: Annually</p>	<p>Geelong 58.7 (2018) Geelong 60.0 (2017) Figure amended from previously reported due to data adjustments and methodology changes.</p>
<p><b>TECHNOLOGICAL BUSINESSES</b> – An increase in the number of technology based businesses.</p> <p>Source: To be determined</p>	<p>Measure to be determined</p>
 Creativity drives culture	
<p><b>ARTS AND CULTURE PARTICIPATION</b> – Increasing the percentage of the community actively participating in arts and cultural activities.</p> <p>Source: To be determined</p>	<p>Measure to be determined</p>
<p><b>CREATIVE OCCUPATIONS</b> – Increasing the percentage of the workforce employed in creative occupations.</p> <p>Source: Census of Population and Housing, Australian Bureau of Statistics. Frequency of data: Every five years</p>	<p>4.75% (2016) 4.26% (2011)</p>
<p><b>AN INNOVATION ECONOMY</b> – Greater Geelong rated in the top 200 of the Global Innovation Cities Index.</p> <p>Source: Innovation Cities™ Index, 2thinknow. Frequency of data: Every two years</p>	<p>Geelong 326 (2018) Geelong 334 (2016–17) Geelong 328 (2015)</p>
<p><b>NEW BUSINESSES</b> – Increasing the number of innovative start-ups in the city-region.</p> <p>Source: To be determined</p>	<p>Measure to be determined</p>
 A fast, reliable and connected transport network	
<p><b>TRAVEL TO MELBOURNE</b> – Being able to travel to Melbourne from Geelong within 30 minutes, and from the Bellarine Peninsula within 65 minutes, utilising a variety of travel options.</p> <p>Source: To be determined</p>	<p>Measure to be determined</p> <p>The City commissioned a report on the merits of a Regional Fast Rail service between Melbourne and Geelong which was presented to the State Government.</p>
<p><b>AIR TRAVEL</b> – An international freight terminal and passenger airport within the city-region, connecting Greater Geelong to all Australian state capitals and Asia.</p>	<p>AirAsia X has become the first international airline to fly to Avalon Airport with the inaugural flight from Kuala Lumpur landing 5 December 2018.</p>

INDICATOR	CURRENT DATA
<p><b>TRAVEL WITHIN GREATER GEELONG</b> – Being able to access all parts of Greater Geelong within 30 minutes through a variety of travel options.</p> <p>Source: To be determined</p>	Measure to be determined
<p><b>METHOD OF TRAVEL TO WORK</b> – 50% of journeys to work are made by public transport, walking or cycling.</p> <p>Source: Journey to Work, Australian Bureau of Statistics / .id City of Greater Geelong community profile. Frequency of data: Every five years</p>	8.7% (2016)
<p> A destination that attracts local and international visitors.</p>	
<p><b>NUMBER OF VISITORS</b> – The total number of visitors to the city-region increases by 2.1% per annum.</p> <p>Source: Tourism Greater Geelong and The Bellarine. Frequency of data: Annually</p>	5.1 million (Oct 2017–Sep 2018), which is similar to the same period last year.
<p><b>VISITOR EXPENDITURE</b> – Expenditure by visitors to the city-region increases by 3.8% per annum.</p> <p>Source: Tourism Greater Geelong and The Bellarine. Frequency of data: Annually</p>	\$936 million (Oct 2017–Sep 2018), which is similar to the same period last year.
<p><b>INTERNATIONAL VISITORS</b> – International overnight visitors grow at a rate of 4.9% per annum.</p> <p>Source: Tourism Greater Geelong and The Bellarine. Frequency of data: Annually</p>	52,600 (Oct 2017–Sep 2018), which is a 6.0% decrease compared to the same period last year.
<p><b>DOMESTIC VISITORS</b> – Domestic overnight visitors grow at a rate of 1.9% per annum.</p> <p>Source: Tourism Greater Geelong and The Bellarine. Frequency of data: Annually</p>	Almost 1.3 million (Oct 2017–Sep 2018), which is a 12.2% decrease compared to the same period last year.
<p><b>TOURISM EMPLOYMENT</b> – Tourism employment increases 1.6% per annum.</p> <p>Source: Tourism Greater Geelong and The Bellarine. Frequency of data: Annually</p>	Estimated 5906 jobs in 2017–18, up 13.9% from the estimated 5185 jobs in 2016–17.
<p> People feel safe wherever they are.</p>	
<p><b>PERCEPTIONS OF SAFETY</b> – 95% of residents agree that they feel safe in the area where they live.</p> <p>Source: Geelong Preventative Health Survey, City of Greater Geelong. Frequency of data: Every four years</p>	54% (2017)
<p><b>CRIME</b> – Crime statistics are 20% below the state average.</p> <p>Source: Victoria Police Crime Statistics, Crime Statistics Agency. Frequency of data: Annually</p>	Criminal incident rate per 100,000 population. Greater Geelong - 6382.6 Victoria - 5938.7 (12 months to 30 September 2018)
<p> An inclusive, diverse, healthy and socially connected community.</p>	
<p><b>SOCIAL EQUITY</b> – No Greater Geelong suburbs in the bottom 20% of the Index of Relative Socio-Economic Disadvantage (IRSD).</p> <p>Source: Census of Population and Housing, Australian Bureau of Statistics. Frequency of data: Every four years</p>	13 Greater Geelong state suburbs are in the bottom 20% of the Socio-Economic Index of IRSD (SEIFA) in comparison across Victoria (2016 and 2011).
<p><b>ACCESSIBILITY TO PUBLIC PLACES</b> – 100% of public places in Greater Geelong are disability access compliant.</p> <p>Source: To be determined</p>	Measure to be determined
<p><b>EMPLOYMENT IN AREAS OF DISADVANTAGE</b> – Workforce participation in the most vulnerable suburbs is higher than the state average.</p> <p>Source: Census of Population and Housing, Australian Bureau of Statistics. Frequency of data: Every five years</p>	All 13 suburbs in the bottom 20% of the Socio-Economic Index of IRSD (SEIFA) have a lower workforce participation rate than Victoria (2016 and 2011).
<p><b>CITIZEN ENGAGEMENT</b> – More than 80% of residents that feel they ‘sometimes’ or ‘definitely’ have opportunities to have a real say on important matters.*</p> <p>Source: Victorian Population Health Survey. Frequency of data: Every four years</p>	75.2% (2014)

INDICATOR	CURRENT DATA
<p><b>SOCIAL SUPPORT</b> – More than 80% of residents feel they can ‘sometimes’ or ‘definitely’ get help from neighbours.*</p> <p>Source: Victorian Population Health Survey. Frequency of data: Every four years</p>	77.9% (2014)
<p><b>SELF REPORTED HEALTH</b> – Over 50% of residents reporting their health as very good or excellent.</p> <p>Source: Geelong Preventative Health Survey, City of Greater Geelong. Frequency of data: Every four years</p>	59% (2017)
<p> Sustainable development that supports population growth and protects the natural environment</p>	
<p><b>SUBURBAN TREE CANOPY</b> – Suburban tree canopy is greater than 25%.</p> <p>Source: City of Greater Geelong. Frequency of data: Every two years</p>	<p>14% (2017)</p> <p>14% (2015)</p> <p>Area of measurement has increased as urban area has grown.</p>
<p><b>NATURAL HABITAT</b> – An increase in the quantity of protected natural habitat.*</p> <p>Source: City of Greater Geelong. Frequency of data: Annually</p>	898,712 hectares (2018)
<p><b>BIODIVERSITY</b> – An increase in biodiversity with no loss of species and vegetation.</p> <p>Source: To be determined</p>	This measure will be excluded at this time due to a lack of available data.
<p><b>PUBLIC OPEN SPACES</b> – In urban areas, 95% of dwellings are within 400m of public open space.</p> <p>Source: City of Greater Geelong. Frequency of data: Annually</p>	This data will be available in the <i>Our Progress 2019</i> report.
<p><b>SUBURBAN OPEN SPACE</b> – No net loss of open space by suburb.</p> <p>Source: City of Greater Geelong. Frequency of data: Annually</p>	<p>549 sites with a total area of 2,177.9 hectares (2018)</p> <p>530 sites with total area of 2,147.6 hectares (2017)</p>
<p><b>CENTRAL GEELONG</b> – 10,000 people living in Central Geelong.</p> <p>Source: Census of Population and Housing, Australian Bureau of Statistics. Frequency of data: Every five years</p>	1,599 (2016)
<p> Development and implementation of sustainable solutions</p>	
<p><b>URBAN DEVELOPMENT</b> – 50% of new housing construction to be conducted within existing urban areas.</p> <p>Source: City of Greater Geelong. Frequency of data: Annually</p>	<p>27.0% (2017)</p> <p>37.8% (2016)</p> <p>There has been a significant increase in the total annual dwelling production. Greenfield development is most able to respond to spikes in demand for new dwellings.</p>
<p><b>WASTE MANAGEMENT</b> – Performing better than the Victorian average in solid and green waste diverted from landfill.</p> <p>Source: City of Greater Geelong. Frequency of data: Annually</p>	<p>Greater Geelong – 54.75% (2017–18)</p> <p>State average – 44.69% (2017–18)</p>
<p><b>CARBON EMISSIONS</b> – Greater Geelong being a carbon neutral city-region.</p> <p>Source: City of Greater Geelong. Frequency of data: Every four years</p>	To support the <i>Community Zero Carbon Action Plan</i> , a community emissions profile will be developed for the Greater Geelong city-region and is expected to be released by mid-2019.
<p><b>WATER USE</b> – 20% of all water provided to the municipality is recycled water.</p> <p>Source: Barwon Water. Frequency of data: Annually</p>	<p>8.5% (2017–18)</p> <p>9.4% (2016–17)</p>

# COUNCIL'S COMMITMENT

The strategic priorities within the Council Plan 2018-22 are guided by the community-led 30-year vision, *Greater Geelong: A Clever and Creative Future*. The council plan, along with an annual budget and action plan, are reviewed annually to ensure they are consistent with, and are aligned to the community's **long term** vision.

The City of Greater Geelong, in conjunction with its vision partners, and in partnership with the Greater Geelong community is proud to be leading the way to towards a clever and creative future.

-  A prosperous economy that supports jobs and education opportunities
-  A leader in developing and adopting technology
-  Creativity drives culture
-  A fast, reliable and connected transport network
-  A destination that attracts local and international visitors
-  People feel safe wherever they are
-  An inclusive, diverse, healthy and socially connected community
-  Sustainable development that supports population growth and protects the natural environment
-  Development and implementation of sustainable solutions

COUNCIL PLAN 2018-22		GREATER GEELONG: A CLEVER AND CREATIVE FUTURE	
Strategic Priorities		Community Aspirations	
1	Improved health and safety of our community		
2	Informed social infrastructure and planning		 
3	A more inclusive and diverse community		
4	Planned sustainable development		
5	Effective environmental management		
6	Vibrant arts and culture		
7	Integrated transport connections		
8	A thriving and sustainable economy		
9	Growing our tourism and events		
10	Innovative finances and technology		
11	Organisational leadership, strategy and governance	<b>GREATER GEELONG: A CLEVER AND CREATIVE FUTURE</b>	



## NEXT STEPS

Many individuals and organisations have contributed to the realisation of the clever and creative vision thus far. Whilst we have highlighted some key activity, we stress that more has been achieved than we are able to capture in this report.

We hope that the information recorded here will encourage conversations about what is being done to realise the city-region's vision for a clever and creative future, and how each of us can make a contribution whether it be big or small. It is through collected action that we will achieve momentum and transformation.

We are eager to hear from people about their individual or organisational work, and how it contributes or will in the future contribute to the vision.

To share your achievements and plans, please contact the City of Greater Geelong on 03 5272 5272 or email [clevercreative@geelongcity.vic.gov.au](mailto:clevercreative@geelongcity.vic.gov.au).

We look forward to tracking our collective progress throughout 2019 and beyond.

GREATER GEELONG

# A CLEVER and CREATIVE FUTURE

[www.geelongaustralia.com.au/clevercreative](http://www.geelongaustralia.com.au/clevercreative)

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## CUSTOMER SERVICE CENTRE

100 Brougham Street


Geelong VIC 3220

8.00am – 5.00pm

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