

GEELONG

CITY DEAL

IMPLEMENTATION PLAN

OCTOBER 2019



Australian Government



Foreword

The Geelong City Deal, agreed on 11 March 2019, is a 10-year plan to revitalise Geelong and unlock the potential of the Great Ocean Road visitor economy.

The Australian Government, Victorian Government and City of Greater Geelong will deliver \$370 million in government investment to the region supporting Geelong's continued economic diversification, growth of the visitor economy and a thriving city centre. The City Deal brings together the three levels of government with industry, community and the university sector to achieve this shared vision for Geelong.

This Implementation Plan sets out the commitments and delivery milestones for the projects. Annual Progress Reports will provide updates on the delivery of key commitments and performance against agreed measures and the formal Three-Yearly Reviews will assess whether the City Deal is delivering in line with the initial vision and objectives of the Deal.



AT
The Hon Alan Tudge MP
Minister for Population, Cities and Urban Infrastructure



Jaclyn
The Hon Jaclyn Symes
Victorian Minister for Regional Development



BHarwood
Bruce Harwood
Mayor of City of Greater Geelong





Acknowledgement

We acknowledge the Traditional Owners of country throughout Geelong and the Great Ocean Road region and recognise their continuing connection to land, waters and culture. We pay our respects to their Elders past, present and emerging.

° Geelong City Deal at a glance



Shipwreck Coast Master Plan

\$108.15 million



Great Ocean Road Infrastructure Projects

\$27.5 million



Geelong Convention and Exhibition Centre Precinct \$174.2 million

Revitalising Central Geelong \$38.13 million

Geelong Waterfront Safe Harbour Precinct \$3.5 million

Smart City Initiatives \$1.15 million

Redevelopment of the Queenscliff Ferry Terminal \$10 million

Geelong Future Economy Precinct Infrastructure \$7.6 million



Geelong and the region in context

The Geelong area has a long and proud history, beginning with the Wadawurrung People of the Geelong and Bellarine Peninsula. Inspiring the city's name of 'Geelong', the Wadawurrung People named the local bay 'Jillong' meaning 'a place of the seabird over the white cliffs'. The traditional boundaries of the Wadawurrung People span the coastline from the Werribee River to Lorne peninsula and traverse inland in a north-westerly direction toward Ballarat. The Wadawurrung People have lived within these regions for more than 25,000 years. Further west, the Eastern Maar People of south-west Victoria are negotiating a Recognition and Settlement Agreement with the Victorian Government. The negotiation area includes many significant locations along the Great Ocean Road encompassing Lorne, Warrnambool, Port Fairy, and the iconic Twelve Apostles.

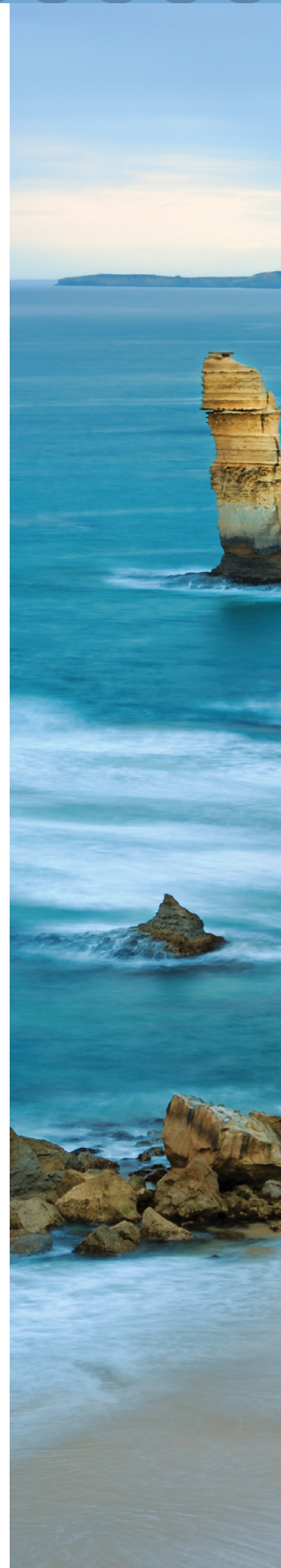
Geelong is located one hour from Victoria's state capital, Melbourne and is the second biggest city in Victoria. The city centre is located on the southern shores of Corio Bay. One of the most popular attractions is its vibrant waterfront, home to Deakin University's waterfront campus and the historic Eastern Beach seawater pool. Offering a beautiful and unique living environment Greater Geelong has a population of 252,000 with an expected increase of 108,000 by 2036¹. As one of Australia's fastest growing cities - Geelong offers attractive lifestyle choices including close proximity to numerous surf beaches, job opportunities in new and growing industries and the chance to be a part of a vibrant community with an exciting future. The Greater Geelong region has a diverse and robust economy diversifying from manufacturing to develop new capability and strengths in a range of new growth sectors including health and social assistance, tourism, creative and entrepreneurial industries, advanced manufacturing and education and training.

Geelong is also the gateway to the world renowned coastline of south-west Victoria via the Great Ocean Road - this diverse natural beauty attracting over six million tourists per year². The 243 kilometres long Great Ocean Road begins at Torquay and winds its way through coastal townships and along magnificent limestone cliffs through to Port Campbell on the Shipwreck Coast, the home of the iconic Twelve Apostles. With visitor numbers to the Shipwreck Coast and Great Ocean Road continuing to grow rapidly, the Geelong City Deal will improve infrastructure to provide a better, safer and more connected visitor experience.

To unlock the significant potential of the visitor economy the Geelong City Deal includes projects spanning a broad geography. City Deal projects will not only be delivered within Geelong but also across the Barwon Region (local government areas of City of Greater Geelong, Borough of Queenscliffe, Surf Coast Shire, Colac Otway Shire) and along the Shipwreck Coast (within the Corangamite Shire local government area).

1 Victoria in Future 2019

2 National and International Visitor Survey, March 2019, Tourism Research Australia. (National landscapes regions)





Geelong City Deal — Objectives

The Geelong City Deal is focused on improved investment and coordination across three levels of government to support a prosperous and liveable future for Geelong and the Great Ocean Road region. The City Deal will deliver \$370 million of new government investment, consisting of \$183.8 million from the Australian Government, \$172 million from the Victorian Government and \$14.4 million from the City of Greater Geelong. The City Deal will support the continued transformation of Geelong by leveraging the strengths of the city and region, driving significant growth in the visitor economy and creating a vibrant and attractive place to make Geelong an even better place to live, work and invest.

Through the negotiation of the City Deal, each level of government has made commitments that will deliver on the following shared objectives:

- Revitalise Central Geelong and develop infrastructure to make Geelong an even better place to live, work and invest – supporting continued population growth and economic activity
- Support growth in the visitor economy through strengthening Geelong and the Great Ocean Road Region as leading tourist destinations
- Drive the continued economic diversification and jobs growth, supporting innovation and building on emerging industry strengths for Geelong and the Great Ocean Road Region
- Strengthen collaboration across all three levels of government and the community to deliver better integrated investment and planning for the region

Milestones in this document are correct at the time of publication. Where project proponents can demonstrate accelerated delivery timeframes, milestones will be updated to reflect this.





The Geelong City Deal is unlocking employment and procurement opportunities for Geelong and the region

Commitments to Indigenous, local, social and employment and procurement can drive sustained economic outcomes for communities. The three levels of government have jointly committed to realising Indigenous, local and social employment and procurement opportunities by adopting targets for City Deal projects. Geelong City Deal partners and project proponents have agreed to work with GROW – G21 Region Opportunities for Work, a joint initiative of the G21 – Geelong Region Alliance and the Give Where You Live Foundation and the National Indigenous Australians Agency (NIAA), the newly established agency leading on the Australian Government’s Indigenous policy and program design, to realise Indigenous, local and social employment and procurement opportunities in Geelong and the region.

Geelong City Deal — Commitments

Revitalise central Geelong and develop infrastructure to make Geelong an even better place to live, work and invest

Increasing numbers of people are being attracted to the Geelong region by growing employment opportunities, affordable housing and lifestyle opportunities. Revitalising of the city centre will improve public spaces and make it easier to move around the city. Projects like the Malop Street Green Spine will create a green space and pedestrian route through the heart of the city connecting to the train station. Improving infrastructure and public access will also increase use of the waterfront precinct for public recreation, community activities and major events.

Incorporating smart technologies into parking and other revitalisation projects will improve services for the local community, add to visitor experiences and support Geelong's reputation as a great place for innovators to set up shop.

Key commitments:

- Geelong Convention and Exhibition Centre Precinct
- Revitalising Central Geelong
- Geelong Waterfront Safe Harbour Precinct
- Smart City Initiatives

Success will be measured by:

Continued growth in central Geelong's:

- Population
- Jobs growth
- Business numbers
- Number of transactions
- Total annual spend

Geelong Convention and Exhibition Centre Precinct

The Geelong Convention and Exhibition Centre will enhance Geelong's position as a premier city and an events leader in Victoria by enabling more international events, exhibitors and attendees. The project will include a Convention and Exhibition Centre and public realm improvements around the Convention and Exhibition Centre and within the precinct. The feasibility of a new hotel, retail, restaurants and other commercial offerings will also be explored as part of developing the precinct.

The Geelong Convention and Exhibition Centre will incorporate a 1000+ seat plenary and at least 3700m² multi-purpose space that can be configured to incorporate an exhibition hall, breakout rooms and a banquet room. The Convention Centre and surrounding precinct will attract visitors from across the country and overseas, positioning Geelong as a global and national competitor for business events.

Milestones and next steps

Q1 2020: Acceptance of business case addendum by the Australian and Victorian Governments

Q3 2020: Project Plan agreed to by the Australian and Victorian Governments*

*Future milestones will be outlined in the Project Plan and identified through the City Deal reporting processes.

Funding partners

- \$30 million – Australian Government
- \$141.2 million – Victorian Government
- \$3 million – City of Greater Geelong

Project lead

Led by the Victorian Government.

Revitalising Central Geelong

Delivery of key projects within the Revitalising Central Geelong Action Plan and public realm improvements will revitalise public spaces in Central Geelong. Activities under the Revitalising Central Geelong Action Plan will improve a number of areas and precincts within Central Geelong, increasing its vibrancy and the liveability and amenity for residents and visitors. A revitalised Geelong will be greener, more pedestrian and bike oriented with new facilities and improved access in the heart of the city. Ultimately, the Geelong City Deal revitalisation activities will support a vibrant Geelong city centre that attracts visitors, residents and businesses – boosting the visitor economy and creating opportunities for new investment and jobs.

Projects in this measure include:

- **Geelong Train Station upgrade**
- **Green Spine Block 1 north side:** the Malop Street Green Spine is the signature project of the Revitalising Central Geelong Action Plan, the project will deliver construction works for footpath, drainage and public spaces with improved accessibility of Block 1 (Malop Street between Mercer Street and Moorabool Street).
- **Green Spine Block 3:** will continue to transform Malop Street into a vibrant street and linear park. The project will deliver design and construction works for footpath, bicycle lanes and greening of Block 3 (Malop Street between Yarra Street and Bellerine Street).
- **Arts and Culture Precinct public realm improvements**
- **Gheringhap Street Drain**
- **Laneways Project delivering pedestrian links between Little Malop Street and Malop Street**
- **City Arrivals project streetscape upgrades, artworks and public realm improvements**
- **Geelong Train Station Precinct Development Plan**
- **Civic Precinct planning**
- **Improving accessibility in Central Geelong**
- **Moolap Management Masterplan**
- **Barwon River Planning**

Milestones and next steps

Q1 2020: Acceptance by Commonwealth and Victorian Governments of Project Plan for priority projects*

Q3 2020: Commencement of construction of the north side of the Green Spine Block 1 and completion of accessibility improvement works

* Future milestones will be outlined in the Project Plan and identified through the City Deal reporting processes.

Funding partners

- \$20.85 million – Australian Government
- \$7 million – Victorian Government
- \$10.28 million – City of Greater Geelong

Project leads

Led by the Victorian Government and the City of Greater Geelong Council.



Geelong – a clever and creative city of design

In October 2017, the UNESCO Creative Cities Network (UCCN) designated Geelong as a City of Design. Geelong is Australia's first and only City of Design, joining an international network of 180 cities committed to the power of creativity and innovation in building sustainable cities. It's about collaboration, culture, planning, people and prosperity – working together for a clever and creative future for all. Through a community-led vision, Greater Geelong is working to be internationally recognised as a clever and creative city that is forward looking, enterprising and adaptive and cares for its people and environment.

Geelong Waterfront Safe Harbour Precinct

The three levels of government will work in collaboration with the Royal Geelong Yacht Club to support the delivery of the Geelong Waterfront Safe Harbour Precinct Project. Building on previous investment from all three levels of government and the Royal Geelong Yacht Club, the City Deal is investing a further \$3.5 million to support the installation of the wave attenuator – a vital element to the delivery of the \$19 million project.

The Waterfront Safe Harbour Project has a series of on and off water components. On the water, the project involves the installation of a new publicly accessible wave attenuator, marina arm and casual berthing. Off water, the project is developing Royal Geelong Yacht Club education facilities and public realm improvements including greater pedestrian and cyclist access throughout the precinct.

The redevelopment of the Geelong Waterfront will transform and activate the entire precinct, improving connectivity and public access to the waterfront, supporting tourism and community activities, ensuring year round visitation to the waterfront and providing support for major events that contribute to the local economy.

Milestones and next steps

Q1 2020: Installation of wave attenuator completed

Funding partners

- \$3.5 million – Australian Government

This is a \$19 million project and the Geelong City Deal funding builds on existing contributions of \$7.5 million from the Victorian Government, \$3 million from the City of Greater Geelong, \$3 million from the Royal Geelong Yacht Club and a previous \$2 million from the Australian Government.

Project leads

Led by the Victorian Government with all three levels of government collaborating with the Royal Geelong Yacht Club.



Smart City Initiatives

The City Deal will deliver a series of projects to pilot new technologies across Central Geelong. The projects will use new technologies to collect and analyse data³ to enhance community safety, optimise public space and reduce congestion. The projects will install:

- Cameras to enhance community safety and provide information on how Central Geelong functions
- Beacons to count pedestrians and movement of people around the city
- Cameras that read number plates to support a 30 minute free parking trial
- Sensors to identify vacant carparks

This project will benefit the community by reducing traffic and parking congestion around Central Geelong and enabling people to move efficiently. The resulting data analytics will allow the City of Greater Geelong Council to make evidence based parking management, planning and investment decisions for the future. Following the outcomes of these projects, the City of Greater Geelong Council will continue to explore opportunities to apply smart technology to improve public value in Central Geelong.

Milestones and next steps

Q4 2019: Install number plate recognition cameras and launch a free parking trial

Q3 2020: Install the second phase of cameras and use the new data to enhance traffic management and community safety

Q4 2020: Develop a plan to optimise the technology and data from the Smart City Initiatives to improve the way Central Geelong functions with the use of technology

Funding partners

- \$1.15 million – City of Greater Geelong

Project lead

Led by the City of Greater Geelong Council.

³ The City of Greater Geelong Council is responsible for compliance with the Victorian Privacy and Data Protection Act 2014

○ Support growth in the visitor economy through strengthening Geelong and the Great Ocean Road region as leading tourist destinations

The Great Ocean Road region has a rich history and wealth of unique natural experiences to offer visitors to the region. The Great Ocean Road region attracts nearly six million tourists per year – over two million more than the Great Barrier Reef – with visitation projected to increase significantly⁴.

The City Deal will improve the visitor experience in the Geelong Region and along the Great Ocean Road through funding improved infrastructure and traffic management measures and visitor services and facilities. These measures will encourage visitors to dedicate more time to exploring the region, while preserving the region's unique local character and lifestyle for local residents.

Improved public infrastructure and offerings at key tourist sites along the Great Ocean Road will help shift the perception of the Shipwreck Coast from a day trip destination to an overnight and multi-day visitor experience.

This City Deal will see investment in the redevelopment of the Queenscliff Ferry Terminal as well as improved parking and tourism infrastructure along the Great Ocean Road, increasing connectivity and amenity across the region and improving the visitor experience and better accommodating growing visitor numbers.

Key commitments:

- Delivery of priority projects under the Shipwreck Coast Master Plan
- Redevelopment of Apollo Bay Harbour
- Point Grey, Lorne Redevelopment
- Great Ocean Walk Stage 1 – Wild Dog Creek to Skenes Creek
- Feasibility study for Great Ocean Walk Stage 2 – Skenes Creek to Cumberland River
- Improvements in infrastructure in Kennett River
- Great Ocean Road visiting drivers Road Safety Education Campaign
- Redevelopment of the Queenscliff Ferry Terminal

Success will be measured by:

A growth in the visitor economy as shown through increases in:

- Visitor numbers
- Average spend per trip
- Average spend per night
- Jobs in the tourism sector

⁴ National and International Visitor Survey, March 2019, Tourism Research Australia. (National landscapes regions)

Delivery of priority projects under the Shipwreck Coast Master Plan

The City Deal will fund the delivery of priority projects under the Shipwreck Coast Master Plan identified following the Twelve Apostles Precinct masterplanning process.

With visitor numbers to the Shipwreck Coast continuing to grow rapidly, this investment will deliver improved infrastructure, services and amenities to provide a better, safer and more connected visitor experience, showcasing the many attractions on the Shipwreck Coast, including the Twelve Apostles – one of Australia's most recognisable and visited natural attractions. Investment in priority projects under Stage 2 of the Shipwreck Coast Master Plan will support the protection of the natural environment and coastline while also enhancing opportunities for visitors, strengthening the local economy and supporting local employment opportunities.

Milestones and next steps

Q1 2020: Acceptance by the Australian and Victorian Governments of Project Plan for priority projects under Stage 2 of the Shipwreck Coast Masterplan*

* Future milestones will be outlined in the Project Plan and identified through the City Deal reporting processes.

Funding partners

- \$88.15 million – Australian Government
- \$20 million – Victorian Government

Project lead

Led by the Victorian Government.



Redevelopment of Apollo Bay Harbour

The Apollo Bay Harbour Redevelopment Project focuses on public realm infrastructure improvements for the Apollo Bay Harbour precinct to broaden the range of commercial operations and recreational offerings, supporting the growth in the visitor economy through facilitating tourism opportunities.

The improvements include:

- Upgrading Mother's Beach car park
- Harbour precinct entry road upgrade
- Breakwater Road upgrade
- Provision or upgrade of pedestrian and bicycle paths connecting the harbour precinct with Apollo Bay, including interpretive signage
- A new boardwalk along the harbour water's edge
- Extension of the Fisherman's Co-operative building
- Upgrading the boat trailer parking area
- New port operations depot and public room and amenities
- Replacing fencing in the harbour
- Utility upgrades

Milestones and next steps

Q1 2020: Consultant engaged to produce Project Plan and Detailed Design for project.

Q3 2020: Project Plan agreed to by the Australian and Victorian Governments.

Q1 2021: Commencement of detailed design

Q3 2021: Completion of detailed design

Q1 2022: Commencement of Construction

Q3 2022: Completion of footpaths and bicycle paths and utility upgrades

Completion of new port operations depot (in readiness for public room and amenities)

Q1 2023: Completion of all project plan construction deliverables except the Fisherman's Co-operative building

Q3 2023: Project completion

Funding partners

- \$12 million - Australian Government

Project lead

Led by the Victorian Government.

Point Grey, Lorne Redevelopment

The Point Grey precinct is public land located at the Lorne Pier precinct on the southern entry to Lorne along the Great Ocean Road. The redevelopment of Point Grey presents an opportunity to create a unique experience for local residents and visitors while delivering economic and community benefit to the Lorne township and Surf Coast Shire. The redevelopment will include:

- A new Lorne Aquatic and Angling Club building
- A new commercial restaurant building, including options for coffee, takeaway and al fresco seating
- A covered meeting space where the community can enjoy creative and cultural activities
- A scenic lookout across the Lorne Pier
- Increased public space of 1.7 hectares which will include Indigenous landscaping and open spaces
- Recognition of cultural heritage through public art and interpretive information
- Extended connectivity including upgraded walking paths along the foreshore connecting the site with Lorne township

Milestones and next steps

Q1 2020: Project Plan agreed to by the Australian and Victorian Governments*

* Future milestones will be outlined in the Project Plan and identified through the City Deal reporting processes.

Funding partners

- \$8 million – Australian Government
- \$2 million – Great Ocean Road Coast Committee
- \$450,000 – Lorne Aquatic and Angling Club

Project lead

Led by the Victorian Government.

For more information visit:
<https://www.gorcc.com.au/projects/point-grey-lorne-redevelopment/>



Great Ocean Walk (Stage 1) — Apollo Bay (Wild Dog Creek) and Skenes Creek

This project comprises construction of the Great Ocean Walk between Apollo Bay (Wild Dog Creek) and Skenes Creek incorporating path improvements, seating, viewing platforms, signage bridges and cantilevered walkways - better showcasing the iconic coastline and allowing visitors to explore the unique environment.

Milestones and next steps

Q1 2020: Consultant engaged to produce Project Plan and Detailed Design for project

Q3 2020: Project Plan agreed to by the Australian and Victorian Governments

Stakeholder Engagement Plan agreed to by the Australian and Victorian Governments

Q1 2021: Final Masterplan as agreed by Colac Otway Shire and Victorian Government

Q3 2021: Commencement of detailed design

Q1 2022: Completion of detailed design

Q3 2022: Commencement of construction

Q1 2023: Construction delivery in line with Project Plan

Q3 2023: Protection of environmental and cultural heritage areas of sensitivity with barriers

Completion of all earthworks, drainage and footings

Q1 2024: Completion of all construction works except cantilevered walkways and long span bridges

Q3 2024: Project completion

Funding partners

- \$5 million - Australian Government

Project lead

Led by the Victorian Government.

Feasibility study for Great Ocean Walk (Stage 2) - Skenes Creek to Cumberland River

A feasibility study to link Skenes Creek to the Surf Coast Walk, thereby connecting the Great Ocean Walk with the Surf Coast Walk. The review and revision of the feasibility study will consider the potential economic and tourism benefits for coastal towns and the broader region.

Milestones and next steps

Q1 2020: Execution of Memorandum of Understanding between Regional Development Victoria and Department of Environment, Land, Water and Planning

Q3 2020: Completion and approval of Feasibility Study

Funding partners

- \$350,000 - Australian Government

Project lead

Led by the Victorian Government.



Improvements to tourism infrastructure in Kennett River

To support increasing tourist numbers in Kennett River the City Deal will provide a new public amenity block and water treatment facility and new parking and traffic management infrastructure at Kennett River. This investment includes the delivery of new signage, pedestrian paths, road widening and improved parking facilities to accommodate tourist buses. The Improvements to tourism infrastructure will comprise road and parking improvements, new public toilets and a water treatment plant.

Milestones and next steps

Q1 2020: Consultant engaged to produce Project Plan and Detailed Design for project

Q3 2020: Project Plan agreed to by the Australian and Victorian Governments.

Q1 2021: Completion of schematic design

Q3 2021: Completion of detailed design

Q1 2022: Commencement of construction

Q3 2022: Completion of all earthworks, drainage and footings

Q1 2023: Project completion

Funding partners

- \$1.9 million- Australian Government

Project lead

Led by the Victorian Government.



Great Ocean Road visiting drivers Road Safety Education Campaign

More international visitors than ever are visiting Victoria and more than a third of these visitors are hiring campervans and rental cars and self-driving around the State. As a result, visiting international drivers are an emerging and potentially complex road safety issue, especially for iconic drive destinations like the Great Ocean Road. Many visiting drivers have different driving and road experiences and may be faced with a number of challenges when driving on Victoria's roads, such as different road rules and signs, fatigue and distances travelled.

The Great Ocean Road visiting drivers Road Safety Education Campaign aims to raise visiting driver awareness of key road safety issues while maintaining the region's reputation as a world-renowned touring destination.

Delivered over a twelve-month period, the campaign will involve a suite of targeted communication activities across all stages of the visitor journey cycle, delivered through a number of channels and formats (i.e. translated, symbolised etc.). This includes advertisements in strategically located service centres, coach/large vehicle tail advertisements, displays at Avalon Airport and a suite of promotional materials disseminated through vehicle rental companies and other intermediaries (i.e. visitor information centres and tourism businesses).

The initiative will be delivered by the Tourism, Events and Visitor Economy branch, within the Victorian Department of Jobs, Precincts and Regions (DJPR) in partnership with the Victoria Police, VicRoads, the Great Ocean Regional Tourism Board and the major car rental companies. This project will complement other road safety interventions undertaken in the region.

Milestones and next steps

Q1 2020: Project Plan agreed to by the Australian and Victorian Governments

Q1 2021: Completion of Great Ocean Road Visiting Drivers Road Safety Education Campaign

Funding partners

- \$250,000 – Australian Government

Project lead

Led by the Victorian Government.





Redevelopment of the Queenscliff Ferry Terminal

Redevelopment of the Queenscliff Ferry Terminal and associated public realm improvements to improve ferry services at this major tourism gateway to Geelong and the Great Ocean Road. The project includes the following key elements:

- Upgrading the Queenscliff Ferry Terminal Building
- Queenscliff Terminal public works and board walk

This project will develop the Queenscliff Ferry Terminal to expected visitor standards, complete with modern facilities and bathrooms, safer access, improved car parking areas and opportunities for retail such as cafés and tourism ventures.

Milestones and next steps

Q1 2020: Project Plan agreed to by the Australian and Victorian Governments.

Q3 2020: Construction of upper level of Terminal Building

Construction of external terminal building walls

Q1 2021: Works on terminal roof, lift and boardwalk well advanced

Q3 2021: Completion of gantry and other outdoor elements

Q1 2022: Completion of detailed design

Q3 2022: Project completion

Funding partners

- \$10 million – Australian Government
- \$5.9 million – Searoad Ferries

Project lead

Led by the Victorian Government.

Drive the continued economic diversification and jobs growth, supporting innovation and building on emerging strengths for Geelong and the Great Ocean Road region

Geelong's economy has shown great resilience following the closure of major employers in traditional manufacturing with emerging strengths in sectors such as advanced manufacturing and social insurance.

The Geelong City Deal will equip residents with the skills and development opportunities essential for securing access to jobs in Geelong's diversifying economy and emerging industries. Innovation will help to capitalise on the growing knowledge economy potential and will contribute to building a vibrant, thriving city that all residents can enjoy.

The City Deal capitalises on a unique opportunity to attract a high-skilled workforce to the region with Deakin University's Geelong Future Economy Precinct emerging as a world leader in advanced manufacturing. The Precinct is expected to deliver more than 1,000 new knowledge economy jobs by 2022.

There is a combined commitment to maximising the local impact from City Deal investment. Through the City Deal, the three levels of government will work with GROW and the NIAA to implement Indigenous, social and local employment and procurement targets for projects within the Geelong City Deal. Targets give a clear direction to government agencies at all levels and their contracted service providers that the collaboration and coordination underpinning City Deals can be used to support the economic empowerment of local communities including Indigenous Australians. The substantial timeframe of the ten-year City Deal allows for the supply of local and Indigenous workers, businesses to be developed and targets to be met and exceeded. The achievement of targets will be reported publicly in Geelong City Deal Annual Progress Reports.

Key commitments

- Geelong Future Economy Precinct Infrastructure
- Supporting the local workforce

Success will be measured by

Improvements in the Geelong and Great Ocean Road region's economy shown through an increase in:

- Population
- Knowledge Services jobs and jobs growth

Geelong Future Economy Precinct Infrastructure

The City Deal will support the expansion of Deakin University’s Geelong Future Economy Precinct at the Waurin Ponds campus. Road upgrades will support increased traffic volumes due to the growth of jobs in the Precinct and improve pedestrian safety on the campus. The investment supports the growing needs of the Precinct that is driving Geelong’s future knowledge economy.

The project will enable advanced manufacturing industries to have effective road access as they continue to expand. A further 14 hectares of developable land is facilitated through the extension of Nicol Drive North and associated services including potable water, fire, sewer, communications and power.

A new road will create a new entrance to Pidgeons Road at Epworth Place, along with intersection treatments of the two existing entrances at Pidgeons Road will support traffic volumes due to growth of jobs in the Precinct and will provide a safer and more efficient vehicular route.

Milestones and next steps

Q1 2020: Deakin University completes the extension of Epworth Place into the existing road network near Carbon Revolution.

Q1 2021: Deakin University completes Nicol Drive North Extension.

Funding partners

- \$3.8 million – Australian Government
- \$3.8 million – Victorian Government
- \$3.9 million – Deakin University

Project leads

The Australian and Victorian Governments in collaboration with Deakin University.



Supporting the Local Workforce

The Geelong City Deal will increase the share of jobs held by local people, including Indigenous Australians on projects funded under the City Deal. This will be achieved through employment and procurement targets. Indigenous, local and social employment and supplier-use opportunities will be achieved with the support of GROW, the NIAA, relevant agencies and project leads.

Indigenous Targets

The Geelong City Deal will increase the share of jobs held by Indigenous Australians. All three levels of government have committed to work with project leads to support Indigenous employment and procurement opportunities through the City Deal.

This will be achieved through:

- a 1 per cent Indigenous employment target reflecting the Indigenous working age population of the Geelong and Great Ocean Road regions to help to ensure an equitable share of employment opportunities.
- a minimum of 1 per cent supplier – use target in line with the Victorian Tharamba Bugheen Aboriginal Business Strategy – with the view to meet a more ambitious target across the life of the City Deal of 3 per cent to align with the Australian Government’s Indigenous Procurement Policy (IPP) which has been shown to effectively generate a supply of Indigenous businesses to take up opportunities.

These targets will apply to the two key Geelong City Deal commitments – the Geelong Convention and Exhibition Centre Precinct and the delivery of priority projects under the Shipwreck Coast Master Plan. While meeting these targets will be a requirement for these two projects, it is expected that all City Deal projects will support Indigenous employment and procurement. Indigenous employment and procurement outcomes will be reported on a project-by-project basis.

Working with Indigenous Communities

The Victorian Government is committed to working with the Victorian Aboriginal community to grow opportunities for economic prosperity and wealth. The newly established Aboriginal Economic Development Branch within the Department of Jobs, Precincts and Regions (DJPR) is leading the delivery and implementation of the Victorian Aboriginal Economic Strategy and the Victorian Aboriginal Business Strategy – *Tharamba Bugheen*.

Local and Social Targets

The Geelong City Deal will also support local jobs and the local workforce. City Deal partners and the GROW initiative will work together to address unemployment and place-based disadvantage. All three levels of government have committed to work with project leads and GROW to adopt employment and procurement targets for relevant projects within the City Deal.

The Victorian Government’s Local Jobs First Policy will also apply to Geelong City Deal projects to ensure the significant investment supports Victorian businesses and workers by ensuring that small and medium size enterprises are given a full and fair opportunity to compete for both large and small government contracts, helping to create opportunities including for apprentices, trainees and cadets.



Strengthen collaboration across all three levels of government and the community to deliver better integrated investment and planning for the region

City Deals provide a vehicle for enhanced collaboration as the three levels of government and the community work to achieve a shared vision for a city or region, including through better aligning planning and investment to support growth. Governments and the community will work together to oversee delivery of the Geelong City Deal and advise on its future direction. Regional collaboration will also be enhanced through other mechanisms, including the Victorian Government's Great Ocean Road Action Plan to improve the future management of the Great Ocean Road region.

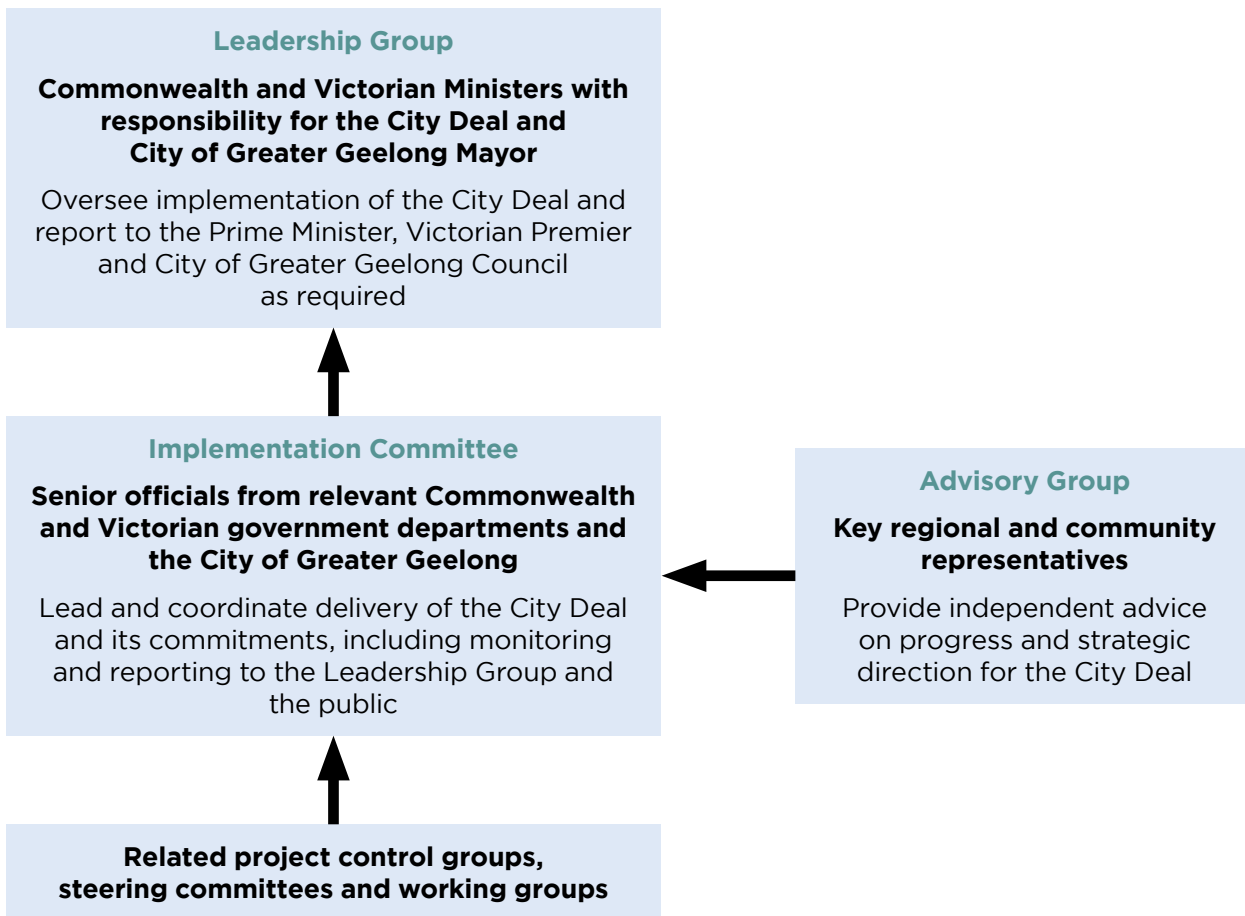
Success will be measured by

- A measure of collaboration across all three levels of government and the community will be considered through the City Deal reporting processes.

Governance

The delivery of the Geelong City Deal will be overseen by the Implementation Committee, comprising senior officials from all three levels of government. The Committee will meet formally every six months to review the progress of the City Deal and will provide advice to the Leadership Group, which comprises elected officials responsible for overseeing the City Deal.

Throughout the Implementation Phase local and community stakeholders will remain engaged through a range of mechanisms including an Advisory Group that will support the Implementation Committee to successfully deliver the shared-vision for Geelong and the region.



Measuring success

The Geelong City Deal will be in place for ten years with regular reporting and review points.

The ten-year City Deal will establish an enduring relationship between the Australian Government, the Victorian Government and City of Greater Geelong. This timeframe recognises that the development of some key City Deal commitments, such as the Geelong Convention and Exhibition Centre, may take several years. It will also enable the three levels of government to consider how other developments in the region progressing alongside the City Deal are shaping regional priorities.

Public Annual Progress Reports on the Geelong City Deal performance and the delivery of key commitments will ensure ongoing oversight. These reports will reflect progress against project milestones and key performance measures.

A formal review of the Geelong City Deal will be undertaken three years after signing (March 2022). The review will consider priorities and next steps and report on performance against milestones and long term progress towards Geelong City Deal objectives.

Monitoring and Evaluation

Over the next ten years City Deal partners will monitor success through a range of indicators that measure population and jobs growth, economic activity in a revitalised Central Geelong and expansion of the tourism industry in the region. This will provide an indication of progress against baseline figures and where efforts may need to be tailored to reflect emerging trends. This ongoing assessment will be complemented by the monitoring of progress on individual initiatives and reported annually through the Annual Progress Reports and reviewed through the formal Three-Yearly Review process.

Geelong's productivity and progress will also be monitored through the National Cities Performance Framework, which provides a snapshot of Australia's largest 21 cities against more than 50 progress and contextual indicators.

For more information on the Framework visit:
<https://smart-cities.dashboard.gov.au/all-cities/overview>

Geelong City Deal Objective	Indicator
Revitalise Central Geelong and develop infrastructure to make Geelong an even better place to live, work and invest - supporting continued population growth and economic activity.	Increases to the population, jobs, business numbers, number of transaction and total annual spend in Central Geelong.
Support growth in the visitor economy through strengthening Geelong and the Great Ocean Road Region as leading tourist destinations.	Growth in visitor numbers, average spend (per trip and per night) and jobs in tourism sector in Geelong and the Great Ocean Road Region.
Drive the continued economic diversification and jobs growth, supporting innovation and building on emerging industry strengths for Geelong and the Great Ocean Road Region.	Continued growth for Geelong and the Great Ocean Road Region in population and knowledge services jobs.
Strengthen collaboration across all three levels of government and the community to deliver better integrated investment and planning for the region.	Qualitative measure of collaboration across all three levels of government and the community.

Copyright Statement

Geelong City Deal Implementation Plan
© Commonwealth of Australia 2019
ISBN: 978-1-925843-26-2

Ownership of intellectual property rights in this publication

Unless otherwise noted, copyright (and any other intellectual property rights, if any) in this publication is owned by the Commonwealth of Australia (referred to below as the Commonwealth).

Disclaimer

The material contained in this publication is made available on the understanding that the Commonwealth is not providing professional advice, and that users exercise their own skill and care with respect to its use, and seek independent advice if necessary.

The Commonwealth makes no representations or warranties as to the contents or accuracy of the information contained in this publication. To the extent permitted by law, the Commonwealth disclaims liability to any person or organisation in respect of anything done, or omitted to be done, in reliance upon information contained in this publication.

Creative Commons licence

With the exception of (a) the Coat of Arms, and (b) photos and graphics, copyright in this publication is licensed under a Creative Commons Attribution 4.0 Australia Licence.

Creative Commons Attribution 4.0 Australia Licence is a standard form licence agreement that allows you to copy, communicate and adapt this publication provided that you attribute the work to the Commonwealth and abide by the other licence terms.

The licence terms is available from <<https://creativecommons.org/licenses/by/4.0/>>.

This publication should be attributed in the following way: ©Commonwealth of Australia 2019.

Use of the Coat of Arms

The Department of the Prime Minister and Cabinet sets the terms under which the Coat of Arms is used. Please refer to the department's Commonwealth Coat of Arms and Government Branding web page <www.pmc.gov.au/> in particular, the Commonwealth Coat of Arms – Information and Guidelines publication.

Image credits

Cover: Aerial of Geelong City, Getty images
Page 1: Smoking ceremony held at You Yangs regional park, City of Greater Geelong Council
Page 5: Twelve Apostles, Great Ocean Road, Getty images
Page 7: Aerial of Geelong, Photographer Chris Hopkins, Victorian Government
Page 11: Green Spine Block 2, City of Greater Geelong Council
Page 12: Waterfront wave attenuator render, Royal Geelong Yacht Club
Page 15: Twelve Apostles, City of Greater Geelong Council
Page 17: Point Grey, Lorne Redevelopment Artist Impression, Great Ocean Road Coast Committee
Page 19: Couple walking along the Great Ocean Walk, Visit Victoria
Page 20: Great Ocean Road outside Lorne, City of Greater Geelong Council
Page 21: Queenscliff Ferry Terminal render, Searoad Ferries
Page 23: Waurin Ponds Aerials, Deakin University
Page 25: Photographer Chris Hopkins, Victorian Government

Other uses

This publication is available in PDF format at <https://citydeals.infrastructure.gov.au/>. For enquiries regarding the licence and any use of this publication please contact:

Director, Publishing and Internal Communications
Communications Parliamentary and Governance Branch
Department of Infrastructure, Transport, Cities and Regional Development
GPO Box 594 Canberra ACT 2601 Australia

Email: publishing@infrastructure.gov.au
Website: www.infrastructure.gov.au

For more information visit: citydeals.infrastructure.gov.au/geelong



Smart Cities Plan