MINUTES

ORDINARY MEETING OF COUNCIL

MONDAY, 21 SEPTEMBER 2020

7.00PM

HELD VIRTUALLY BY ZOOM AND BROADCAST ON THE CITY'S WEBSITE

COUNCIL:
Cr S Asher (Bellarine Ward)
Mayor
Cr K Grzybek (Windermere Ward)
Deputy Mayor

Cr J Mason (Bellarine Ward)
Cr T Sullivan (Bellarine Ward)
Cr E Kontelj (Brownbill Ward)
Cr S Mansfield (Brownbill Ward)
Cr P Murrihy (Brownbill Ward)
Cr B Harwood (Kardinia Ward)
Cr P Murnane (Kardinia Ward)
Cr R Nelson (Kardinia Ward)
Cr A Aitken (Windermere Ward)

CITY OF GREATER GEELONG

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MINUTES OF THE ORDINARY MEETING OF THE GREATER GEELONG CITY COUNCIL HELD VIRTUALLY BY ZOOM AND BROADCAST ON THE CITY'S WEBSITE ON MONDAY, 21 SEPTEMBER 2020 COMMENCING AT 7.00 PM

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

Also present: M Cutter (Chief Executive Officer), R Leonard (Director Governance, Strategy and Performance)

OPENING: The Mayor declared the meeting open at 7.00pm

ACKNOWLEDGEMENTS:

Council acknowledges Wadawurrung Traditional Owners of this land and pays its respects to all Elders past and present and to all Aboriginal and Torres Strait Islander People who are part of the Greater Geelong community today.

APOLOGIES: Cr E Kontelj

LEAVE OF ABSENCE: Nil.

CONFIRMATION OF MINUTES:

Cr Grzybek moved, Cr Mason seconded -

That the Minutes of the Ordinary Meeting held on 25 August 2020 be confirmed.

Carried.

Cr Sullivan moved, Cr Mansfield seconded -

That the Minutes of the Special Meeting held on 1 September 2020 be confirmed.

Carried.

Cr Murrihy moved, Cr Mansfield seconded -

That the Minutes of the Community Focus Council Meeting held on 8 September 2020 be confirmed.

Carried.

DECLARATIONS OF CONFLICTS OF INTEREST: Nil.

PUBLIC QUESTION AND SUBMISSION TIME:

The following questions were submitted prior to the Council meeting from Sanja Van Huet, and Barry White. Responses addressing their concerns have been provided via email.

Sanja Van Huet submitted the following questions:

In regard to the anticipated 'climate change response plan' I have a few questions to ask. I would like responses to my questions based on current Councillor commitment – not on what an external contractor recommends for future Council:

1) Will you commit to ongoing collaboration with members of the wider community in all planning and identification of targets and goals? This should include community members who can nominate themselves to participate – not just those who are specially invited to participate?

Thank you for your questions Sanja:

Extensive community consultation will be undertaken to develop and deliver the Climate Change Response Plan. To-date the City has commenced online discussions with 23 community and business groups and several agencies, involving over 50 people in the development of the Climate Change Response Plan. This engagement will be expanded after caretaker period, to include the wider community, surveys and further workshops.

2) As well as this, will you create an ongoing Community Reference Group for the Climate Response Plan to keep progress on the plan accountable?

The suggestion of Climate Change Community Reference Group will be referred to the new Council as part of the consideration of the Climate Change Response Plan.

3) Will you include KPI's for environmental targets at the highest levels, including management and Council members, that are not self-assessed but assessed by an external agent.

The Climate Change Response Plan will have key performance indicators for the City. These will be considered for incorporation into the new Council Plan which is reported to the community and Minister for Local Government.

The measures and targets for the Sustainability Framework are currently being developed. They will form a report which will demonstrate to the community our progress on the priorities and will be made publicly available.

Barry White submitted the following question:

My question relates to the recently released Parks Victoria draft You Yangs Precinct Master Plan which includes the You Yangs and Serendip Sanctuary. I refer primarily to Serendip Sanctuary. I also note that whilst City of Greater Geelong and Tourism Greater Geelong and the Bellarine were represented on the Project Control Group, no community representation was included.

It should be noted that Parks Vic is the custodian of what are publicly funded community assets. This Plan should be about enhancing the value of those assets not simply cost cutting with some minor revenue generating activities which have little to do with the primary role of wildlife and habitat conservation. Serendip is unique in that its design offers opportunities to see free ranging birds and animals in natural habitat with minimal threats and disturbance to them.

Some proposals in the report are positive - but many are not. Suggestions such as camping, festivals, and leasing out of land in Serendip for purposes which are unspecified, are completely inconsistent with its internationally acclaimed wildlife conservation and viewing role, attracting some 70,000 people annually. The proposal to reconfigure the sanctuary by removing infrastructure such as walkways, tunnels, hides, enclosures and aviaries will expose the wildlife to disturbance which will see them disappear over time, and never to return. Some of this infrastructure is also essential to protect endangered and at -risk wildlife from predators such as foxes, cats and dogs which do find their way into the Sanctuary. The proposed ending of the captive breeding program is short-sighted. This has been particularly successful in breeding and reintroducing previously endangered birds such as the Cape Barren and Magpie Geese which are now seen free ranging around Lara in Lakelands and Grand Lakes estates. In the past, large numbers of Brolgas were also bred and reintroduced. The schools' education program which enables students to experience close 'real life' encounters with wildlife and the environment has been particularly valuable with many thousands of students and young people involved over many years. These activities add value to the role of Serendip Sanctuary and should be protected - but they are dependent on the intrinsic values of Serendip as a natural wildlife conservation centre.

What is needed is not elimination of these central elements that make Serendip Sanctuary the attraction that it is today but funding and investment to maintain and restore infrastructure, signage, hides and interpretative information. Wildlife in natural habitat is the attraction that brings large numbers of local and international tourists into the region and this is vital to building our visitor economy. This should be recognised and better promoted. Parks Vic has failed in its role to fund and protect these assets over many years.

1) Will Council support and work with the Lara regional community by engaging with it through the draft Master Plan review process, to ensure that we achieve a result that is not simply a cost cutting exercise but builds value and sustains the future of Serendip Sanctuary?

Thank you for your question Barry:

The Draft You Yangs Precinct Master Plan was released by Parks Victoria for public comment on 1 September 2020. Parks Victoria is seeking feedback until Sunday, 1 November 2020 via the Engage Victoria website.

It should be noted that the City of Greater Geelong has been a stakeholder in this process, and it is understood that there has been considerable community concern and public debate with a number of concerns raised about its contents and directions by both individuals and organisations. It is also noted that you outline that some proposals in the report are positive, by many in your view are not.

Cr Grzybek has raised a Notice of Motion for Council to be considered by Council tonight, seeking support to ensure that community concerns regarding the Master Plan are raised and calling for a stakeholder reference group to be formed. Aside from this, we'd encourage you to provide feedback directly to Parks Victoria during their feedback period.

PETITIONS:

Cr Mason presented a petition containing approximately 600 signatures from concerned Ocean Grove residents regarding proposed changes in parking and proposed closure of The Terrace in Ocean Grove.

1. COVID-19 COMMUNITY AND ECONOMIC SUPPORT PACKAGE

Source:	**Chief Executive's Office**
Chief Executive Officer:	**Martin Cutter**
Portfolio:	**Economic Development**

Purpose

1. To seek Council approval of a further COVID-19 Community and Economic Support Package.

Background

2. The COVID-19 pandemic and declared State of Emergency is having a significant impact on the community and economy. All communities and businesses are impacted by COVID-19.

3. The Federal and Victorian Governments have both provided a range of social and economic measures offering significant economic support to assist vulnerable community and business sectors.

4. The Council endorsed support packages on 24 March, 14 April, 28 April and 30 June 2020, along with further parking initiatives on 25 August 2020, at an estimated value of over $12.8 million, to assist business, community groups and residents. Previous Council endorsed initiatives are summarised in **Attachment 3**.

5. The Council endorsed support packages are in addition to the many services the City provides as part of its relief and recovery responsibilities to support the community, including the most vulnerable, in response to such emergencies.

6. The re-introduction of restrictions by the Victorian Government in recent months, to limit the spread of COVID-19, has further compounded impacts on the community and businesses.

Key Matters

7. The Council and the City have considered a range of further relief opportunities as the ongoing impacts of the COVID-19 pandemic are felt by the community and business.

8. The measures being recommended are targeted at providing further relief to community and business as ongoing restrictions impact on recovery.

9. The initiatives are informed by feedback from community and businesses, reviewing existing initiatives, consideration of Victorian and Federal Government support measures and the Council's financial sustainability. The value of this proposed package is $4.177 million, bringing the City's total direct financial support in response to COVID-19 to over $16.9 million.

10. The funding initiatives are detailed in **Attachment 2**. The key aspects of the package include support for businesses into 2021 with fee waivers, support for outdoor dining and street activation, grants to support businesses to recover and investment in planning to support jobs growth. For community and sporting groups an extension to the rent waiver provides them greater certainty in terms of costs as they plan for the next 6 months, and further grant opportunities.

11. The Victorian Government has made recent announcements on an *Outdoor Eating and Entertainment Package.* The package includes grants to support hospitality businesses to open up alfresco dining opportunities, and grants for councils, with up to $500,000 available for regional cities, to help implement swift and streamlined permit, enforcement and monitoring processes to support expanded outdoor dining. The money can also be passed on to businesses in the form of reducing or waiving permit fees or invested in infrastructure such as streetscaping and lighting. As the details of this support becomes clearer there is a need for flexibility to ensure that support provide by Council is responsive and adds value for local businesses and complimentary to the Victorian Government funding support.

12. The City has been successful in securing over $7.9 million through the Working for Victoria Fund to provide employment opportunities to the equivalent of 197 full time equivalent 6-month positions. Projects to be delivered through this fund include a community active travel app, neighbourhood retail surveys, sanitisation program for key public areas, tree maintenance support and a network of welfare contact officers.

Cr Sullivan moved, Cr Aitken seconded –

13. **That Council:**

13.1 Recognise the continued significant impact the COVID-19 pandemic is having on the local community and economy;

13.2 Endorse the following community support initiatives:

13.2.1 Extend the waiver of rent for community and sporting groups within City owned land/grounds and buildings until 31 March 2021 with an estimated value of $415,000;

13.2.2 $30,000 towards Gender COVID-19 Impact Analysis;

13.2.3 $110,000 for Lara Aquatic Centre Early Season Opening for October;

13.2.4 Developing Community Garden Guidelines and $20,000 towards establishing community gardens; and

13.2.5 $25,000 to enhance digital access for the community.

13.3 Note and support the City's decision to provide a Round 2 for the COVID-19 Quick Response Community Grants;

13.4 Endorse the following business recovery initiatives:

13.4.1 Food registration fee waiver for 2021 with an estimated value of $1.32 million;

13.4.2 Health premise fee waiver for 2021 with an estimated value of $250,000;

13.4.3 A Frame fee waiver for 2021 with an estimated value of $88,000;

13.4.4 Alfresco fee waiver for 2021 with an estimated value of $39,000, noting the potential for Victorian Government support to fund this initiative;

13.4.5 $10,000 for short term parking for businesses;

13.4.6 $30,000 towards key town centre activation surveys;

13.4.7 $885,000 Planning for Jobs initiatives to support small business through fast track planning processes and business concierge support, waive planning permit fees for small business applications and bring forward strategic planning employment projects;

13.4.8 Endorse $155,000 additional funding towards the COVID-19 Arts, Culture and Heritage Recovery Grants; and

13.4.9 Endorse $100,000 towards recovery marketing and communications;

13.5 Note the recent State Government announcements to provide support for outdoor dining and entertainment, including grants to support hospitality businesses and grants for regional city councils;

13.6 Endorse up to $200,000 for outdoor dining and activation initiatives and up to $500,000 towards Business Recovery Grants, to be funded having regard to State Government initiatives;

13.7 Authorise the Chief Executive Officer to allocate funding for Outdoor Dining and Activation and Business Recovery Grants up to the values noted in 13.6 and to approve Outdoor Dining and Activation initiatives and Business Recovery Grant Guidelines, including the approval process;

13.8 Note and support the City's decision to provide ongoing targeted commercial rent relief under officer delegation beyond 30 November 2020;

13.9 Note and support the City's decision to provide an extension to the interest waiver for the Hardship Policy to 30 June 2021 for ratepayers that are on active payment arrangements with the City;

13.10 Note the funding support provided by the Victorian Government through the Working for Victoria Fund to provide employment opportunities through locally delivered initiatives.

Carried.

Attachment 1

Financial Implications

1. The value of this proposed package is $4.177 million, excluding commercial rent relief and forgone interest from the interest waiver for the Hardship Policy.
2. The total value of financial support provided to the community and business to date is over $12.8 million, bringing the total support value to over $16.9 million.
3. The 2020-21 Adopted Budget had a recurrent deficit of $24.6m. If Council were to endorse the proposed support package this would raise the 2020-21 deficit to $28.8m.

Community Engagement

4. This support package is informed by ongoing feedback from the community and business in relation to impacts of the pandemic.

Social Equity Considerations

5. COVID-19 impacts all our community with some segments impacted greater and the impacts are of a higher risk in health and/or financial terms. The City's support packages are designed to be targeted to address segments in greatest need and with consideration of the significant Federal and Victorian Government support programs.
6. In addition to the initiatives included in support packages the City is developing and delivering a range of community support measures. These include virtual learning programs, measures addressing social isolation for older people, support program service mapping, distribution of Hygiene Packs to vulnerable community members and support to local agencies and volunteers.
7. The COVID-19 gender impact analysis will enable evidence-based initiatives to be rolled out to support inclusive equitable recovery of women and gender non-binary people in the region.

Policy/Legal/Statutory Implications

8. It is important the City continues to deliver on its obligations under the Local Government Act, and other relevant statutory obligations. Supporting the community and business and providing coordination role in response to emergencies, such as COVID-19, are critical roles of the City. The recommended support package is consistent with the City's statutory requirements.

Alignment to Council Plan

9. The recommend support package is aligned to the Council Plan in particular a thriving and sustainable economy and organisational leadership, strategy and governance.

Conflict of Interest

10. No officers declared a conflict of interest in developing this report.

Risk Assessment

11. COVID-19 presents many risks to the community and businesses. The City's response to COVID-19 is within its roles and responsibilities and aims to support our community and businesses with their response to this crisis. This proposed package is tailored to providing certainty for the community and business.

Environmental Implications

12. There are no environmental implications as a result of this report.

Attachment 2

COVID-19 COMMUNITY AND ECONOMIC SUPPORT PACKAGE – September 2020

Community Support

Community Groups Rent Waive – $415,000

1. The current provision of this support measure provides for rent and fee relief until 30 September 2020 for community and sporting groups towards maintenance of grounds and facilities.

2. This support will provide more certainty for sporting groups and associations for the upcoming summer season as they work to plan for the impacts of COVID-19 on their sport and revenue.

Gender COVID-19 Impact Analysis – $30,000

3. This initiative provides for an assessment of the impacts of COVID-19 on women in the municipality that will assist in shaping programs and ideas for significant recovery responses.

4. The analysis will enable a clear, transparent local picture of the impacts of the pandemic on women in the Greater Geelong community. Information gathered will enable the City to implement initiatives that have been informed by women across the region.

5. This data will enable evidence-based initiatives to be rolled out to support inclusive equitable recovery of women and gender non-binary people in the region.

Lara Aquatic Centre Early Season Opening October – $110,000

6. This support initiative would fund Lara pool to open early for the month of October, subject to government restrictions for recreation facilities.

7. Maintaining temperature may be difficult if the weather is colder than normal in October, but under normal circumstances it should be able to be maintained at 26-28 degrees.

8. The opening hours would be:

   Monday – Friday 5.30am -9.30am, 12pm-2pm and 4pm- 6pm

   Saturday 6am – 11am

   Sunday – Closed

Developing Community Garden Guidelines & Establish Community Gardens – $20,000

9. This initiative includes development of guidelines and provision of resources to support the establishment of community gardens.

10. Guidelines will enable the identification of suitable land and support the investigation of partnerships for community groups and individuals with other organisations, to enable them to pursue the establishment of community gardens in a more consistent and streamlined way.

Enhancing Digital Access for the Community – $25,000

11. This initiative responds to the increased reliance on digital technology for communities to connect with each other, the City and with councillors. Opportunities include:

    11.1 Training and resources provided through neighbourhood centres;

    11.2 Community help desk; and

11.3 Enhanced progress of the relief and recovery community support initiatives as outlined below.

COVID-19 Quick Response Community Grants – Round 2

12. The purpose of this grant is to fund activities that will help our community adapt to, and recover from, the changes caused by the coronavirus pandemic.

13. The COVID-19 Community Quick Response Grants closed on 17 August 2020 and 67 applications were received requesting $126,281.

14. The budget of $250,000 is enough to fund all eligible applications that performed strongly against the guidelines and to offer a second round.

15. There is no change to the individual grant amounts being offered in round 2.

16. Round 2 applications will be assessed as they are submitted and the grant will be kept open until the budget is expended or a nominated closing date, whichever is earlier. This allows greater responsiveness to funding requests.

Business Recovery

Food Premise Registration Fee Waive 2021 – $1.32 million

17. Food premise registration fees for 2020 have been refunded. The extension of this initiative would provide further relief with a waiver of 2021 registration fees to around 2,300 businesses such as cafés and restaurants.

Health Premise Registration Fee Waive 2021 – $250,000

18. Health premise registration fees for 2020 have been refunded. The extension of this initiative would provide further relief for 2021 to around 450 businesses such as hairdressers, beauty therapy, personal treatment and accommodation premises.

A Frame Fee Waive 2021 – $88,000

19. A Frame fees for 2020 have been refunded. The extension of this initiative would provide fee waiver for 2021 to around 450 businesses who use A frames as part of their business signage.

Alfresco Dining Fee Waive 2021 – $39,000

20. Alfresco dining fees for 2020 have been refunded. The extension of this initiative would provide fee waiver for 2021. This will facilitate alfresco dining changes that businesses may request in response to a staged return to trading with restrictions applying to indoor dining.

21. It is noted that the recent Victorian Government funding announcements included potential for council grants to go towards funding waiver of alfresco dining fees.

Short Term Parking for Businesses – $10,000

22. This support measure would identify where there are food businesses that could benefit from short term parking being made available to allow for pickup of takeaway and implement changes to parking to provide for short term parking bays.

23. This would provide support for food businesses that are more reliant on take away and convenience for customers to do pickup and support local food businesses. The amended parking time frames would be implemented where the businesses support the change and would be for limited period during the COVID-19 restrictions.

Key Town Centre Activation Surveys – $30,000

24. Undertake place assessments (Place Score) at a select number of town centres to gather base data to inform future place activation plans.

25. This will provide evidence that can be combined with retail survey information being collected separately from September 2020 to provide a description and gap analysis of opportunities for activation and enhancement of these destinations.

26. The Place Score Assessments can inform decisions on investment prioritisation, main street revitalisation and measure impact over time.

Planning for Jobs – $885,000

27. This initiative provides a combination of planning related opportunities to fast track planning, streamline processes and support employment generating projects. It includes:

    - Dedicated fast track planners for small business applications
    - Business concierge expansion resourcing
    - Better approvals process marketing
    - Small business planning permit fee waiver
    - Bring forward strategic planning employment projects.

28. The state government initiated Better Approvals Project has enhanced the City's processes to make the approvals process simpler for small business. The City has a dedicated business concierge acting as a single point of contact to guide customers through the approvals processes.

29. The Better Approvals initiatives would be expanded by providing planning resources to fast track small business planning applications via a dedicated team for 2 years, additional business concierge resources for 2 years and marketing of the service.

30. This support, along with a waiver of small business permit fees and access to business grants to support the application process, would provide small business with incentives to invest in Geelong and in turn create jobs and stimulate recovery from the COVID-19 pandemic.

31. Resources to support the Avalon Corridor Strategy and North East Industrial Precinct would see the bringing forward of strategic planning work to support investment and facilitate development in these key employment precincts in the north and south of the municipality.

32. These initiatives will stimulate investment with immediate relief for businesses that want to invest in Geelong and by advancing land use planning to provide for employment opportunities in the north of Geelong and in Armstrong Creek.

COVID-19 Arts, Culture and Heritage Recovery Grants - $155,000

33. The Arts Culture and Heritage Recovery Grant, funded as part of an earlier package, closed on 17 August 2020. The purpose of this grant program is to support those working in the arts, cultural and heritage sectors who have been impacted adversely by COVID-19. The City received 87 applications requesting $402,804 in funding.

34. It is recommended that an additional budget of $155,000 is provided for this grant in order to approve those applications that have performed strongly against the guidelines. Extending the grant provides immediate financial support to a sector that has been significantly impacted by the COVID-19 pandemic.

COVID-19 Recovery Marketing & Communications – $100,000

35. This will promote recovery initiatives and activities as Greater Geelong moves through to the third and last steps of the Victorian Government's regional roadmap where a greater range of outdoor-focused business activity will be permissible, particularly in the hospitality sector.

36. This initiative will also enhance marketing of tourism initiatives funded in the June 2020 package, which are aimed at supporting local accommodation and tourism businesses to recover through domestic tourism focussed campaigns.

Outdoor Dining and Activation – up to $200,000

37. The Victorian Government have made funding announcements that include an *Outdoor Eating and Entertainment Package,* for councils and businesses to make widespread outdoor dining safe, practical and a reality this summer.

38. The City will work with the Victorian Government on the details of the funding package. Based on the initial information released, the City will be eligible for up to $500,000 funding that can be passed on to businesses in the form of reducing or waiving permit fees or invested in infrastructure such as streetscaping and lighting.

39. The potential for an additional $200,000 funding from Council on this initiative will add value to the Victorian Government support and enable additional resources to support a localised response that can be agile to the needs of our hospitality industry.

40. This initiative would facilitate provision of additional outdoor dining space for cafes and restaurants to cater for patrons in an outdoor setting and provide for street activation, including events.

41. As staged re-opening occurs for business with restrictions on inside dining, the City will work with the hospitality industry to provide streamlined processes to enable efficient opening of alfresco opportunities. While there will be a focus on the CBD, there are many opportunities in suburban retail precincts and town centres across the municipality.

42. There are various opportunities to provide for additional dining space, from popup parklets utilising car parking spaces to temporary road closures and low-cost temporary interventions that expand outdoor dining areas. The opportunities will differ depending on the location, setting and adjacent land.

43. Activation activities, including events and entertainment, will assist to draw patrons back and provide flow on economic benefits for all businesses not just cafes and restaurants.

44. This initiative would fund infrastructure, resources, events, activation and promotion.

Business Recovery Grants – up to $500,000

45. The purpose of this grant program is to support local small businesses recovering from COVID-19 restrictions, helping them to re-establish their operations, develop new services, invest and to adapt to the post-COVID-19 economy.

46. As details of the recently announced support for business by the Victorian Government becomes clearer, these grants can be tailored to ensure that the Council support is responsive to the Victorian Government initiatives and adds value for local businesses.

47. The grants will be a maximum of $10,000. There is no requirement for a funding contribution.

48. The objectives of the grants include:

    - to support businesses in the Greater Geelong region that have been adversely impacted by COVID-19 restrictions

- to enable businesses to adapt to a post-COVID-19 economy
- to support, innovation and build capacity by encouraging businesses to invest in options such as:
    - new technologies and digital platforms
    - professional development or capacity-building initiatives
    - alternative service models or business models and
    - local-business-to-local-business collaboration.
- to provide planning application support for businesses wishing to establish or expand in Greater Geelong.

49. The grant program will run from November 2020 to 30 June 2021 or until funds are exhausted.

50. The grant program will be managed through a rapid response process and delegated to the Executive for approval. Applications will be assessed as they are submitted.

Commercial Rent Relief

51. Support has been provided for commercial tenants since the pandemic began in March. It is planned for further support to be targeted to tenants most impacted by closures.

52. For ongoing support, each tenancy will be assessed on a case by case basis, taking into account eligibility for grants offered by State and Federal governments and in accordance with statutory obligations.

53. This support measure will be implemented under officer delegation.

Financial Relief

Hardship Policy Extend Waiver

54. The existing COVID-19 Financial Hardship Policy includes that for interest payable on current rates fees and charges as at 13 March 2020, further accrual of interest will be frozen from 14 March until 31 October 2020 (or such other later date as determined by the City), at which time accrual of interest will resume.

55. In accordance with the provision of “or such other later date as determined by the City”, it is intended that from 1 November 2020 to 30 June 2021 that interest is waived to ratepayers that contact the City and go on payment arrangements or are on rate deferrals.

56. This extension would allow for a more targeted approach from 1 November 2020, with continued relief for ratepayers that are already on payment arrangements or rate deferrals and for those that contact the City to take up these options.

Attachment 3

COUNCIL ENDORSED COVID-19 SUPPORT INITIATIVES

SUPPORT INITIATIVE	value	RESOLUTION DATE/s
COMMUNITY support		
Waiver of rent for community groups	$610,085	24 March & 14 April 2020
COVID-19 Quick Response Community Grants	$250,000	30 June 2020
Support Geelong Food Relief Centre	$50,000	14 April 2020
Social Housing Plan Implementation	$100,000	14 April 2020
Study Geelong – support for international students	$133,000	30 June 2020
Free Parking Initiatives	$7,285,000 (estimate)	24 March, 30 June & 25 August 2020
Barwon Health University Hospital Employee Parking	$0 (Free parking)	14 April 2020
Kardinia Pool Winter Opening (July, August And September) *	$300,000	30 June 2020
BUSINESS support		
Commercial Tenants Rent Relief	$553,112	24 March & 30 June 2020
Refund of Alfresco Dining Permit Fees	$39,000	24 March 2020
Refund of A Frame Permit Fees	$88,000	24 March 2020
Refund of Food Premises Fees	$1,320,000	24 March & 14 April 2020
Refund of Health Premise Fees	$250,000	24 March & 14 April 2020
Geelong Business Support COVID-19 Portal	$5,000	24 March 2020
Geelong Small Business Expert Support	$200,000	24 March & 30 June 2020
Geelong Business Concierge service expansion	$0 resource redeployment	24 March 2020
Business Training Program	$80,000	14 April 2020
Fast track payment terms of between 7 to 14 days to the City's supplier	$0 resource redeployment	14 April 2020
Waive 3 months rates for businesses required to close as a result of government enforced restrictions	$216,000	28 April 2020
Waive 3 months rates for businesses who pay Central Geelong Special Rate	$283,907	28 April 2020

SUPPORT INITIATIVE	value	RESOLUTION DATE/s
Arts and Culture Advisory Group	$20,000	14 April 2020
Arts, Culture and Heritage Program Enhance & Digitalise Current Program	$30,000	14 April 2020
Arts, Culture and Heritage Skills and Training Support	$30,000	30 June 2020
Employment opportunities for the regions creative industries	$330,000	30 June 2020
Arts, Culture and Heritage COVID-19 Recovery Grants	$150,000	30 June 2020
financial relief		
COVID-19 Financial Hardship Policy	Variable	14 April & 30 June 2020
TOURISM INDUSTRY support		
Domestic Short Break Campaign	$200,000	30 June 2020
Visiting Family and Friends Campaign	$150,000	30 June 2020
Business Events Program	$150,000	30 June 2020

***** The value provided for Kardinia Pool Winter Opening will be less than the allocated $300,000, as this measure was suspended for part of the period due to Stage 3 restrictions.

OVERVIEW OF COUNCIL ENDORSED INITIATIVES

COMMUNITY SUPPORT

Waiver of Rent for Community Groups

1. This support measure provides $610,085 in rent and fee relief for clubs and groups towards maintenance of the grounds and facilities until 30 September 2020. Eligibility criteria included community groups (including not for profit groups) and sporting clubs.

2. This provided support for 303 groups and each of the members and users associated with these groups.

Quick Response Community Grants

3. The quick response grant program is designed to support our community to recover and adapt to the effects of the COVID-19 global pandemic.

4. The priority is to provide opportunities to eligible community organisations to activate their community spaces and programs in line with coronavirus (COVID-19) health advice and government restrictions as detailed in the following websites.

Support Geelong Food Relief Centre

5. This support measure provided $50,000 funding towards the purchase of fresh food to support food security in the municipality.

Social Housing Plan Implementation

6. This support measures provides $100,000 funding to fast track a business case to build 100 new social housing units.

Study Geelong – support for international students

7. COVID-19 has resulted in international tertiary students facing financial hardship. This initiative provides $133,000 support towards identifying and promoting support services, developing an International Friends Program, work with organisations to link students with support, online engagement activities and social opportunities in the medium to longer term.

Free parking initiatives

8. Free on street parking has been provided in Geelong CBD to support the community and business in the CBD. Free parking on street parking will be provided until 31 December 2020.

9. Along with the free parking on and off-street parking provided in central Geelong, off-street CBD carpark permit holders permit fees were suspended.

Barwon Health University Hospital Employee Parking

10. Barwon Health’s employee bus service is currently not operating due to the pandemic. This support measure provides 1000 special free all-day parking permits to employees of Barwon Health’s University Hospital.

Kardinia Pool Winter Opening (July, August and September)

11. This support measure provided for Kardinia pool to remain open throughout July, August and September, allowing increased opportunity for lap swimmers while gathering limits at pools remain in place.

12. The Kardinia Aquatic Centre was closed for part of this period, as required by Stage 3 restrictions for regional Victoria introduced by the Victorian Government from 3 August 2020.

BUSINESS SUPPORT

Commercial Tenants Rent Relief

13. This provided for relief for the City's commercial tenants occupying building or land, with 50% reduction in rental expenses for a period of six (6) months from 1 March 2020. In addition, a further 100% rent waiver for 3 months for commercial tenants most impacted by the COVID-19 restrictions has been provided.

Refund of Alfresco dining permit fees

14. This support measure provided for alfresco permits for 2020 to be refunded and fees waived for new permits for the remainder of 2020. This measure supports approximately 150 businesses.

Refund of A frame permit fees

15. This support measure provided for A frame permits for 2020 to be refunded and fees waived for new permits in 2020. This measure supports approximately 450 businesses.

Refund of Food premises fees

16. This support measure provided for Food Premise registration fees for 2020 to be refunded and fees waived for new registrations in 2020. This measure supports approximately 2,300 businesses.

Refund of Health Premise fees

17. This support measure provided for Health Premise registration fees for 2020 to be refunded and fees waived for new permits in 2020. This measure has supported approximately 450 businesses.

Geelong Business Support COVID-19 Portal

18. This support measure provided $5000 towards a business support portal for local businesses. The portal is aimed at supported the City's 18,800 businesses.

Geelong Business Support Program

19. The Geelong Business Support program offers professional marketing, financial management, human resources and legal advice, expert business mentoring, health and wellbeing support, and Occupational COVID-19 Workplace Training.

Business Training Program

20. This support measures provides $80,000 towards Occupational COVID-19 Workplace Training Scheme that has been designed in partnership with industry experts and health professionals to help businesses manage their return to work strategy as safely and efficiently as possible. This support measure is being delivered in partnership with DeakinCo.

Geelong Business Concierge Service Expansion

21. The Business Concierge Service put in place to manage the Better Approvals Process has been expanded to be a point of contact for any businesses wishing to contact Council seeking assistance.

Fast track payment terms of between 7 to 14 days to the City's supplier

22. This support measure is aimed at supporting contractors and service providers to the City by ensuring payment of services is fast tracked.

Waive 3 months rates for businesses required to close as a result of government enforced restrictions

23. This support measure was aimed at supporting businesses that were required to close as part of government enforced restrictions.

Waive 3 months rates for businesses who pay Central Geelong Special Rate

24. This measure was aimed at providing financial support to the 1,482 local businesses who pay the Central Geelong Special Rate. Relief totalling $283,907 was provided through waiving a quarter of the annual special rate.

Arts and Culture Advisory Group

25. This support measure provided $20,000 to establish a COVID-19 Arts and Culture Advisory Group. The group has been established as GCAR, the Geelong COVID-19 Arts Recovery Advisory Panel. The Panel has identified urgent and longer term needs to rebuild the arts, creative, entertainment, cultural and heritage sectors in Geelong.

Heritage Arts and Culture Program enhance & digitalise current program

26. This support measure provided $30,000 towards enabling digitisation of the Heritage, Arts and Culture Program to support increased access online during the stay at home direction period and beyond.

Arts, culture and heritage skills and training support

27. This support measure provides $30,000 support for identified skills and training gaps and needs, opportunities to be further refined include; marketing, promotion, audience retention and development under changing social distancing guidelines, business viability and innovation, digital and online technical literacy, OHS and new compliance requirements for venues and community organisations, mentorships, project planning, financial planning.

Employment opportunities for the regions Creative Industries

28. This support measure offers $330,000 towards an Arts Industry Commissions (AIC) program. The purpose of the AIC program is to provide support to professionals working in the arts, cultural and heritage sectors who have been impacted adversely by COVID-19.

Arts Culture and Heritage COVID-19 Recovery Grants

29. This support measure provides a grant fund for individual artists to support the creation of art and new work.

FINANCIAL RELIEF

COVID-19 Financial Hardship Policy

30. The Hardship Policy provides for a range of relief measures for people and businesses in our community who are financially impacted by the pandemic. Relief measures include the ability to apply for deferral of rates payments, suspension of all current debt recovery action for unpaid rates through to 31 October 2020 and a waiver of interest on overdue rates, fees and charges through to 31 October 2020.

31. This policy applies to all monies owed to the City including rates, waste charges, animal registrations, and permits, fees and user charges.

TOURISM INDUSTRY SUPPORT

Domestic Short Break Campaign

32. The $200,000 support for this measure enables development and implementation of a domestic short break campaign which builds on the brand story for each of the six sub-region destinations within Greater Geelong and The Bellarine.

Visiting Family and Friends Campaign

33. This support measure provides $150,000 to enable development and implementation of a Visiting Friends and Relatives (VFR) campaign which builds on the brand story for each of the six sub-region destinations within Greater Geelong and The Bellarine.

Business Events Program

34. This support measures provides $150,000 towards the Business Events Procurement fund program which aims to elevate Geelong's position within the business events industry by providing procurement funding to actively seek out, approach and secure high yielding National Association business.

35. Business events provide an engaging opportunity to grow the visitor economy in Geelong, since business travellers will often extend their visit or return with family or friends. Business events contribute to local economies by returning a higher yield visitor, a greater length of stay and drive visitation and business during quiet periods (i.e. mid-week and shoulder seasons).

2. AMENDMENT C366ggee AND PERMIT 6/2017 – 64-66 PRINCES HIGHWAY AND 1 DONNELLY AVENUE NORLANE – ADOPTION AND RECOMMENDATION TO ISSUE PERMIT

Source:	**Planning, Design & Development – Strategic Implementation**
Director:	**Gareth Smith**
Portfolio:	**Planning**

Purpose

1. To consider the submissions received in relation to the exhibition of Amendment C366ggee (Amendment) and draft Planning Permit PP-6-2017 and to adopt the Amendment and recommend the Minister grant the permit.

Background

2. The Amendment removes registered restrictive covenant 1693682 burdening land at 64 Princes Highway, Norlane, which prevents the construction of more than one dwelling on site. This enables the consideration of the planning permit application across land at 64-66 Princes Highway and 1 Donnelly Avenue, Norlane. The exhibited Draft Planning Permit PP-6-2017 allows the development of 12 units on the land and the subdivision of the three existing titles to provide separate lots for each of the units.

Key Matters

3. Exhibition of the Amendment and permit application resulted in five submissions being received, one from Regional Roads Victoria which did not object to the amendment or permit, one from the Department of Transport (**DOT**) requesting changes to the detailed design adjacent to the bus stop on the Princes Highway service road, one from a nearby property owner supporting the permit application and two from nearby property owners expressing concern at the number of units proposed to be included in the development.

4. The design has been amended to address the concern of the DOT, while, following discussions with the other two submitters, the proposed development and subdivision has been reduced from 12 units to 10. Both the objecting submitters have provided written advice that the reduction in the number of lots and units have addressed their concerns to their satisfaction.

5. Having exhibited the Amendment and there being no remaining submissions requesting changes, Council can adopt the Amendment and recommend to the Minister for Planning that he approve the Amendment and grant the planning permit.

Cr Grzybek moved, Cr Aitken seconded -

6. That Council:

6.1 Adopt Amendment C366ggee in the form outlined in Attachment 4 of this report;

6.2 Submits the adopted Amendment C366ggee together with the prescribed information to the Minister for Planning requesting approval; and

6.3 Recommends to the Minister for Planning that Planning Permit PP-6-2017 be approved in the form outlined in Attachment 5 of this report.

Carried.

Attachment 1

Financial Implications

1. There will be no financial implications for Council as a result of the adoption of this Amendment.

Community Engagement

2. The Amendment and draft planning permit were exhibited in accordance with the provisions of the *Planning and Environment Act 1987* (**Act**) from Thursday 27 June 2019 until Monday 29 July 2019.

Social Equity Considerations

3. The removal of the single dwelling covenant will have a positive social impact by facilitating the more efficient and effective use of the land by providing for a greater volume and mix of housing types.

Policy/Legal/Statutory Implications

4. The change proposed by this amendment and planning permit has minimal policy, legal or statutory implications for Council.

5. Consistent with the objectives set out in Section 4 of the Act, the Amendment:

    5.1 Provides for the fair, orderly, economic and sustainable use and development of the land;

    5.2 Balances the continued appropriateness of a constraint on title in the context of the identified need for urban consolidation and re-development consistent with current planning policy and zone controls; and

    5.3 Uses appropriate planning provisions to resolve the conflict between the constraints of the existing covenant and current state and local planning policy.

6. The Amendment is consistent with the following clauses of the *Greater Geelong Planning Scheme Planning Policy Framework*:

    6.1 Clause 11.01-1S Settlement - The Amendment supports this policy as it will facilitate residential consolidation in an orderly manner within an established residential context.

    6.2 Clause 11.01-1R Settlement Geelong (G21) - The Amendment supports this policy as it optimises the use of existing infrastructure and services.

    6.3 Clause 15.01-1S Urban Design – The proposed Amendment, residential development, subdivision layout and open space are considered to meet the objective: “To create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity.”

    6.4 Clause 21.06 Settlement and Housing discusses the importance of urban consolidation. The proposal supports this policy by locating development in an area that is well serviced and has the capacity to accommodate sustainable development.

Alignment to Council Plan

7. The Amendment supports the sustainable built and natural environment strategic direction of the *Council Plan 2018-22* and is consistent with the strategic direction of community wellbeing and the priority of connected, creative and strong communities.

Conflict of Interest

8. No Council Officers involved in the preparation of this report have any direct or indirect interest in the matter under consideration.

Risk Assessment

9. There are no identified risks associated with implementing the recommendations contained in this report. The land is not designated as bushfire prone and has a low fire hazard rating.

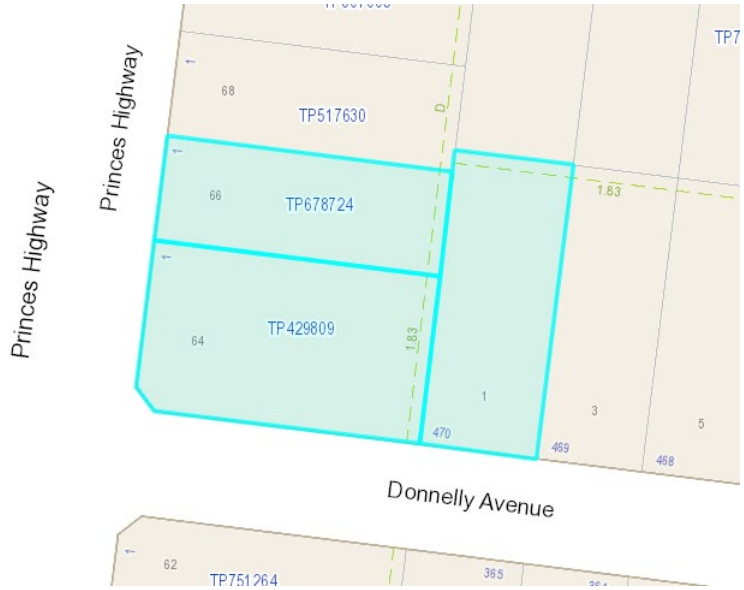
Environmental Implications

10. No environmental implications arise from the removal of the single dwelling covenant from the land and the proposed multi-unit development and subdivision.

Attachment 2

Discussion

11. The subject site contains three parcels of land being 64 and 66 Princes Highway and 1 Donnelly Avenue, Norlane.



12. In combination the land will have a western boundary length along the Princes Highway of approximately 39 metres, a southern boundary length along Donnelly Avenue of approximately 58 metres, and an approximate total area of 2,372 square metres.

13. 64 and 66 Princes Highway are vacant lots, with 1 Donnelly Avenue containing a single dwelling. All lots are burdened by an easement, being either along the eastern boundaries of 64 & 66 Princess Highway and the northern boundary of 1 Donnelly Avenue.

14. 64 Princes Highway is burdened by a Covenant which restricts development on the land to only one dwelling.

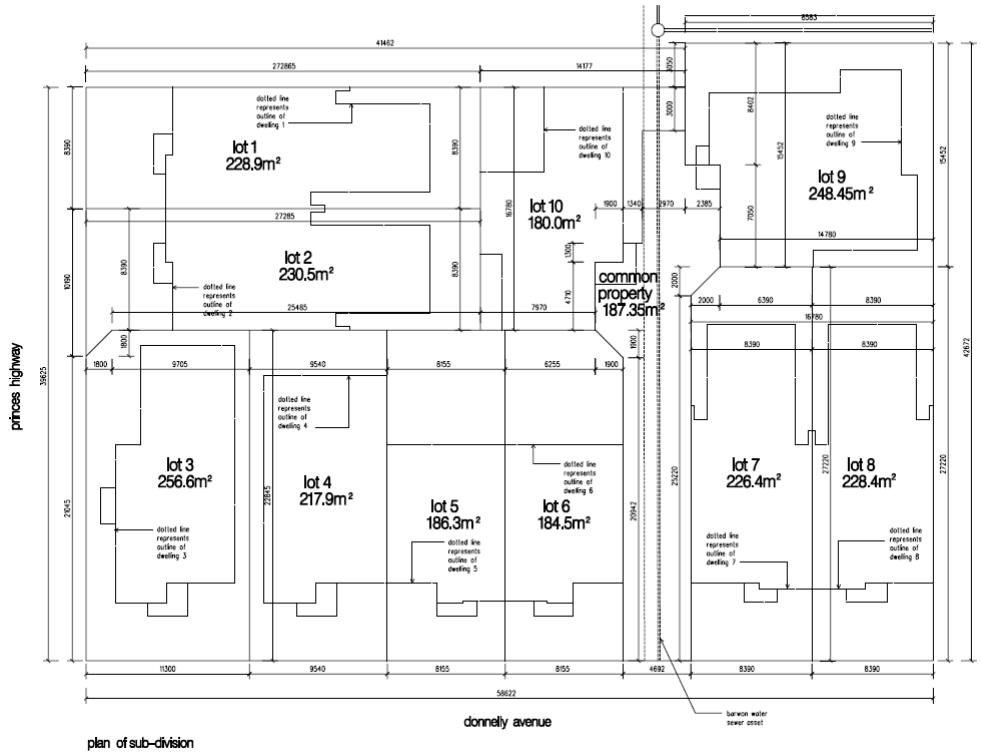
15. The land is located within a General Residential Zone Schedule 1 and is not affected by any overlays.

16. The surrounding area consists of typically single dwellings with very few multi dwelling developments within the immediate neighbourhood.

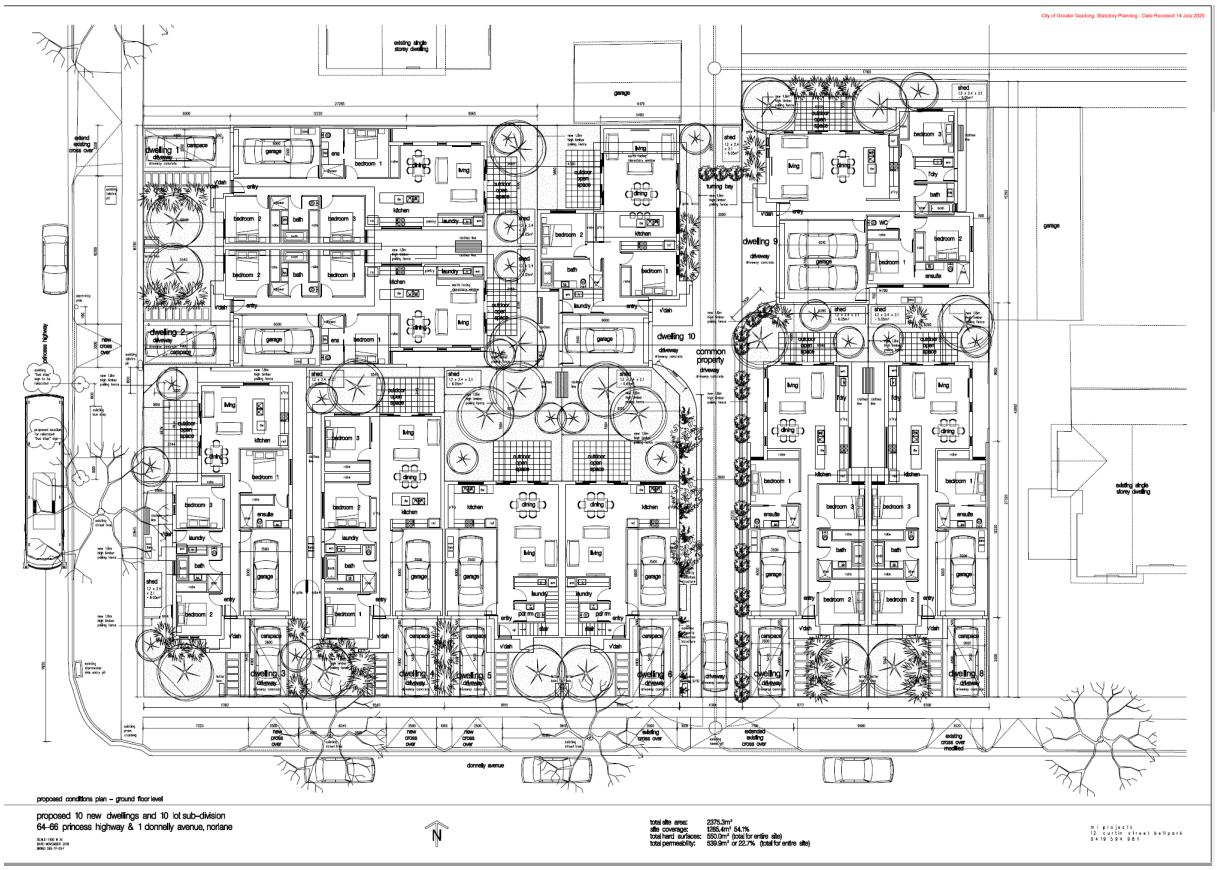
17. The proposal consists of the subdivision of land into 10 lots and the construction of 10 dwellings, the reduction of visitor car parking and the creation of two new access ways to a Road Zone Category 1 (Princes Highway).

18. The land is proposed to be subdivided into ten lots with one common property access way to service two of the dwellings.

19. The layout of the proposed development and subdivision, including lot sizes, are shown in the following diagrams.



Subdivision Layout



Dwelling Layout

20. A zoning map at a larger scale, which includes locations of nearby public open space, and the North Shore Train Station, is included as **Attachment 3**.

Consideration of Submissions

Both the objecting submissions contended that the proposal would result in an over development of the site.

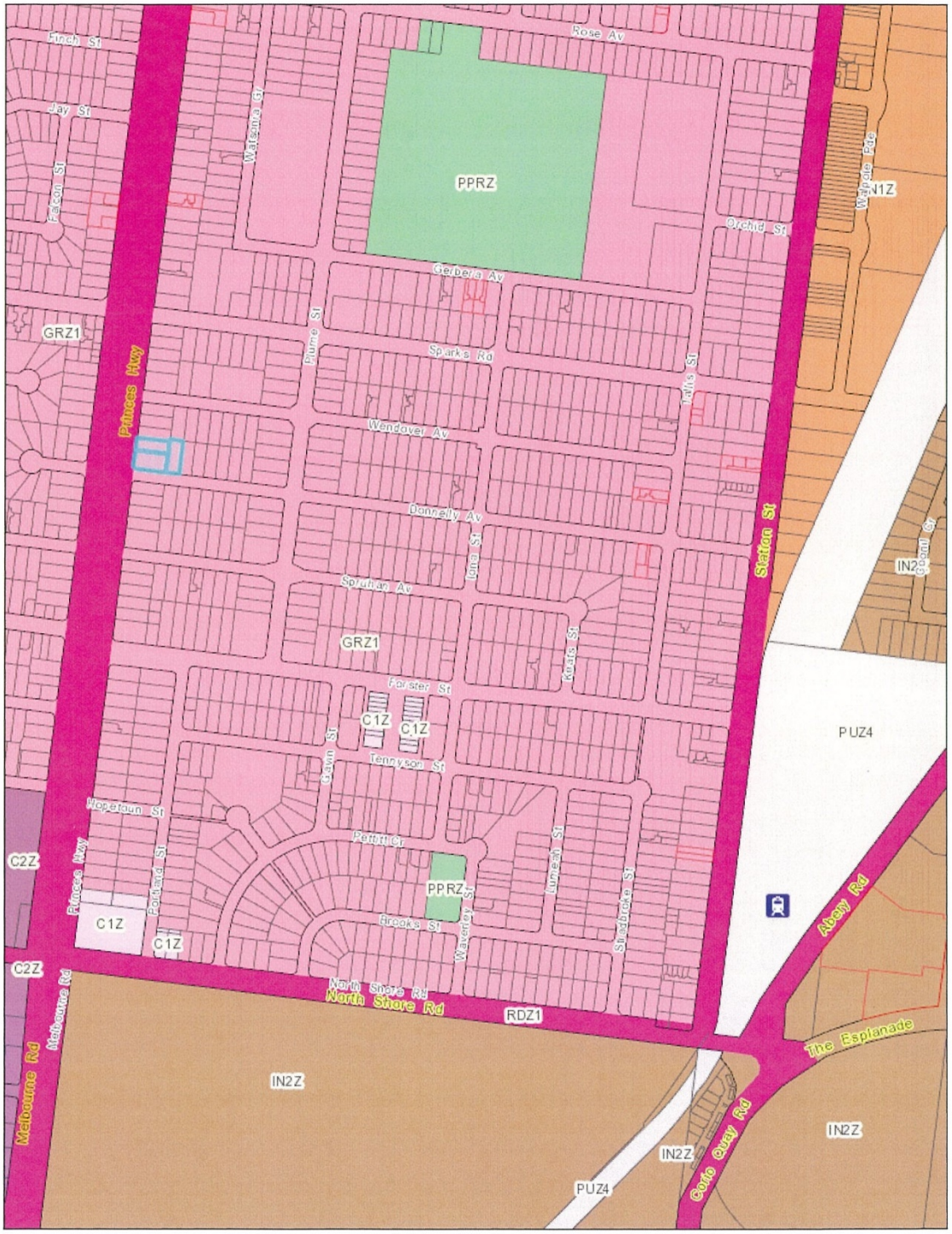
Concerns cited in the submissions included overdevelopment, being out of character with the lower density development of Donnelly Avenue and surrounding streets, traffic impacts and the impact on the bus stop on the Princes Highway frontage of the property.

The Statutory Planning Assessment of the planning permit application has identified that all relevant matters can be addressed by way of permit conditions. In particular, the required changes to the bus stop have been addressed by a permit condition which has been recommended by the Department of Transport.

Both the submitters withdrew their submissions conditional on the number of units and lots being reduced from 12 to 10. This reduction has been agreed to by the applicant and the draft permit and plans contained in **Attachment 5,** which are supported by the recommendation which forms part of this report have been amended to that effect.

Attachment 3

Surrounding zoning



C366 & PP-6-2017 - Zoning
Subject land bordered in Blue

Although all due care has been taken to ensure that this document is correct, no warranty is expressed or implied by the City of Greater Geelong, Barwon Water or the State of Victoria in its use.

N

CITY OF GREATER GEELONG

27/02/2019 3:34 pm

Prepared by the City of Greater Geelong - PLACES

MGA Zone 55

Scale 1 : 6000

Attachment 4

Amendment to be adopted

Planning and Environment Act 1987

GREATER GEELONG PLANNING SCHEME

AMENDMENT C366ggee

INSTRUCTION SHEET

The planning authority for this amendment is the City of Greater Geelong.

The Greater Geelong Planning Scheme is amended as follows:

Planning Scheme Ordinance

The Planning Scheme Ordinance is amended as follows:

1. In Particular Provisions – Clause 52.02 replace the Schedule with a new Schedule in the form of the attached document.

End of document

SCHEDULE TO CLAUSE 52.02¶

1.0 Under Section 23 of the Subdivision Act 1988¶

Land¤	Easement Or Restriction¤	Requirement¤
¶	¶	¶
64 Princes Highway, Norlane (Lot 1 on Title Plan 429809S)¤	Restrictive covenant contained in Instrument 1693682.¤	Remove ¤

2.0 Under Section 24A of the Subdivision Act 1988¶

Land¤	Person¤	Action¤
None specified¤	¤	¤

3.0 Under Section 36 of the Subdivision Act 1988¶

Land¤	Easement or right of way¤	Requirement¤
None specified¤	¤	¤

¶

Draft Planning Permit PP-6-2017 **Attachment 5**

Planning and Environment Regulations 2015 - Form 9. Section 96J

PLANNING PERMIT

GRANTED UNDER SECTION 96I OF THE PLANNING AND ENVIRONMENT ACT 1987

Permit No.: PP-6-2017

Planning Scheme: Greater Geelong Planning Scheme

Responsible Authority: Greater Geelong City Council

ADDRESS OF THE LAND: 1 DONNELLY AVENUE & 64 & 66 PRINCES HIGHWAY, NORLANE

THE PERMIT ALLOWS: Ten (10) Lot Subdivision, Construction of Ten (10) Dwellings, Reduction of Visitor Car Parking and Creation and Alteration of Access to a Road in a Road Zone Category 1

THE FOLLOWING CONDITIONS APPLY TO THIS PERMIT:

DEVELOPMENT

Amended Plans

1. Prior to works commencing, amended plans to the satisfaction of the Responsible Authority must be submitted to and approved by the Responsible Authority. When approved, the plans will be endorsed and will then form part of the permit. The plans must be drawn to scale with dimensions and must be generally in accordance with the plans **dated November 2019 and received by Council on the 14 July 2020** but modified to show:

   a) Revised Plans as required by Condition 35 of this permit.
   b) A Landscape Plan as required by Condition 7 of this permit.

Endorsed Plans

2. The development as shown on the endorsed plan(s) must not be altered without the written consent of the Responsible Authority.

Removal of Restrictive Covenant

3. Prior to works commencing, Restrictive Covenant 1693682 on Lot 1 on TP429809S must be removed from the title as approved by this permit and evidence of the removal must be provided to the Responsible Authority.

Date issued:	Date permit comes into operation: (or if no date is specified, the permit comes into operation on the same day as the amendment to which the permit applies comes into operation)	Signature for the responsible authority:

Planning·and·Environment·Regulations·2015·-·Form·9.·Section·96J¶

¶

Stormwater·Quality·and·Management¶

¶

4.· → The· site· must· be· drained· to· the· satisfaction· of· the· Responsible· Authority· and· no· concentrated·storm·water·may·drain·or·discharge·from·the·land·to·adjoining·properties.¶

¶

5.· → The·site·stormwater·system·must·be·designed·and·installed·such·that:°.¶

¶

a) → The·site·stormwater·discharge·is·not·increased·by·the·proposed·development.·An· appropriate· on· site· detention· system· designed· in· accordance· with· the· Infrastructure·Design·Manual·may·be·required.¶

b) → Runoff·is·to·be·treated·to·achieve·current·best·practice·pollutant·removal·targets· by·connection·to·an·appropriate·Water·Treatment·Facility,·with·capacity·to·treat·at· least·a·3-month·ARI·storm·event,·unless·approved·otherwise·by·the·Responsible· Authority.°The·Water·Treatment·Facility·must·be·maintained·to·the·satisfaction·of· the·Responsible·Authority.°¶

¶

to·the·Satisfaction·of·the·Responsible·Authority¶

¶

Prior·to·Works·Commencing¶

¶

6.· → Prior·to·works·commencing,·a·Construction·Management·Plan·must·be·submitted·to·and· approved· by· the· Responsible· Authority· and· to· the· satisfaction· of· the· Responsible· Authority.· When· approved,· the· plans· will· be· endorsed· and· will· then· form· part· of· the· permit.·The·plans·must·show,·but·not·be·limited·to:¶

¶

a) → Stages;¶

b) → Duration·of·the·construction·stages;¶

c) → Proposed·access·to·the·site·for·all·construction·stages;¶

d) → Location·of·site·huts·and·amenities·for·all·construction·stages;¶

e) → Proposed·materials·hauling·route;¶

f) → Swept·path·diagrams·for·the·longest·vehicle·expected·to·access·the·site;¶

g) → Size,·type·and·numbers·of·vehicles·expected·to·be·requiring·access·to·the·side· during·the·different·construction·stages;·and,¶

h) → Location·of·parking·facilities·for·construction·vehicles·¶

¶

7. → Prior·to·the·works·commencing,·a·landscape·plan·prepared·by·a·suitably·qualified·or· experienced,·person·to·the·satisfaction·of·the·Responsible·Authority,·must·be·submitted· to·and·approved·by·the·Responsible·Authority.·The·plan(s)·must·be·drawn·to·scale·and· show:¶

¶

a) → A·survey·(including·botanical·names)·of·all·existing·vegetation·to·be·retained·and/· or·removed;¶

b) → Details·of·surface·finishes·of·pathways·and·driveways;¶

c) → A· planting· schedule· of· all· proposed· trees,· shrubs· and· ground· covers· including· botanical·names,·common·names,·pot·sizes,·sizes·at·maturity,·and·quantities·of· each·plant;¶

d) → Landscaping·and·planting·within·all·open·areas·of·the·site;¶

Date·issued:¶ ¶ ¶ ¶ ¶ ¤ → → → → ¤	Date·permit·comes·into· operation:¶ (or·if·no·date·is·specified,·the·permit· comes·into·operation·on·the·same·day·as· the·amendment·to·which·the·permit· applies·comes·into·operation)¶ ¤ → → → → ¤	Signature·for·the·responsible· authority:¶ ¤ → ¤ ¤

¶

Permit·No.: → → Page·2·of··12¶

¶

e) → Landscaping·close·to·the·road·access·to·be·a·maximum·of·0.9m·high·to·facilitate· line·of·sight·for·exiting·vehicles.·¶

¶

When· approved,· the· plan· will· be· endorsed· and· form· part· of· the· permit,· all· to· the· satisfaction·of·the·Responsible·Authority.·All·completed·landscaping·works·within·the· street·and/or·road·reserve·must·be·inspected·by·Council's·Parks·Unit.·¶

¶

Prior·to·the·Occupation·of·Dwellings·¶

¶

8.· → Prior·to·the·occupation·of·the·dwellings,·the·developer·must:¶

¶

a) → Construct· the· site· stormwater· system· including· connection· for· the· common· property·drainage·into·the·kerb·&·channel·in·Donnelly·Avenue,·or·other·nominated· point/s· as· approved· by· the· Responsible· Authority.· The· stormwater· connection· must·be·in·accordance·with·City·of·Greater·Geelong·Standard·Drawings.¶

b) → Construct·vehicular·crossings·in·accordance·with·the·requirements·and·standards· of·the·City·of·Greater·Geelong.·¶

c) → Remove· any· redundant· vehicular· crossings· with· kerb· and· channel· and· the· footpath/nature·strip·area·reinstated·to·match·existing·construction·in·the·street;¶

d) → Construct·and·drain·the·common·the·access·road·within·the·development;¶

e) → Complete· all· buildings· and· works· including· landscaping· in· accordance· with· the· endorsed·plans.¶

f) → Clean·and·finish·all·wall·on·of·facing·external·boundaries.·¶

¶

All·to·the·satisfaction·of·the·Responsible·Authority.¶

¶

STREET·TREES¶

¶

Protection·of·Existing·Tree(s)¶

¶

9.· → The·existing·street·tree(s)·must·be·suitably·protected·and·not·damaged·above·or·below· ground.· · Damage· includes,· but· not· limited· to· broken· limbs· /· branches,· open· cut· excavation·within·the·drip·line·or·under·the·tree,·storing·materials·under·the·tree·and· parking·vehicles·or·trailers·on·the·naturestrip.·¶

¶

Unauthorised·pruning·works·are·a·prohibited·activity·and·must·not·be·undertaken·without· the· knowledge· or· consent· of· the· Responsible· Authority.· · In· the· instance· that· minor· pruning·is·requested·the·applicant·is·advised·to·contact·Council's·Parks·Unit·to·discuss· the·works·and·provide·adequate·notice·of·any·such·request.¶

¶

Failure·to·adhere·to·this·condition·may·result·in·Council's·tree·asset·being·considered· lost·with·the·applicant·being·held·fully·liable·for·all·costs·associated·with·the·following· items:¶

¶

a) → Tree·removal¶

b) → Stump·removal·¶

c) → Offset·replanting·and·re-establishment·of·a·number·of·trees·to·be·determined·by· the·Responsible·Authority¶

Date·issued:¶ ¶ ¶ ¶ ¶ ¤ → → → → ¤	Date·permit·comes·into· operation:¶ (or·if·no·date·is·specified,·the·permit· comes·into·operation·on·the·same·day·as· the·amendment·to·which·the·permit· applies·comes·into·operation)¶ ¤ → → → → ¤	Signature·for·the·responsible· authority:¶ ¤ → ¤ ¤

¶

Planning·and·Environment·Regulations·2015·-·Form·9.·Section·96J¶

¶

¶

An·inspection·is·required·to·satisfy·this·condition,·please·contact·Council's·Parks·Unit·on··5272·5272·to·discuss·this·requirement·and·provide·adequate·notice·of·any·request.¶

¶

Tree·removal·and·replacement¶

¶

10.·→ The· street· tree· that· will· be· removed· to· facilitate· the· construction· of· the· proposed· crossover·must·be·offset·using·the·nominated·number·of·new·trees·to·be·replanted·either· at· the· site· or· a· suitable· location,· to· the· satisfaction· of· the· Responsible· Authority,· and· maintained·for·an·establishment·period·of·two·years·at·the·developer's·expense.·¶

¶

Council·must·be·reimbursed·the·full·costs·associated·with:¶

¶

a) → Removing·the·existing·tree·and·stump;¶
b) → Purchase·of·new·replacement·trees·in·minimum·40cm·containers;¶
c) → Planting·the·replacement·trees;·and,¶
d) → Aftercare·and·maintenance·of·the·replacement·trees·for·a·period·of·no·less·than· two·years.¶

¶

As·the·street·tree·is·a·Council·asset·located·within·a·road·reserve,·all·works·associated· with· tree· removal· and· replacement· must· be· undertaken· by· Council· or· its· approved· contractors,· the· applicant· is· advised· to· contact· Council's· Parks· Unit· to· discuss· the· removal·and·replacement·of·the·street·tree.·A·written·quote·will·be·prepared·and·provided· to·the·applicant·and·acceptance·of·the·quote·must·be·provided·in·writing·to·Council·prior· to·any·works·to·the·street·tree·commencing.··¶

¶

Bus·Shelter/Street·tree·on·Princes·Highway¶

11.·→ Prior· to· the· endorsement· of· the· works· required· by· DoT· in· Conditions· 35· –· 39,· the· Responsible· Authority· may· require· a· Level· 5· Arborist· report· to· assess· the· potential· impacts·to·the·existing·street·tree·on·the·Princes·Highway·Frontage.·The·report·must· assess·and·make·recommendations·to·maintain·the·ongoing·health·and·integrity·of·the· tree.· If· endorsed,· the· development· must· be· undertaken· in· accordance· with· the· recommendations· of· the· approved· arboriculture· report· to· the· satisfaction· of· the· Responsible·Authority.·¶

¶

SECTION·173·AGREEMENT·–·PUMP·SYSTEM¶

¶

12.·→ Unless· otherwise· approved· by· the· Responsible· Authority,· and· prior· to· works· commencing·or·prior·to·the·issue·of·Statement·of·Compliance,·whichever·comes·first,·the· land·owner·must·enter·an·agreement·with·the·Responsible·Authority·pursuant·to·Section· 173·of·the·Planning·and·Environment·Act·1987.·All·costs·associated·with·setting·up·the· agreement·must·be·borne·by·the·land·owner.·The·agreement·is·to·be·registered·on·title· and·run·with·the·land,·and·is·to·provide·to·the·satisfaction·of·the·Responsible·Authority:¶

¶

a) → All·storm·water·runoff·is·to·be·collected·on·site·and·discharged·to·the·legal·point·of· discharge· using· a· pump· system· or· as· otherwise· nominated· by· the· responsible· authority.·The·pump·system·is·to·be·designed·and·constructed·in·accordance·with· Australian·Standard·3500·Part·3.2·Section·9·¶

Date·issued:¶ ¶ ¶ ¶ ¶ ¤ → → → → ¤	Date·permit·comes·into·operation:¶ (or·if·no·date·is·specified,·the·permit·comes·into·operation·on·the·same·day·as·the·amendment·to·which·the·permit·applies·comes·into·operation)¶ ¤ → → → → ¤	Signature·for·the·responsible·authority:¶ ¤ → ¤ ¤

¶

Permit·No.: → → Page·4·of··12¶

b) In the event of any operational difficulties with the pump system, it is the Responsibility of the land owner to rectify these difficulties;

c) Any pump system is to be replaced by gravity discharge if and when available, and if directed by the Responsible Authority, at the land owner's full cost.

d) Provision is made (if appropriate) in any subdivision for Body Corporate drainage works, and access to those drainage works to be on common property or within an easement in favour of the Body Corporate

Note: Where the legal point of discharge is kerb and channel, discharge velocity at the kerb must be no greater than 1.5 m/s with a maximum discharge flow rate of 10 l/s and the outlet directed at an angle of 45° to the direction of flow in the kerb and channel.

SUBDIVISION

Endorsed Plan

13. The layout and site dimensions of the proposed subdivision as shown on the endorsed plan(s) shall not be altered or modified without the written consent of the Responsible Authority. There are no requirements to alter or modify the endorsed plan if a plan is certified under the provisions of the Subdivision Act 1988 that is generally in accordance with the endorsed plans.

Telecommunications

14. The owner of the land must enter into agreements with:

a) a telecommunications network or service provider for the provision of telecommunication services to each lot shown on the endorsed plan in accordance with the provider's requirements and relevant legislation at the time; and,

b) a suitably qualified person for the provision of fibre ready telecommunication facilities to each lot shown on the endorsed plan in accordance with any industry specifications or any standards set by the Australian Communications and Media Authority, unless the applicant can demonstrate that the land is in an area where the National Broadband Network (NBN) will not be provided by optical fibre.

Prior to Certification

15. The Plan of Subdivision submitted for certification must include a splay for road purposes at the intersection of Princes Highway and Donnelly Avenue to the satisfaction of the Responsible Authority.

16. The Plan of Subdivision submitted for certification must include all easements deemed necessary to protect existing or future drainage lines within the subject site, and any easements required between the subject site and the nominated legal point of discharge must be created to the satisfaction of the Responsible Authority.

Date issued:	Date permit comes into operation:	Signature for the responsible authority:
	(or if no date is specified, the permit comes into operation on the same day as the amendment to which the permit applies comes into operation)	

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Planning·and·Environment·Regulations·2015·-·Form·9.·Section·96J¶

¶

Prior·to·Statement·of·Compliance·¶

¶

17.·→ Prior·to·the·statement·of·compliance,·the·developer·must:¶

¶

a) → Construct· the· site· stormwater· system· including· connection· for· the· common· property·drainage·into·the·kerb·&·channel·in·Donnelly·Avenue,·or·other·nominated· point/s· as· approved· by· the· Responsible· Authority.· The· stormwater· connection· must·be·in·accordance·with·City·of·Greater·Geelong·Standard·Drawings.¶

b) → Construct·vehicular·crossings·in·accordance·with·the·requirements·and·standards· of·the·City·of·Greater·Geelong.·¶

c) → Remove· any· redundant· vehicular· crossings· with· kerb· and· channel· and· the· footpath/nature·strip·area·reinstated·to·match·existing·construction·in·the·street;¶

d) → Construct·and·drain·the·common·property;¶

e) → Remove·any·buildings·and/or·services·that·traverse·lot·boundries.¶

¶

All·to·the·satisfaction·of·the·Responsible·Authority.¶

¶

18.·→ The·owner·of·the·subject·land·must·pay·to·the·Council·a·sum·equivalent·to·five·(5)·per· cent· of· the· site· value· of· all· of· the· land· in· the· subdivision· as· a· Public· Open· Space· contribution·pursuant·to·Section·18·of·the·Subdivision·Act·1988.·The·contribution·will·be· payable·prior·to·the·issue·of·a·Statement·of·Compliance·¶

¶

19.·→ Unless·otherwise·approved·in·writing·by·the·Responsible·Authority,·prior·to·the·issue·of· the·Statement·of·Compliance:¶

¶

a) → The·development·approved·by·Planning·Permit·**PP-6-2017**·must·be·substantially· completed·(eg.·lockup·stage·as·a·minimum)·in·accordance·with·the·endorsed·plans· forming· part· of· that· Planning· Permit· (or· any· amendment· to· that· permit)· to· the· satisfaction· of· the· Responsible· Authority.· Evidence· must· be· submitted· which· demonstrates·that·the·development·is·substantially·completed·to·the·satisfaction· of·the·Responsible·Authority;·or,¶

b) → The·owner·of·the·land·must·enter·into·an·agreement·with·the·Responsible·Authority· pursuant·to·Section·173·of·the·Planning·and·Environment·Act·1987··which·provides· for·all·development·to·be·in·accordance·with·the·endorsed·plans·forming·part·of· the· Planning· Permit· **PP-6-2017**· · · (or· any· amendment· to· that· permit)· or· any· subsequent·Planning·Permit.·¶

¶

→ The·owner·must·pay·the·costs·of·preparation,·review,·execution·and·registration·of· the·agreement·and·the·agreement·must·be·registered·on·the·newly·created·title/s.· The·Section·173·Agreement·may·be·ended·by·the·Responsible·Authority·at·the· written·request·of·the·owner·and·at·no·cost·to·Council.·¶

¶

20.·→ Before·the·issue·of·a·Statement·of·Compliance·for·any·stage·of·the·subdivision·under· the·Subdivision·Act·1988,·the·owner·of·the·land·must·provide·written·confirmation·from:¶

¶

a) → a·telecommunications·network·or·service·provider·that·all·lots·are·connected·to·or· are·ready·for·connection·to·telecommunications·services·in·accordance·with·the· provider's·requirements·and·relevant·legislation·at·the·item;·and¶

Date·issued:¶ ¶ ¶ ¶ ¶ ¶ ¤	Date·permit·comes·into·operation:¶ (or·if·no·date·is·specified,·the·permit·comes·into·operation·on·the·same·day·as·the·amendment·to·which·the·permit·applies·comes·into·operation)¶ ¤	Signature·for·the·responsible·authority:¶ ¤
→ → → → ¤	→ → → → ¤	→ ¤ ¤

¶

b) a suitably qualified person that fibre ready telecommunications facilities have been provided in accordance with any industry specifications or any standards set by the Australian Communications and Media Authority, unless the applicant can demonstrate that the land is in an area where the National Broadband Network will not be provided by optical fibre.

BARWON WATER

General

21. The certified plan must create implied easements under Section 12 (2) of the Subdivision Act, over all proposed existing water and sewerage works within the subdivision.

22. The plan of subdivision must be referred to Barwon Water in accordance with the Subdivision Act 1988 and any subsequent amendments to the plan provided to Barwon Water.

23. The creation of an Owners Corporation to encumber all lots within the subdivision that show proposed dwellings 9, 10, 11 and 12.

Water

24. The provision and installation of individual water services including meters to all lots in the subdivision.

25. The payment of New Customer Contributions for water for each additional connection which includes any new lot on a plan of subdivision and/ or any apartment, unit, or premises within the development that is or can be separately metered for water supply.

26. An additional tapping(s) is to be supplied to service the proposed development. A dimensioned plan showing location of all new tappings relative to the allotment boundaries is to be submitted, where a meter is not being fitted. Note that tappings and services are not to be located under existing or proposed driveways.

Sewer

27. The provision of sewerage services to all lots in the subdivision. Individual allotment house connection drains are to be provided for and extend into each allotment. Note that if any common drain or drain from another allotment crosses under a proposed dwelling, a "modification to consent" is to be obtained from the Victorian Building Association and presented to Barwon Water with the required drainage plan. It should be noted that the property service sewer drain remains the responsibility of the property owner(s).

28. The payment of New Customer Contributions for sewer for each additional connection which includes any new lot on a plan of subdivision and/ or any apartment, unit, or premises within the development that is or can be separately metered (for water supply).

Date issued:	Date permit comes into operation: (or if no date is specified, the permit comes into operation on the same day as the amendment to which the permit applies comes into operation)	Signature for the responsible authority:

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Planning and Environment Regulations 2015 - Form 9. Section 96J

29. Reticulated sewer mains or a sewer main extension are/ is required to service the proposed development. This work must be designed by a Barwon Water accredited Consulting Engineer and constructed by a Barwon Water accredited Contractor following the "Developer Works" process.

30. The provision of a separate sewer connection branch to all lots within the subdivision is to be constructed by a certified/licensed plumber.

DOWNER UTILITIES

31. The plan of subdivision submitted for certification must be referred to AusNet Services (Gas) in accordance with Section 8 of the Subdivision Act 1988.

POWERCOR

32. The plan of subdivision submitted for certification under the Subdivision Act 1988 shall be referred to Powercor Australia Ltd in accordance with Section 8 of that Act.

33. The applicant shall:

a) Provide an electricity supply to all lots in the subdivision in accordance with Powercor's requirements and standards, including the extension, augmentation or re-arrangement of any existing electricity supply system, as required by Powercor.
b) Where buildings or other installations exist on the land to be subdivided and are connected to the electricity supply, they shall be brought into compliance with the Service and Installation Rules issued by the Victorian Electricity Supply Industry. You shall arrange compliance through a Registered Electrical Contractor and provide to Powercor Australia Ltd a completed Electrical Safety Certificate in accordance with Electricity Safe Victoria's Electrical Safety System.
c) The applicant shall provide to Powercor Australia Ltd, a copy of the version of the plan of subdivision submitted for certification, which shows any amendments which have been required.
d) Any Buildings must comply with the clearances required by the Electricity Safety (Installations) Regulations.
e) Any construction work must comply with Energy Safe Victoria's "No Go Zone" rules.

VICROADS

34. Prior to the issuing of Statement of Compliance, the crossovers and driveway on Princes Highway must be constructed to the satisfaction of the Responsible Authority.

DEPARTMENT OF TRANSPORT (DOT)

35. Before the development starts, or such other time agreed to in writing by the Head, Transport for Victoria amended plans to the satisfaction of the Head, Transport for Victoria must be submitted to and approved by the Responsible Authority. When approved, the plans will be endorsed and will then form part of the permit. The plans

Date issued:	Date permit comes into operation: (or if no date is specified, the permit comes into operation on the same day as the amendment to which the permit applies comes into operation)	Signature for the responsible authority:

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must be drawn to scale with dimensions and digital copies must be provided. The plans must be generally in accordance with the plans submitted with the application (Proposed Conditions Plan - Ground Floor Level DRWG: 395-TP-01-F dated November 2019, prepared by MI Projects) but modified to show:

a) A concrete bus stop hard stand including post, flag and tactile ground surface indicators setback a min 2.2 metres from the existing bus shelter.
b) A 9.2m length barrier kerb to be a min height of 150mm barrier kerb

36. Before the commencement of the access works on Princess Highway Service Road, the bus stop and any associated infrastructure must be relocated at no cost to and to the satisfaction of the Head, Transport for Victoria and compliant with the Disability Discrimination Act 1992 (Cth) and the Disability Standards for Accessible Public Transport 2002.

37. Prior to the occupation of the development, the Head, Transport for Victoria must be provided with GPS co-ordinates of the bus stop(s) and high-resolution photos (300dpi) of the bus stop (streetscape perspective including the entire stop) to the satisfaction of the Head, Transport for Victoria.

38. The construction of the development must not disrupt bus operations on Princess Highway Service Road without the prior written consent of the Head, Transport for Victoria (Department of Transport).

39. Any request for written consent to disrupt bus operations on Princess Highway Service Road during the construction of the development must be submitted to the Department of Transport not later than 8 weeks prior to the planned disruption and must detail measures that will occur to mitigate the impact of the planned disruption.

EXPIRY

Development

40. This permit as it relates to the development of buildings will expire if one of the following circumstances applies:

a) The development of the building(s) hereby approved has not commenced within two (2) years of the date of this permit.

b) The development of the building(s) hereby approved is not completed within four (4) years of the date of this permit.

The Responsible Authority may extend the periods referred to if a request is made in writing before the permit expires; or

a) Within six (6) months after the permit expires where the use or development has not yet started; or

Date issued:	Date permit comes into operation: (or if no date is specified, the permit comes into operation on the same day as the amendment to which the permit applies comes into operation)	Signature for the responsible authority:

Planning and Environment Regulations 2015 - Form 9. Section 96J

b) Within twelve (12) months after the permit expires, where the development allowed by the permit has lawfully commenced before the permit expiry.

Subdivision

41. This permit as it relates to subdivision will expire if one of the following circumstances applies:

a) The plan of subdivision has not been certified within two (2) years of the date of this permit.

b) A statement of compliance is not issued within five (5) years of the date of certification.

The Responsible Authority may extend the periods referred to if a request is made in writing before the permit expires or within six (6) months afterwards.

Notes:

1. Construction of the site stormwater connection/s is to be inspected by Council Representative at various stages. An appropriate fee equivalent to 3.25% of total cost of civil works, excluding GST (a minimum fee of $100 applies if the 3.25% amount is less than $100), is to be paid to Council for inspection. Relevant evidential documentation of the cost is to be provided.

2. All internal property drainage must be designed and constructed to satisfy AS/NZS 3500.

3. A Vehicle Crossing Permit must be obtained prior to commencement of works.

4. Any applicable Council permit(s) must be taken out prior to the commencement of works within the road reserve.

5. The applicant or their nominated representatives are not authorised to remove or arrange the removal of the Council tree without written consent of the Responsible Authority.

6. The developer is to apply to Barwon Water for details relating to costs and conditions required for the provision of water supply and sewerage services to the subdivision. It would be appreciated if all communication between the developer/agent and Barwon Water quote Barwon Water reference number L013903.

7. Bus Stop Design to be based upon standard drawings STD_S0062 & STD_S0063 for pole details; STD_S0069 and STD_S0073 for hardstand requirements and STD_0064 for the concrete and tactile requirements.

8. To obtain technical drawings, and/or to contact DOT regarding meeting any of the above conditions, please include a copy of this letter, and any other additional context, and contact DOT by calling 1800 800 007 or emailing customerservice@transport.vic.gov.au.

Date issued:	Date permit comes into operation: (or if no date is specified, the permit comes into operation on the same day as the amendment to which the permit applies comes into operation)	Signature for the responsible authority:

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¶

IMPORTANT·INFORMATION·ABOUT·THIS·PERMIT¶

¶

WHAT·HAS·BEEN·DECIDED?¶

The·Responsible·Authority·has·issued·a·permit.··The·permit·was·granted·by·the·Minister·under·section·96I·of·the·**Planning·and·Environment·Act·1987**·on·approval·of·**Amendment·No.·C366**·to·the·**Greater·Geelong·Planning·Scheme**.¶

¶

WHEN·DOES·THE·PERMIT·BEGIN?¶

The·permit·operates·from·a·day·specified·in·the·permit·being·a·day·on·or·after·the·day·on·which·the·amendment·to·which·the·permit·applies·comes·into·operation.¶

¶

WHEN·DOES·A·PERMIT·EXPIRE?¶

1.→A·permit·for·the·development·of·land·expires·if—¶

- → the·development·or·any·stage·of·it·does·not·start·within·the·time·specified·in·the·permit;·or¶
- → the·development·requires·the·certification·of·a·plan·of·subdivision·or·consolidation·under·the·**Subdivision·Act·1988**·and·the·plan·is·not·certified·within·two·years·of·the·issue·of·a·permit,·unless·the·permit·contains·a·different·provision;·or¶
- → the·development·or·any·stage·is·not·completed·within·the·time·specified·in·the·permit,·or,·if·no·time·is·specified,·within·two·years·after·the·issue·of·the·permit·or·in·the·case·of·a·subdivision·or·consolidation·within·5·years·of·the·certification·of·the·plan·of·subdivision·or·consolidation·under·the·**Subdivision·Act·1988**.¶

2.→A·permit·for·the·use·of·land·expires·if—¶

- → the·use·does·not·start·within·the·time·specified·in·the·permit,·or·if·no·time·is·specified,·within·two·years·after·the·issue·of·the·permit;·or¶
- → the·use·is·discontinued·for·a·period·of·two·years.¶

3.→A·permit·for·the·development·and·use·of·land·expires·if—¶

- → the·development·or·any·stage·of·it·does·not·start·within·the·time·specified·in·the·permit;·or¶
- → the·development·or·any·stage·of·it·is·not·completed·within·the·time·specified·in·the·permit,·or,·if·no·time·is·specified,·within·two·years·after·the·issue·of·the·permit;·or¶
- → the·use·does·not·start·within·the·time·specified·in·the·permit,·or,·if·no·time·is·specified,·within·two·years·after·the·completion·of·the·development:·or¶
- → the·use·is·discontinued·for·a·period·of·two·years.¶

4.→If·a·permit·for·the·use·of·land·or·the·development·and·use·of·land·or·relating·to·any·of·the·circumstances·mentioned·in·section·6A(2)·of·the·**Planning·and·Environment·Act·1987**,·or·to·any·combination·of·use,·development·or·any·of·those·circumstances·requires·the·certification·of·a·plan·under·the·**Subdivision·Act·1988**,·unless·the·permit·contains·a·different·provision—¶

- → the·use·or·development·of·any·stage·is·to·be·taken·to·have·started·when·the·plan·is·certified;·and¶
- → the·permit·expires·if·the·plan·is·not·certified·within·two·years·of·the·issue·of·the·permit.¶

5.→The·expiry·of·a·permit·does·not·affect·the·validity·of·anything·done·under·that·permit·before·the·expiry.¶

¶

WHAT·ABOUT·REVIEWS?¶

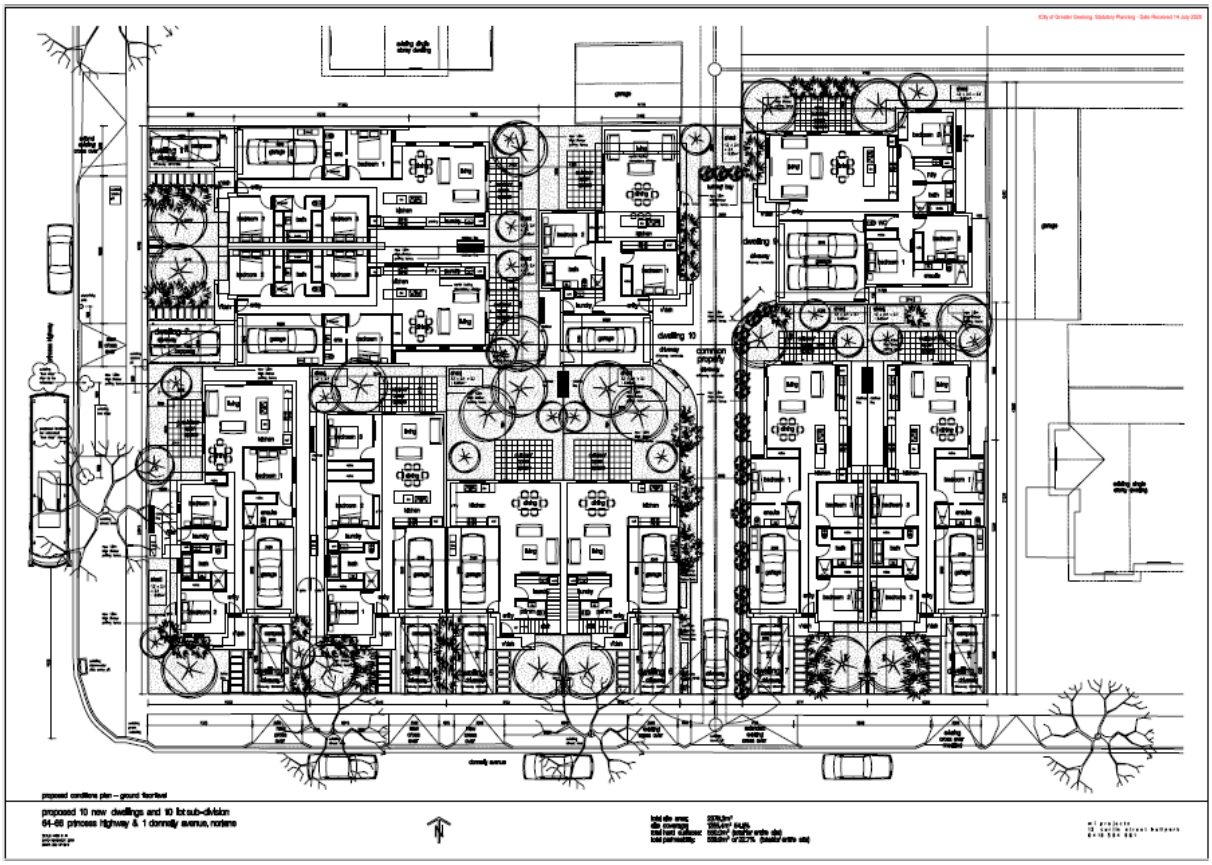
- → In·accordance·with·section·96M·of·the·**Planning·and·Environment·Act·1987**,·the·applicant·may·not·apply·to·the·Victorian·Civil·and·Administrative·Tribunal·for·a·review·of·any·condition·in·this·permit.¶

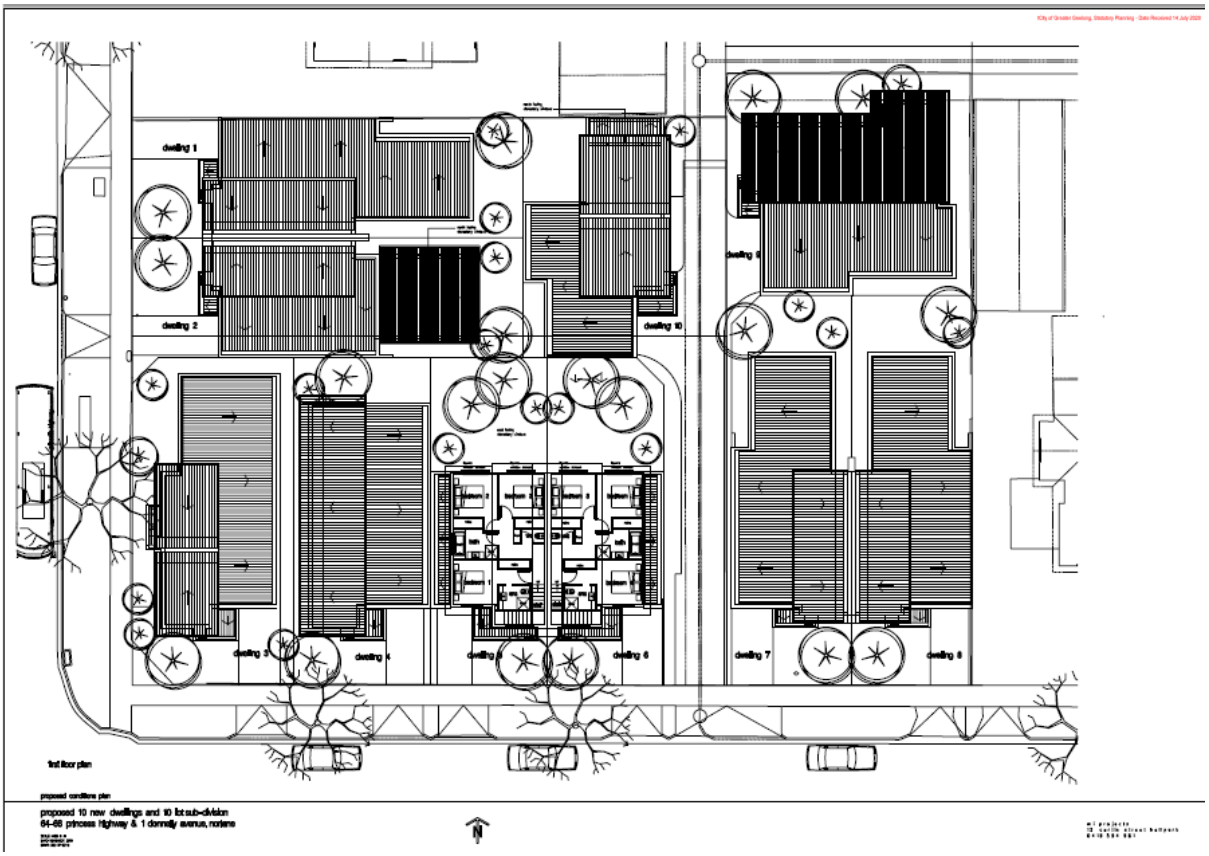
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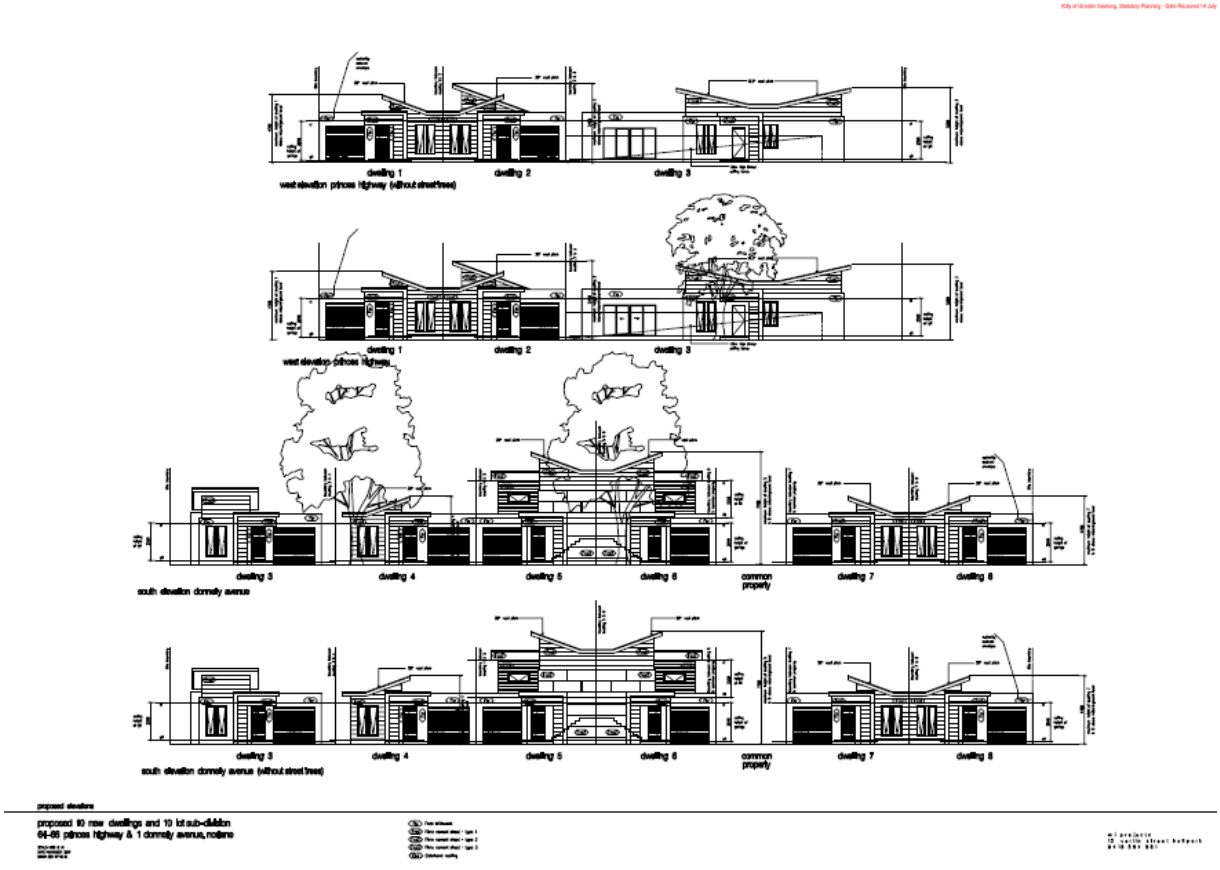
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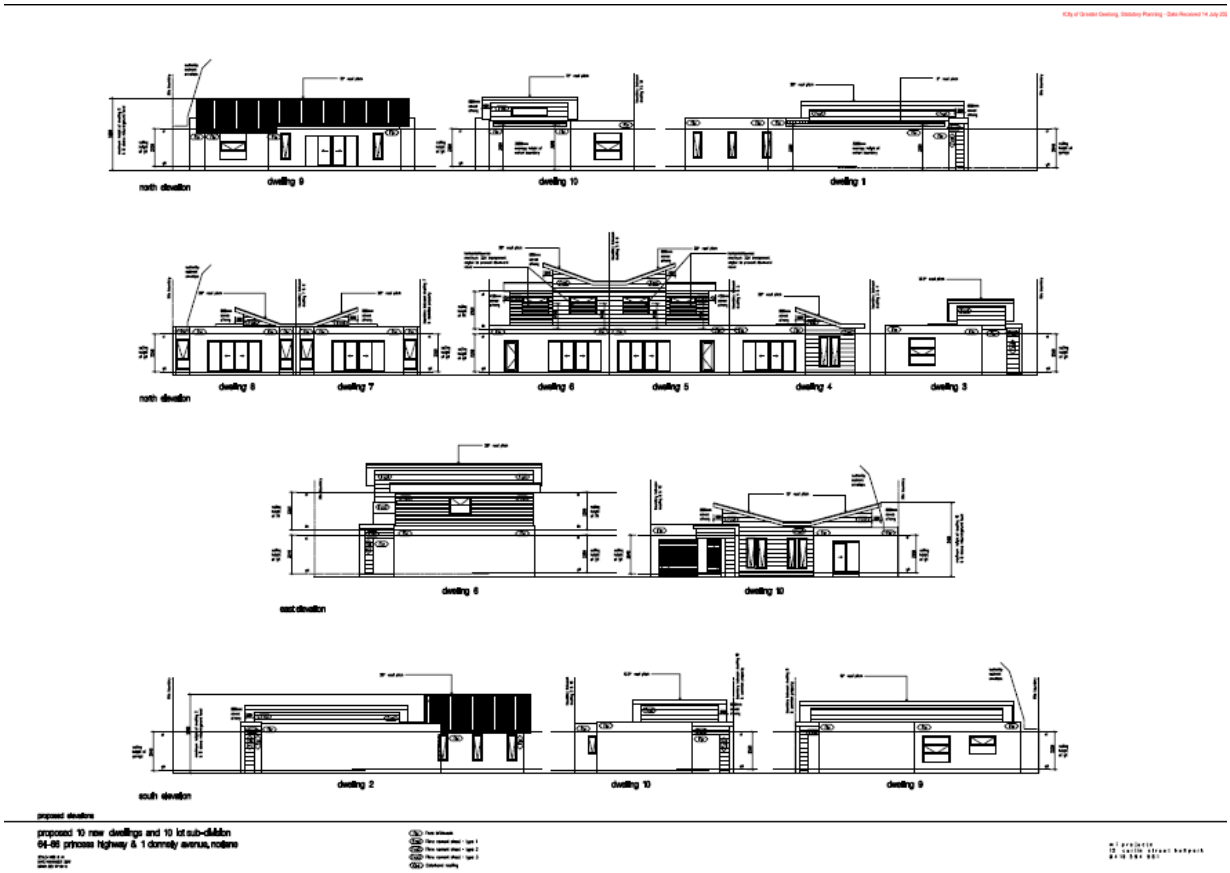
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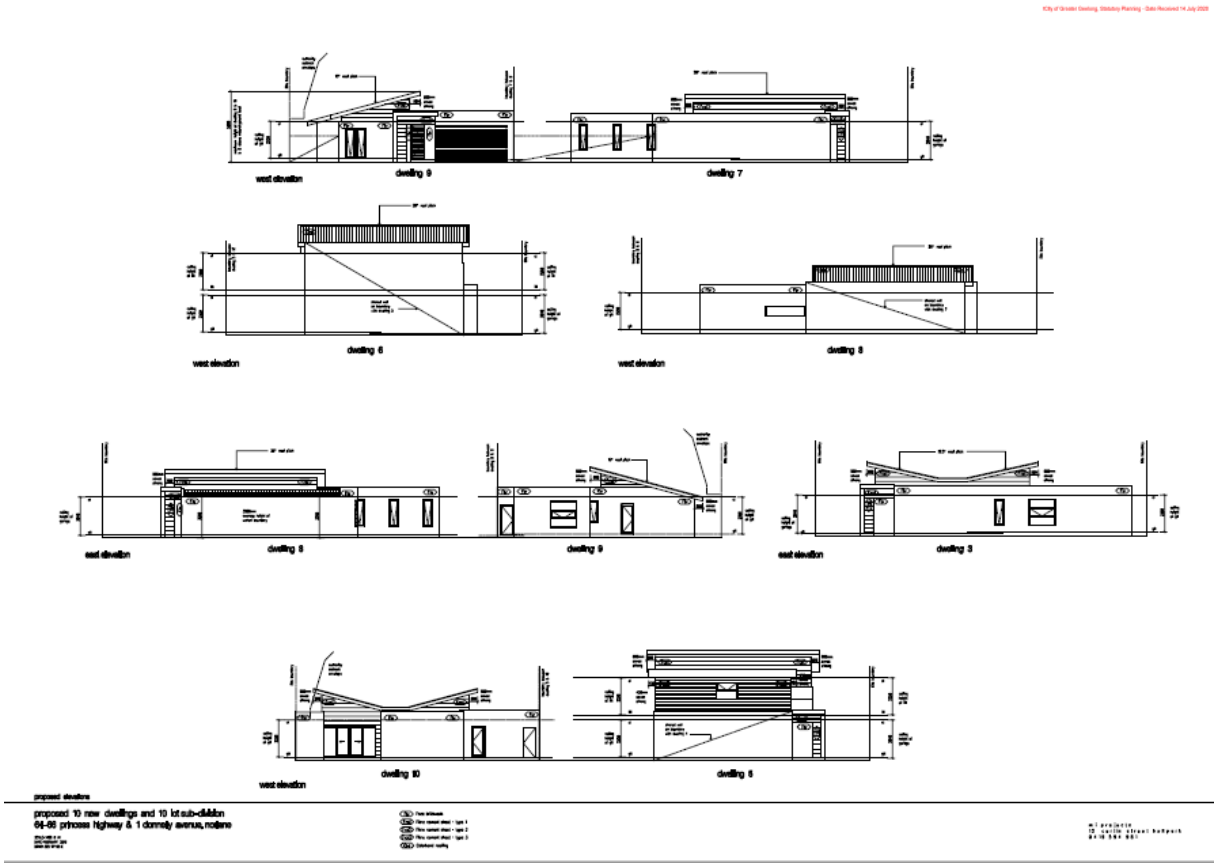
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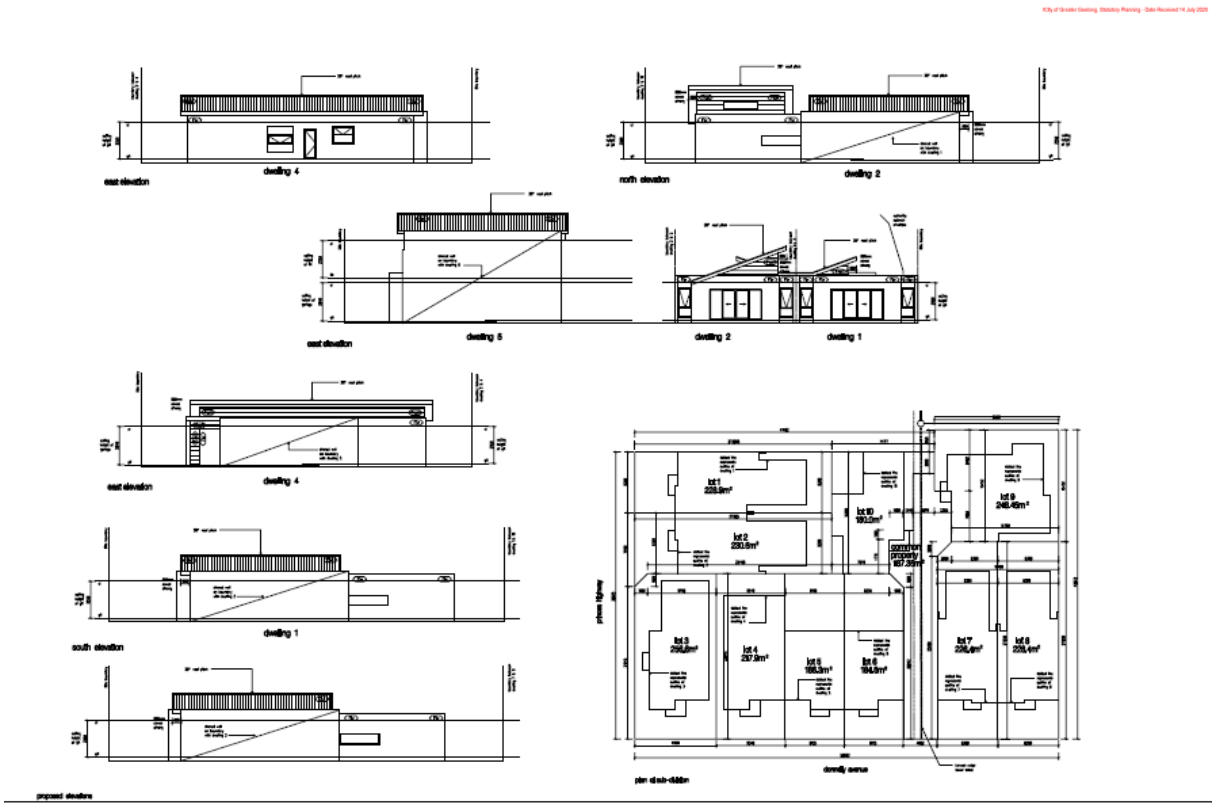





dwelling 1
dwelling 2
dwelling 3
west elevation princes highway (without street trees)
dwelling 1
dwelling 2
dwelling 3
dwelling 3
dwelling 4
dwelling 5
dwelling 6
common property
dwelling 7
dwelling 8
south elevation donnely avenue
dwelling 3
dwelling 4
dwelling 5
dwelling 6
common property
dwelling 7
dwelling 8
south elevation donnely avenue (without street trees)
proposed elevations
proposed 10 new dwellings and 10 lot sub-division
64-66 princes highway & 1 donnely avenue, norlane


north elevation
dwelling 9
dwelling 10
dwelling 1
dwelling 8
dwelling 7
dwelling 6
dwelling 5
dwelling 4
dwelling 3
north elevation
dwelling 8
dwelling 10
east elevation
dwelling 2
dwelling 10
dwelling 9
south elevation
proposed elevations
proposed 10 new dwellings and 10 lot sub-division
64-66 princes highway & 1 donnely avenue, norlane


west elevation
dwelling 9
dwelling 7
dwelling 6
west elevation
dwelling 8
west elevation
dwelling 8
dwelling 9
east elevation
dwelling 3
west elevation
dwelling 10
dwelling 6
proposed elevations
proposed 10 new dwellings and 10 lot sub-division
64-66 princes highway & 1 donnelly avenue, nolane


east elevation
dwelling 4
north elevation
dwelling 2
east elevation
dwelling 5
dwelling 2
dwelling 1
east elevation
dwelling 4
south elevation
dwelling 1
princes highway
lot 1
lot 10
lot 2
lot 9
lot 3
lot 4
lot 5
lot 6
lot 7
lot 8
donnelly avenue
plan of sub-division
proposed elevations
proposed 10 new dwellings and 10 lot sub-division
64-66 princes highway & 1 donnelly avenue, nolane


9am shadow diagram
12pm shadow diagram
3pm shadow diagram
shadow diagrams
garden character site plan
dwelling 1
dwelling 2
dwelling 3
dwelling 4
dwelling 5
dwelling 6
dwelling 7
dwelling 8
dwelling 9
dwelling 10
proposed 10 new dwellings and 10 lot sub-division
64-66 princes highway & 1 donnely avenue, noble

3. MAKING AN ORDER IN RELATION TO DOGS IN PUBLIC PLACES ON LAND MANAGED BY BARWON COAST COMMITTEE OF MANAGEMENT INC.

Source:	**Planning, Design & Development – Animal Management**
Director:	**Gareth Smith**
Portfolio:	**Community Health, Wellbeing and Safety**

Purpose

1. To authorise the making of an Order that sets out the rules applying to dogs in public places on land managed by Barwon Coast Committee of Management Inc. (BCCM).

Background

2. In 2019, BCCM requested Council consider adopting proposed changes to the existing Orders. Council endorsed public exhibition of draft dog control orders (the Orders) at its 10 September 2019 Council meeting. The draft Orders aimed to simplify existing Orders and provide a balanced access arrangement for dog owners and non-dog owners.

3. At Council's 26 May 2020 Meeting, it resolved to note the findings of the community consultation process regarding draft Orders for BCCM land. Council also resolved to seek endorsement from BCCM of the amended draft Orders, noting Council's recommended changes from the exhibited Orders, in regards the Ocean Grove main beach (area D).

Key Matters

4. Since the May decision of Council, officers and Councillor representatives have engaged with BCCM to seek a shared position of both entities regarding finalisation of Orders.

5. The BBCM and the City support Orders that will include a one-year trial period of dog restrictions in Area D consistent with the May Council resolution. The proposed Orders for the BCCM land is included in this report as **Attachment 2** with corresponding map depicting the order as **Attachment 3.**

6. In addition to the one-year trial noted above, subsequent to the one year trial period it is also recommended the Council agrees in principle for a second trial period of Area D that includes the area being a prohibited dog free zone for 12 months.

7. Both one-year trials will be subject to BCCM and the City undertaking independent community engagement to obtain feedback on both trials.

8. The second year trial will be subject to a future decision of Council in late 2021 to amend the Orders to include prohibition of dogs from Area D for the second year trial period. This Council report will include the community engagement results of the year one trial.

9. The authorisation of the making of the order will complete the process of legitimising a dog control order on the BCCM land for a one-year trial period.

Cr Sullivan moved, Cr Mansfield seconded -

10. That Council:

10.1 Authorise the making of the Order under Section 26 of the Domestic Animals Act 1994, for a one-year trial period for the Ocean Grove main beach (Area D);

10.2 Delegate the Manager of Health and Local Laws the authority to carry out the required statutory advertising in the making of the Order by Council; and

10.3 Support in principle to trial prohibition of dogs on the Ocean Grove main beach (Area D) for a one-year period from late 2021 to 2022, subject to a future resolution of Council.

Carried.

Attachment 1

Financial Implications

1. There are no financial implications associated with respect to authorisation of the making of this Order by Council.

Community Engagement

2. An additional round of community engagement is planned to occur during both one year trial periods, to evaluate the success and acceptance of the Orders for the Ocean Grove main beach area only.

Social Equity Considerations

3. All matters relating to Social Equity were considered in the May report that noted the feedback from the community engagement process. The aim of the order is to provide appropriate access to the coast for the entire community including a balance between those with dogs and those seeking access without dogs.

4. By approving the amended proposed Orders, Barwon Coast and the City will deliver safe and accessible public spaces for all to use and aim to reduce the number of dog-related incidents.

Policy/Legal/Statutory Implications

5. In order for the subject dog control orders to have legal effect, Council, after agreeing to adopt the proposed orders and enter into an agreement with Barwon Coast, is now required under Section 26 (2) to formally authorise the 'making' of such Orders.

Alignment to Council Plan

6. Improved Health and Safety of our Community:
   - 6.1 Providing safer public places;
   - 6.2 Encouraging responsible pet ownership; and
   - 6.3 Promoting active living.

7. Informed Social Infrastructure and Planning:
   - 7.1 Provide more quality spaces that support active lifestyles.

8. More Inclusive and Diverse Community:
   - 8.1 Supporting activities that improve social connections in or community; and
   - 8.2 Further developing programs that support older people and young people in our community

Conflict of Interest

9. There is no conflict of interest with respect to any officer in the preparation of this report.

Risk Assessment

10. By implementing enforceable Orders on the subject land, Council has the opportunity to improve risk and safety outcomes for its residents who use that space.

Environmental Implications

11. There are no environmental implications associated with this report. The proposed Orders consider environmental values of the Barwon Coast managed lands and where appropriate includes access restrictions to protect areas of environmental significance. This is one of the key objectives of the proposed Orders.

COUNCIL ORDER MADE UNDER SECTION 26 OF THE DOMESTIC ANIMALS ACT 1994

At its meeting on , 2020 the City of Greater Geelong Council resolved to make the following Order pursuant to section 26(2) of the ***Domestic Animals Act* 1994**.

1. Application of orders

This order applies to the Barwon Coast Committee of Management area.

2. Definitions

In this Order:

Area A; 40W – 36W (13th Beach)	refers to the beach running between beach marker 40W and 36W, south of Thirteeth Beach Rd, and to the low-water mark.
Area B; 36W – 34W (East of 13th Beach horse zone)	refers to the beach running between beach marker 36W and 34W, south of Thirteeth Beach Rd, and to the low-water mark.
Area C; 27W – 15W west (West and east bank of the Barwon River, Ocean Grove spit and Ocean Grove beach)	refers to: the beach running along the west bank of the Barwon River's mouth, south of beach marker 24W (Ozone Rd) to beach marker 27W, and east to the low-water mark; the beach area running along the east bank of the Barwon River mouth, south of beach marker 21W, to the spit, and west to the low-water mark; the beach from the spit to the west-end of the Ocean Grove Main Beach (between beach marker 15W and 16W, called 15W west) and south to the low-water mark.
Area D; 15W west – 13W (Ocean Grove Main Beach)	refers to the beach running between beach marker 15W west and 13W, south of the Prominade and down to the low-water mark.
Area E; 8W – 7W (Collendina Beach)	refers to the beach running between 8W and 7W, south to the low-water mark.
Off-Leash Supervised Area	means an area (including an area at or between specified times and on or between specified dates) described as such in the Schedule.
On-Leash Controlled Area	means any area (including an area at or between specified times and on or between specified dates) described as such in the Schedule.
Prohibited Area	means an area (including an area on or between specified times and on or between specified dates) described as such in the Schedule.
Owner	has the same meaning as in the ***Domestic Animals Act* 1994**.

3. Owner obligations within an On-Leash Controlled Area

(1) The Owner of any dog must keep the dog under effective control by means of a chain, cord or leash (not exceeding 2 metres in length) held by the Owner and attached to the dog while the dog is in an On-Leash Controlled Area.

4. Owner obligations within an Off-Leash Supervised Area

(1) A dog may be exercised off a chain, cord or leash in an Off-Leash Supervised Area if:
   (a) the Owner has a leash in their possession and places their dog back on the leash when leaving the Off-Leash Supervised Area;
   (b) the Owner is able to demonstrate audible control of the dog;
   (c) the dog remains in visual and audible range of its Owner to allow it to be effectively recalled at any time;
   (d) The Owner applies necessary recall and restraint to the dog when the dog interacts with other dogs or persons within an Off-Leash Supervised Area, unless permitted otherwise by the Owner of the other dog(s) or the person(s) to enable the safe socialisation of dogs.
   (e) Dogs do not enter water habitats that contain wildlife or beach nesting birds, or chase wildlife in these areas;
   (f) Dogs which are attracted to the motion of wheels are controlled at all times; and
   (g) the Owner has means to pick up and appropriately dispose of dog droppings in an approved receptacle.

(2) Dogs that are aggressive to people or other dogs, behave in an anti-social manner must be muzzled and are not permitted to be off-leash.

(3) Dogs that are over-excitable and provide unwanted attention towards people, wildlife or other animals should be kept on-leash.

(4) Dogs declared menacing, dangerous, or a restricted breed are not permitted to be off-leash.

5. Prohibited Areas

(1) A dog must not enter or remain in any Prohibited Area.

(2) The prohibition under sub-clause (1) applies in a Prohibited Area regardless of whether or not the dog is on a chain, cord or leash.

SCHEDULE

1. On-Leash Controlled Areas

The following areas are On-Leash Controlled Areas:

AREA	TIME
Area A	When horses are present in horse zone
Area B	Between Dec 1 – April 30 from 7pm – 9am
Area C	Between Dec 1 – April 30 from 7pm – 9am
Area D	May 1 – November 30
Area E	75m either side of the Collendina 7W beach access point
In-land shared trails and paths throughout the Barwon Coast Committee of Management catchment area.	Always
Caravan Park – transit only	Always
Within 10 metres of a barbeque area.	Always
Carparks	Always

2. Off-Leash Supervised Areas

The following areas are Off-Leash Supervised Areas:

AREA	TIME
Area A	When horses are not present in horse zone
Area B	May 1 – November 30
Area C	May 1 – November 30
Area E	Remainder of zone beyond 75m either side of Collendina 7W beach access point
34W – 30W to low-water mark	Always
13W – 8W to low-water mark	Always

3. Prohibited Areas

AREA	TIME
42W – 40W to low-water mark	Always
30W – 27W to low-water mark	Always
21W – 22W to low-water mark	Always
Area B	Between Dec 1 – April 30 from 9am – 7pm
Area C	Between Dec 1 – April 30 from 9am – 7pm
Area D	Between Dec 1 – April 30

ATTACHMENT 3



Key Description

OFF LEASH – Under supervised, year round

ON LEASH – Area A conditional in the presence of horses, off leash all other times. Area E: 75m either side of beach access point, off leash remainder of zone

PROHIBITED – Year round

SEASONAL 1 – On leash 7pm – 9am, Dec 1 – April 30, Prohibited 9am – 7pm, Dec 1 – April 30; Off leash May 1 – November 30

SEASONAL 2 – Prohibited Dec 1 – April 30, On leash May 1 – November 30

4. PLANNING COMMITTEE REVIEW

Source:	**Planning, Design & Development – Statutory Planning**
Director:	**Gareth Smith**
Portfolio:	**Planning**

Purpose

1. For Council to note the review of the Planning Committee performance over the past 12 months and endorse minor amendments to its terms of reference.

Background

2. At its meeting on 9 July 2019 Council resolved to revise the terms of reference for the Planning Committee and to remove the Development Hearings Panel (DHP) special committee. Further, a review was to be undertaken 12 months from this decision to consider the effectiveness of the revised terms of the Planning Committee. Council also noted that an appropriate internal protocol would be established by management to provide effective oversight of officer recommendations for refusal.

Key Matters

3. In the last 12 months, Council has heard 7 applications via the Planning Committee (**Attachment 4**). This is compared to 14 applications in the previous 12 month period.

4. There has been general support from the development sector for the removal of the DHP that had previously reviewed applications considered for refusal and/or 6 or more objections. It has been acknowledged the revised structure has contributed to the improvement in the timeframes and consistency with assessing applications.

5. Other benefits have included reduced time and costs by applicants, objectors and the City by having less forums to attend in the assessment of applications with the removal of the DHP.

6. To further improve clarity of the Planning Committee terms of reference the following amendments are recommended for inclusion:

    6.1 The term “submissions” into the trigger for councillors to ‘call in’ planning permit applications with 6 or more objections or application for refusal. This allows submissions to informal advertising of applications to be considered;

    6.2 Updating definitions, including adding Planning Register;

    6.3 Include an alternate hearing process for Planning Committee meetings, as required for remote meetings;

    6.4 Update the information to provide to Councillors including the planning register and the list of applications to be reviewed by the Decision Making Committee; and

    6.5 When calling in an application to the Planning Committee, a Councillor must give a reason for doing so.

7. An internal Decision Making Committee has been established to provide oversite of officer recommendations involving a refusal and/or 6 or more objections since the removal of the Development Hearings Panel.

8. This committee meets weekly and has considered 52 applications in the last 12 months.

Cr Sullivan moved, Cr Mason seconded -

9. That Council endorse the revised terms of reference for the Planning Committee (Attachment 3).

Carried.

Attachment 1

Financial Implications

1. There are no financial implications with the proposed amendments to the Planning Committee terms of reference.

2. The new Planning Committee structure has improved the efficiency of decision making for applications with 6 or more objections or considered for refusal. This has allowed greater time for the City's statutory planners to consider and process applications.

3. The new structure also provides financial benefits to applicants and all parties involved in the planning process with less applications considered by the Planning Committee or former Development Hearing Panel.

Community Engagement

4. The Planning Committee is considered to be a positive means to engage the community in the planning process for significant applications. The planning officer provides a summary of their report and answers questions on the night. Objectors/submitters can express their concerns about the planning permit application being heard to Councillors prior to a decision being made. Applicants can also articulate the benefits of their proposals and answer any questions.

Social Equity Considerations

5. Retaining the Planning Committee and allowing all Councillors the option to call in applications with 6 or more objections/submissions or for refusal, will provide a public forum for applicants and objectors/submitters to be equally heard.

Policy/Legal/Statutory Implications

6. There are no policy or legal implications.

Alignment to Council Plan

7. The Planning Committee aligns with Council Plan 2018-2022 priorities relating to organisational leadership, strategy and governance.

Conflict of Interest

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

Risk Assessment

9. The further modifications seek to clarify the terms of reference and will minimise any risk of misinterpretation particularly in relation to Councillor 'call ins' and the role of the Planning Committee.

10. The internal Decision Making Committee will be continued by management to monitor applications for refusal and with more than 6 objections.

Environmental Implications

11. There are no relevant environmental implications.

Attachment 2

Discussion

Planning Committee

1. The Planning Committee considered seven planning permit applications in the 12 months from July 2019 to June 2020 (**Attachment 4**). All the applications considered by the Planning Committee during this period had six or more objections or were recommended for refusal. This equates to 0.4% of the total applications determined by the City.

2. It is recommended to make some minor modifications to the Planning Committee terms of reference (Attachment 3) to include:

   2.1 To include the word “submissions” into the trigger for councillors to “call in” planning permit applications with 6 or more objections or applications for refusal.

   The inclusion of the word ‘submissions’ allows Councillors the ability to “call in” applications where formal objections cannot be received (as the application cannot be advertised).

   2.2 Updating the definitions by including Planning Register.

   2.3 Include an alternate process for Planning Committee meetings to be held remotely where required.

   The alternate process included in the terms of reference is the process we are currently following during COVID-19.

   2.4 Update the information provided to Councillors.

   This has been updated to include providing Councillors with the fortnightly planning register of all new applications lodged, including any requests to amend planning permits.

   Each week Councillors will also be provided with a list of applications to be reviewed by the Decision Making Committee that week. This will give Councillors an opportunity to ‘call in’ an application before a decision is made.

   2.5 When requesting to call in an application to the Planning Committee, Councillors need to provide their reason for calling it in. This information will be recorded in the Councillor call in register.

   This process is already being followed. The terms of reference need to be updated to reflect this.

Decision Making Committee

3. Management established an appropriate internal protocol to provide effective oversight of application refusals. This has been achieved through establishing an internal Decision Making Committee (DMC). The DMC consists of four staff members, namely the Manager City Development, Coordinator Statutory Planning and Team Leaders Statutory Planning.

4. DMC meetings are held weekly. In the 12 months from July 2019 to June 2020, 52 applications were reviewed by the DMC. All of the applications reviewed by the DMC during this period had six or more objections or were recommended for refusal. This equates to 2.8% of the total applications determined by the City.

5. Where an application has 6 or more objections or recommended for refusal, the application is listed on a DMC agenda on the Monday before the scheduled Thursday meeting. This agenda is sent to all Councillors on Monday morning giving them an opportunity to “call in” an application from the DMC meeting to a Planning Committee meeting.

6. At the DMC meeting, the planning officer presents their report and recommendation to the panel of officers. They then review the recommendation and decide whether or not they support the officer recommendation and whether conditions/grounds need to be reviewed.

7. The DMC is an internal officer process to ensure rigour and consistency is applied to the delegated decisions of more complex planning applications. This process is not open to the public.

8. The change in process from DHP to the internal DMC has been accepted by the majority of participants in the planning permit process with applicants and developers supportive of this more streamlined process.

Attachment 3

THE CITY OF
GREATER GEELONG

PLANNING COMMITTEE

TERMS OF REFERENCE

VERSION: 07

Approval Date	1 September 2020
Approved by	Council
Review Date	24 October 2021
Responsible Officer	Director, Planning, Design and Development
Authorising Officer	Chief Executive Officer

CITY OF GREATER GEELONG

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PLANNING COMMITTEE TERMS OF REFERENCE

1. BACKGROUND

1.1 By this Terms of Reference document, the Greater Geelong City Council (Council) establishes the Planning Committee (Committee) as a delegated committee pursuant to section 63 of the Local Government Act 2020 (LGA). The Committee is established to consider and decide planning permit applications which have been called in by a Councillor

1.2 The Committee has the powers, duties and functions of Council as set out in these Terms of Reference and its Instrument of Delegation. These Terms of Reference set out the structure and basis on which the Committee can make decisions for and on behalf of Council.

1.3 These Terms of Reference are authorised by a resolution of Council passed on 1 September 2020

2. DEFINITIONS

Call In:

2.1 The process of initiating a Council intervention in the consideration of a planning permit application through referral of the planning permit application to the Planning Committee.

Application of Interest**:**

2.2 The data base distributed by the Manager City Development on a fortnightly basis that provides all Councillors with a list of planning applications of interest, which could include those that:

2.2.1 raise an issue of significant public interest, opportunity, concern or controversy, or are likely to do so; or

2.2.2 have given rise to substantial public objection or appear likely to do so; or

2.2.3 Councillors have made enquiries on a particular application.

Planning register

2.3 A list of all new planning permit applications, including requests to amend planning permits, received for that fortnight.

3. PURPOSE

The Committee is established for the purpose of:

3.1 Considering and determining planning permit applications which have been called in by a Councillor under the Committee terms of reference.

4. OBJECTIVES

The objective of the Committee are:

4.1 to broadly represent and involve the community in Council's decision-making processes.

5. ROLES AND RESPONSIBILITY

The role of the Committee is:

5.1 to exercise Council's powers and carry out Council's duties and functions, in accordance with these Terms of Reference and as permitted by the Instrument of Delegation, for planning matters.

6 DELEGATION OF POWERS, DUTIES AND FUNCTIONS

6.1 In order to fulfil and carry out its purposes and objectives Council has delegated to the Committee, pursuant to section 63 of the LGA, the powers, duties and functions set out in the Instrument of Delegation made by Council on [insert date and resolution number] and attached to these Terms of Reference.

6.2 The powers, duties and functions of Council conferred on the Committee by these Terms of Reference and Instrument of Delegation must be exercised in accordance with any guidelines or policies that council may from time to time adopt.

7 MEMBERSHIP

7.1 The Committee shall consist of all Councillors.

7.2 Council Officers who attend the meetings of the Committee are to provide advice and support to the Committee and are not considered Committee members and do not have voting rights.

7.3 Each member of the Committee has and may exercise one equal vote on any question before the Committee for determination.

7.4 The Chairperson is to be appointed annually by Council.

MEETINGS

7.5 Unless Council resolves otherwise, Committee meetings must be conducted in accordance with:

7.5.1 Council's Governance Rules;

7.5.2 Part 3, Division 2 of the LGA; and

7.5.3 the Committee's discretion, as exercised from time to time.

7.6 The Committee will meet on a monthly basis as agreed by the Committee from time to time.

7.7 A quorum of the Committee will be half of the members plus one.

7.8 Voting will be by a majority of votes by a show of hands. Only members in attendance are entitled to vote. The Chairperson shall have the casting vote in the event of an equality of votes.

7.9 The process for submitters to be heard by the Committee:

7.9.1 The officer to present the report;

7.9.2 the objectors/submitters to present submissions. A three minute time limit applies to each person addressing the meeting;

7.9.3 the applicant to present a submission. A ten minute time limit applies to the applicant addressing the meeting; and

7.9.4 at the discretion of the Chairperson, the applicant may be permitted to make points of clarification. A three minute time limit applies.

7.10 When required, an alternate process for submitters to be heard by the Committee when meetings are held remotely:

7.10.1 Objectors/submitters that would like to make a further submission to the Planning Committee can do so by emailing their submission by the close of business 3 days before the meeting.

7.10.2 Applicants will be provided a copy of any further submissions to the Planning Committee that are received. Applicants have until the close of business the day before the meeting to respond to the submissions.

7.10.3 Any submissions and responses will be considered by the Planning Committee along with the Officer's report

7.10.4 Sub committees may be appointed by the Committee and meet between general meetings and as authorised by the full Committee. Sub committees do not have any delegated powers.

8 SECRETARIAT

8.1 The Co-ordinator Mayor & Councillor Support is responsible for convening meetings in consultation with the Manager City Development and ensuring a quorum of Councillors is achieved.

8.2 The Manager City Development is responsible for preparing and delivering the meeting agenda, ensuring planning officer attendance and providing advice at meetings, recording of minutes and implementation of decisions of the Committee.

9 INFORMATION TO COUNCILLORS

9.1 On a fortnightly basis the Manager City Development will furnish all Councillors with a list of planning applications of interest and the planning register.

9.2 On a weekly basis the Manager City Development will furnish all Councillors with a list of applications to be reviewed by the Decision Making Committee that week. The list will include the officers recommendation for planning applications with 6 or more objections/submissions or applications for refusal.

10 CALLING IN APPLICATIONS TO THE PLANNING COMMITTEE

10.1 A Councillor may only request to call in planning permit applications which have 6 or more objections/submissions lodged or applications for refusal.

10.2 The process for a Councillor to call-in a matter to be heard by the Committee is as follows (see flow chart in Attachment):

10.2.1 Councillors requesting call in notify of intention to call in an application and the reasons for doing so. This information will be recorded in the register for call ins.

10.2.2 A minimum of two ward Councillors and the Committee Chairperson are all required to agree to a call in, or the Mayor where the Committee Chairperson is one of the two ward Councillors requesting a call in.

10.2.3 Committee chairperson advises Manager City Development.

10.2.4 Officers will contact applicants and objectors to notify them of the meeting and details.

11 REPORTING

11.1 The Manager City Development is responsible for taking proper minutes of all meetings and preparing reports for the Committee's consideration in accordance with:

11.1.1 Council’s Governance Rules;

11.1.2 Part 3, Division 2 of the LGA; and

11.1.3 the Committee’s discretion, as exercised from time to time.

11.2 Minutes of all Committee meetings will be published on the Geelong Australia website and must be forwarded to Council's Governance Services as soon as practicable after adoption by the Committee.

11.3 The Manager City Development must prepare and present to Council a report of the Planning Committee's activities at least once per year.

12 CREATION AND DISSOLUTION

12.1 By these Terms of Reference the:

12.1.1 Committee is established; and

12.1.2 powers, duties and functions of the Committee, as set out in the Instrument of Delegation, are delegated.

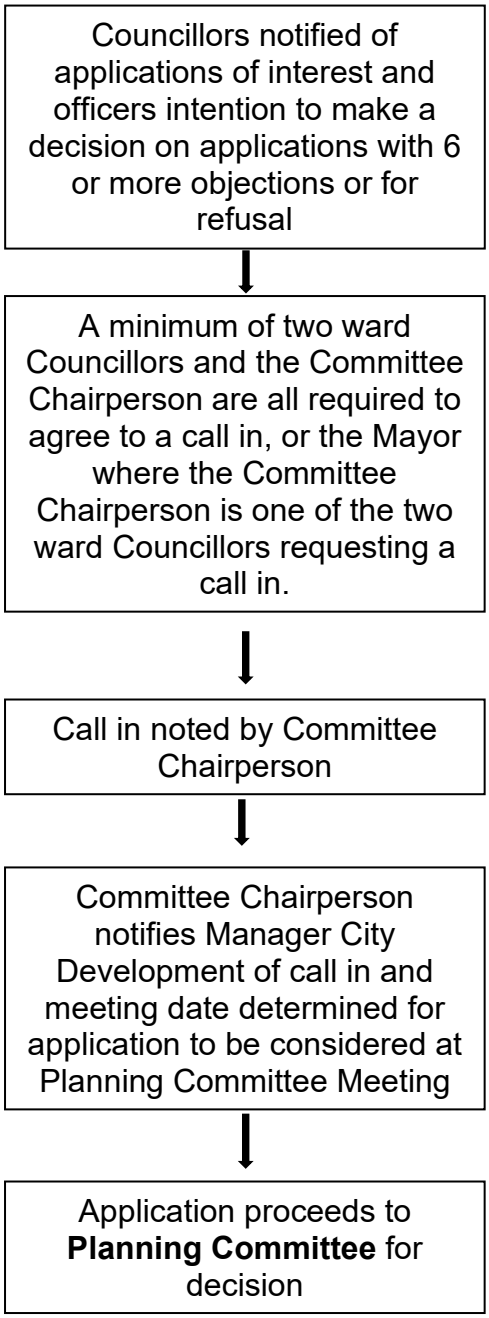
12.2 These Terms of Reference and the Instrument of Delegation:

12.2.1 come into force immediately upon the resolution of Council; and

12.2.2 remain in force until Council determines to vary or revoke both or either of them.

12.3 The Committee must be dissolved by a resolution of Council.

Call in process



Attachment 4

Planning Committee decision 2019/2020

App Number	Location	Application Type	Decision Date	No. of Days	Officer Recommendation	Decision	Authority Description	VCAT
PP-1139-2019	1A Grandview Parade, BARWON HEADS VIC 3227	Internal Alterations to an Existing Dwelling and Construction of a Second Dwelling	27/4/2020	169	NOD	Refusal to Grant a Planning Permit	Planning Committee	Awaiting hearing/decision
PP-1396-2018	98 Marshalltown Road, GROVEDALE VIC 3216	Construction of Forty Two (42) Dwellings (including Thirty Five Double Storey and Seven Single Storey) and a Staged Forty Two (42) Lot Subdivision	24/1/2020	121	NOD	Refusal to Grant a Planning Permit	Planning Committee	Permit refused
PP-184-2019	89 The Avenue, OCEAN GROVE VIC 3226	Construction of Twenty-three (23) Dwellings, and Twenty-three (23) Lot Subdivision	13/12/2019	182	NOD	Refusal to Grant a Planning Permit	Planning Committee	Awaiting decision
PP-243-2018	48-58 Station Lake Road, LARA VIC 3212	Development of seventeen (17) double storey dwellings and one (1) single storey dwelling and works in a Road Zone	29/6/2020	81	NOD	Refusal to Grant a Planning Permit	Planning Committee	Awaiting hearing/decision
PP-441-2018	713-729 Portarlington Road, LEOPOLD VIC 3224	Works to remove rocks at the entrance of an artificial water body to Corio Bay	28/10/2019	549	Refusal	NOD	Planning Committee	
PP-623-2019	135 Fitzroy Street, GEELONG VIC 3220	Partial Demolition, Construction of Forty (40) Dwellings including Seven (7) Apartments, and a Multi-lot Subdivision	27/4/2020	57	NOD	NOD	Planning Committee	
PP-471-2019	9-13 Manzeene Avenue, LARA VIC 3212	Buildings and works associated with the construction of 89 dwellings	29/5/2020	186	NOD	Refusal to Grant a Planning Permit	Planning Committee	Awaiting hearing/decision

5. RESTRICTING VEHICLES IN LITTLE MALOP – ALTERNATIVE ACCESS OPTIONS

Source:	**Economy, Investment & Attraction – Central Geelong & Waterfront**
Acting Director:	**Brett Ince**
Portfolio:	**Central and Civic Geelong**

Purpose

1. To present the findings from further consultation with key stakeholders and the community relating to vehicle access from Moorabool Street to Little Malop Street (between Moorabool Street and Shorts Place) and to seek Council's endorsement of changes to the endorsed proposal to restrict vehicles in Little Malop Street (between Dennys Place and Moorabool Street).

Background

2. At its meeting on 10 March 2020, Council endorsed the amended proposal to vehicle access restrictions in Little Malop Street (between Dennys Place and Moorabool Street) restricting public vehicle access between 10:00am and 4:00am the following morning. Council also requested that a report be presented by 30 June 2020 which detailed options to allow access to Little Malop Street and Shorts Place from Moorabool Street.

3. Access options were then considered in a report presented to Council on 30 June 2020. At this meeting, Council requested that further consultation be undertaken with key stakeholders and the community regarding the provision of vehicle access from Moorabool Street to Little Malop Street (between Moorabool Street and Shorts Place) to determine if a balance can be struck between the competing priorities including access, sense of place and pedestrian safety.

Key Matters

4. Consultation with the community and key stakeholders occurred between 12 August and 31 August 2020 through the 'Have Your Say' portal on Council's website. An engagement findings report summarises the results and views on the provision of access from Moorabool Street – refer to **Attachment 3 (Engagement Findings Report).**

5. A further independent traffic engineering report has also been provided to assess the options available to implement the provision of vehicle access from Moorabool Street to Little Malop Street - refer to **Attachment 4 (Traffic Engineering Assessment).**

6. The changes to the endorsed proposal recommend restricting vehicle access in Little Malop Street (between Dennys Place and Moorabool Street) between 4.00pm and 4.00am the following morning, allowing vehicle access between 4:00am and 4:00pm on any given day on an initial trial basis only for 12 months. This recommendation does not change vehicle access from Moorabool Street – refer to **Attachment 2 (Changes to Endorsed Proposal – Concept Drawing).**

7. The changes to the endorsed proposal, to determine if a balance can be struck between the competing priorities including access, sense of place and pedestrian safety are also supported by device counting data.

8. Final approval of all options presented in this report, including the recommended trial, require statutory approval by the Department of Transport (DOT).

Cr Murrihy moved, Cr Sullivan seconded -

9. **That Council:**

9.1 Note the findings of the Restricting Vehicles in Little Malop – Engagement Findings Report (Attachment 3) and the Traffic Engineering Assessment / Technical Review (Attachment 4);

9.2 Endorse changes to the vehicle access restrictions in Little Malop Street, previously endorsed by Council on 10 March 2020, which would seek to:

9.2.1 Restrict vehicle access in Little Malop Street (between Dennys Place and Moorabool Street) between 4:00pm and 4:00am the following morning, allowing vehicle access between 4:00am and 4:00pm on any given day; and

9.2.2 Allow the implementation of the vehicle access restrictions on an initial trial basis only for 12 months, starting from the date that the restrictions commence.

9.3 Submit the endorsed changes to vehicle access restrictions in Little Malop Street to the Department of Transport requesting final approval;

9.4 Receive a further report reviewing the trial and incorporating further consultation with the community and key stakeholders, no later than 12 months from the commencement of the trial and seeking a decision from Council on post-trial options for vehicle access restrictions in the area; and

9.5 Endorse an allocation of $95,000 in 2020-21 to complete the project.

Amendment

Cr Nelson moved, Cr Aitken seconded –

That the report be deferred.

Carried.

6. GEELONG CENTRAL BUSINESS DISTRICT ENGAGEMENT TASK FORCE – FINDINGS REPORT

Source:	**Economy, Investment & Attraction – Central Geelong & Waterfront**
Acting Director:	**Brett Ince**
Portfolio:	**Central and Civic Geelong**

Purpose

1. To present the Geelong Central Business District (CBD) Engagement Task Force – Findings Report **(Attachment 2)** and note the feedback and suggestions provided for consideration by the incoming Council with an option for ongoing engagement.

Background

2. At its meeting on 30 June 2020, Council resolved to call for nominations of prominent, experienced and respected business people in Geelong to form a CBD Engagement Task Force to provide feedback and suggestions on the following matters:

   2.1 Public transport servicing the CBD;

   2.2 On and off-street parking in the CBD;

   2.3 Central Geelong Marketing Committee & Levy; and

   2.4 Commercial rates.

3. Council noted that as the City endeavours to navigate through the current challenges and recover post COVID-19, it is extremely important we transition out of the pandemic environment with a healthy and active CBD.

4. The eligibility criteria for the Task Force required participants to own or operate a business in the 3220 postcode; and/or own a commercial property in the 3220 postcode; and, not to be a current member of the Central Geelong Marketing Committee. The process for nominations was co-ordinated through the City' Have Your Say online platform and promoted via a media release which generated press and radio news coverage, on City-operated social media channels and in City News.

5. Thirty-one eligible members were accepted onto the Task Force following a validation process based on the eligibility criteria.

Key Matters

6. Task Force members participated in independently facilitated workshops held on 19 and 20 August to provide feedback on the topic areas. Five fact sheets relating to the topic areas **(Attachments 3-7)** were sent prior to the workshops. A follow up briefing and questionnaire was conducted before finalising feedback and suggestions. There was also a commitment by many of the Task Force participants to be involved in future engagement.

7. The Geelong Central Business District (CBD) Engagement Task Force – Findings Report **(Attachment 2)** provides the detailed suggestions of options for Council to consider.

8. Should Council request for any suggestions to be explored or evaluated further, it is recommended that further community engagement take place with business people and property owners along with other community stakeholders, including residents, visitors, community groups and not-for-profit organisations.

Cr Aitken moved, Cr Sullivan seconded -

9. That Council:

9.1 Note the advice, feedback and suggestions from the Task Force contained in the Geelong CBD Engagement Task Force - Findings Report; and

9.2 Refer the report to the incoming Council for further consideration.

Carried.

Attachment 1

Financial Implications

1. The Geelong Central Business District (CBD) Engagement Task Force advice, feedback and suggestions have financial impacts on the City and will require further analysis relating to financial implications.

Community Engagement

2. The eligibility criteria for the Task Force required participants to own or operate a business in the 3220 postcode; and/or own a commercial property in the 3220 postcode; and, not to be a current member of the Central Geelong Marketing Committee. The nomination process was co-ordinated on the City's Have Your Say online platform

3. Thirty-one eligible members were accepted onto the Task Force following a validation process based on the eligibility criteria.

4. Should Council request for any suggestions to be explored or evaluated further, it is recommended that further community engagement take place with business people and property owners and with other community stakeholders, including residents, visitors, community groups, and not-for-profit organisations.

Social Equity Considerations

5. COVID-19 impacts all of our community with some segments impacted greater and the impacts are of a higher risk in health and/or financial terms. As Geelong navigates through the pandemic and plans its move towards recovery, it is important to support a healthy, active and thriving CBD.

6. Should Council request for any suggestions to be explored or evaluated further, social equity considerations will need to be assessed relating to specific initiatives.

Policy/Legal/Statutory Implications

7. The topic areas relate to several Strategies, Plans, Policies and Frameworks as outlined in the five fact sheets in **Attachments 3-7**. These include Revitalising Central Geelong Action Plan, Central Geelong Structure Plan, Urban Design Guidelines, Smart City Framework (under development), Draft Central Geelong Parking Strategy (under development), Commuter Car Parking Strategy (under development), Activity Centre Zone Planning Framework Review (under development), Draft Connection and Movement Plan (under development), Bus Services Review (led by Department of Transport), Network Operating Plan Review (led by Department of Transport), Central Geelong Marketing Strategic Plan, Central Geelong Marketing Annual Activities Plan and the City of Greater Geelong Budget and Rating Strategy.

8. Some feedback and suggestions can be considered and implemented by the City whereas other suggestions will require the City to take on an advocacy role as the responsibility sits with other levels of government.

Alignment to Council Plan

9. The advice, feedback and suggestions outlined in the Geelong CBD Engagement Task Force – Findings Report, align directly to the strategic priorities outlined in the Council Plan 2018-22 with regard to *'A Thriving and Sustainable Economy', 'Informed Social Infrastructure and Planning', 'Growing our Tourism and Events',* and *'Integrated Transport Connections'*.

Conflict of Interest

10. No officers involved in the preparation of this report have a direct or indirect interest in matters to which it relates.

Risk Assessment

11. COVID-19 presents many risks to the community and businesses. As the City navigates through the current challenges and toward a recovery post COVID-19, it is extremely important we transition out of the Pandemic environment with a healthy and active CBD.

12. A further risk assessment would be conducted should Council request for specific initiatives to be explored and evaluated further.

Environmental Implications

13. The advice, feedback and suggestions relating to the priority topic areas of public transport servicing the CBD and on and off-street parking in the CBD would require further assessment in relation to environmental implications, should Council request for specific initiatives to be explored and evaluated further.

Geelong CBD Engagement Task Force



Findings Report to Council

September 2020

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Context

As our nation passes the milestone of six months living with the coronavirus COVID-19, it is timely to review the economic and social impact it is having on our community.

The pandemic has had a significant effect on the community and the local economy of Geelong. Independent economic modelling indicates a potential drop in Geelong's GDP of up to 10%, with particular impacts on retail, hospitality, manufacturing and tourism. (SGS Economics, COVID-19 and summer bushfires: The economic impact on your suburb and pathways to recovery, 04/05/2020).

Device counts indicate that Geelong CBD foot traffic has fallen dramatically, and because the timeline for the easing of restrictions is unclear, there is no certainty when consumer confidence and business conditions might begin to improve. The potential for future waves of the virus, and the current lack of a vaccine, contribute to the sense of concern for business and community life.

As Geelong navigates through the pandemic and plans its move towards recovery, it is important to support a healthy, active and thriving CBD. Business people and commercial property owners are important stakeholders in the process of planning recovery initiatives. Their insights into how trade has fallen, and the levers that may assist in restoring confidence and vitality to the CBD, will be valuable sources of advice for the City of Greater Geelong as recovery plans are fine-tuned.



Assembling the Task Force

In response to the challenges of economic recovery, the City of Greater Geelong passed a notice of motion from Cr Eddy Kontelj on 30 June 2020 to form the Geelong Central Business District Engagement Task Force, comprising 31 respected business people and commercial property owners from Geelong. The Task Force was asked to provide advice, feedback and suggestions to help Council make decisions about future CBD investments and initiatives. A list of Task Force participants is included at Appendix A.

Process for gathering ideas

The participants of the Task Force were invited to participate in a collaborative online workshop custom-designed to elicit their feedback, advice and suggestions in four priority topics areas – on and off-street parking, public transport, commercial rates and the Central Geelong Marketing Committee and levy. Three workshops were run to maximise the time available for dialogue and interaction, and to accommodate the differing time commitments of each Task Force participant.

The workshops were supported by an independent facilitation team from Melbourne Leadership Group, experienced in running collaborative events, and with digital facilitation expertise to make online work more productive and engaging.

After the workshop, Task Force participants received a follow-up questionnaire designed to capture any undiscussed or newly emerging ideas. A final briefing session was held to allow participants to discuss the ideas captured through the process.

The outcomes of both the workshops, questionnaires and briefing sessions are included in this report.

Parking



1 Multideck parking

The most common suggestion to improve parking availability was for Council to fund or facilitate the construction of multideck car parks.

Task Force participants felt that multideck parking made better use of scarce and valuable land, and would free up on-street parking for drivers needing parking very close to their destination, for example elderly drivers or people with a disability. The use of both above ground and below ground options, and car stacker technology, would provide further capacity.

Participants suggested locating multideck parking sites based on parking demand data, to ensure a connection between demand for parking and the locations being offered, and to increase the accessibility of Geelong's CBD attractions. The concept of parking precincts was discussed, with the need for more parking close to the hospital, train stations, central shopping area, and the arts and library precinct. Consequently, specific sites suggested for multideck parking included Geelong Station, South Geelong Station, Kardinia Park, Civic Arts Precinct, Eastern Beach, and the redevelopment of an existing car park in Little Ryrie St.

Task Force participants suggested that the pricing of multideck parking could be structured to provide incentives for drivers not to use on-street parking, for example through the provision of weekly passes or early bird rates for city workers.

Ultimately Task Force participants envisaged a parking system where accessibility and availability was paramount – where drivers could quickly access Geelong's CBD and easily know where to park.

"Multi level parking on existing parking sites should be developed in stages that cause minimal disruption to existing car park numbers. The structure should be that it can be incorporated into commercial buildings once autonomous and driverless vehicles become more common place. The structure could also be made from engineered timber, effectively being able to be dismantled and recycled when not required."

Parking



2 First 30 minutes free

Many Task Force participants were welcoming of Council's initiative to provide free parking for 30 minutes in existing on-street car parking spaces, and supported the continuation of this initiative. It was regarded as a good way to encourage the turnover of car parking spaces on a frequent basis, and improve parking availability without the cost of constructing new spaces.

A specific suggestion canvassed by Task Force participants was for the first 30 minutes of metered parking to be free, and then for a $2.00 per hour parking fee to apply thereafter.

"Free parking seems to be working, would like to see it continue."

3 Free parking with purchase

The third most common suggestion from Task Force participants was the implementation of a refund system, possibly based on a coupon, which enabled drivers to park for free if they had made a purchase from a nearby business. Similar schemes exist at major shopping centres in other cities, whereby shopping receipt barcodes or special free parking vouchers are used by customers to receive parking discounts or free exit from car parks.

This suggestion would encourage shoppers to support local businesses when in the CBD, and does not require the construction of additional parking infrastructure to have an impact on local trade.

A related suggestion was for free parking coupons to be provided to hospital patients, visitors, and elderly residents of Greater Geelong, to enable them to easily park close to their destination.

"What about if use of these parks came with a discount for coffee or tea from a participating café in the CBD?"

Parking



4 Parking scheme overhaul

Task Force participants made a range of suggestions to overhaul the rules guiding Geelong's parking scheme. Ideas focussed on establishing clear parking zones, with differential parking time limits and rates that could be assigned based on the level of demand in each zone. Whilst some Task Force participants preferred greater consistency of parking times and costs, others thought each zone could be priced based on likely usage groups, for example, workers, shoppers or tourists. Times of lower demand could be cheaper or free.

By way of example, one Task Force participant proposed a three-zone model, with Zone A closest to the middle of the CBD permitting parking for 1 hour, then Zone B further out permitting parking for 2 hours, and finally a Zone C area with 3 hour parking. This was suggested as an easier way for drivers to understand and plan where to park.

Some clear principles also emerged to guide any revisions to the parking scheme:

- Clear signage to direct drivers to appropriate parking sites
- Consistent and clear parking pricing to avoid confusion
- Opening up of permit zones after business hours to increase availability
- Free parking rebates in certain areas

The application of parking fines was discussed, with some Task Force participants advocating a move away from what they saw as a severe enforcement approach, preferring more lenient warnings, particularly for visitors to Geelong. Some people preferred the cost of parking to increase slightly if it meant that parking fines could be reduced.

To inform decisions around parking options, many Task Force participants were supportive of Council publicly releasing the results of all previous parking studies and reviews. There was also support for any future research commissioned by Council being conducted by Geelong organisations, with local knowledge and lived experience, rather than academics from Melbourne.

"The CBD needs to be divided into zones and address or balance each of those zones needs. There are around six zones that may overlap in area: Waterfront, Arts Precinct, Deakin University, Medical/Hospital, Retail/ Entertainment, and Civic. At the moment fees are uniformly applied (apart from privately owned parks); there should be a lower charge for zones that require less demand/ turnover."

Parking



5 Park & Ride

A common theme in Task Force discussions was the concept of larger car parks being built outside the CBD, serviced by regular, free shuttle buses to ferry workers and shoppers into the centre of Geelong. Decentralised parking would take the pressure off the CBD and also help reduce traffic congestion in some parts of the city. Partnerships with large employers such as Deakin University were encouraged as a way to speed up the adoption of this mode of commuting into Geelong. Car-pooling incentives could also be explored as a further way to reduce congestion in the CBD.

Participants suggested examining what other cities have done and leveraging similar models. To make it work, the park and ride facilities would need to be cheaper than CBD parking, and the shuttle service clean, safe and efficient, ideally with more frequent services during high demand hours. If designed to a standard that professional workers could rely upon, it was envisaged they would prove popular.

"Hop on-hop off shuttle services to and from multi level off-street car parking should be provided. Encourage a 'cleaner-fewer cars' approach to inner city streets."

"The park and ride should come from several outlying areas such as Belmont and be a lot cheaper than parking."

6 Worker zones

A related concern was how to accommodate the need for long-term, all day parking in the CBD for city workers. Task Force participants were encouraging of ways to incentivise workers to use off-street parking or park and ride facilities located outside the CBD. There were some observations that the current supply of free parking is being occupied by CBD workers rather than shoppers, and by reinstating parking fees, those workers would be encouraged to seek parking elsewhere.

"All long term parking for CBD workers should be completely removed from CBD bays."

Parking



7 Private car parks

Several Task Force participants discussed the idea of council land being sold to encourage the development of private car parks. Grants to developers and planning regulation changes were also suggested as ways to deliver more private car parking spots. Alternative options, such as Council selling all of its car parks to a commercial operator, with capped parking levies and incentives to make it easier to get car parks, were also suggested.

There were also Task Force participants strongly opposed to for-profit operators taking over public parking.

"Create more off-street parking, potentially by selling off parking land with covenants to ensure minimum levels of publicly available paid parking."

8 Active transport

Parking conversations often drew the observation that solutions needed to include incentives to reduce car use. The exploration of more active transport options, including upgrading and separating cycling and walking tracks from parking were discussed, noting that cycling was more difficult from hillier suburbs such as Highton, Newtown or Wandana Heights.

The trend towards adoption of e-scooters was discussed as a viable alternative for people living close to the CBD, particularly if traffic lights on major roads could be adjusted to suit cyclists and pedestrians in busy periods. More ambitious proposals in this space included Council granting rights to a private operator to establish an e-scooter or e-bike hire system at parking sites for park and ride purposes, or Council subsidising interest-free loans for residents to buy e-scooters or e-bikes directly.

"The Geelong population is set to double in the following decade. A long term solution is required."

Parking



Other suggestions

A range of further options were floated for Council to consider:

- Banning trucks from the CBD
- Improving access for disabled parking
- Ensuring developers deliver on parking requirements in planning permits
- Creating more loading zones and 15 minute zones in high traffic areas to allow deliveries to traders to be received in a timely manner and ensure couriers do not occupy parking spots for shoppers
- Removing parking meters entirely, to bring the city into line with other successful shopping strips such as Werribee, Brighton and Oakleigh
- Smart solutions that prevent people from moving their cars every two hours and taking up spots that could be better used by shoppers
- Greater use of federal and state government infrastructure partnerships to deliver more parking

"In Singapore a car license is $58k. Mainly taxis on the road. No cars, no parking problems."

"We need cars to shop in the CBD, bit hard to carry a TV home from JB on your bike."

Public Transport



1 Trackless trams

The most common and popular suggestion amongst Task Force participants was the introduction of trackless trams or light rail to Geelong. Participants saw it as a fast, modern, environmentally friendly, and efficient way to bring people into the CBD from areas such as Belmont, Waurn Ponds, North Geelong, and the Bellarine – and create connections beyond the CBD into growing areas of Geelong.

Specific suggestions explored by Task Force participants included:

- Routes being tested and developed with the community in the form of a shuttle bus service in the short term, before investments in trams are made
- A two-axis connection to the CBD being proposed initially, with a north-south and an east-west route
- Trams stopping en-route to the city at multideck park and ride car parks
- Specific routes being developed to service high demand areas

There was an enthusiasm from many participants to explore trackless tram technology being used overseas, to avoid the need to reintroduce tram tracks to Geelong streets. A small number of participants, however, felt that there were other opportunities in the public transport space to more quickly make an impact on the CBD whilst waiting for this technology to be trialled in Australia.

"The trackless tram would be a revolution for environmentally friendly state of the art transport."

Public Transport

2 Move bus interchange out of Moorabool St

The location of bus stops in Moorabool St received a lot of attention during public transport discussions. Task Force participants had a very strong and clear preference to relocate the bus interchange to lessen the current impact on shop front areas for nearby businesses.

Task Force participants felt that moving bus stops would deliver a range of benefits:

- Enhance the appearance, desirability and safety of the entire street
- Improve the pedestrian experience for visitors and shoppers
- Enable shop fronts to flourish
- Enable alternative uses of valuable space for al-fresco dining or city events

Moving the bus interchange to be closer to the train station would enable the creation of an accessible transport hub, with adequate shelters for poor weather, better linking of buses to trains, and the opportunity to create a direct walkway, scooter path or shuttle bus route to the CBD.

An alternative, but less preferred solution, was directing different buses to terminate at different points of the CBD, to remove the congregation of buses in one street.

"Change the location of the Moorabool bus station. This was overwhelming in agreeance between forum members."

Public Transport



3 Better public transport services

Task Force participants felt that members of the public would be more likely to use public transport if services were shorter, more direct, and more frequent. There was a preference to move away from complicated routes towards more direct routes, that brought people quickly into the CBD. The need to have transport services focussed on bringing workers, students and shoppers from Geelong suburbs into Geelong CBD, and not just sending them to Melbourne, was emphasised.

Some participants felt that analytics could be used to create new routes that service demand more effectively, rather than sticking with traditional routes. Some of the newer developments outside the CBD could be analysed to see which areas were most in need of services. Improving connections between modes of transport and to all areas of the city was encouraged.

"If it's affordable, comfortable and reliable people will use it. I feel the current structure is not practical to people's needs."

4 Free city loop service

Many Task Force participants were in favour of a free service running around the CBD and connected to Geelong station and waterfront, to encourage tourists and enable commuters and shoppers to connect to other modes of transport and parking locations. Participants felt a free city loop would create a flow of people around the CBD and created the possibility of seamless travel experiences beyond the CBD.

Participants were looking for the city loop service to be sustainable, clean, frequent, and accessible, to enhance connection across shopping areas, business zones and the arts and waterfront precincts.

"Create a CBD loop service to remove the Geelong culture of needing to park out the front of the place/shop you are visiting. A hop on-hop off, free service."

Public Transport



5 Stronger role for Council

Another common view was a desire for Council to be more active in designing and advocating for better and more integrated public transport for the city. They saw a need for a complete transport plan with all modes well-linked together, and focussed on catering to Geelong's growing population. Tailoring transport plans to cater for crowds visiting for big events was also encouraged.

Enhancing the marketing and promotion of public transport, providing incentives for use, and changing Geelong's car-first culture were also areas where Task Force participants felt Council could have greater influence. Distributing clear route maps that connected modes of transport including bikes, shuttle services, buses, trams, trains, park and ride facilities, and car parks would be very user-friendly.

Working with government to fast-track ideas such as the Geelong Station master plan, which could enable a westerly connection into the CBD via Gordon Avenue, were encouraged.

"CoGG need to take the lead and follow the likes of Brisbane. Don't rely on the Department of Transport to solve the problems. CoGG have a part to play."

Public Transport



Other suggestions

A range of further options were floated for Council to consider:

- Establishing an Uber hub in the CBD, similar to taxi hubs
- Investigating driverless buses
- Making public transport free within 3 kilometres of the city centre
- More bike storage locations, and initiatives to make it easier to take bicycles on buses, to encourage more cycling
- Increasing the level of cleaning, sanitation and safety on buses to encourage greater patronage
- Promoting disability access and creating a safe system for independent travel
- Funding event-specific public transport
- Extending public transport to run later at night
- Specific initiatives focussed on Latrobe Terrace to connect Geelong West to the CBD for pedestrians and cyclists
- Encouraging access to the CBD for bicycles, scooters and pedestrians by travelling along the flatter river corridor

"The train and the pedestrian experience needs to be enhanced with sheltered walkways from the station to the arts precinct and Malop St."

Parking vs Public Transport

Balancing the need for different transport modes

There was an acknowledgement that public transport and parking solutions are intrinsically linked, however there were several divergent perspectives on the need for Council to balance parking initiatives with incentives for the greater uptake of public transport:

"Parking will be in high demand if it continues to be the most convenient, comfortable and affordable option. A multideck car park, or all day parking near Moorabool St with a free or cheap all-day shuttle would take the pressure off workers parking in the CBD. Developing car parks like the Civic, Haymarket or Little Malop St could give scope to underground parks while adding revenue from the construction of buildings to rent out or at the very minimum add to the rate pool."

"Parking is more important as the culture of the majority of Geelong residents is to drive into the CBD."

"Parking should take priority (particularly in a post-COVID environment) as it encourages visitors to the CBD to go at their own pace (as well as more retail shopping) and also due to personal security."

"Balancing is too simplistic, it requires a co-ordinated, planned approach with both these services working to complement each other. Ideally parking isn't an issue because our public transport is so effective."

"Make public transport the priority over cars."

"Slowly push people toward public transport with higher fee parking options for those willing to pay."

"Geelong residents still expect to park out the front of where they shop. Melbourne residents are more content to park a kilometre away and either walk in or take public transport. On street parking should be encouraged to be short term. Encourage the culture of parking further outside the CBD area. In Melbourne CBD the majority of people would rather take public transport into CBD than drive. It's a cultural thing."

Central Geelong Marketing Committee & Levy



1 Remove the levy

A very commonly supported view amongst Task Force participants was a desire to remove the Central Geelong Marketing Committee levy entirely. Most participants thought centralised marketing had merit, and generally supported the work of the committee, but felt it would be better funded by Council directly or through state government tourism initiatives.

Some Task Force participants felt that the impact of removing the levy all together would help many CBD businesses financially, and that local business owners would feel more positive towards the work the committee is doing if they weren't hit with paying the levy. It was pointed out that hospitality businesses, for example, receive much more benefit from the events funded by the levy than accounting firms, even though both paid the levy.

Some businesses also felt that CBD owners were indirectly funding events that benefited the entire region, and that therefore their contribution was disproportionate to the benefit they received.

"The levy should be abandoned."

"Make it paid for in the council budget rather than focus on city occupiers. The marketing events are for the benefit of Greater Geelong and any real return is in my eyes limited to particular businesses."

"There is a place for this committee but not ratepayer funded."

"The current marketing levy seems to favour some businesses and not others. I believe it should be scrapped."

Central Geelong Marketing Committee & Levy



2 Transparency of budget

A common view amongst Task Force participants was a desire for greater transparency of how the Central Geelong Marketing Committee operates. There was a desire for committee participants to reach out more to business owners, and for business owners to have a greater role shaping the types of events to be pursued.

One view with reasonable support was the desire for an events and marketing budget to be determined first, and the special levy to be based on that, rather than vice versa, where business promotional activity expands or contracts to fill the amount of levy funds collected.

Some participants also supported a model whereby the funds and programs were controlled solely by a collection of business owners, with no involvement from Council at all.

Finally, there were several participants who thought the spending of the committee should be externally benchmarked and return on investment (ROI) actively tracked and reported back to those who paid the levy. It was felt that businesses paying the levy would feel more positive about it if they could clearly see the ROI and benefits to their business.

"Be open and transparent. Preside over working committees and engage with a substantial number of CBD business owners, consult and market for all sectors of the CBD."

"Speak to traders after major events for feedback and any changes needed."

"I think there should be an open and transparent process of review and ROI for all events and planning should involve a wide cross-section of the community including CBD businesses."

Central Geelong Marketing Committee & Levy



3 Types of events

Task Force participants were supportive of it pursuing a range of styles of events. One-day events could encourage day trippers to visit Geelong, bringing newcomers to the Geelong CBD and enabling local producers of food and beverages to showcase their products. Multi-day events would attract overnight stays and also benefit accommodation providers, encouraging visitors to spend more time in the city. Finally, large-scale, iconic events would gain major media focus and attract interstate guests.

There was an enthusiasm to focus on distinctly Geelong experiences, rather than trying to copy things that Melbourne already does well. Highlighting the unique goods and services that Geelong produces provides a point of difference, and would encourage a diversity of visitors, benefiting a wide range of local businesses.

Task Force participants were also interested in leveraging event opportunities with corporate sponsors, or complementing existing events, such as Day on the Green, which could be promoted with transport opportunities back into the Geelong CBD, with benefits to hospitality and accommodation businesses.

"Go for events that corporate sponsors can assist in financing, for example busking festivals with record labels providing support."

"Events and festivals are great for small boosts. The CBD needs to stand out and have a unique offering. This could be for services but it should also be in its retail. High end artisan retail (jewellers, ceramic artists, hat makers, designers, shoe makers). People should want to fly in to Avalon and shop the weekend in Geelong. We need to have a Flinders Lane or Gertrude St. There should be no competition with the outlying retail - there should be a completely unique offering. The committee should be doing its utmost to attract and fill long term all those empty shops."

"Create large-scale city-wide events that attract both Geelong residents and tourists: one major event per quarter with a focus on the CBD."

Central Geelong Marketing Committee & Levy



4 Match events to contributors

There was a view amongst some Task Force participants that payment of the levy should be made optional, and the work of the committee tailored only to benefit those businesses who paid it.

Similarly, a broadening out of different types of events might benefit a greater range of contributing businesses. Discussion occurred around the observation that not all events need to be child-friendly, and some night-time centric events would benefit bars, nightclubs and similar hospitality businesses who pay the levy.

"The levy should only apply to outlets who benefit, like food and entertainment venues."

5 More contemporary promotional strategies

Discussion occurred about the way the committee promotes its events, with a strong view that more contemporary promotion was warranted, with a stronger focus on social media strategies and less on printed brochures. Spending on traditional media was seen as potentially a waste of money.

"We need to be engaging on social media and excite people about the CBD's offerings as the lockdown winds back. No more printed material… it's inefficient and poor for the environment and relies on people being in the CBD to start with."

"Rather than focussing on more events, use their time and funds to promote to the community the free parking, conveniences and positives of supporting central Geelong businesses."

Central Geelong Marketing Committee & Levy



Other suggestions

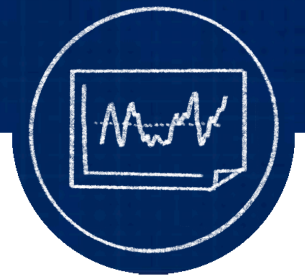
A range of further options were floated for Council to consider:

- Establishing the events calendar further in advance, to enable a longer lead-time for business coordination
- Spending more of the levy collected on research and targeting the events very specifically based on that evidence
- Council matching the funds provided by commercial ratepayers to provide a larger investment pool
- Tendering out the entire marketing committee operation to a private provider with expertise in event design and promotion
- Integrating all events with a transport plan, and locating more events in transport-friendly locations like Johnstone Park
- Greater promotion of Christmas in Geelong
- Keeping food trucks out of the CBD, or incorporating the levy so that food trucks also pay it
- Thinking bigger and using the work of the committee to brand Geelong more ambitiously

"Geelong CBD has an identity issue. It lacks ambience, a variety of shopping, and convenience. Perhaps give Geelong a theme of the Wool Capital of Australia, and take advantage of our heritage. Brand it the Milan of Australia. Focus on bringing back the wool industry to Geelong. It could become a tourist destination for Australians and overseas travellers."

"Stop spending on networking events for businesses in the area. There are other enterprises offering this. Concentrate on promoting to potential customers our offerings."

Commercial Rates



1 Lower rates than Wyndham

Of the many divergent suggestions put forward in response to the level of rates, the most common view to emerge was a simple desire for Greater Geelong's commercial rates to be lower than the City of Wyndham. It was felt that lower rates in Geelong would encourage businesses to set up here, and that Wyndham was a reasonable council for comparative purposes.

"Commercial and industrial rates in Geelong should be no higher than Wyndham."

"Reduce to an equivalent percentage rate as Wyndham."

"Commercial and industrial rates to be benchmarked and be lower than Wyndham."

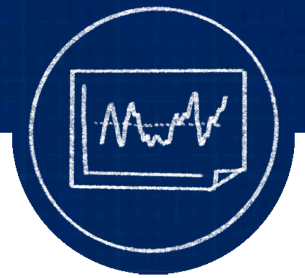
2 Competitive rates with other councils

Beyond the dominant view of a simple level playing field with Wyndham, some Task Force participants were also interested in a review of council rates that examined their competitiveness with other regional cities. The request to be benchmarked against other municipalities stemmed from a desire for business establishment to be competitive with other regions.

Ultimately Task Force participants felt that residents and businesses would have a more positive attitude towards Council and the paying of rates if the rates were fair and comparable to other councils.

"The future of retail is going to be very challenging in the next few years. With the threat of online purchases becoming much more popular, shopfronts will decline. Rate relief would help."

Commercial Rates



3 Vacancy taxes

There were some divergent views amongst Task Force participants on how to handle the issue of vacant land, vacant shops, and derelict buildings. Some participants supported a special tax to encourage the land holder to improve the site, whilst others favoured rate reductions to provide an incentive for new tenancies. There was strong encouragement to take action to get empty shops tenanted.

The community benefit generated from incentivising landlords to invest in improving rundown properties led to one Task Force participant suggesting that council might run rate relief programs targeted at micro-precincts or individual streets. For example, a row of rundown shops in one block might be given rate relief for six months if they agreed in return to spend those funds improving their shopfront and providing a more appealing street presence for shoppers and pedestrians. If Council was willing to provide some matching funds, businesses may be further willing to renovate and improve fit-outs and street appearances.

This idea was further examined with a discussion of the concept of business innovation districts, where capital investment in public spaces can encourage businesses in specific communities of interest to establish and thrive.

"The ability to offset payments for community service or providing community benefit would be good."

"Offer commercial ratepayers support and discounts upon their community engagement. For example, commercial tenants and owners should be encouraged to be community orientated and engaged to get a rate discount. Let them help our community."

4 Boundary review

A small number of Task Force participants felt that the geographical structure of the Council made the rate base challenging, with a feeling that Geelong ratepayers were subsidising the Bellarine. There was a perception that splitting the council into two would provide better value for the dollar for commercial ratepayers and be perceived as fairer on Geelong CBD businesses.

"Annex the Bellarine and lower the costs."

Commercial Rates



5 Referendum on Council services

Task Force participants suggested various forms of audits, reviews or even a public referendum on which Council services the community wants funded. There were views expressed that the range of services being provided may not all be wanted, that obsolete programs could be terminated, and that rates could be lowered by only running the services that residents need and want.

Linked to this suggestion was a desire for greater transparency of where Council is spending ratepayer funds, and another suggestion to review the efficiency with which Council spends funds on services. Some participants referenced models being used in the UK, which grant residents and businesses decision-making power on pools of funding for local services and improvements.

"I'd like greater transparency of spend in relation to the CBD rate pool. Business and property owners acknowledge that rates are necessary, but view all expenses as an ROI calculation. Give data around this and provide ROI along with fair rates compared to other LGAs and there will be little complaint."

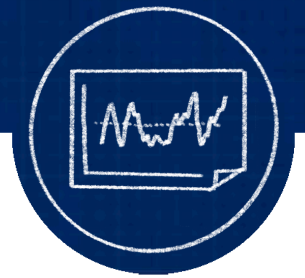
6 Waive al-fresco fees

There were some Task Force participants surprised at the way Council imposes fees on restaurants setting up al-fresco dining areas. If vibrant outdoor dining precincts are desirable, particularly in a COVID-safe economy, then al-fresco fees could be removed as an incentive for cafes and restaurants to establish more outdoor options.

There was also concern about the regular presence of food trucks (particularly those from outside Geelong), who don't pay rates and levies to Council, taking trade from established Geelong hospitality businesses. This further encouraged Task Force participants to urge Council to remove other levies that result in higher costs for commercial businesses.

"Halve rates, remove CA Levy, delete al-fresco fees, halve food registration."

Commercial Rates



7 Hardship policies

Conscious of the impact of the pandemic on retail trade, Task Force participants were supportive of the extension of a range of measures to temporarily support businesses during the economic downturn. There was not universal agreement on the type of support to be offered, rather there was agreement that some form of hardship policy was still required.

Suggestions ranged from continuing existing rate relief measures, to suspending rates entirely until the pandemic is over. Some participants supported pro-rata rate payments based upon the impact of the pandemic on business turnover. Another participant put forward the suggestion that where landlords waive 50% of the rent, Council should waive 50% of the rates. Finally, there was a view that given very few Central Geelong Marketing Committee events would occur in 2020, that waiving the levy would be a reasonable response from Council.

Participants also encouraged much stronger, clearer and more consistent communication from Council about its response to the pandemic and the hardship policies to be applied. Examples were cited of individual responses being given by Council staff to businesses about rates and services that were not consistent with Council's broader desire to be helpful and supportive during the economic downturn.

> *"A full or part waiver of rates depending on how affected the business has been. In Council correspondence it was suggested that rates need to go up to help with COVID assistance, which seems ridiculous when we are some of the most affected with a 95% downturn of trade. It was also stated that only 1% of commercial rate payers had asked for assistance. May I suggest this was probably more to do with process than need."*

Commercial Rates



Other suggestions

A range of further options were floated for Council to consider:

- Consistency of rate application
- Flat rates for all properties, regardless of size or wealth
- Increased rates in Geelong suburban shopping malls and lower rates in Geelong's CBD
- Different rates for priority investment areas
- Greater government help for the City of Greater Geelong specifically given its size, significance and rate base
- Engaging the community and businesses to co-design a new rating scheme and surveys to determine where rates should be spent
- Compensating specific commercial ratepayers for trade downturns caused by the Green Spine

"Instead of being a wealth-based tax model, a more equitable model for tenanted business would be a flat rate, or pro rata for size/value. The building value does not reflect the business value, and it is the business that pays the rates, not the landlord. The fees do not represent the consumption of services as they do in residential."



Conclusion

Task Force participants brought a strong passion to their discussions and a visible commitment to see their city succeed and thrive once the pandemic threats pass.

The suggestions made should be considered a menu of options for Council to explore and evaluate further with business people and commercial property owners, in consultation with other community stakeholders, including residents, community groups, and not-for-profit organisations.

The wealth of ideas and insights that Task Force participants have would prove valuable for future Council planning and consultation purposes. To this end, the vast majority of Task Force participants indicated a willingness to be involved in future workshops or briefings, and contribute their ideas and advice for the benefit of the city.

"I believe this initiative is the best thing Council has ever done. If we can work together as a team, amazing achievements will result. I would be more than happy to be part of that."

"Extend this task force to allow for proper debate rather than a survey."

"I think the openness of engaging and offering roles to the community onto committees and task forces is good."

Appendices



Task Force participants

Sharon Bromley, *Art Gusto*

Nick Clements, *Tract Consultants*

Bill Votsaris, *Batman Management Group*

Andrew Alexander, *Alexander ILP Lawyers & Advisors*

Neville Richards, *Geelong Residential & Commercial Property*

Wendy Maloney, *Piano Bar*

Patrick Richards, *Geelong Residential*

Jennifer Cromarty, *Committee for Geelong*

Darryn Lyons, *Homehouse Nightclub*

Amanda Rimmer, *Caruggi*

Richard Hill, *GHD*

Sebastian Loader, *Timezone*

Michael De Stefano, *Gartland*

Gillian Costa, *Cunningham Pier*

Cameron O'Keefe, *Centra*

David Summers, *Geelong Dive Centre*

George Ramia, *National Hotel*

Julie-Anne Hunter, *Huntercorp Investments*

Gareth Kent, *PRP Property Valuers*

Cameron Hamilton, *Hamilton Group*

Jason Doherty, *Lifeline Geelong*

John Fitzgibbon, *Cross Laminated Offsite Solution*

Andrew Clark, *Cremorne Hotel*

Tim Tanner, *Kermond's Hamburgers*

Nicholas Heath, *Pace Advertising*

David Browning, *A Spot For Joe*

Mark Oates, *Panache Café*

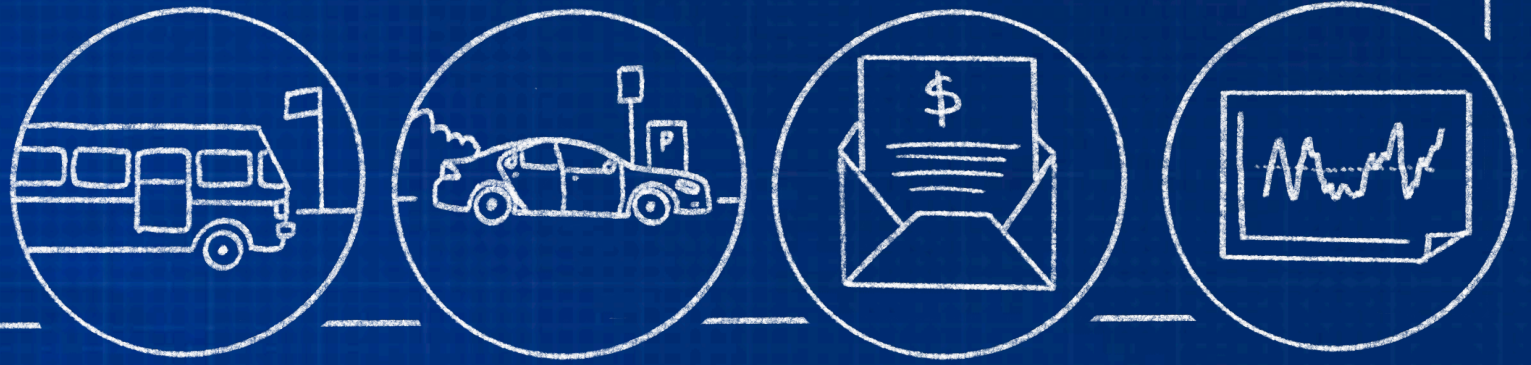
Adrian Hart, *Chilwell Consulting*

Douglas Unsworth, *Parkers Steakhouse*

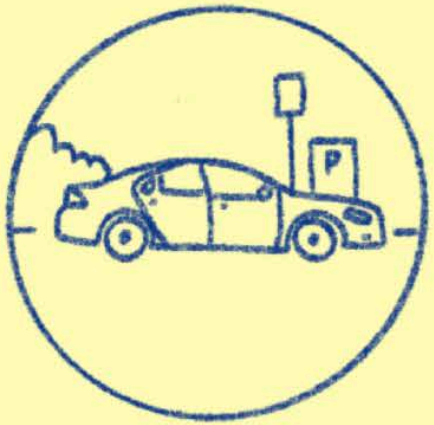
Nathan Johnston, *Coffee Cartel*

Alexandra Brown, *Spiire*

Ideas



Parking



PARKING

It's a past COVID future, businesses are booming and the city is thriving. What were the initiatives that helped us get there?

reduction of workers being able to use inner cbd parking bays to allow shoppers greater access to parking spaces

Park and ride access and availability

parking should be cost neutral and not for profit across fees/fines etc

Clear distinction between on- and off-street parking. Same parking rules apply across areas, limit confusion.

Developed multideck car parks

multi storey car park at Eastern Park

car stackers in existing spaces

Multi level Car park at Train station

Multi level car parks were made to be relocatable and deconstructable, ready to move on when not required.

Create all day parks, free outside the CBD and link to CBD via free pt

incentive to drive to CBD & park through coupon/refund of any parking fees

encourage Private operators of car parks to develop bigger parking business via grants and planning regulation changes

incentive to workers to park off street or use park and ride so that shoppers and foot traffic find the city more appealing and accessible

better networks for public transport and active transport to reduce the demand on parking and use it for alternative uses (open space, greening etc)

council treated the 8000 street parking like it was 1 horizontal parking business and sold it off to a commercial operator, with capped parking levy's and incentives to make it easier to get parks, but with less chance of being fined.
then used the money to off set marketing levy and cbd rates.

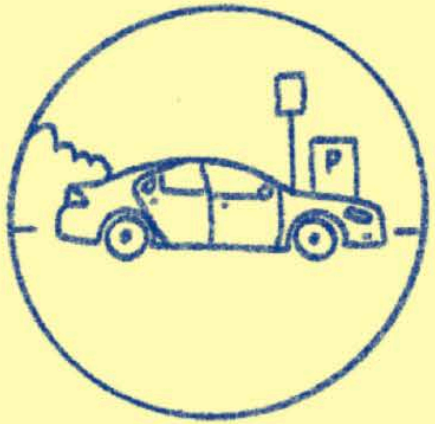
improve transport and regular pick up and drop off wuithin 4 kms of central CBD for car park areas

ease of access & convenience

more flexibility in work hours means less demand for 'peak parking'

smarter use of large parking blocks to optimise open space and amenity

Parking



PARKING

It's a past COVID future, businesses are booming and the city is thriving. What were the initiatives that helped us get there?

large trucks out of CBD

Rebate for parking if $ spent in CBD

Free first 30 mins

long term agreement with fed/state govt on infrastructure investment

Consideration for developers on parking numbers to encourage walking/riding access to CBD

integrated a public transport solution to support parking

initiated a clever and creative transport strategy aligned to other successful cities.
transfer parking space to valuable landuse space - alfresco areas / iconic people spaces.
traffic controls converted to allow faster movement of people / PT systems and bicycles.
CBD is safer place to be in and move around.

made all parking within the cbd access zone timed and paid

sell the land currently used as car parking with the caveat to build multi level carparks

second caveat to sell car parks to allow shoptop concerios to residential

remove parking meters from CBD

made parking affordable and free out of business hours. Rebate for parking if $ spent in CBD

Parking separated from cycling/walking paths to ensure access for all

better signage so people can navigate the parking option better

free parking during business hours is counterproductive in the objective of creating a vibrant cbd. greater emphasis on active modes of transport and PT.

resolved public transport modes

Parking separated from cycling/walking paths to ensure access for all. Additional support for disabled parking to improve access

Free parking first 30 mins

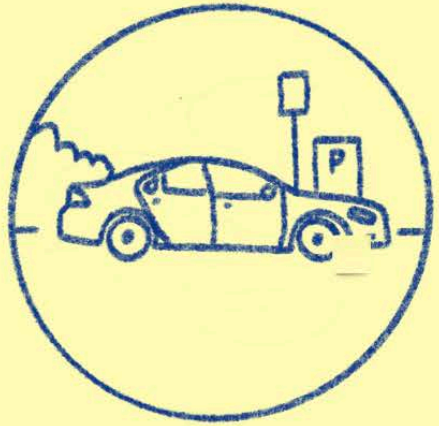
Free first 30 mins

driverless cars ride sharing systems

long term off-street parking options

designated multi level parking supported by a complete PT system complete with reduced red arrows and one way streets for better traffic management

Parking



PARKING

It's a past COVID future, businesses are booming and the city is thriving. What were the initiatives that helped us get there?

'High-traffic' laneway streets: making better use of loading zone / 15 min parking (e.g. James Street / Shorts Place) ie like parts of Flinders Lane in Melb

treating parking as seperate zones ie health, civic , arts waterfront, reatil with different fees and legths of stay

deliberate investment in parking infrastructure catering for CBD workers by private sector is encouraged and implemented

Free parking for shop front zones for shoppers/visitors

Mulit-level parking at Train Stations at South Geelong & CBD Station

A 15 million dollar negative experience

fees varing for all day to hourly

different fees for different zones

Electronic bikes or scooters rather than need for parking

Car park outside of CBD with regular commute transport into CBD

Large Civic car park to accomodate Arts Centre, Gallery Library

Fining a huge an issue

Activation of council owned property currently under used

first hour free

30 min free

Rotation policy

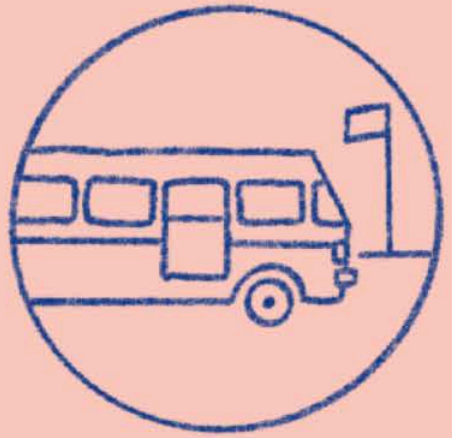
short term parking and opening up walkway between little Malop and Malop

Increase Private Parking

Successes easy around geelong

Council decided to relinquish thier hold on large parcels of valuable cbd land currently used for parking

Public Transport



PUBLIC TRANSPORT

It's a past COVID future, businesses are booming and the city is thriving. What were the initiatives that helped us get there?

"city circle" type free PT

create clear connection and free pt between all day parking facilties outside the CBD, so workers park outside CBD

"City loop" service as free hop on and hop off

free public transport within 3 kms of cbd

Light rail link to hight st belmont

More splaces for bikes on PT encourages more people to split the ride

utilise PT to ferry workers in from parking hubs as per park n ride

link train station with buses to remove from cbd streets, then tram, shuttle from station into cbd

Link transport types to allow commuters and tourists alike to be able to use public transport over personal cars. Buses and train station combined, multi-level parking in one area. Perhaps free bus loop around CBD and commuter parking spaces.

light rail to waurn ponds

catching the train between Geelong based stations is more appealing

explore the tram idea more, maybe with the concept of the non track tram? connected from yarra street to Deakin in Waurn Ponds via highton

aspriation of east/west & north south free tram/light rail

better east west connectivity

Driverless bus on predetermined routes

remove buses from Moorabool Street - they create a divide in the cbd

explore the tram idea more, maybe with the concept of the non track tram? connected from yarra street to Deakin in Waurn Ponds via highton

circle transport round main cbd and waterfront

consideration around the stigma of PT following Covid re santising/health

improve appeal/incentive towards using PT rather than driving (environmental, congestion and amenity benefits)

improved culture and marketing towards public transport

links between public transport and active transport networks

Green, Predictable & Regular

Move bus stop

there are more active street frontages on Moorabool street than Yarra, so by moving to upper yaara (ie over little malop), you have minimal impact on business

move busses from Moorabool street to Yarra street

create an Uber hub,similar to taxi hub

Public Transport



PUBLIC TRANSPORT

It's a past COVID future, businesses are booming and the city is thriving. What were the initiatives that helped us get there?

council listened to and referred to best practice/research to make decisions and consulted wid

cog to take a lead and follow the likes of Brisbane. don't rely on DoT to solve the problems. Cogg have a part to play.

improved decision making between different levels of govt (i.e. DOT and Council speaking the same language)

align with integrated transport planning via DOT

Free park and ride options for commuters

Frequency of service

Direct services

direct bus services - not via long / slow circuits

PT services to cater for user needs - not just getting people to Melbourne

more regular and reliable public transport especially from low socio economic areas

CoGG need to take the la

Time efficient options ie tram to encourage more use

Start a long term public transport plan

Leverage Deakin parking for park and ride

buses - free park and ride, regular service, improved routes and free in the CBD

integtrated public transport with tram - integrated with e-bikes, bus routes and public transport outside the CBD

Remove buses from Moorabool Street

significant investment and commitment to tram like mode to attract more public transport users

Linkage with public transport to outside CBD parking (park and ride)

a system (possibly trackless trams) to reignite access from the bellerine are and certainly from belmont, linking the commuters to the cbd and back. picking up and dropping iff at mulit level car parks along the route

Event specific public transport

greater frequency of existing services / improved east-west services / disbursement of bus interchange, not just its relocation

regular public transport loops within the CBD (possibly free to encourage movement wthin the cbd

strong commitment to active transport - pedestrian & cycling modes and access

priority bus lanes , trackless trams, new systems, CoGG supported mobility systems - support investment in e-bikes etc

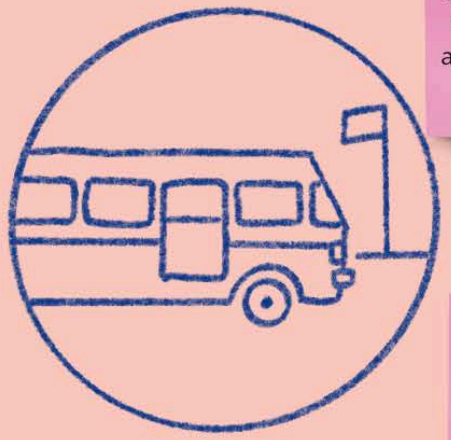
free PT services

move the interchange from Moorabool Street

move the bus interchange from moorabool st to the train station

introduce a mini bus city loop free service

Public Transport



Safer options of transport and transport stops

faster transport to Melbourne

develop park and ride to an effective and user friendly service catering for CBD workers:
Eastern Park
Belmont Common
Highton/Waurn Ponds

Trackless tram free or low cost in the CBD

Remove bus interchange from CBD strips - period. Suggest city fringe location to link with circle service

Direct Routes from suburbs

All buses stop and start at Busport, shuttle buses pick up

late night transport, it currently finisjes at 6 on Saturday night

Buses out of Moorabool

Bus shelters removed from Moorabool st

Park and ride service not working

more reliable park & ride service ie from Belmont Common area

warning instead of fines for tourist areas like waterfront

City Circle - Free regular circling bus service

Trams or similar infrastructure connecting CBD, Train, Kardinia Park, Deakin Uni Campuses

All buses start andd finish at Busport, shuttle buses pick up passengers every 30minutes from collection points around CBD. Remove all bus shelters from shopfronts.
Parking on street 30 min free and $2 p/h thereeafter.

The central bus station to be moved from Moorabool Street (suggested alternatives: Mercer St / behind Officeworks / Fenwick St)

Relocating the Moorabool Street bus shelter

PUBLIC TRANSPORT

It's a past COVID future, businesses are booming and the city is thriving. What were the initiatives that helped us get there?

City fringe parking options with sustainable, comfortable shuttle options e.g Trams

Alternatives from Public transport, ie electric scooters or bikes

Trackless trams

reliable suburban train system to CBD

more frequency

trams as an enviromentally great way to / the future of the way public transprt should move

Move bus exchange from central moorabool

Re intro of trams and boulevard down moorabool

Direct Shuttle transport from train station to waterfront

shuttle buses running from out skirts all day to accomodate different working times

frequency of commuter services is inadequate from most resi areas around geelong

More direct routes into the CBD from central suburban points with all day parking

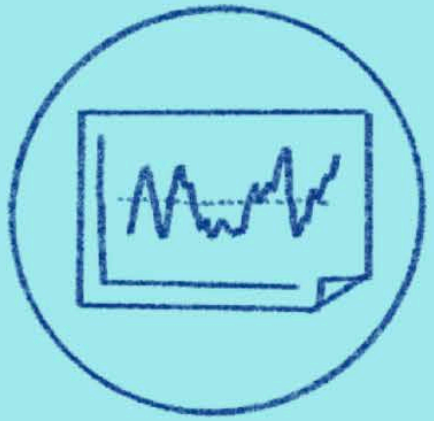
Trackless trams at direct routes to CBD

light rail or tackless trams

fairs cheaper than parking as incentive

Electric Tram

Rates



RATES

It's a past COVID future, businesses are booming and the city is thriving. What were the initiatives that helped us get there?

review with other comparable Regional cities

Annex the Bellarine, and lower the costs, hence increase saving and decrease rates

rates are a function of the budget, but Geelng has the biggest LGA area in Victoria, so we should be asking state Government to treat us differently as our costs per owneris not fair in comparison to other LGA areas

if business turn over is affected through "green spine" type works a discount was applied to rate payers to acknowldge hardships caused

value for money

a review is needed into the amount our rares are. Geelong CBD is almost twice as much as the Melbourne CBD

have an audit of all the services provided by council, and get ride of all obsolete programs, have a public referendum on what services should we have. put the saving back into lowering CBD rates

align with other comparable LGA's. Seems we are disproportionatel y higher

The state Government should consider providing a rebate for Geelong CBD commercial owners, due to the size of the Geelong LGA area and extra burden of cost on property owners

Rates have to be paid - simple. However we do need to understand that we are receiving value for money in services provided, balanced against an appropriate rating system.

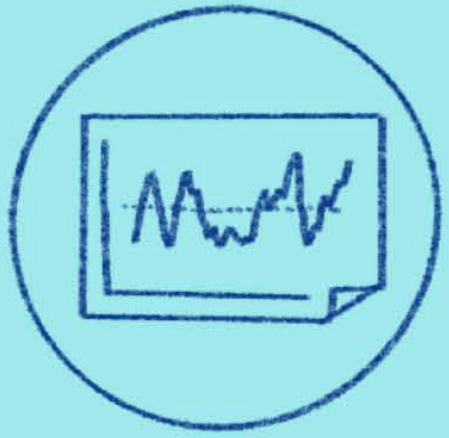
community to have more of a say on where rates are spent

cost of rates - Comparisons

Rates are linked to community engagement and the "give back" to community. The amount can be offset by actions

better transparency on where money is spent available to all

Rates



RATES

It's a past COVID future, businesses are booming and the city is thriving. What were the initiatives that helped us get there?

Engage business owners in the creation of a fair rate scheme

fair and reasonable rates to encourage private investment

Consistency of rate application

commercial and industrial rates need to 20% lower than wyndham

Rates present a major outgoing for most businesses. Geelong rates seem particularly high compared to other municipalities.

rates much higher in geelong, plus the marketing committee it is far more , nexpensive for businesses

have rates better reflect the services used by the premises, and to greatly reduce the councils expenses by elliminating any function council performs that they cant confidently compete with private operators on.

incentives to have shops filled

removal of additional levies

Rates needs to be comparable.

comercial and industrila rates 20% lower the wyndham

coucil to provide basic bin collection fro commercial properties

promoting events should take account of car dependency and ability for all community to attend.

empty shop levy to stop land banking

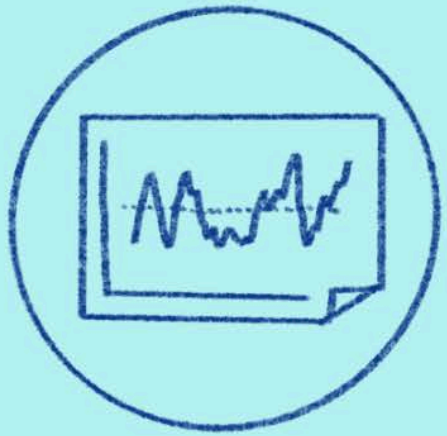
Rates that support the increase in business attraction to the CBD

NFP encouragement to use empty spaces with rates offset

research other city solutions - clever and creative

Rate reductions should be available to attract business to our region. The lower rents are often outweighed by the higher rates

Rates



RATES

It's a past COVID future, businesses are booming and the city is thriving. What were the initiatives that helped us get there?

a flat rate would represent a more equable enviroment

Rates do not reflect the services recieved

Cheaper rates than Melbourne to entice Melbourne investors and tenancies

Rates for commercial should be a flat rate rather than wealth based. At the moment the rate does not reflect the the turnover or wealth of thebuisiness

reduced rates to vacant shops so they are able to offer cheaper rents to tenants

Rate structure to encourage a range of businesses

Geelong Commercial and Industrial Rates should be no higher than Wyndham

To entice from businesses into CBD maybe increase rates in the suburban shopping centres were there is unlimited parking and free parking

Rates in other municipalities are irrelevant up to the point where it impacts Geelong's competitiveness to attract BUSINESS

devacant building tax

benchmarking against other councils required for competitive reasons, not comparative reasons

0.05% of properties generate 16% of rate revenue - how does that work?

Commercial rates are off the planet 100% higher than many parts of melbourne

Comparing resi rate to commercial is a red herring. there is no relativity

Commercial rates should be same as wyndam, no marketing levy for business's.
Reduce residential rates in CBD ro promote inner city living

Competitive rates with other councils

Commercial/Industrial rates need to be below competitor Councils to attract jobs and investment, Possibility of creating differentiated rates for priorities investment areas/locations in COGG

Benchmarking should include key metrics for efficiency of Cogg in spending the rate $ not just collecting it!

Many ccd melbourne hotels for instance are paying half the rates than geelong right in Melbournes flourishing CBD WE IN SOME INSTANces are playing 300 % more

Also the added charges of central geelong marketing levyWith no opt out

Marketing Committee and Levy



MARKETING COMMITTEE & LEVY

It's a past COVID future, businesses are booming and the city is thriving. What were the initiatives that helped us get there?

greater focus on attracting spend to CBD rather than holding "networking events" for business owners.

even better connection between events and tourism (i.e. events making Geelong a destination)

This should be a government paid thing, not paid by business owners.

co-ordinated campaigns with a longer calender of upcoming events to allow greater co-ordination between business marketing to align with CGM

getting better return on the dollar

transparency of the budget

Take any events from others areas

spend some of it on researching marketing opportunities and create a marketing task force to decide what to go after

Focus on big draw card events, do not spend it on brochures mailed to my office!

The marketing levy appears to be spent on 'networking events' and two main areas - Little Ryrie and the Waterfront. It is difficult to see return as a business elsewhere. Events also require us to discount our product. Does council match funds (that is support this levy directly) or at least match funds?

doing an ok job, but would be better if it was targetted

Budget set to determine levy and reviewed every 12 months

more events like tastes that promote small business. not just hospitality but also sport/leisure, arts etc. there are so many great businesses that people dont know exist

More diversity and inclusion in events to pitch to a broader audience

more strategic approach to promotion iei print media, social media, bill boards etc.

marketing campaign to regional Victoria and Melbourne Through All types of media

Marketing Committee and Levy



MARKETING COMMITTEE & LEVY

It's a past COVID future, businesses are booming and the city is thriving. What were the initiatives that helped us get there?

suggest a choice of optional component, or full levy, enabling marketing to be more targeted to those who choose to take it up. Have very measured initiatives so all are aware of the benefit, or otherwise as determined.

inputs are in reposne to what Geelong community have asked for - not what people think they need.

unique events, draws interstate visitors, supported by investment in world class infrastructure - sporting events!

initiatives are integrated with transport plans, parking strategy and sustainable solutions - ideas are not in isolation

targeted at all community members and focused on the CBD - not out of town locations

social well being has been supported

look at other models

Expand the role of the committee

increase the delivery of campaigns to at least 6 a year

Utilise the experience of current business owners on the committee

Increase communication channels for CBD marketing

tender it out to professional private enterprise with specific milestones

alternatively council mange the fund distribution and the business take control of the activities with more focus.

remove the levy altogether

consider a model like in the UK of Business Investment Districts where the levy is managed by the business owners direct

greater visibility of approach and outcomes

The marketing committee seems to focused around day events and school programs and misses the hospitality sector even though we are major contributors

Greater transparency required in spend and reported outcomes

add events that attract people from outside the region

Marketing Committee and Levy



MARKETING COMMITTEE & LEVY

It's a past COVID future, businesses are booming and the city is thriving. What were the initiatives that helped us get there?

Any benchmarking on effectiveness of money spent? Value for $

There is a place for this committee but not rate payer funded

While important it should be absorbed by revitalise geelong

marketing levy should be paid by food trucks if utilised at events Limit food vans at events. Limit road closures prior to events.Committee visit traders post events for feedback to improve if needed, cheap marketing COGG.

Still spending on traditional media a waste

transparency of budget, clear objectives for what events we want to run

Outdated methodsWho pays landlord or businessWhy would you pay if you get no return from it t all which most businesses dont

I have asked re costs of omg team to no response to emails 2 days agoNo opt out vPoor valuePoor ROINO TARGET MARKETINGStill using old methods

Industry and user specific - not blanket levies

More specific to meet needs of areas that need more exposure

The success and growth should also be recognised as partly because of the growth of new business in the last 5 years

The levy does not reflect an equality of marketing between business, very reatil, hospitality focused

discounts for businesses who are involved in the events

business associations have a role to play here, not rate payers

more targeted events for diversity

No consultation with business owners and or landlordsHuge cost very little or no return

Review which businesses contribute to the levy and the relative fees. More transparency on how it is spent and the economic benefits. Engagement with stakeholders is priority.

there are only so many Tim Tams you can eat

Does Geelong need one brand for it's promotion

Imposing additional charge on businesses in CBD to pay parking fees at Xmas is not what I would consider a worthwhile use of tax payers money

Is it fair for this levy to be imposed on Tenants who don't receive a benefit.

marketing levy includes wages

Greater transparency and breakdown of finances/spend in relation to specific activities

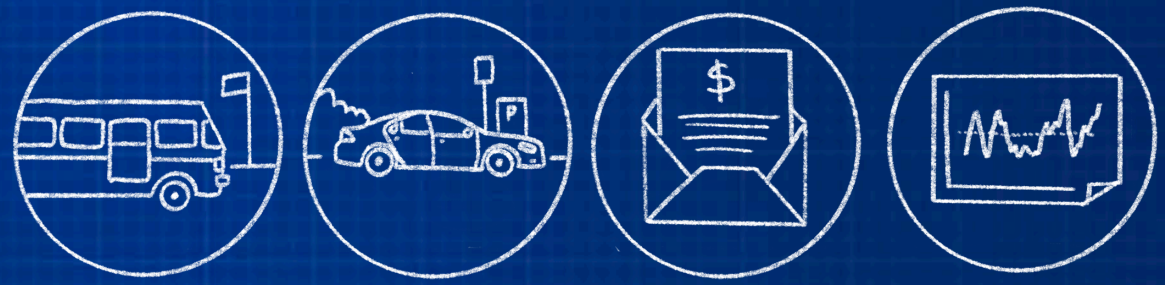
more targeted to create a diversity businesses

More target to ensure all business benefit

more targeted event for diversity

CBD businesses are struggling more than outlying business, additional levy could be seen as unfair

There has been not one call from geelong marketing to my business in years


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GEELONG CBD ENGAGEMENT TASK FORCE

FACT SHEET ONE (OF FIVE)

CITY OF GREATER GEELONG

CENTRAL GEELONG - OVERVIEW

ECONOMIC PROFILE

Central Geelong is an important economic driver for Greater Geelong.

Central Geelong hosts 1,969 (10.5%) of the City's 18,849 businesses and 22,607 (22.5%) employees of the 100,666 in Greater Geelong.

The majority of businesses in central Geelong are:

- Health care social assistance (243 – 12%)
- Professional, scientific technical services (298 – 15%)
- Rental, hiring, real-estate services, construction (181 – 10%)
- Retail trade and accommodation and food services (276 combined - 14%).

The greatest number of employees per sector is health care and social assistance with 7,554 employees (33%), public administration at 2,785 (12%) and then retail trade at 2,040 (9%).



RESIDENTIAL PROFILE

The current residential population in central Geelong is estimated at approximately 1,600 people.

An additional 1,300 residents are anticipated in the next 2-3 years in line with developments already approved or underway. There are a number of further residential developments on top of this which are currently in pre-approval stage.

The City and Victorian Government would like to see at least 10,000 people living in central Geelong by 2028, as part of commitments to revitalise Geelong's CBD.

PLANNING AND DEVELOPMENT



As at 30 June 2020, the Victorian Government had approved 19 planning applications, with a total value of $560 million. These applications include residential and commercial buildings as well as accommodation and education providers.

There are also an additional five applications currently under consideration by the state government, valued at $478 million.

Other major projects yet to be considered for a permit include the Convention centre, Arts Centre as well as the sale / upgrade of the old Geelong Post Office.

CITY DEAL

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.

One of the major priorities for the City Deal is to 'revitalise central Geelong and develop infrastructure to make Geelong an even better place to live, work and invest.'

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 under City Deal:

- Geelong Convention and Exhibition Centre Precinct
  - 1000+ seat plenary, at least 3700m²
  - Project plan to be finalised this year
- Revitalising Central Geelong (Victorian Government and City of Greater Geelong partnership projects):
  - Geelong Train Station upgrade and Precinct Development Plan
  - Green Spine Blocks 1 and 3
  - Arts and Culture Precinct public realm improvements
  - Gheringhap Street Drain – complete
  - 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
  - Civic Precinct planning
  - Improving accessibility in central Geelong - complete
  - Moolap Management Masterplan
  - Barwon River Planning



- Geelong Waterfront Safe Harbour Precinct
  - $3.5 million wave attenuator - installation complete
- Smart City Initiatives
  - 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

CURRENT STRATEGIES AND PLANS

REVITALISING CENTRAL GEELONG ACTION PLAN

The Revitalising Central Geelong Action Plan sets out the Government's plan to drive change in central Geelong.

Ultimately, the Revitalising Central Geelong Action Plan is designed to encourage:

- People living and working in the city
- Permanent and construction job creation
- Demand for retail and services
- Creativity and vibrancy across the city day and night
- New development opportunities
- Private sector confidence to invest in central Geelong.

All projects delivered through Revitalising Central Geelong (including as funded through City Deal, above) are undertaken as a partnership between the Victorian Government and City of Greater Geelong, except for the Malop Street Green Spine. It is understood the Victorian Government is declaring Malop Street as a Designated Road Project under state control.



CENTRAL GEELONG STRUCTURE PLAN

The Central Geelong Structure Plan (2007) provides a 20-year planning and design framework for the revitalisation of central Geelong, in line with Council objectives and State Government policy.

Key objectives include:

- Strengthen central Geelong as the regions primary location for retail, professional and business services, employment, tourism, cultural, entertainment and medical activities.
- Consolidate, strengthen and protect the strategic land use precincts and support the incremental expansion of the medical health and the arts, culture and education clusters of activity.
- Increase the range of visitor activities on the waterfront and enhance its visual appearance as central Geelong's most iconic feature.
- To encourage innovative and contemporary architecture, that complements the existing heritage and waterfront character, retains and shares key views, and incorporates ecologically sustainable design principles.
- To maximise the overall intensity of development, including increased business activity and employment, mixed use development and residential densities, while providing required community infrastructure and protecting residential amenity.
- Encourage intensification of people-based activity and activation of street edges, particularly on identified key pedestrian routes and linkage opportunities.
- Develop a movement network within central Geelong that is efficient, legible and convenient, while promoting public transport use and prioritising pedestrian comfort and safety.
- Ensure an attractive, active and safe pedestrian environment that strengthens the visual and functional linkages from the retail core to the waterfront and to Geelong Station.

The structure plan is currently being updated in collaboration with the Department of Environment, Land, Water and Planning under the Revitalising Central Geelong Partnership. A draft is expected by the end of 2020 / early 2021.

URBAN DESIGN GUIDELINES

The Central Geelong Urban Design Guidelines (2008) support the Central Geelong Structure Plan (2007), providing direction on appropriate urban form that compliments the existing character of the central city.

The guidelines aim to:

- Strengthen the city's unique urban identity
- Promote sustainable growth
- Improve the public environment

The guidelines address:

- Building height and massing
- Environmental sustainability
- Car parking design
- Building design detail
- Views and landmarks
- Heritage
- Private open space and residential amenity
- Contribution to the public environment and waterfront

The guidelines are currently being updated in collaboration with DELWP under the Revitalising Central Geelong Partnership. A draft is expected by the end of 2020 / early 2021.

SMART CITY FRAMEWORK

Work is underway on the development of a framework for the future of smart technology within our municipality, and central Geelong in particular.

A Smart City Framework will allow us to develop a shared vision, and to refine and enhance ongoing initiatives, alongside our partners. Our Smart City Office has been trialling and testing innovative technology solutions over the past year, with achievements to date including:

- The Geelong Data Exchange - our open, publicly accessible data platform for the generation of new ideas, applications and solutions. This platform will enable us to improve the type, quality and quantity of data collect on the CBD to help inform decision making, with regards to planning, movements, safety and economy.
- The Lorawan Sensor Network - providing free access and connectivity for anyone wanting to understand and utilise the "Internet of Things"
- Smart Nodes – installed along the Waterfront to replace outdated, cluttered and disconnected street poles and
- 3D City Model (Digital Twin) - a virtual, 3D digital model of urban and rural areas to support development design and visualisation.

TOURISM PROFILE



According to the latest figures available the urban Geelong sub-region attracted a total of 3.04 million visitors in 2018, including 2.3 million day trip visitors (77%) and 713,356 overnight visitors (23%).

Visitation to central Geelong accounted for 53% of the 5.8 million trips to the Greater Geelong and the Bellarine region.

The Visiting Friends and Relatives market is important for central Geelong, with 52% of domestic overnight visitors primarily visiting for this purpose. As the core commercial district for the region, central Geelong also attracts the majority of the region's daytrip business travel market.

Arts and culture has developed into a key attraction for central Geelong, including the Geelong Gallery, Geelong Library & Heritage Centre and Geelong Arts Centre.

Central Geelong has only four major accommodation establishments with more than 50 rooms. There is a clear gap in supply for larger accommodation, conference and exhibitions establishments. There is also a gap in backpacker accommodation.

Tourism opportunities identified for central Geelong:

- Geelong Convention and Exhibition Centre;
- Waterfront Geelong – Safe Harbour Precinct;
- Cruise ship infrastructure;
- Geelong Cultural Precinct redevelopment;
- 4-5 star large branded hotel accommodation
- Contemporary experiential accommodation.
- Gateways and signage improvements;
- Quality budget accommodation e.g. 'flashpacker' accommodation.

MAJOR EVENTS

Through Geelong Major Events we attract and procure events in Geelong.

Geelong has both the natural and built infrastructure assets that has the capability to host major iconic events in the region. Our track record and strong relationship with visit Victoria Geelong means Geelong is home to a number of major events that supports the economy and social connection for the community.

Flagship events include:

- Cadel Evans Great Ocean Road Race
- White Night
- Geelong Revival
- Festival of Sails
- The Archibald Prize exhibition
- International sailing events hosted at the Royal Geelong Yacht Club
- Various sporting codes at the GMHBA stadium including the Big Bash, Western Force.

Geelong was to be a location for the T20 2020 World Cup (which has subsequently been postponed due to COVID19), with decisions pending on the future T20 World Cup in either 2021 or 2022.



GEELONG CBD ENGAGEMENT TASK FORCE

FACT SHEET TWO (OF FIVE)

CITY OF GREATER GEELONG

ON AND OFF-STREET PARKING

OVERVIEW

The revitalisation of central Geelong is underway. It is growing and will continue to grow as a vital city centre attracting our community for work, living, shopping, learning, playing and visiting. With growth comes challenges, among them, parking.

Currently, most people travel to central Geelong by car, and park once they arrive. This was once a relatively easy thing to do, with ample spaces available. However, with more people and activities in Geelong, people are starting to feel that the experience of driving and parking in central Geelong is changing. The community has said that it is becoming more difficult to find a parking space today. As the city grows, finding a parking spot will become increasingly difficult.

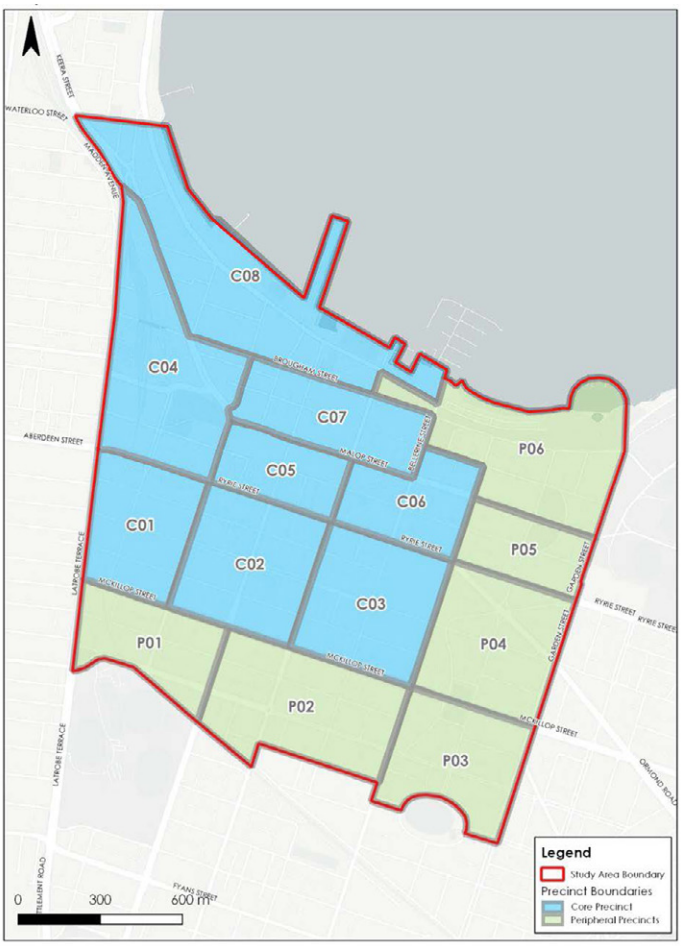
The considerations around how to plan for future increased car traffic in central Geelong are varied and complex. Our streets already take up a third of the central Geelong's space, devoting more spaces to parking and car traffic means less opportunity for delivering the pleasant spaces and economically vibrant places that people also want.

FACTS AND FIGURES

Within central Geelong there are more than 19,000 car parking spaces. Of this:

- 15,000 are in the core of the CBD
- 4,000 are on the edge of the CBD
- 8,000 are on street spaces
- 9,000 are public off-street spaces
- 2,000 are private off-street car parks
- 3,600 on street bays are subject to paid parking between the hours of 9.00am and 5.30pm Monday to Friday.

See Car parking in Geelong - the Numbers, page 5





PARKING TIMES AND PRICING

Currently, parking is priced based on industry conventions. Parking in front of shops is 1P or 2P and as you travel further away people are allowed to park for longer. The amount paid is roughly based on demand how well a particular area is used. The first parking meters in Geelong were introduced in 1961 to reserve the car spaces in central Geelong for local shoppers and promote workers catching the bus as work trips to the same place each day are ideal for public transport.

Most people expect to pay for parking in larger cities with larger CBDs that have more jobs in them (See Car parking across City centres, page 6). In a bigger city, people pay for parking as it reflects competition for space.

Nothing comes 'free' as ultimately someone will have to pay for building and maintaining spaces. Putting a fair price on parking means that people who benefit from parking pay for it rather than the whole community being expected to subsidise car parking.

Further, those who occupy spaces that are most in-demand should arguably pay more than the average. This is how pricing works in most of our daily lives, where suppliers set prices based on availability and demand. People respond to prices. Examples include airlines' advance booking, whether farm produce is in-season, or supermarkets trying to clear old stock.

The City undertook a car parking survey over 3 months from 20 December 2018 until 29 March 2019 with 2,582 respondents. Only 7% of respondents said it was fair to park all day in central Geelong for free, while 68% said charging $1-2 per hour was acceptable, and most considered $8 per day acceptable.

Council reviews all fees and charges annually, including parking. The review includes benchmarking with somewhat similar regional cities in Victoria and Australia and private car parks in Geelong.

Council has also made several resolutions regarding free parking in central Geelong since 2006 which have been informed by independent expert studies and reports. In each instance free weekday parking has not been supported (Except in COVID-19 period), primarily due to the costs (financial and non-financial) outweigh any perceived or tangible benefit in attracting additional customers to central Geelong and/or extending visitors duration.

The findings indicated that pay parking forms a key element to the management of parking for all Councils, with the most common reason being to facilitate turnover of parking space allowing access for more shoppers over a daily period.

Proactively managing time restrictions and price for on-street parking improves the availability of on-street parking for people who need to be close to their destination.



The City's experience has been that time restricted, free car parks are useful in areas where a high turnover of parking is necessary - for example, in front of shops, where a constant flow of new people is critical to generating business. However, these parking bays, whether free or paid, are often used by central Geelong workers who are prepared to move their cars a number of times throughout the working day, rather than pay for off-street parking.

Free parking has been provided in central Geelong as one of Council's COVID-19 support measures. Free parking is now in place in central Geelong on and off-street 2-hour parking zones until 31 December 2020.

Earlier this year Council was undertaking a trial of free 30-minute parking in 2-hour zones in central Geelong. The trial progressed for just over 3 months until COVID-19 set in. An analysis of the first 3 months did not indicate a growth in parking numbers or extending times of use, albeit it was only 3 months of a 12 month trial. The introduction of Council's COVID-19 support measures has temporarily paused this trial, to resume in 2021.

FINANCIALS

There were nearly 2.4 million paid car parking transactions in 2019 and an annual revenue in 2019-20 of $9,816,850.

Parking fine revenue in 2019-20 was $3,966,276 with the majority from central Geelong.

The 2020-21 budget includes revenue of $6,153,182 from parking fees and $3,768,021 from parking fines. Due to expected continued impacts from COVID-19, the budgeted revenue is based on an assumption of a reduction in parking fees and fines of 50% for the first 3 months of the financial year. With recent return to Stage 3 restrictions it is reasonable to suggest the budget will not be achieved.

Since 2007, Council has invested over $5milliion in parking technology which has improved the manner and ease in which the customer can transact their parking arrangements.



ISSUES

- More than 80% of commuters to central Geelong come by car. Given the population trajectory that the city is currently on, this will not be a sustainable method of transport moving forward.
- The region is heavily reliant on private vehicle (car) use (travel to work trips to central Geelong by vehicle; less than 2km = 48%; 2-4km = 83%; 4-6km 92%, 6-8km = 94%).
- Public transport takes significantly longer travel time than driving.
- There are too few options for safe, separated and direct cycling paths resulting in conflicts and competing demands for 'road space' between pedestrians, cyclists and vehicles.
- Large volumes of 'through' movement (vehicles that do not have a destination within central Geelong) – particularly east-west movement due to limited opportunities (only South) to go around central Geelong due to Corio Bay.
- Lack of pedestrian amenity to walk to the central Geelong including broken linkages, traffic signalling favouring vehicles, lack of tree canopy to shelter from sun and rain and poor pavement conditions.
- Parking rates are cheap compared to other transport mode travel costs (ie all-day parking is available free or low-cost in some areas ($5-7), compared to a daily bus fare of $4.80).

WHAT HAS THE COMMUNITY TOLD US?

It is imperative that the health and wellbeing of our community and the economic and social impacts of our parking and transport options are all considered to deliver a fair and accessible system for all.

The following information was collected from the City's car parking survey undertaken over 3 months from 20 December 2018 until 29 March 2019.

- Of the 2,582 respondents to the survey, 66% commute to central Geelong for work, with 80% of those respondents travelling by car.
- The lack of a fast, reliable and connected transport was cited as the major barrier to using public transport to travel to central Geelong.
- Almost half of the respondents parked in central Geelong all day, with the majority of respondents saying they would be happy with a daily rate of $8.
- Those who travelled by car mostly used public parking, with half of respondents parking on-street.
- Respondents generally disagreed with on-street parking being used for commuters, residential and visitors.
- Respondents felt that on-street parking should be available for hospital visits and accessing services.
- The survey results have helped to inform the draft Central Geelong Parking Strategy (not yet available). Other elements that inform the parking strategy includes plans for public transport, bus schedule and route revision, CBD truck movements, active transport connections, outer-urban commuter parking, road upgrades and projected population growth.

RECENT RELEVANT DECISIONS BY COUNCIL

- April 2019 - Council adopted a 12-month parking trial to offer a once off 'First 30 minutes Free' in all 2 hour on-street parking zones in the CBD. This resolution included that the CEO report to Council by 30 November 2020 on the impacts of the 12-month parking trial and the impacts on the outcome of the Central Geelong Car Parking Discussion Paper. This trial has now been paused due to COVID-19 support measures in place.
- Council resolved at its 24 March 2020 meeting to provide Free casual on and off street parking in central Geelong until 30 June 2020, as an immediate support measure in response to the COVID-19 Pandemic. This provision was extended until Sunday 2 August.
- Council has now resolved to maintain free parking in central Geelong on-street 2 hour parking zones until 31 December 2020.
- Adopted the Sustainability Framework, which incorporates various transport initiatives to promote and make movement more sustainable (https://www.geelongaustralia.com.au/common/Public/Documents/8d7bf6b344b7c93-councilmeetingminutes-25february2020.pdf)
- Endorsed a notice to investigate sustainable transport opportunities for Geelong (https://www.geelongaustralia.com.au/common/Public/Documents/8d8237d8bcdff69-councilminutes-30june2020.pdf)

WHAT IS COUNCIL/VICTORIAN GOVERNMENT DOING AT THE MOMENT?

- Developing the draft Central Geelong Parking Strategy for consultation
- Developing the Commuter Car Parking Strategy
- Activity Centre Zone Planning Framework Review
- Draft Connection and Movement Plan
- Malop Street Green Spine construction (led by Department of Transport)
- Bus Services Review (led by Department of Transport)
- Network Operating Plan Review (led by Department of Transport and VicRoads)

WHERE CAN I FIND OUT MORE?

- https://transport.vic.gov.au/
- Parking survey infographic attached.
- City information about parking: https://www.geelongaustralia.com.au/parking/default.aspx

CAR PARKING IN CENTRAL GEELONG - THE NUMBERS

There are more than **19,000** car parking spaces in Central Geelong...

15,000 are in Downtown Geelong

4,000 are on the edge of the CBD

Streets take up **1/3** of all land space



Of the **19,000** spaces in Central Geelong...

8,000 are on-street spaces

9,000 are public off-street spaces

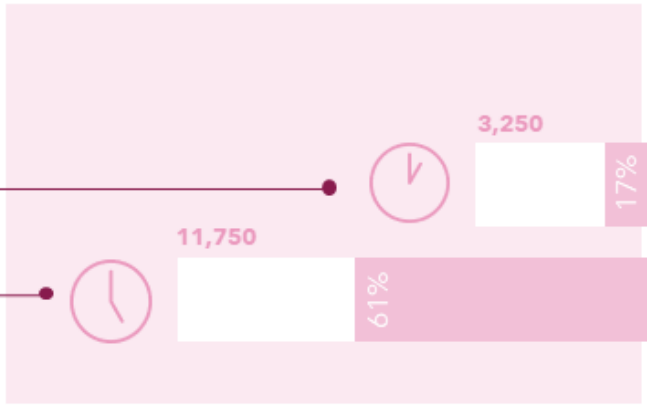
2,000 are private off-street spaces



Of the **15,000** spaces in Downtown Geelong...

3,250 spaces are for short term (1P & 2P) use, which are used **17%** of the day

11,750 spaces are for long term (4P+) use, which are used for **61%** of the day

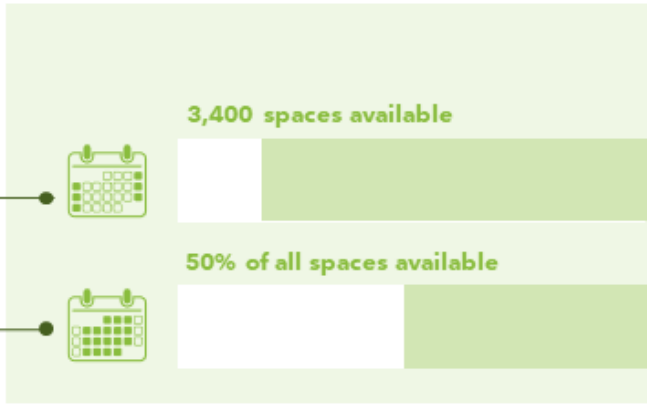


Parking remains available during peak periods...

89% of people drive to work in Central Gelong

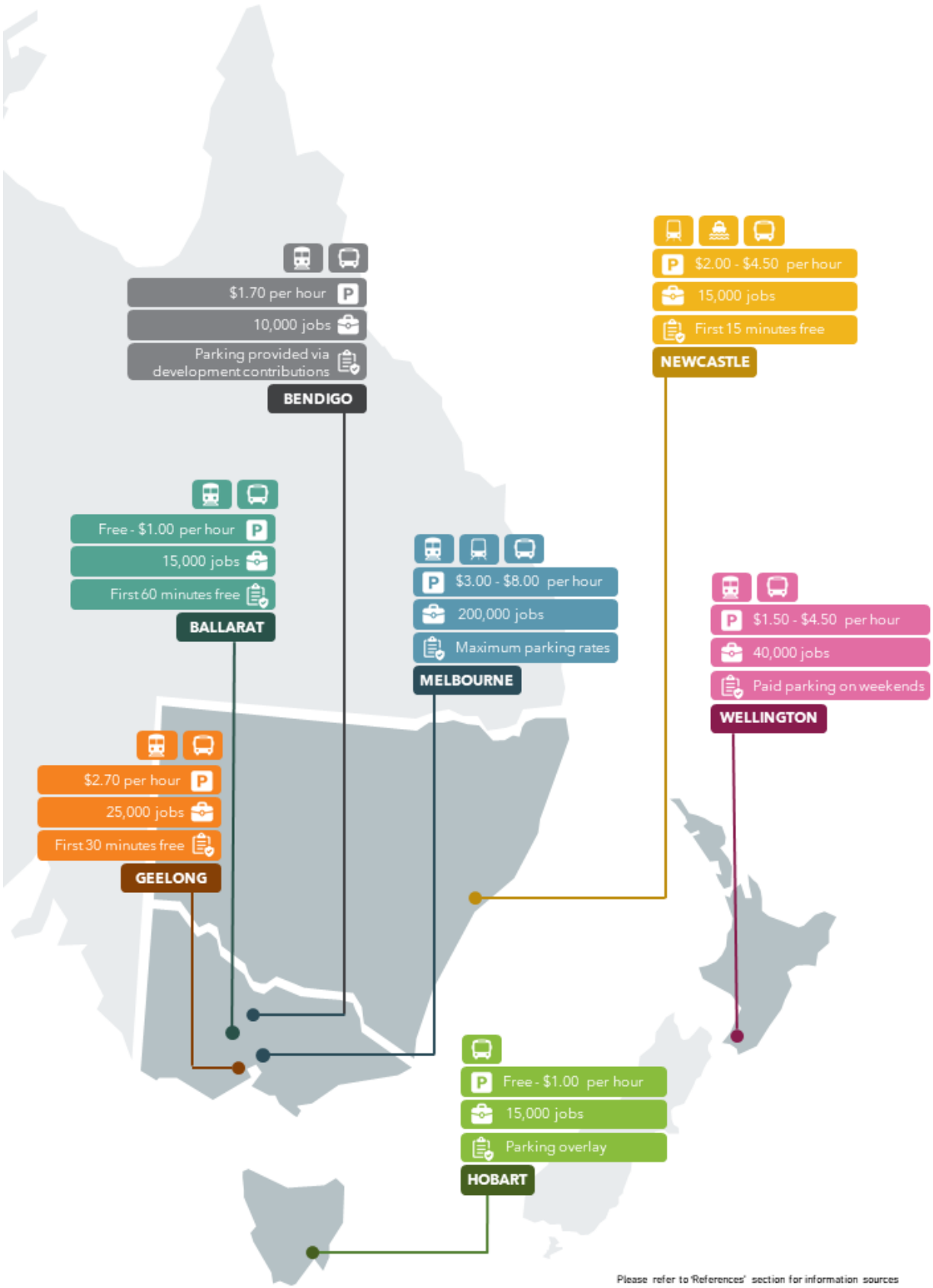
There are **3,400** spaces available during peak periods on **weekdays**

Half of all spaces are available during peak periods on **weekends**



All data was extracted from GTA's Technical Report that supported public consultation

CAR PARKING ACROSS CITY CENTRES



Please refer to 'References' section for information sources

GEELONG CBD ENGAGEMENT TASK FORCE

FACT SHEET THREE (OF FIVE)

CITY OF GREATER GEELONG

PUBLIC TRANSPORT OVERVIEW

OVERVIEW

Public transport services in Geelong (and across Victoria) are coordinated, managed and delivered by Public Transport Victoria, which is a Victorian Government agency under the Department of Transport.

Local Governments do not operate public transport, including bus or train services.

In some instances, Local Governments may provide supplementary services, such as shuttle buses.

These services must operate under the same stringent conditions as public transport operators and are often very costly. Due to this, they are often contracted out to operators (ie McHarry's, Benders etc) that also tender for the delivery of Public Transport Victoria's public transport bus contracts.

An example of this is the 'Park and Ride' service that the City of Greater Geelong provides from Eastern Park, looping through central Geelong and back to Eastern Park. This service provides access to the free all-day parking at the eastern end of Eastern Beach Rd and Hearne Parade.



HOW DOES THIS CONTRIBUTE TO THE CBD?

Public Transport is vital piece in the transport system, particularly for movement to be sustainable and ease the congestion we face as a growing region.

Public Transport services provide a means for workers, shoppers and visitors to access employment, services and retail within central Geelong, as well access to Geelong's waterfront and education precinct.



WHAT HAS THE COMMUNITY TOLD US?

Our community has expressed concern with the current Public Transport services in relation to:

- Timetabling and frequency of inner suburban bus services;
- Lack of frequency and timing of services to the outer suburbs, particularly to/from the Bellerine Peninsula, Surf Coast and Lara;
- Bus trip duration – the time it takes for services to get to/from Geelong suburbs to central Geelong, due to complex and indirect routes. This is a difficult balance in providing a route that is close and accessible to the community, but also direct and efficient;
- All bus services start and end in central Geelong making suburb-suburb trips extremely time consuming;
- Lack of service reliability and trip duration between Melbourne and Geelong (for workers and visitors;
- Frequent train service cancellations;
- Lack of outer-urban commuter parking.

PAST TRANSPORT DECISIONS MADE BY COUNCIL

- Rejected the Transport Network Operating Plan for central Geelong, requesting further work to be completed to develop broader 'whole of municipality' plan; (www.geelongaustralia.com.au/common/Public/Documents/8d7bf6b344b7c93-councilmeetingminutes-25february2020.pdf)
- Council adopted the Sustainability Framework, which incorporates various transport initiatives to promote and make movement more sustainable (www.geelongaustralia.com.au/common/Public/Documents/8d5a50ab0f129c9-councilmeetingagenda-28july2020.pdf)
- Endorsed a notice to investigate the sustainable transport opportunities for Geelong (www.geelongaustralia.com.au/common/Public/Documents/8d8237d8bcdff69-councilminutes-30june2020.pdf)



ISSUES IMPORTANT TO CENTRAL GEELONG BUSINESSES

- Concerns regarding the bus stop agglomeration in Moorabool Street.
- Department of Transport is currently reviewing the Bus Services Capability review – to assist bus service planning for the future.

WHAT IS COUNCIL DOING AT THE MOMENT?

The City provides current public transport information on the Geelong Australia website www.geelongaustralia.com.au/transport/article/item/8cbceb910533419.aspx

Work is underway on a report in response to a Council notice of motion regarding sustainable transport in the region. This report will outline how Council will continue planning for transport to become increasingly sustainable as growth across the region continues, including how existing plans align with strategic transport planning underway by the City and other agencies.

The City is also working with Public Transport Victoria and the Department of Transport to develop the Network Operating Plan, with a view to supporting their delivery of region-wide plans that include and prioritise public transport.

Council's Strategic Planning unit are also developing a draft Connection and Movement Plan as part of the Planning Framework Review for central Geelong (not available yet).

Car Parking is part of the transport equation and must be designed to be sustainable and support public transport use. The Central Geelong Parking Strategy is currently being reviewed to support the Planning Framework Review, the Network Operating Plan, the Sustainability Framework, Open Space Strategy, Commuter Car Parking Strategy, Property Acquisition and Divestment Strategy and Social Infrastructure Plan.

FIND OUT MORE?

www.transport.vic.gov.au

City information about public transport:
www.geelongaustralia.com.au/transport/article/item/8cbceb910533419.aspx

GEELONG CBD ENGAGEMENT TASK FORCE

FACT SHEET FOUR (OF FIVE)

CITY OF GREATER GEELONG

COMMERCIAL RATES / FINANCIAL SUPPORT FOR BUSINESSES

OVERVIEW

In 2020-21, the City of Greater Geelong has 129,002 properties that contribute $209 million of general rates to Council's total revenue requirement of $375 million. A further $51 million from rates will be contributed for specific services, for example Waste and Special charges.

There are 1,701 commercial and Industrial properties in central Geelong, out of a total of 8,216 across the region.

Commercial and Industrial properties are made up of 5,994 Commercial and 2,222 Industrial properties.

In addition, there are 113,201 residential properties and 7,585 other properties (including vacant land, farm land etc).

Council applies a Differential rating regime to determine how much each rating group contributes. The rate in the dollar is calculated from the total rates required divided by the total Capital Improved Value. Please note that every municipality will have a different rate requirement and a different total Capital Improved Value.

RELEVANT DECISIONS BY COUNCIL

- Budget and Rating Strategy adopted 30 June 2020 including the removal of the Municipal Charge. Read more: Budget and Rating Strategy
- The City has provided financial assistance in the waiving of the CAA (Central Activity Area) levy at a cost of $282k and commercial rates for businesses directed to fully close for the quarter 1 April to 30 June 2020 at a cost of $216k, for a total cost of $498k. This benefited 1,576 properties.
- Food premises registration fees, Alfresco Dining Permits and A frame fees have been waived for 2019-20 at a cost of $525,000
- The City has approved a number of COVID-19 support packages:
  - Support Package 1 ($3.2M), endorsed 24 March
  - Support Package 2 ($1.8M), endorsed 14 April
  - Support Package 3 ($546k), endorsed 28 April
  - Support Package 4 ($5.2M), endorsed 30 June

HOW DOES THIS CONTRIBUTE TO THE CBD?

To reduce commercial / industrial rates would require an offset by a significant increase to residential rates.

There will be an opportunity for Council to review the relativity of each sector's contribution and the relativities within the City in future years.

WHAT HAS THE COMMUNITY TOLD US?

Approximately 130 ratepayers have contacted the City via the hardship mailbox. Many other ratepayers have contacted us and requested specific payment arrangements tailored to their individual circumstances.

WHAT IS COUNCIL DOING AT THE MOMENT

- Interest on unpaid rates is temporarily on hold.
- Debt collection of outstanding overdue rates is temporarily on hold.
- Waiver of rent/fees for community and sporting groups within City owned land/grounds and buildings for six months from 1 March 2020 at a value of $312,000.
- Reduction of rent by 50% for eligible commercial tenants in City buildings or on City Land for six months from 1 March 2020 at a value of $216,000.
- Commercial waste customers can suspend, cancel or amend their collection service at no cost.
- COVID Hardship Policy in place and is available to all persons and businesses
- Ratepayers can enter payment arrangements tailored to individual needs including the deferral of rates. The City has approximately 2,600 ratepayers that have agreed to individual payment arrangements.

WHAT IS COUNCIL DOING AT THE MOMENT

- Of the 8,216 properties, less than 1% of commercial/ Industrial ratepayers have agreed to a payment arrangement including temporary holds on interest and debt collections. By comparison over 2% of residential ratepayers are on an agreed payment arrangement.
- Benchmarking with other Councils on relativities between residential, industrial and residential ratepayers. It is correct that the rate in the dollar is higher than that in Wyndham for commercial and industrial properties, but it is lower for residential properties. However, it is more relevant to compare the average rates for each sector type. When this comparison is made the actual average payable provides a better comparison.
- The City has been reducing the relativity between the commercial and industrial differentials since 2016-17 with the intention of these two rates being set at the same rate in the dollar in future years.
- The relativity of commercial to residential differentials reduced from 241.8% in 2019-20 to 222.6% in 2020-21.
- As part of the Rating Strategy, Council has an opportunity to review the differential rates that will apply for the 2021-22 financial as well as future years. Noting if the differential rates are decreased for the Commercial and Industrial sectors, they will also increase the contribution that residential ratepayers will need to make.

ISSUES IMPORTANT TO CENTRAL GEELONG BUSINESSES

The Valuer-General Victoria has confirmed that no changes have been made under the Valuation Best Practice Specifications Guidelines as a result of COVID-19.

The 2020 general valuation has a relevant date of 1 January 2020 and is therefore based on the market conditions at, and immediately before that date.

There is no basis under the Valuation of Land Act 1960 for valuers to consider COVID-19 impacts when assessing statutory values for the purposes of the 2020 general valuation.

Any market changes occurring now, or in the future, due to coronavirus will be applicable to future annual revaluation cycles.

Ratepayers in the CBD, like all ratepayers in the city are encouraged to consider the appropriateness or otherwise of all sector contributions to the rate requirements of the City, noting every sector will have issues or views on what their contributions and relativities should be.

FIND OUT MORE?

Benchmarking the City's average Commercial Rate with other Victorian Councils is attached for further information.

For reference - the average capital improved value of a commercial property in the City of Wyndham is $1,621,126, Surf Coast Shire is $798,644 compared to the City of Greater Geelong $999,644.

COMMERCIAL RATES 2019-20

Council	Rate in $	Average CIV for Differential	Rates Payable	Municipal Charge	Total Payable	Relativity to Residential
Glen Eira City Council (NAV)	0.02926900	48,467	1,418.58	-	1,418.58	Uniform Rate
Mornington Peninsula Shire Council	0.00164620	617,948	1,017.27	-	1,017.27	Uniform Rate
Surf Coast Shire Council	0.00409360	798,644	3,269.33	208.00	3,477.33	190.0%
Yarra Ranges Shire Council	0.00434100	820,204	3,560.50	-	3,560.50	150.0%
Ballarat City Council	0.01065800	857,837	9,142.83	-	9,142.83	271.7%
Hume City Council	0.00330560	953,081	3,150.50	-	3,150.50	Uniform Rate
City of Greater Geelong	0.00522789	999,644	5,226.03	105.25	5,331.28	241.8%
Greater Dandenong City Council	0.00323037	1,254,901	4,053.79	-	4,053.79	190.0%
Knox City Council	0.00439290	1,260,987	5,539.39	-	5,539.39	250.0%
Maroondah City Council	0.00252030	1,270,385	3,201.75	-	3,201.75	120.0%
Monash City Council	0.00179606	1,436,729	2,580.45	-	2,580.45	113.4%
Wyndham City Council	0.00345700	1,621,126	5,604.23	60.98	5,665.21	140.0%
Melbourne City Council (rated on NAV)	0.04492500	3,016,344	8,110.36	-	8,110.36	109.2%

INDUSTRIAL RATES 2019-20						
Council	Rate in $	Average CIV for Differential	Rates Payable	Municipal Charge	Total Payable	Relativity to Residential
Glen Eira City Council (NAV)	0.02926900	48,467	1,418.58	-	1,418.58	Uniform Rate
Ballarat City Council	0.01101300	527,901	5,813.77	-	5,813.77	280.8%
Mornington Peninsula Shire Council	0.00164620	617,948	1,017.27	-	1,017.27	Uniform Rate
Yarra Ranges Shire Council	0.00434100	790,171	3,430.13	-	3,430.13	150.0%
Surf Coast Shire Council	0.00409360	798,644	3,269.33	208.00	3,477.33	190.0%
Maroondah City Council	0.00252030	802,135	2,021.62	-	2,021.62	120.0%
City of Greater Geelong	0.00618097	904,262	5,589.21	105.25	5,694.46	285.9%
Knox City Council	0.00465640	1,004,375	4,676.77	-	4,676.77	265.0%
Hume City Council	0.00330560	1,302,534	4,305.66	-	4,305.66	Uniform Rate
Monash City Council	0.00179606	1,489,829	2,675.82	-	2,675.82	113.4%
Wyndham City Council	0.00395000	1,752,872	6,923.85	60.98	6,984.83	160.0%
Greater Dandenong City Council	0.00467553	1,799,996	8,415.93	-	8,415.93	275.0%
Melbourne City Council (rated on NAV)	0.04492500	3,016,344	8,110.36	-	8,110.36	109.2%

COMMERCIAL VERSUS RESIDENTIAL RATE INCOME					
Commercial	Rate in the $	Commecial Assessments	Residential Assessments	% of Rate Income Commercial	% of Rate Income Residential
2015-16	0.00590800	5,448	100,803	14.3%	65.7%
2016-17	0.00548900	5,584	102,925	14.6%	65.4%
2017-18	0.00572500	5,773	105,211	15.1%	65.5%
2018-19	0.00547300	5,864	107,633	15.4%	65.3%
2019-20	0.00522789	5,927	110,102	15.5%	65.1%
2020-21	0.00532080	5,993	113,197	16.0%	71.2%

INDUSTRIAL VERSUS RESIDENTIAL RATE INCOME					
Industrial	Rate in the $	Industrial Assessments	Residential Assessments	% of Rate Income Industrial	% of Rate Income Residential
2015-16	0.00788100	1,887	100,803	6.3%	65.7%
2016-17	0.00768400	1,934	102,925	6.2%	65.4%
2017-18	0.00753000	1,972	105,211	6.1%	65.5%
2018-19	0.00687100	2,096	107,633	6.2%	65.3%
2019-20	0.00618097	2,153	110,102	6.0%	65.1%
2020-21	0.00581731	2,225	113,197	6.0%	71.2%

GEELONG CBD ENGAGEMENT TASK FORCE

FACT SHEET FIVE (OF FIVE)

CITY OF GREATER GEELONG

CENTRAL GEELONG MARKETING COMMITTEE

OVERVIEW

The Central Geelong Marketing (CGM) committee was established in 2001 as a Section 86 Special Committee of Council with delegated responsibility for the expenditure of the funds raised by the Special Rate Scheme.

The CGM committee was one of three key initiatives in the 2000 Central Geelong Revitalisation Strategy, alongside a major streetscape improvement program and a change to the transport movements within central Geelong.

CGM was established to deliver a marketing and business promotion program for the businesses within the specific geographic boundary known as central Geelong.

The Committee comprises 13 members, either elected by the special rate paying community or nominated by various stakeholder bodies as documented in the Committee Terms of Reference.



CGM SPECIAL RATE SCHEME

The CGM Special Rate Scheme requires each property owner to contribute a set percentage of the capital improved dollar value of their premise.

The special rate scheme was initially established for a five-year term from July 2001 – June 2006. This has been renewed for three additional consecutive five-year terms. CGM is currently in the fifth year of its fourth special rate term. This is the Committee's 20th year of operation.

In 2019, the CGM committee resolved to request Council consider a further five-year term of the special rate for the period 2021-2026. The committee will also seek additional financial resources from Council to support the work of the CGM committee in recognition of the broader community and social benefit of the programs delivered. This Intention to Declare a Special Rate report is due to come before Council for decision in December 2020.

The committee has been recognised for its governance and performance with awards and commendations from national place management groups including Mainstreet Australia and Place Leaders Asia Pacific.

The main focus of CGM is to increase the number of people visiting central Geelong and spending at central Geelong businesses.

FACTS AND FIGURES

- More than 1500 businesses operate in central Geelong, including retail, hospitality, professional services, attractions, arts, cultural and entertainment organisations.
- More than 30,000 people work in central Geelong (pre-COVID)
- Approximately 30,000 people visit the precinct daily (pre-COVID)
- Approximately 2,400 people live in central Geelong and over 8,400 students study in the precinct.
- 1469 commercial properties and business operators contribute to the current CGM special rate scheme in 2020/2021
- The average property/ business contribution in 2020/2021 is $14.68 per week, or $763.77 per annum
- Since the establishment of CGM, the number of commercial properties in Central Geelong has grown from 1,149 in 2001 to 1,469 as at July 2020. An increase of 320 / 27.8%.



HOW DOES THIS CONTRIBUTE TO THE CBD?

The role of CGM is to market and promote central Geelong in a coordinated and integrated manner. CGM implements programs and activities to improve the way central Geelong operates, enhances the marketing and promotion of the businesses in central Geelong and improves the image of central Geelong.

The CGM Committee's Terms of Reference state that it is to be considered by Council and other stakeholders as the peak body representing the businesses and property owners in central Geelong.

In 2019/2020, CGM delivered a suite of programs and activities in line with the CGM's vision being 'Central Geelong – A Vibrant Place of Choice'. This program focused on:

- Marketing and promotional initiatives that attracted people to central Geelong and raised the profile of central Geelong businesses
- Delivering events that highlighted central Geelong's reputation as a leading business and cultural precinct
- Fostering improved business presentation and appearance
- Supporting improved business capability and sustainability through education, training and the dissemination of relevant information
- Providing business to business and networking opportunities for central Geelong business operators
- Assisting in the attraction and support of new business to central Geelong

CGM's collaborative approach enables the businesses in central Geelong to act as a single entity, focusing its combined strength and resources in the most efficient fashion for the benefit of all the properties and businesses in the precinct.

REPORTING

The CGM Committee developed a strategic framework for each special rate period to meet agreed outcomes and identify the challenges facing central Geelong. The Committee then developed an Annual Activity Plan for each year of the program's five-year term. A copy of the 2016-2021 Annual Activities Plans are attached.

CGM's program of measurement and evaluation is guided by annual plans with program evaluation undertaken via face to face and online surveys, pedestrian counting at events, electronic device counts and stakeholder surveying. This data is collated to determine the economic, social, community and strategic benefits generated by CGM's activities and documented in a formal evaluation summary.

This data is then communicated back to the CGM Committee, Council and central Geelong business via quarterly printed newsletters, monthly electronic updates, quarterly networking functions and an annual report to Council. The evaluation reports use the REMPLAN economic modelling system to provide consistency of measurement.

See below document titled CGM Key Programs & Highlights 2019-2020 for an overview of the program, evaluation figures and key deliverables.

WHAT HAS THE COMMUNITY TOLD US?

During the consultation period prior to the renewal of the current special rate (2016 – 2021), a stakeholder survey was undertaken of all businesses. Results indicated a high level of support for a consolidated marketing body.

- 86% of businesses surveyed indicated they were aware of CGM's programs,
- 60% agreed that CGM had provided a central focus for businesses and the promotion of central Geelong
- 78% agreed there is a benefit in having a collective approach to marketing central Geelong

Surveys of businesses who participated in one or more of CGM's flagships activities since July 2016 indicated an average of 99.5% said they would participate in future programs. An average of 90% felt the flagship program they had participated in was important/very important for central Geelong.

In addition to measuring economic impact, in 2017 CGM began measuring the social and community value of its flagship activities.

Participants surveyed at fourteen CGM flagship events indicated when they attended the event an average of 94% said they felt safe and welcome, an average of 83% said they felt connected to their community, an average of 89% said they felt proud of central Geelong and an average of 91% enjoyed the vibrancy in central Geelong.

ISSUES IMPORTANT TO CENTRAL GEELONG BUSINESSES

The following issues were identified through activity planning workshop with Committee members and via evaluation feedback from business operators and the general public to CGM events and activities relating to central Geelong:

- Perception of central Geelong;
- Engagement of operators and property owners – especially national retailers
- Engagement of workers, students, residents (existing & new)
- Multicultural communities
- Changing retail impacts – competition, catchment, communication channels, suburban competition
- Keep growing offer of central Geelong – Value offer (time, effort, $) – what will make people come into central Geelong

WHAT IS COUNCIL DOING AT THE MOMENT?

The CGM Committee has continued to deliver the 2019-2021 Annual Activities Plan, despite the impact on central Geelong from COVID-19 restrictions.

Some events have been cancelled, while other have been adapted or rescheduled.

CGM has provided additional supports to business operators throughout the COVID19 pandemic with increased online content, direct communications, sharing information about COVID-19 support measures.

CGM has delivered a support, spend, shop local initiative online and has engaged and increased extensive databases through content creation and competition engagement. Event adaptations have included shifting the workers engagement campaign to an online format, as well as adjusting event programs for Tastes of Central Geelong and the Winter Kids Fun Program. These events were changed to include small family group activities, increased self-guided elements and showcasing business products and services online. All event programs were delivered in electronic format.

Planning continues for Spend & Win, Shopping Festival & Sidewalk Sales and Christmas in Central Geelong as well as continuing digital and consolidated marketing activities.

At its meeting on 28 April 2020, Council resolved to:

- Endorse the City to provide financial support to the 1,482 businesses who pay the Central Geelong Special Rate, to the value of a quarter of the yearly amount paid for the Special Rate, equating to a total amount of $283,907; and
- Approve $283,907 in the City's 2019-20 budget to fund the support outlined in paragraph 9.2.

This decision, as part of Council's Community Support Package, provided support to central Geelong business operators and property owners and ensured the services provided by Central Geelong Marketing to support and promote businesses in central Geelong continues.

FIND OUT MORE?

See attached document providing overview of the activities delivered in 2019/2020. See also links to CGM Strategic Plan, Annual Activity Plans and Annual Program Evaluation Overviews.

Visit www.centralgeelong.com.au to view CGM's website including the business directory listing, event listings and programs and blogs as well as member section incorporating training and professional development program.

Download the Love Central Geelong app to view functionality including parking, park and ride shuttle live locator and open near me features as well as self-guided walking tours and business directory

Follow Love Central Geelong on Facebook, Instagram and Twitter to see the content created in partnership with central Geelong business operators.

2016-2020 EVALUATION FIGURES

YEAR	SPECIAL RATE INCOME	BASE ECONOMIC VALUE OF KEY FLAGSHIP ACTIVITIES (NO MULTIPLIERS)	REMPLAN TOTAL ECONOMIC OUTPUT	NUMBER OF ATTENDEES OF KEY FLAGSHIP ACTIVITIES	LONG TERM EMPLOYMENT (JOBS DIRECT AND INDIRECT)	RETURN ON INVESTMENT
2016-2017	$1,044,704	$6,308,048	$14,753,000	132,625	88	$1: $14.12
2017-2018	$1,066,024	$6,472,612	$16,744,000	136,546	105	$1: $15.70
2018-2019	$1,090,009	$7,946,872	$20,828,000	168,892	125	$1: $19.10
2019-2020	$1,117,259	$5,942,402	$16,681,000*	118,909*	97 (as at end Dec)	$1: $14.93
2020-2021	$1,121,228	Not yet delivered	Not yet delivered	Not yet delivered	Not yet delivered	
TOTAL AS AT 1 JUL 2020	$5,439,224	$26,669,934	($69,006,000	556,972	415	$1: $15.96

*Does not include StoryFest 2020 or May Magic 2020 as not delivered due COVID-19 restrictions

EVENTS AND ACTIVITIES IN 2019-20



Flagship activities

- Tastes of Central Geelong
- School Holiday Fun Program including Storyfest
- Shopping Festival & Sidewalk Sales
- Christmas in central Geelong including central Geelong Christmas Elves
- May Magic

Sponsorships and partnerships

- Geelong Waterfront Makers & Growers Market
- Geelong Revival
- Archibald Prize
- GPAC Family Magic Series
- Geelong Wine Walk
- Geelong Cats

Business development activities

- Quarterly networking events
- Training and development
- Quarterly newsletters
- Regular information updates

Social media, internet and digital opportunities

- centralgeelong.com.au
- Central Geelong Smart Phone app
- Love Central Geelong
- Facebook, Twitter, Instagram and YouTube.

Other promotional tools

- Short video featuring central Geelong businesses for TV, Cinema, Digital and Social Media use.
- Extensive advertising using Newspaper, Magazine, Radio, TV, Outdoor, Transit, Direct Mail, Catalogues/ leaflets.
- Professional Services Campaign – promoting the 600+ professional services on offer in central Geelong to regional and Wyndham/ Werribee audiences.
- Workers Engagement Program - Incentive program that showcases businesses to central Geelong workers
- Promotion of on street and off-street parking options, including:
  - › the central Geelong Parking Map
  - › financial sponsorship of the Park & Ride service
  - › the smart phone app and the Magic Meter Elves.
- Promotion of new businesses and provision of new business kits

Central Geelong marketing

KEY PROGRAMS & Highlights 2019 – 2020

Central Geelong Marketing (CGM) is the consolidated marketing body for Central Geelong. CGM's extensive program of events, activities, advertising, marketing, business development and business support initiatives enhance and promote the Central Geelong experience and increase the number of customers, workers, residents, students and visitors enjoying Central Geelong and spending in Central Geelong businesses.



Flagship Events & Activities

Each year, CGM delivers five flagship programs to increase the number of people experiencing and enjoying Central Geelong. These flagship activities include:

Flagship Activity Results*

118,909 participants

1918 individual activities delivered

400 participating businesses

TEO **$16.68M**

$5.9M spent at Central Geelong businesses by people who came into Central Geelong especially to attend a flagship activity who then went on to do other things.

Tastes of Central Geelong

Held each July, this festival of food, flavours and fun celebrates the wonderful range of cafes, restaurants and hospitality venues in Central Geelong.

25,297 participants

758 individual activities

113 participating businesses

TEO **$2.67M**

Central Geelong Shopping Festival + Sidewalk Sales

Held on Melbourne Cup Day, this exciting, one day event offers hundreds of specials, discounts, entertainment and activities right across Central Geelong.

33,416 participants

253 individual activities & special offers

203 participating businesses

TEO **$9.25M**

The Central Geelong Kids Fun Program & StoryFest

The School Holiday Fun Program & StoryFest encourage families and children to enjoy the range of fun activities on offer in Central Geelong during the school holiday period.

19,171 participants

393 individual activities & special offers

43 participating businesses

TEO **$2.26M**

Christmas in Central Geelong

This program encourages the community and visitors to enjoy the magic of Christmas in Central Geelong and includes the Christmas Trail Map, a huge program of entertainment, activities, decorations and the Central Geelong Christmas Elves.

41,025 participants

524 individual activities

41 participating businesses

TEO **$2.48M**

Event Support & Street Activation

7 Waterfront Makers & Growers Markets, **42,250** participants

9 Central Geelong Events sponsored

Over **250** on street performances & activations

4 Love Central Geelong Family Magic performances **1647** participants

655 passengers on Seniors Week Festival Shuttle

These figures and data are actual numbers from counts and surveys undertaken in 2019-2020 and have been put through the region's preferred Economic Impact Assessment program – REMPLAN to calculate the Total Economic Output (TEO).

**2019 – 2020 Flagship Activity Results include Tastes of Central Geelong, Central Geelong Shopping Festival + Sidewalk Sales, The Central Geelong Kids Fun Program and Christmas in Central Geelong. May Magic and StoryFest not held in 2019 – 2020 due to COVID19.*

Central Geelong marketing



Consolidated Advertising & Digital Marketing

Consolidated Advertising

CGM's consolidated advertising campaign showcases the Central Geelong experience.

561 print & radio ads

19,110 cinema ads

& over **700** regional television commercials scheduled*

4 twelve month transit advertising campaigns

3 twelve month static signage campaigns

Over **7.7M** impressions

Professional Service Advertising Campaign

CGM's Professional Services Campaign specifically promotes the 600 plus professional service businesses located in Central Geelong. This campaign promotes Central Geelong as a great alternative for the metro west area.

28,805 metro west cinema ads scheduled*

848,239 total audience*

Over **6.9M** impressions - 'Central Geelong At Your Service' Google Advertising

Digital Marketing

The Love Central Geelong App, social media channels and website keeps users up to date on all things Central Geelong.

398,927 visits to centralgeelong.com.au

32,439 followers on Love Central Geelong Social Media

12,750 App downloads

31,956 database subscribers, **50** EDMs



Business & Support Programs

Networking Events & Training Opportunities

CGM hosts quarterly networking functions and delivers an innovative training program each year.

2 networking functions^

Over **500** participants from **195** Central Geelong businesses

22 training opportunities

155 registrations from **94** Central Geelong businesses

Information Updates

CGM regularly communicates with businesses to ensure they are up to speed on Central Geelong activities, opportunities and information that may impact their business.

31 Central Focus electronic updates

6 Event Kits/Newsletters distributed

65 New Business Welcome Kits

7 street name & number signs installed

Worker Engagement Program

This program celebrates the 30,000 people who work in Central Geelong each day. The Worker Engagement Program provides fantastic 'Hump Day' offers for workers including special offers, discounts, tickets, prizes, and exclusive events and activities.

2094 signed up to Workers Database

910 individual Hump Day offers from **67** participating businesses

1628 entries,

673 offers redeemed

Central Geelong Park & Ride

This service provides a convenient and inexpensive way to get to and from work, Monday – Friday.

Average of **150** passengers per day

Live Park & Ride tracker on the Love Central Geelong App

** Scheduled ads for 2019 - 2020. Actual number of screenings/audiences impacted by COVID19.*

^Two networking functions held in 2019-2020. April & June 2020 events cancelled due to COVID19.



Social & Community Benefit

In addition to encouraging people to visit and spend in Central Geelong, CGM's program of events and activities significantly contributes to civic pride and enhances community wellbeing.

When attending a CGM flagship activity, participants indicated*:

- **93%** felt **safe and welcome** in Central Geelong
- **87%** felt **proud** of Central Geelong
- **78%** felt **connected to people in the community**
- **90% enjoyed the vibrancy** in Central Geelong
- **95%** of participants rated the flagship event they attended as **very important/important for Central Geelong**.



Creative & Innovative

CGM continually introduces innovative elements to its programs and activities and the ways in which these programs are delivered. This enables CGM to increase efficiency and leveraging opportunities, reach new and different audiences and continue to offer an exciting, dynamic and engaging Central Geelong experience.

Examples include:

- The Love Central Geelong App. Innovative features of the App include a live tracker of the Central Geelong Park and Ride, live parking updates, push notifications, an itinerary builder where users can add businesses and events to their itinerary and plot these on a map and the ability for users to tailor content to their interests.
- Introduction of augmented reality to the Christmas in Central Geelong program, enabling users to discover fun and engaging Christmas experiences across Central Geelong via their smartphone or device.
- Use of 'City Insights' device counting and reporting system which allows CGM to track on street pedestrian activity, identify trends and monitor the impact of activities and events.
- Production of the Love Central Geelong television commercial which is used across a variety of advertising platforms including television, cinema, digital/online and electronic signage.
- Installation of 3 permanent 3D street murals, enabling users to interact and enjoy street art in an exciting new way.
- Adaptation of the 2020 Central Geelong Kids Fun Program and Tastes of Central Geelong event to a virtual program to counteract the impact of COVID19.
- Use of a variety of locations throughout Central Geelong to activate vacant spaces and encourage the movement of people across the City.
- Development of 'Eat the Street' Guided Tour to showcase cafés and restaurants located in a specific precinct
- Creation of the Central Geelong Workers Engagement Program to harness and celebrate the collective energy of the 30,000 people who work in Central Geelong each day and showcase Central Geelong businesses to workers on a weekly basis.
- CGM continually builds valuable partnerships with businesses and organisations to create leveraging opportunities and support. In 2019 – 2020, CGM secured in kind and financial support valued at over $300K.

Industry Awards & Recognition

In 2019 – 2020, CGM received national industry recognition for its programs and activities.

2 finalist entries at the Australian Event Awards
- StoryFest 2019 & Tastes of Central Geelong 2018

1 special commendation received at the 2019 Place Leaders Australia Pacific Awards for the CGM program

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Average percentages sourced from surveys undertaken of CGM flagship activity participants

7. TRANSPARENCY – PUBLIC REGISTER OF DEVELOPER MEETINGS

Source:	**Governance, Strategy & Performance – Governance**
Director:	**Rebecca Leonard**
Portfolio:	**Leadership and Governance**

Purpose

1. To provide information to Councillors about establishing a public register of meetings between developers and Councillors and City officers.

Background

2. On 28 July 2020 Council resolved to request the Chief Executive Officer to investigate establishing a public register of property developer meetings held with the City of Greater Geelong key management personnel, senior officers and/or Councillors (**Attachment 2**).

3. Two key issues were raised in support of the resolution of Council, namely integrity and transparency in relation to Council and City dealings with developers.

4. Councils play a key role in supporting growth and development within their municipal boundaries which includes providing advice and support to businesses, and about strategic land use planning, statutory planning and building services.

Key Matters

5. Transparency in decision making is critical to maintaining public trust and confidence in the functions of Council and the City. The importance of transparency has been recognised in the Local Government Act 2020 (LGA 2020) which sets out public transparency principles and requires councils to adopt a public transparency policy. The Council adopted its first Public Transparency Policy on 1 September 2020 (see **Attachment 3**).

6. There appears to be no examples of Victorian councils establishing a register of developer meetings, and there is no current requirement under the LGA 2020 to establish such a register.

7. A limited number of Councils in Western Australia have established a register to record developer meetings with Councillors (**Attachment 4**). These registers do not record officer meetings with developers. Queensland councils are required by the Queensland Integrity Act 2009 to have policies governing developer interactions with councillors and employees, but do not have registers.

8. The Council and the City are governed by a number of policies and processes, as well as the LGA 2020, which support integrity and transparency across the City's operations and the Councils' decisions. An outline of the governance framework is provided at **Attachment 5**.

9. Officers are of the view that this governance framework provides and effective framework for integrity and transparency in all of the Council's and the City's operations and it is not clear whether establishing a register of developer meetings in itself would strengthen the existing framework or improve transparency of decision making. Rather than by creating a register of developer meetings, guidelines governing how Councillors and developers interact could be more effective in strengthening the framework. These guidelines could be incorporated into the Councillor Code of Conduct, akin to the policies adopted by Queensland Councils.

10. The City's officers at all levels provide services to developers on a day to day basis. City officers also have obligations to keep records of their work pursuant to management policies and procedures, and to act with integrity in all of their dealings in accordance with the Employee Code of Conduct and the LGA 2020. Records available to the public are accessible under the Freedom of Information Act 1982, subject to the requirements of the Privacy and Data Protection Act 2014 (PDP Act). There would be no additional benefit in requiring City officers to record their meetings with developers in a register.

11. Information collected for and published in any register of developer meetings must comply with the PDP Act, and personal information could not be published without an individual's consent. This means that, if a developer doesn't provide their consent, their details can't be published in a register. A balance must also be struck between the need to provide transparency and facilitate good governance practices, whilst not undermining developer interest and confidence to invest in Greater Geelong or the rights of ratepayers to continue to have access to their elected representatives.

12. If Council wishes to proceed to develop a register of meetings, consideration would need to be given to creating a policy and procedure to support the administration of the register which includes:

    12.1 The definition of a developer;

    12.2 The definition of a meeting, for instance, does it include phone calls, emails and in person meetings;

    12.3 The nature of the information to be provided in the register, balanced against the obligations of privacy and confidentiality; and

    12.4 The frequency of publication of the register.

Cr Aitken moved, Cr Grzybek seconded -

13. That the report be deferred.

Carried.

8. PROPOSED SALE OF PART 11 MCHARRY COURT, CORIO

Source:	**Customer & Corporate Services – Property, Procurement and Assets**
Director:	**Michael Dugina**
Portfolio:	**Finance**

Purpose

1. To provide a report and recommendation to Council following the issue of the public notice of the intention to sell the land being certificate of title volume 9332 folio 123, addressed as part 11 McHarry Court, Corio. Refer **Attachment 3** for location.

Background

2. Consideration of the potential future sale of this land originated from the Council meeting on 25 November 2014 when, while considering rezoning the adjacent land, the Council resolved that *"Officers prepare a report on the sale and rezoning of Connections Park East (BMX Site)".*

3. This led to the Planning Scheme Amendment C330 - a Council initiated amendment which rezoned Connections Park East, Corio from the Public Park and Recreation Zone to the General Residential Zone Schedule 1 – this is the parcel known as part 11 McHarry Court, Corio although the parcel of land connects to Welch Court, Consedine Court, Kilpatrick Court, and Goodwin Court, Corio.

4. When the Council adopted Amendment C330, the report noted that:

   "*Rezoning of the site to a residential zone will improve Council's ability to attract investment in a challenging urban renewal precinct that will also see the redevelopment of the adjacent former Rosewall Primary School land. The long-term strategy to redevelop Connections Park East for residential use complements other renewal projects that will bring significant benefits for the local community. These include redevelopment of the former primary school land, sporting improvements to Flinders Peak Reserve, development of the Hendy Street Family Hub and the redevelopment of the Rosewall Neighbourhood House. The retention of the western part of Connections Park at over 1.3 hectares, with established playground equipment and neighbouring the Rosewall Neighbourhood House, will adequately serve local open space needs. The loss of the site as designated open space in the Planning Scheme will not adversely impact on the community".*

5. At its meeting of 12 May 2020, the Council resolved to commence the process to sell the property by giving public notice and inviting submissions, requiring that, if submissions were received, a further report will be put to Council.

Key Matters

6. Public notice was issued in accordance with sections 189 and 223 of the Local Government Act (Act) and submissions were invited.

7. Six submissions were received and a full copy of each has been provided to the Councillors, as well as a summary on **Attachment 2.**

8. No submitter requested to be heard by a submissions review panel.

9. In considering the submissions, it is noted:

    9.1 The reserve is poorly situated and suffers from a lack of passive surveillance and safety concerns. Redevelopment of the surrounding land will address the objectives within the Corio Norlane Structure Plan 2012 of creating improved access and visibility of the remaining part of Connections Park located to the West.

    9.2 The report presented to the Council meeting of 16 February 2016 noted *"the long-term strategy to redevelop Connections Park East for residential use complements other renewal projects that will bring significant benefits for the local community".*

    9.3 The report also noted that "*The retention of the western part of Connections Park at over 1.3 hectares, with established playground equipment and neighbouring the Rosewall Neighbourhood House, will adequately serve local open space needs. The loss of the site as designated open space in the Planning Scheme will not adversely impact on the community".*

    9.4 The Council has recently completed the $3.76m construction of the Rosewall Community Centre which provides a meeting point for community groups, adult education classes and social gatherings and art activities.

    9.5 The 'reserve' status on the certificate of title will need to be removed by a planning permit prior to sale so the land can be developed in accordance with the General Residential Zone.

    9.6 The nearby property, formerly the Rosewall Primary School, is likely to be sold by the State Government and be a complimentary redevelopment opportunity to the City's land.

Cr Grzybek moved, Cr Aitken seconded -

10. That the report be deferred.

Carried.

9. SUSTAINABILITY ADVISORY COMMITTEE – TERMS OF REFERENCE

Source:	**Governance, Strategy & Performance – Strategy & Performance**
Director:	**Rebecca Leonard**
Portfolio:	**Leadership and Governance**

Purpose

1. For Council to approve the establishment of a Sustainability Advisory Committee and proposed Terms of Reference.

Background

2. The Sustainability Framework and associated 2020-22 Action Plan were adopted by Council on 28 July 2020.

3. Council requested the Chief Executive Officer provide a report to Council by 21 September with proposed Terms of Reference for a Sustainability Consultative Group.

4. The Group is to be created as a Committee of community representatives with a range of environmental management, social/community planning and financial/risk analysis expertise, to provide advice, and to support the implementation of the Sustainability Framework and 2020-22 Action Plan.

Key Matters

5. Public engagement on the Sustainability Framework and 2020-22 Action Plan demonstrated significant interest in the Framework and the City's initiatives in this area.

6. Two objectives included in the documents support the ongoing contribution of the community:

   6.1 Harness community knowledge to drive sustainable change; and

   6.2 Understand and be guided by the needs and expectations of our community.

7. The proposed Terms of Reference (**Attachment 2**) for the Committee have been developed to support the ongoing participation of and feedback from members of the community in the implementation of the Sustainability Framework.

8. Recruitment for the Committee will be completed via an expression of interest process in November 2020, seeking members with a range of skills and experiences particularly in the three priority areas identified in the Framework: protecting the environment, community wellbeing and social equity and responsible and transparent business.

Cr Asher moved, Cr Grzybek seconded -

9. **That Council:**

   9.1 Approve the establishment of the Sustainability Advisory Committee and the proposed Terms of Reference (Attachment 2); and

   9.2 Note that expressions of interest for members of the Committee will commence in early November 2020.

Carried.

Attachment 1

Financial Implications

1. The Sustainability Framework recognises the importance of financial management for the long-term sustainability of our community.

2. The Terms of Reference include the requirement that at least one representative must have expertise or experience in responsible and transparent business.

Community Engagement

3. Feedback from community engagement on the Sustainability Framework and 2020-22 Action Plan indicated significant interest from key stakeholder groups and the broader community in the establishment of an advisory committee to support the implementation of the 2020-2022 Action Plan.

4. The Terms of Reference will be communicated upon advertising for members of the advisory committee.

5. Community members and stakeholder groups who provided feedback on the Framework and 2020-22 Action Plan will be informed of the establishment of the advisory committee.

Social Equity Considerations

6. The Sustainability Framework recognises the importance of equity, access and inclusion for the long-term sustainability of our community.

7. The Terms of Reference include the requirement that at least one representative must have expertise or experience in community wellbeing and social equity.

Policy/Legal/Statutory Implications

8. The Sustainability Framework aligns with the overarching governance principles of the *Local Government Act 2020.* The Act requires Council to consider the economic, social and environmental sustainability of the municipal district, including mitigation and planning for climate change risks and promote this.

Alignment to Council Plan

9. Sustainability is a key consideration/theme of Council Plan 2018-22 and aligns to the Leadership and Governance Portfolio and the community's 30-year *Clever and Creative* vision.

Conflict of Interest

10. There is no identified conflict of interest for any officer involved in this report.

Risk Assessment

11. The Sustainability Advisory Committee is established to assist the City in ensuring it can meet the objectives of the Sustainability Framework and the 2020-22 Action Plan. These Terms of Reference clearly define the roles and responsibilities of Committee members. A transparent and open expression of interest process will build public confidence in both the Committee and the City's commitment to meet its objectives.

Environmental Implications

12. The Sustainability Framework recognises the importance of climate change, managing natural resources, emissions reduction, waste management and protecting biodiversity for the long-term sustainability of our community.

13. The Terms of Reference include the requirement that at least one representative must have expertise or experience in environmental issues.

THE CITY OF
GREATER GEELONG

SUSTAINABILITY ADVISORY COMMITTEE - TERMS OF REFERENCE

COMMITTEE NAME

DOCUMENT NO:	RECORD NUMBER D20-365481
APPROVAL DATE:	
APPROVED BY:	COUNCIL
REVIEW DATE:	2022
VERSION NO:	1
RESPONSIBLE OFFICER:	Cameron Murnane, Acting Coordinator Strategy
AUTHORISING OFFICER:	Laura Potter, Acting Manager Strategy and Performance

1. SUMMARY

A Council Advisory Committee (Committee) is established to bring together interested community members and industry representatives to engage with Council on sustainability topics. The Committee is to be guided by Council priorities outlined in strategic documents including Clever and Creative Vision, Council Plan and other major strategies/frameworks.

The purpose of a Committee is to draw upon local expertise, experience and networks to inform Council decision making through provision of a formal pathway created to collect community and stakeholder input, regular feedback and recommendations.

- Council requested that a Sustainability Advisory Committee be established following the adoption of the *Sustainability Framework 2020* (Framework) and the associated *2020-22 Action Plan* (Action Plan) at the Council meeting on 28 July 2020.
- The Sustainability Advisory Committee will be guided by the Sustainability Framework and Action Plan.
- Recent feedback from community and stakeholders indicated a strong desire for a community and stakeholder committee to be established to support the implementation of the City's Sustainability Framework and Action Plan.

2. OBJECTIVES

The Sustainability Framework identifies 15 objectives across three key priority areas: protecting the environment; community wellbeing and social equity; responsible and transparent business.

The formation of the Committee aligns to several Sustainability Framework objectives:

- Harness community knowledge to drive sustainable change;
- Understand and be guided by the needs and expectations of our community.
- Position the organisation to better achieve our sustainability objectives;
- Embed sustainability into our decision-making and look for innovative solutions.

The objective of the Sustainability Committee is to consider, provide advice on and monitor the implementation of the Sustainability Framework.

3. DEFINITIONS

Act	The *Local Government Act 2020.*
CEO	The Chief Executive Officer of the City appointed by Council.
City	The administration of the City of Greater Geelong led by the Chief Executive Officer.
City Officer	An employee of the City.
Council	The Greater Geelong City Council comprised of Councillors.
Councillor	Elected officials representing the City of Greater Geelong, including the Mayor.
ELT	Executive Leadership Team consisting of the Directors or Executive Managers of the Departments of the City who all report to the Chief Executive Officer.
Mayor	The Councillor elected to be the Mayor of the Council in accordance with the *City of Greater Geelong Act 1993*.
Sustainability	The City defines sustainability as "working together to position our community, environment and economy to meet our sustainability challenges now and into the future".

4. TERMS OF REFERENCE

4.1 Expected/definite life of the Committee:

4.1.1 The life of the Committee will correspond to the duration of the Sustainability Framework 2020.

4.1.2 The term of community membership will be three years.

4.1.3 Members may be reappointed for a second term, however no more that 50 per cent of members who have served a full term may be reappointed at the commencement of a new term.

4.2 Appointment of members:

4.2.1 The appointment of community members on the Committee shall follow the following process:

- The City will publicly advertise to seek applications from experienced community members requiring them to demonstrate how they meet the key selection criteria in the approved position description.
- The City will write to key stakeholder networks to advise them of the opportunity and encourage them to share to their networks and to endorse suitable applications.
- Applications received by the closing date will be assessed against the selection criteria in the position description, and the requirement for a diverse and inclusive Committee that is representative of our community. Appointment of community representatives will be made in accordance with the Committee Representation Council Policy; and
- Following receipt and assessment of the application, may be appointed to the Committee in accordance with the Committee Representation Council Policy.

4.3 Composition of the Committee:

4.3.1 The number of representatives of the Committee shall be no less than 8 and no more than 12 and be drawn from those sectors of the community which have expertise and/or experience in sustainability, including but not limited to:

- Climate change
- Emissions reduction
- Waste management
- Biodiversity and natural resource management
- Land use planning
- Built environment
- Sustainable food production and systems
- Public health
- Social planning
- Community engagement and education
- Risk management
- Financial analysis

4.3.2 The Committee will include at least one representative with expertise and/or experience from each of the priority areas - protecting the environment; community wellbeing and social equity; responsible and transparent business - to ensure the Committee can support the City's holistic and integrated approach to sustainability

4.3.3 The Committee will be chaired by the Council Portfolio Chair unless otherwise determined by the Council.

4.3.4 A second Councillor representative will be nominated by Council.

4.3.5 Other City of Greater Geelong Councillors are welcome to participate as non-voting members.

4.3.6 The Committee will also be attended by the following Council Officers:

- Director, Governance Strategy & Performance.
- Senior Officers from Environment & Waste Services, Finance, Healthy Communities, Social Planning & Investment and Strategy & Performance.
- Additional staff may be invited to attend when their area of work is relevant to the work of the Committee.

4.4 The role of community representatives is to:

4.4.1 Commit themselves to the Terms of Reference of the Committee.

4.4.2 Attend any induction/s for Committee members and adhere to standard Codes of Conduct.

4.4.3 Attend meetings of the Committee personally (no proxy allowed) and attend at least 80 per cent of all meetings.

4.4.4 Abide by best practice in the conduct of Committees by declaring any real or perceived conflicts of interest as soon as they become known.

4.4.5 Comply with any requirements from time to time not to disclose confidential information.

4.4.6 Bring knowledge, skills and experience of sustainability to the Committee and contribute to the development of the Committee's collective wisdom.

4.4.7 Represent the views and ideas of their networks to the Committee and communicate the collective wisdom of the Committee to their networks.

4.4.8 Actively contribute by participation in group discussions and offer knowledge and opinions.

4.4.9 Treat other representatives with respect and have due regard to the opinions, rights and responsibilities of others.

4.4.10 Maintain the confidentiality of all information provided to the Committee unless otherwise advised.

4.4.11 Act in a voluntary capacity.

4.4.12 Members representing an organisation are expected to be able to represent the views and ideas of that organisation while participating in the Committee as an individual with their own views, ideas and experience to be contributed for the benefit of the Committee.

4.5 Authority of the Committee:

4.5.1 The Committee is an Advisory Committee for the purposes of the Local Government Act 2020, therefore does not have delegated authority, and reports to Council as required.

4.5.2 The Committee has no financial delegation.

4.5.3 The Mayor and the Director are the designated media spokespeople for Committee in accordance with Council's Media Policy.

4.5.4 Members of the Committee may not speak to the media on behalf of the Committee.

4.6 Conflict of interest and confidentiality:

4.6.1 If a Committee member determines that they have a conflict of interest in any matter which is to be considered at a meeting of the Committee then that person must:

- If he or she intends to be present at the meeting, disclose the nature of the interest immediately before the consideration or discussion; or
- If he or she does not intend to be present at the meeting, disclose the nature of the interest to the Chairperson of the Committee at any time before the meeting is held.

4.6.2 While any vote or discussion is taken on the subject matter the member must:

- Leave the room and notify the Chairperson that he or she is doing so; and
- Remain outside the room and any gallery or other area in view or hearing of the room.

4.6.3 The Chairperson of the Committee must record the declaration and the nature of the conflict of interest in the minutes of the meeting.

4.7 Timing, place and frequency of meetings:

4.7.1 The Committee will meet at least every quarter and for no more than three hours.

4.7.2 The Committee may decide to meet more often to consider specific issues.

4.7.3 The Committee will be hosted by Council in an appropriate venue, or may meet online.

4.7.4 A meeting of the Committee will not be called with less than two weeks notice to all members, unless there are extraordinary circumstances.

4.7.5 The Committee may form working groups on issues of importance as required.

4.8 Meeting agenda:

4.8.1 The standing agenda will include:

- Acknowledgement of Country;
- Attendance and apologies;
- Declaration of any conflicts of interest;
- Minutes of the previous meeting;
- Business arising from previous meeting;
- Council Reports on implementation of the Sustainability Framework;
- Items for consideration to be presented by the City;
- Issues identified by community members in writing for discussion and action;
- General business; and
- Summary of actions to be reported on at the next meeting.

4.9 Meeting procedure:

4.9.1 The Chairperson shall chair the meetings, ensuring both the need for efficiency and the importance of accountability.

4.9.2 If the Chairperson is not present the meeting will be chaired by one of the members present selected by vote of the Committee.

4.10 Meeting quorum:

4.10.1 A quorum is six members, not including Council officers or Councillors.

4.10.2 If less than six members attend, the meeting may proceed but no decisions can be made.

4.11 Reporting requirements:

4.11.1 The Committee shall report to Council providing an update of committee activities as required, including an update as part of the Annual Sustainability Report.

4.11.2 Distribution time for agendas is one week prior to the scheduled meeting date.

4.11.3 Minutes from the Committee meeting will be circulated one week after the meeting has been held.

4.12 Secretariat:

4.12.1 A City Officer will support the Committee.

4.12.2 The City Officer will prepare the agenda for every Committee meeting in consultation with the Chairperson and circulate the agenda and any meeting papers to members before the meeting.

4.12.3 Minutes of actions and decisions will be recorded and distributed to Committee members.

4.12.4 Minutes, reports and correspondence of the Committee will be registered in Council's document management system.

4.13 Facilities and resources:

4.13.1 The Committee will not have a budget for approved activities but will advise Council annually on budget requirements in relation to research, advocacy, promotions and community engagement for inclusion in respective program budgets.

5. QUALITY RECORDS

QUALITY RECORDS SHALL BE RETAINED FOR AT LEAST THE PERIOD SHOWN BELOW.

Record	Retention/Disposal Responsibility	Retention Period	Location

6. ATTACHMENTS

- Sustainability Framework 2020
- Sustainability Framework Action Plan 2020-2022

10. NORTHERN ARC PROJECT UPDATE – FUNDING TO PROGRESS TO SHOVEL READY STATUS AND NAMING

Source:	**Community Life – Leisure and Recreation Services**
Director:	**Robyn Stevens**
Portfolio:	**Sport and Recreation**

Purpose

1. To seek Council approval to allocate $800,000 to fund the final design stage for the Northern ARC project and to agree to rename the Northern ARC project and assign an interim working project title.

Background

2. At the Ordinary Meeting of Council on 27 February 2018, Council resolved to appoint architects dwp Australia Pty Ltd to complete the design services for the Northern ARC project.

3. The Barwon Health North facility has recently been completed within the precinct. The Northern ARC project is the next key stage in the development of the precinct and will include the construction of an aquatic and wellbeing facility including pools, water play, gymnasium, hydrotherapy, allied health consulting suites, civic/community hall and public meeting facilities. The future stage of the precinct is to rebuild the Corio Library (currently unfunded).

4. Stakeholder and community feedback has also indicated the project name, Northern ARC, is not well understood and that a renaming would provide greater clarity.

Key Matters

5. Officers have noted that in the current COVID-19 environment, both state and federal governments are prioritising funding for shovel-ready projects to encourage more immediate economic stimulus. Discussion with State Government representatives advise the prospect of the project receiving government funding would be enhanced if all design stages were complete.

6. Three of the four design stages have been completed. The final stage involves the preparation of documents ready for tender. Completion of this stage would enable the project to be classified as “shovel ready” consistent with the State Government definition. The final design stage is expected to take four months to complete.

7. Design works for the project have progressed through three of four design stages. The final design stage will cost $800,000. There is no allocation in the 2020/2021 Council budget for the final stage of the Northern ARC design.

8. Funding for this work formed part of the capital programs in 2017/18 and 2018/19 however unspent monies were released to savings at that time due to the lack of clarity around future funding for this project.

9. The Northern Aquatic and Community Hub is recommended for a working project title for the Northern ARC project. A permanent name will be selected at a future point in the project, with the most appropriate process to be determined.

Cr Aitken moved, Cr Grzybek seconded -

10. **That Council :**

10.1 Approve the allocation of $800,000 in the 2020/2021 budget to complete the final design stage of the Northern ARC project;

10.2 Assign Northern Aquatic and Community Hub as an interim working project title; and

10.3 Note that continued efforts will be made to advocate to both the State and Federal Governments for funding for this priority project given the significant commitment Council has made to ensure the project is shovel ready.

Carried.

Attachment 1

Financial Implications

1. There is currently no budget in 2020/2021 for the final design stage. The value of the final stage of design is $800,000

2. $800,000 can be funded from the 2020/2021 carryover with the same amount to be funded in the 2021/2022 budget to replenish the 2020/2021 carryover budget.

3. Construction of Northern ARC is currently costed at $61.6 million. Council has committed $20.6 million in its forward budget to the project and is seeking state and federal government funding for the remaining $41 million.

Community Engagement

4. Extensive community engagement has occurred as part of the first three design stages. Feedback from this consultation has influenced the design of the Northern ARC building.

5. Opportunities for community and stakeholder engagement will be considered when developing the process to permanently rename Northern ARC.

Social Equity Considerations

6. Social equity principles have been extensively considered by the Project and Design teams throughout the Northern ARC design process.

7. A key requirement of the facility is to provide access to the diverse community residing in Geelong's northern suburbs.

8. Norlane and Corio are ranked among the most vulnerable postcodes in Australia.

9. A recent survey[1] found that 22.6 per cent of respondents from Corio are classified as sedentary and 21.2 per cent rated their health as fair or poor. Over 21 per cent considered themselves to have high or very high distress rates. All these rates were double the average in the municipality. Over 54 per cent of respondents also identified themselves as obese or overweight.

10. Norlane and Corio have lower median household income, higher unemployment and a higher proportion of older people requiring assistance, compared to both Geelong and Victoria.

11. As at 28 August 2020, Corio/Norlane was listed as the second highest location in the state for JobSeeker recipients, numbering 3,071. This statistic, combined with the underlying issues listed above, clearly demonstrate residents in these areas are likely to be particularly hard hit by economic hardship as a result of the recession caused by the COVID-19 pandemic, including the attendant consequences for physical and mental health.

12. All these factors signal a greater need for wrap-around services and accessible public health facilities, particularly preventative health. Northern ARC has a focus on diversity, accessibility and inclusion, leading to better health outcomes and increased community resilience.

[1] City of Greater Geelong, 2019, Geelong Preventative Health Survey 2017

Policy/Legal/Statutory Implications

13. dwp Australia Pty Ltd are engaged by Council under a fully executed contract to provide design services, developed by Maddocks Lawyers.

Alignment to Council Plan

14. The recommendations in this report align with the Council Plan's strategic objective for informed social infrastructure planning.

Conflict of Interest

15. There is no known conflict of interest arising from any officer involved in the preparation of this report.

Risk Assessment

16. Ongoing risk assessments will continue to be completed by the project team.

17. The completion of the final stage of design is expected to place Council in a favourable position to attract state and federal government funding.

Environmental Implications

18. The project is aiming for a 5-star Greenstar certification as per Council's Sustainable Building Policy.

11. TENDER T2000060 – PROVISION OF ELECTRICAL SERVICES

Source:	**Customer & Corporate Services – Property, Procurement & Assets**
Director:	**Michael Dugina**
Portfolio:	**Finance**

Purpose

1. To establish a contract panel based on an agreed schedule of rates for the provision of electrical services undertaken by the City.

Background

2. The current panel of contractors for the provision of electrical services expires on 31 October 2020.

3. To facilitate the ongoing provision of electrical services, the Procurement Unit undertook a public tender (Tender T2000060) on behalf of the Facilities Maintenance Unit.

4. The estimated value of this contract over the period of the contract is approximately $10,000,000.00 (ex-GST).

Key Matters

5. At tender close the City received 12 tender submissions.

6. The submissions were evaluated in accordance with the processes detailed in the City's 'Procurement and Contracts Manual'.

7. Based on the variety and volume work under this contract and competitive pricing of the submissions, the Tender Evaluation Panel have determined that 7 tenderers should be included on the Contract Panel.

8. Subject to Council awarding the contract, the service will commence 1 November 2020.

Cr Aitken moved, Cr Grzybek seconded -

9. That Council:

9.1 Award Panel Contract C2000060 for the Provision of Electrical Services for an initial term of three (3) years, with a further two (2) x twelve (12) month extension options based on the tendered schedule of rates of the following preferred tenderers; and

No.	Tenderer	ABN
1	QA Electrical Pty Ltd	**52 124 222 760**
2	LGE Electrical Services Pty Ltd ATF the L.G.E Unit Trust	**39 953 089 233**
3	Gordon McKay Pty Ltd	**70 005 147 160**
4	Harris HMC Interiors Pty Ltd ATF Harris HMC Interiors t/a HMC Electrics	**57 904 356 452**
5	Barwon Asset Solutions Pty Ltd	**81 167 911 515**
6	Luke Mitchell Electrical Pty Ltd	**79 158 995 549**
7	NMJ Electrical Pty Ltd ATF the O'Loughlin Family Trust	**86 686 957 048**

9.2 Authorise the Chief Executive Officer to execute Contract C2000060 and any other documents required by or to give effect to the terms of the Contract on behalf of Council.

Carried.

Attachment 1

Financial Implications

1. The estimated total cost for the term of the five (5) year agreement (inclusive of option periods) is $10,000,000 (ex-GST) subject to annual CPI adjustments. This is contingent on funding allocations in future recurrent budgets.

Social Equity Considerations

2. The majority of successful tenderers operate businesses within the Geelong Region providing significant local employment and economic benefits to the Geelong community.

Policy/Legal/Statutory Implications

3. This tender was publicly tendered in accordance with the requirements of section 186 of the Local Government Act 1989 and the tender process has been conducted in accordance with Council's Procurement Policy.

Alignment to Council Plan

4. This Contract will aid in the maintenance and improvements of existing City assets, aligning with proactively managing our assets

Conflict of Interest

5. All voting members on the Tender Evaluation Panel confirmed that they did not have a conflict of interest with any of the tenderers.

Risk Assessment

6. The tender evaluation process involved the assessment of work, health and safety policies, procedures and risk assessment documents. Any other risks associated with the acceptance of this tender will be managed through the contract conditions.

Environmental Implications

7. Any environmental implications associated with this contract provision are the responsibility of the contractor and will be managed through the contract documentation.

Attachment 2

Tender Details

Contract Details

1. Contract C2000060 – Provision of Electrical Services

Invitation to Tender

2. The City released Tender T2000060 seeking to appoint a panel of contractors for the provision of electrical services.

Table 1 Invitations to Tender

2.1	Medium	2.2	Date Advertised
2.3	City of Greater Geelong Website	2.4	20/06/2020
2.5	eProcure	2.6	20/06/2020
2.7	Geelong Advertiser	2.8	20/06/2020

Tender Evaluation Panel

3. The Tender Evaluation Panel (TEP) comprised the following staff.

Table 2 Tender Evaluation Panel

(a) Position Title	(b) Panel role
Procurement Specialist	Chair
Manager Property, Procurement & Assets	Member
Coordinator Facilities Maintenance	Member
Technical Officer – Facilities Maintenance	Member
Technical Officer – Facilities Maintenance	Member

Tender Submissions

4. At tender close the City received 12 submissions

Table 3 Tender Submissions Received

Tender		Conforming tender
A	QA Electrical Pty Ltd	Yes
B	LGE Electrical Services Pty Ltd ATF the L.G.E Unit Trust	Yes
C	Gordon McKay Pty Ltd	Yes
D	Harris HMC Interiors Pty Ltd ATF Harris HMC Interiors t/a HMC Electrics	Yes
E	Barwon Asset Solutions Pty Ltd	Yes
F	Luke Mitchell Electrical Pty Ltd	Yes

Tender		Conforming tender
G	NMJ Electrical Pty Ltd ATF the O'Loughlin Family Trust	Yes
H	Tender H	Yes
I	Tender I	Yes
J	Tender J	Yes
K	Tender K	Yes
L	Tender L	Yes

Tender Evaluation

5. The TEP used the following qualitative criteria (in order of weighting) to assess the submissions:

Table 4 Comparative Criteria Weighting

Comparative Criteria	Weighting %
Capability and experience, past performance over the last 3 years	30%
Proposed staffing levels, Proposed plant and equipment levels, extent of subcontracting	25%
Customer Service	20%
Methodology/plan for performing the contract, ability to respond at short notice, 24-hour emergency service	15%
Economic & Local Content contribution (mandatory)	10

Tender Evaluation

6. At the conclusion of the evaluation, the tenderers that achieved a weighted score of >60% and addressed the mandatory OH&S requirements were recommended for inclusion on the contract panel.

Table 5 Tender Evaluation Scores

Tender		Rank
A	QA Electrical Pty Ltd	Recommended
B	LGE Electrical Services Pty Ltd ATF the L.G.E Unit Trust	Recommended
C	Gordon McKay Pty Ltd	Recommended
D	Harris HMC Interiors Pty Ltd ATF Harris HMC Interiors t/a HMC Electrics	Recommended
E	Barwon Asset Solutions Pty Ltd	Recommended
F	Luke Mitchell Electrical Pty Ltd	Recommended
G	NMJ Electrical Pty Ltd ATF the O'Loughlin Family Trust	Recommended
H	Tender H	Not Recommended
I	Tender I	Not Recommended
J	Tender J	Not Recommended

Tender		Rank
K	Tender K	Not Recommended
L	Tender L	Not Recommended

Probity

7. No probity issues identified

12. REVOCATION OF FLOOD-PRONE AREA DESIGNATION OF NEW LOTS AT ANCHORIDGE ESTATE, STAGES 4 - 6

Source:	**City Services – Engineering Services**
Director:	**Guy Wilson-Browne**
Portfolio:	**Parks, Gardens and City Services**

Purpose

1. To revoke Council's designation of 12 December 2006 of flood affected land at Anchoridge, Stages 4 - 6 as liable to flooding pursuant to regulation 153 of the *Building Regulations 2018*.

Background

2. Council has a statutory obligation under the *Building Regulations 2018* to designate land as liable to flooding where it reasonably knows it to be prone to flooding. Conversely, there is an obligation to remove the encumbrance of designation from land that is no longer considered to be flood-prone.

3. The current designated flood mapping (**Attachment 2**) was designated by Council at its meeting of 12 December 2006.

4. This revocation will result in another stage of new lots in Anchoridge Estate fronting 892-958 Barwon Heads Road, Armstrong Creek being free of their flood prone status, paving the way for owners to build homes on their land.

Key Matters

5. The flood mapping is subject to a revision due to the subdivision and development at 892-958 Barwon Heads Road, Armstrong Creek, Prior to subdivision the parent lot was considered to be liable to flooding. This development site, which is also known as Anchoridge Estate, Stages 4 - 6 achieves flood immunity for newly created lots for flood events up to and including the 100 year Average Recurrence Interval (**ARI**) event due to approved internal earthworks.

6. The recommendation by Council engineers that the flood prone status can be removed includes assessment of internal drainage, road construction and earthworks to contain potential floodwaters from the 100 year ARI event within road and drainage reserves (**Attachment 3**).

7. It should be noted that designation is separate to the creation of flood overlays within the Planning Scheme, which generally follows designation. In the case of this development, the planning scheme amendment to create post-development flood zones or overlays is proposed after the design of the proposed precincts.

Cr Nelson moved, Cr Harwood seconded -

8. That Council revoke the Council designation of 12 December 2006 of flood affected land at Anchoridge Estate Stages 4 - 6 as liable to flooding pursuant to regulation 153 of the *Building Regulations 2018*.

Carried.

Attachment 1

Financial Implications

1. There are no financial implications arising from the subject of this report.

Community Engagement

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

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

Social Equity Considerations

4. Council have a responsibility to the community to provide the best possible information on areas that are flood prone. The removal of flood prone designation allows owners to build on their land without a special permit from the City, and without raising the floor level of their home. It also reduces the cost of property insurance.

Policy/Legal/Statutory Implications

5. The City has various statutory responsibilities for drainage management and flood management (prevention, response and recovery) as set out in the *Local Government Act 1989, Local Government Regulations 1990, Planning and Environment Act 1987, Building Regulations 2018, Water Act 1989, Subdivision Act 1988* and *Emergency Management Act 1986*.

6. The works have resulted in the lots being protected from flooding during a major storm event that has a one per cent probability of occurring in any one year, and occurs on average once in 100 years. This is the required standard for new subdivisions.

Alignment to Council Plan

7. The recommendations of this report are consistent with the Council Plan, in relation to planned sustainable development.

Conflict of Interest

8. No City officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

Risk Assessment

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

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

Environmental Implications

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

Attachment 2

Current Flood Map



Attachment 3

Amended Flood Map



13. CONTRACTUAL MATTER *(CONFIDENTIAL)*

Source:	**Customer & Corporate Services – Digital Information & Technology**
Director:	**Michael Dugina**
Portfolio:	**Finance**

Cr Harwood moved, Cr Mason seconded -

That in accordance with Section 89 (2) (d) of the Local Government Act 1989, this contractual matter be considered at the conclusion of all other business at which time the meeting be closed to members of the public.

Carried.

14. CONTRACTUAL MATTER *(CONFIDENTIAL)*

Source:	**Customer & Corporate Services – Property, Procurement & Assets**
Director:	**Michael Dugina**
Portfolio:	**Finance**

Cr Murrihy moved, Cr Mason seconded -

That in accordance with Section 89 (2) (d) of the Local Government Act 1989, this contractual matter be considered at the conclusion of all other business at which time the meeting be closed to members of the public.

Carried.

15. CONTRACTUAL MATTER *(CONFIDENTIAL)*

Source:	**People & Culture**
Director:	**Kaarina Phyland**
Portfolio:	**Leadership and Governance**

Cr Murnane moved, Cr Nelson seconded -

That in accordance with Section 89 (2) (d) of the Local Government Act 1989, this contractual matter be considered at the conclusion of all other business at which time the meeting be closed to members of the public.

Carried.

16. AUDIT AND RISK COMMITTEE SUMMARY REPORT *(CONFIDENTIAL)*

Source: **Governance, Strategy & Performance – Governance**
Director: **Rebecca Leonard**
Portfolio: **Leadership and Governance**

Cr Grzybek moved, Cr Mansfield seconded -

That in accordance with Section 89 (2) (h) of the Local Government Act 1989, this matter which the Council considers would prejudice the Council or any person, be considered at the conclusion of all other business at which time the meeting be closed to members of the public.

Carried.

NOTICE OF MOTION BY CR MURNANE

REPORT REGARDING DISADVANTAGE AND SOCIAL PROBLEMS IN THE GEELONG REGION

Background

The Geelong region has held concerns for a long period of time now, regarding the level of disadvantage amongst many in our communities, and the associated social problems, including homelessness, the need for emergency food relief, family violence, isolation, mental health, substance abuse and high levels of youth unemployment.

Council has recently funded a range of initiatives, including the food relief program, social housing plan and homelessness support, aimed at addressing some of the impacts of disadvantage being experienced by many people in our communities.

The impacts of COVID-19 during 2020 will most certainly see further deterioration in many of these areas of concern.

This Notice of Motion calls for a report to Council by February 2021, in order for Council to consider for the 2021-22 Council Budget.

Cr Murnane moved, Cr Mansfield seconded -

That Council:

1. **Acknowledge and continue the significant economic and social prosperity project specifically targeting Corio, Norlane and Whittington that is being developed by Council under the program known as Vital Communities.**

2. **Acknowledge that COVID-19 may have a municipal wide impact on social disadvantage.**

3. **Approve expenditure of up to $75,000 and request the Chief Executive Officer to report to Council by 28 February 2021 on:**

    3.1. **Investigating what impacts Covid-19 has had on municipal wide social disadvantages;**

    3.2. **Solutions that can be identified to address COVID-19 specific social disadvantages; and**

    3.3. **Identify opportunities to engage, partner and joint advocacy with key stakeholders including Federal and State Governments, local philanthropic groups and other key stakeholders.**

Carried.

NOTICE OF MOTION – CR GRZYBEK

DRAFT YOU YANGS PRECINCT MASTER PLAN – REQUEST FOR PARKS VICTORIA TO RESOLVE COMMUNITY CONCERNS

In mid-2019 Regional Development Victoria (RDV) provided funding for Parks Victoria (PV) to develop a Master Plan for the future development of the "You Yangs Precinct" - which encompasses both Serendip Sanctuary and the You Yangs Regional Park. Parks Victoria is the statutory authority of the Victorian Government responsible for the management of You Yangs Regional Park and Serendip Sanctuary.

The Draft You Yangs Precinct Master Plan was released by Parks Victoria for public comment on 1st September 2020. This Draft Master Plan was informed by engagement with key stakeholders and community, including a survey on Engage Victoria, which was completed by over 1000 people. The Master Plan is a strategic document, setting out a vision and recommended direction for the precinct. All initiatives in the plan still require detailed assessment, planning and funding. Parks Victoria is seeking feedback until Sunday 1 November 2020 via the Engage Victoria website.

A Project Control Group (PCG) was established to oversee the creation of the Master Plan which includes the Director Economy, Investment and Attraction and Executive Director Tourism Greater Geelong and The Bellarine and representatives from Regional Development Victoria, Wadawurrung Traditional Owners Aboriginal Corporation and Visit Victoria with no direct community representation on the PCG.

Many people in the community feel that the aspirational side of the document has considerable merit as it relies heavily on community input to draw its conclusions, however there has been considerable community concern and public debate with a number of concerns raised about its contents and directions by both individuals and organisations. Some community concerns include (but not limited to):

- The Draft provides some context but does not provide concrete plans for the future of tourism in the region especially the lucrative and proven international wildlife tourism sector;
- Some Traditional Owners are concerned about the merits of some of the proposed infrastructure developments;
- There is no conservation management plan referenced;
- Serendip Sanctuary would lose its research capacity with rare and endangered wildlife; and
- Plans to remove infrastructure for wildlife viewing, central to Serendip Sanctuary's attraction as a visitor destination, have not been adequately considered. This could reduce Serendip's role as a wildlife habitat and refuge.

It is recognised that Council is a stakeholder in this process, however from an advocacy perspective and to balance the needs of the community and stakeholders, it is recognised that Council should play a leadership role in raising these concerns with Parks Victoria. It is recommended that Council raises these community concerns with Parks Victoria's Board and Management and via the Project Control Group as well as requesting Parks Victoria to consider forming a community-based Stakeholder Reference Group (SRG). The SRG could consist of stakeholders and community members to resolve community concerns relating to feedback on the Draft Plan.

Cr Grzybek moved, Cr Aitken seconded -

1. That Council request the Chief Executive Officer to:

1.1. Write to Parks Victoria's Board and Management as a member of the Project Control Group to raise community concerns; and

1.2. Request Parks Victoria to consider forming a community-based Stakeholder Reference Group (SRG) to resolve community concerns relating to feedback on the Draft You Yangs Precinct Master Plan.

Carried.

NOTICE OF MOTION – CR NELSON

HIGHTON PIPE TRACK (BEHIND TIM HILL RESERVE) – DOGS OFF LEASH

The Kardinia Ward is home to over 8,000 registered dogs and such a report would complement the recently announced fenced dog park beneath the Settlement Road bridge at 162 Barrabool Road, Belmont to further benefit the diverse community of dog owners who live south of the Barwon River.

In 2017 the City signed an agreement with Barwon Water for the maintenance of the Highton Pipe Track Shared Path.

In 2018 Council endorsed the Dog Controls in Public Places Policy (Policy) to recognise that dog controls in public places is necessary, and implemented on a balanced approach, for the benefit of all members of the community.

All public areas in our municipality have been designated as being 'on-leash' for the purposes of dogs, except where otherwise signed. Shared Paths are designated as on-leash areas as part of the Policy.

Recently on lead signs were erected along the north-south running Highton Pipe Track to the rear of Tim Hill Reserve, Wandana Heights.

Anecdotally, public feedback has been quite vexed with some residents agreeing with the existing on lead controls and others requesting that this should be an off-leash area.

Future community consultation and a report from the CEO would assist Council with making an informed decision for the benefit of local residents in relation to the appropriate control of dogs using the pathway.

Cr Nelson moved, Cr Harwood seconded -

1. **That Council requests the Chief Executive Officer to report to Council in December 2020 on dogs off-leash at the Highton Pipe Track (behind Tim Hill Reserve). The report is to consider:**

   1.1. The Highton Pipe Track Shared Path Maintenance Agreement with Barwon Water;

   1.2. The Dog Controls in Public Places Policy; and

   1.3. Community consultation as appropriate.

Carried.

ASSEMBLY OF COUNCIL RECORD

Source: **Governance, Strategy and Performance**
Chief Executive Officer: **Martin Cutter**
Portfolio: **Leadership & Governance**

Summary

1. Section 80A (2) of the Local Government Act 1989 requires the record of an Assembly of Council be reported to the next practicable Ordinary Meeting of Council.
2. A record of Assembly of Council meeting(s) is attached as an Appendix to this report.

Cr Harwood moved, Cr Mansfield seconded -

3. That the information be received.

Carried.

RECORD OF ASSEMBLIES OF COUNCIL
(Council Meeting 21 September 2020)

Assembly Details	Councillors	Officer Attendees	Agenda Items	Conflict of Interest Disclosures
Council Briefing 24 August 2020	Crs Asher, Aitken, Grzybek, Harwood, Mansfield, Mason, Murrihy, Murnane, Nelson, Sullivan	M Cutter (CEO B Ince (A/DIR) G Smith (DIR) R Leonard (DIR) R Stevens (DIR) G Wilson-Browne (DIR) K Phyland (DIR) J Brown (CO ORD) M Mitchell (OFF) L Raimondo (Mayoral Advisor)	• Adoption of Governance Rules • Adoption of Council Expenses Policy • Adoption of the Updated Audit and Risk Committee Charter • Adoption of the Public Transparency Policy • Geelong Major Events Delegated Committee • Central Geelong Marketing Delegated Committee • Planning Delegated Committee • Chief Executive Officer Employment Matters Delegated Committee • Bellarine Multi Arts Facility Community Asset Committee • Delegations - Council to Chief Executive Officer • Council to Staff Delegations • Planning Authorisation – Council to Staff	• Nil
Council Briefing 1 September 2020	Crs Grzybek, Harwood, Kontelj, Mansfield, Mason, Murrihy, Murnane, Sullivan	M Cutter (CEO B Ince (A/DIR) G Smith (DIR) M Dugina (DIR) R Leonard (DIR) R Stevens (DIR) G Wilson-Browne (DIR) K Phyland (DIR) I Hicks (MGR) J Van Slageren (MGR) P Smith (CO ORD) H Chasemore (MGR) J Lane (A/DIR) S Priestly (C ORD) K Olesnicky (Chief Financial Officer) R Thomas (MGR) J Brown (CO ORD) L Raimondo (Mayoral Advisor) M Macgugan (Snr Comm Advisor)	• Amendment C391 Combined Residential Rezoning and Subdivision – Ash Road East, Leopold • Amendment C401 Community Care Accommodation – Russells Road, Mt Duneed – Consideration of Panel Report and Adoption • Belmont Fenced Dog Park Submissions Review Panel Report • Gambling Application for the Waurn Ponds Hotel • Annual Financial Report for Year Ended 30 June 2020 • Prevention of Single Use Plastics Policy • Environment Strategy 2020-2030 • Osborne House – Sustainable Development Plan • Tree Management Policy • Roslyn Road, Highton – Footpath Construction SRC346 – Finalisation of Scheme • Municipal Public Health and Wellbeing Plan Annual Report 2019-2020 • Tower Road and Sproat Street, Portarlington – Proposed Road Construction – Special	• Nil

			Charge Scheme 294 – Declaration of Charge • Revocation of Flood Prone Area – Designation of New Lots at Lara Central Estate Stage 8 • Revocation of Flood Prone Area Designation of New Lots at Armstrong Estate, Waurn Ponds Stages 45 and 54 • Revocation of Flood Prone Area Designation of New Lots at Manzeene Village, Lara Stages 8A, 8B and 12 • Contractual Matter *(Confidential)* • Proposed Development *(Confidential)* • Contractual Matter *(Confidential)*	
Project Advisory Committee 2 September 2020	Crs Asher, Aitken, Harwood, Murrihy, Grzybek, Mansfield, Mason, Murnane, Sullivan	M Cutter (CEO) M Dugina (DIR) K Phyland (DIR) G Wilson-Browne (DIR) R Leonard (DIR) G Smith (DIR) R Stevens (DIR) P Anderson (Project Director) T Kirwood (MGR) S Broadbent (MGR) J Brown (CO ORD) L Beaumont (MGR) B Ince (MGR) V Allan (Senior Lawyer) K Nicholson (OFF) J Schoof (OFF) D Chrimes (OFF) P Harney (OFF)	• Project Update	• Nil.
Council Briefing 15 September 2020	Crs Asher, Aitken, Grzybek, Harwood, Kontelj, Mansfield, Mason, Murrihy, Murnane, Nelson, Sullivan	M Cutter (CEO B Ince (A/DIR) G Smith (DIR) M Dugina (DIR) R Leonard (DIR) R Stevens (DIR) G Wilson-Browne (DIR) K Phyland (DIR) J Harris (MGR) J Van Slageren (MGR) K Olesnicky (Chief Financial Officer) N O'Shea (OFF)	• COVID-19 Support Package • Amendment C366GGEE and Permit 6/2017 – 64-66 Princes Highway and 1 Donnelly Avenue, Norlane – Adoption and Recommendation to Issue Permit • Making an Order in Relation to Dogs in Public Places on Land Managed by Barwon Coast Committee of Management Inc • Planning Committee Review • Restricting Vehicles in Little Malop • Geelong Central Business District Engagement Taskforce - Findings Report	• Nil.

		J Findlay (Snr Advisor Mayor & CEO) M Pakzamir (Chief Information Officer) R Cooke (MGR) T Ellis (MGR) F Bolitho (CO ORD) M Gallon (MGR) T Kirwood (MGR) S Broadbent (MGR) J Brown (CO ORD) L Raimondo (Mayoral Advisor) M Macgugan (Snr Comm Advisor)	• Sustainability Advisory Committee – Terms of Reference • Transparency – Public Register of Developer Meetings • Northern ARC Project Update – Funding to Progress to Shovel Ready Status and Naming • Proposed Sale of Part 11 McHarry Court, Corio • Tender T2000060 – Provision of Electrical Services • Tender T2000055 – Digital Modernisation Program – Core Systems • Revocation of Flood Prone Area Designation of New Lots at Anchoridge Estate - Stages 4-6 • Contractual Matter *(Confidential)* • Contractual Matter *(Confidential)* • Audit and Risk Summary Report *(Confidential)*	

PLANNING DELEGATIONS

Source:	**Planning, Design & Development – City Development**
Director:	**Gareth Smith**
Portfolio	**Planning**

Purpose

1. To provide the schedule of planning permit applications determined under delegation since the last report.

Background

2. Section 98 of the *Local Government Act 1989* and section 188 of the *Planning and Environment Act 1987* empower Council to delegate its powers, duties and functions under relevant legislation to members of Council staff.

3. Sections 86 and 87 of the *Local Government Act 1989* and section 188 of the *Planning and Environment Act 1987* allow Council to establish special committees with delegated powers to determine planning permit applications.

4. At its meeting on 9 July 2019, Council:

   4.1 Amended the Council to staff instrument of delegation to allow staff delegates to determine planning permit applications where there are less than 6 objections lodged; and

   4.2 Amended the Planning Committee's terms of reference to provide for its determination, if required, of planning permit applications where there are 6 or more objections lodged.

5. The City is required by Council to provide information on planning permit applications determined under delegation.

Key Matters

6. The Schedule attached to this report provides information on the planning permit applications determined under delegation since the last report.

Cr Sullivan moved, Cr Mason seconded -

7. That Council receive the information in the Schedule.

Carried.

Planning Decisions Report - August 2020

App Number	Location	Application Type	Decision Date	Description	Authority Description/ No of Objectors
PP-1318-2019	70 Bates Road, LITTLE RIVER VIC 3211	Change of Use for Garden Supplies, Associated Works, and Native Vegetation Removal	20/8/2020	Grant a Planning Permit	Delegated Authority
PP-1424-2011/D	404 Ryrie Street, EAST GEELONG VIC 3219	Part Demolition of the Existing Building, Buildings and Works Associated with the Existing Dwelling, Use of Part of the Site as a Food and Drink Premises (Cafe) and Associated Buildings and Works and Reduction in Car Parking and Liquor Licence	14/8/2020	Refusal to Grant a Planning Permit	Decision Making Committee
PP-273-2018	345-365 Barwon Heads Road, CHARLEMONT VIC 3217	Use and development of a Service Station and Restaurant, Creation of Access to a Road Zone Category 1, Removal of Native Vegetation, Creation of an Easement and Display of Illuminated Business Identification Signage	14/8/2020	Refusal to Grant a Planning Permit	Decision Making Committee
PP-280-2018	10 Schofield Court, BELL POST HILL VIC 3215	Construction of Two (2) Dwellings and Two (2) Lot Subdivision	27/8/2020	Extended Planning Permit	Delegated Authority
PP-366-2020	165 Victoria Street, NORTH GEELONG VIC 3215	Construction of a Second Dwelling and a Two (2) Lot Subdivision	20/8/2020	Grant a Planning Permit	Delegated Authority
PP-511-2020	62 Newcombe Street, PORTARLINGTON VIC 3223	Use of the land for a Packaged Liquor Licence	28/8/2020	NOD Planning Permit	Decision Making Committee
PP-607-2017	1 Flinders Parade, BARWON HEADS VIC 3227	Demolition of the Existing Dwelling and Part Demolition of the Existing Commercial Building, Construct Two or more Dwellings on a Lot, Construct a Building and Construct or Carry Out Works, Reduce the Standard Car Parking Requirement, and Alter Access to a Road in a Road Zone, Category 1, In Accordance with the Endorsed Plans.	27/8/2020	PI - Extended Planning Permit	Delegated Authority

PP-692-2019	85 Tillys Road, LARA VIC 3212	Use of Land as a Place of Worship and associated minor works and Display of Signage	13/8/2020	Permit Issued - VCAT	VCAT
PP-845-2016	25-31 Bostock Avenue, MANIFOLD HEIGHTS VIC 3218	Use and Development for a Child Care Centre, Construction of a Church Hall, and Reduction of the Standard Car Parking Requirement	25/8/2020	Extended Planning Permit	Delegated Authority
PP-982-2014/B	381-431 Horseshoe Bend Road, ARMSTRONG CREEK VIC 3217	Staged Multi Lot Subdivision and Removal of Native Vegetation	13/8/2020	Grant an Amended Planning Permit	VCAT
	381-431 Horseshoe Bend Road, ARMSTRONG CREEK VIC 3217	Staged Multi Lot Subdivision and Removal of Native Vegetation	24/8/2020	Extended Planning Permit	Delegated Authority
PP-1163-2019	19 Pevensey Crescent, GEELONG VIC 3220	Partial Demolition Including Alteration and Additions to Existing Dwelling within a Heritage Overlay	31-Aug-2020	NOD - Delegate	3
PP-1292-2019	21 Princes Highway, NORLANE VIC 3214	Use and Development of Two (2) Medical Centres (One Dental Surgery/Dentist, One Medical Centre), a Childcare Centre and Two (2) Restricted Recreation Facilities (Gyms/Personal Training Studios) with Associated Signage, Access to a road in a Road Zone Category 1 and a Reduction in the Standard Car Parking Requirement	27-Aug-2020	NOD - Delegate	2
PP-1293-2019	1/51 Curtin Street, BELL PARK VIC 3215	Construction of Two (2) Dwellings and a Two (2) Lot Subdivision	24-Aug-2020	NOD - Delegate	3
PP-1329-2019	481-489 Portarlington Road, MOOLAP VIC 3224	Use of the Land for Refuse Disposal and Associated Works	13-Aug-2020	NOD - Delegate	1
PP-174-2020	33 Clarke Avenue, BELMONT VIC 3216	Development of the Land for Two Dwellings	12-Aug-2020	NOD - Delegate	1
PP-283-2020	32 Tova Avenue, BELL POST HILL VIC 3215	Construction of Two Dwellings	27-Aug-2020	NOD - Delegate	2
PP-284-2020	30 Tova Avenue, BELL POST HILL VIC 3215	Construction of Two Dwellings	27-Aug-2020	NOD - Delegate	1
PP-320-2020	1 Flinders Parade, BARWON HEADS VIC 3227	Buildings and Works Associated with a Partial Demolition, Alterations and Additions to a Building with in a Heritage Overlay, Three (3) Lot Subdivision and Creation and Alteration to Access to a Road Zone Category 1	25-Aug-2020	NOD - Delegate	3

PP-372-2020	16 Sandpiper Court, OCEAN GROVE VIC 3226	Construction of a Second Dwelling and Two (2) Lot Subdivision	13-Aug-2020	NOD - Delegate	1
PP-391-2020	40 Camellia Crescent, NORLANE VIC 3214	Construction of Three (3) Dwellings	31-Aug-2020	NOD - Delegate	1
PP-432-2020	431-435 Bellarine Highway, MOOLAP VIC 3224	Change of Use for Primary Produce Sales and Business Identification Signage	10-Aug-2020	NOD - Delegate	2
PP-565-2019	103-111 Central Road, DRYSDALE VIC 3222	Use and Development of a Retirement Village Including Waiver of Car Park Requirements	21-Aug-2020	NOD - Delegate	4
PP-582-2020	4 Tayler Street, GEELONG WEST VIC 3218	Partial Demolition and Alterations and Additions to a Dwelling and Construction of a Fence	27-Aug-2020	NOD - Delegate	1
PP-608-2020	39 Bay Street, RIPPLESIDE VIC 3215	Change of Use for an Education Centre	27-Aug-2020	NOD - Delegate	1
PP-687-2019	8 Lyrebird Street, OCEAN GROVE VIC 3226	Development of the Land for Two (2) Dwellings and Two (2) Lot Subdivision	12-Aug-2020	NOD - Delegate	1

Cr Nelson moved, Cr Murnane seconded -

That the meeting be closed to the public.

Carried.

The Meeting was closed to the public at 8.48pm

Cr Nelson moved, Cr Sullivan seconded -

That the Meeting be opened to the public.

Carried.

The Meeting was opened to the public at 9.11pm

A record of the proceedings of this section of the meeting is contained in a Confidential Minute Book.

CLOSE OF MEETING

As there was no further business the meeting closed at 9.11pm Monday, 21 September 2020.

Signed: _____

Cr Stephanie Asher (Mayor)

Date: _____