

MINUTES

COUNCIL MEETING

Tuesday 22 August 2023
6:00 pm

City Hall
57 Little Malop Street, Geelong 3220

LIVE STREAMED ON THE CITY'S WEBSITE:

www.geelongaustralia.com.au/meetings

COUNCIL:

Cr T Sullivan (Bellarine Ward) - Mayor
Cr A Aitken (Windermere Ward) - Deputy Mayor
Cr J Mason (Bellarine Ward)
Cr M Cadwell (Brownbill Ward)
Cr E Kontelj (Brownbill Ward)
Cr P Murrhy (Brownbill Ward)
Cr B Harwood (Kardinia Ward)
Cr B Moloney (Kardinia Ward)
Cr R Nelson (Kardinia Ward)
Cr S Hathway (Windermere Ward)

1. PROCEDURAL MATTERS.....	3
1.1. Acknowledgement of Country	3
1.2. Apologies	3
1.3. Leaves of Absence	3
1.4. Declarations of Conflicts of Interest	4
1.5. Confirmation of Minutes	4
1.6. Public Question and Submission Time	4
1.7. Petitions	14
2. REPORTS	15
2.1. Dogs in Public Places	15
2.2. Proposed Amendment C447 and Planning Permit 1123/2022 - Princess & Huntingdon Streets, Drysdale	91
2.3. Business Feasibility: The Geelong Museum of Motoring and Industry (GMOM&I) and Big Thing	105
2.4. Transport Innovation Study Tour	208
3. RECORD OF INFORMAL MEETINGS OF COUNCILLORS.....	228
4. PLANNING DELEGATIONS.....	230
5. CONFIDENTIAL.....	233
5.1. Audit & Risk Committee - Appointment and Tenure Update - Confidential	233

Present: Crs T Sullivan (Mayor), A Aitken, M Cadwell, B Harwood. S Hathway, E Kontelj, P Murrhiy, B Moloney

Also Present: K Phyland (Acting Chief Executive Officer, G Smith (Executive Director City Planning and Design), A Miller (Acting Executive Director Community Service Delivery), D Greaves (Acting Executive Director City Infrastructure), B Prosser (Acting Executive Director Customer Community and Economy), V Allan (Chief Legal Counsel, Governance & Risk Officer), J Douglas (Acting Manager Governance), P Dorling (Municipal Monitor)

1. PROCEDURAL MATTERS

1.1. Acknowledgement of Country

Council acknowledges the Wadawurrung People as the Traditional Owners of the Land, Waterways and Skies. We pay our respects to their Elders, past, present and emerging. We acknowledge all Aboriginal and Torres Strait Islander people who are part of our Greater Geelong community today.

Acknowledgement – Outgoing Councillor – Stephanie Asher

The Mayor acknowledged the departure of Outgoing Councillor - Stephanie Asher. Ms Asher joined Council in 2017 and was the second-longest serving Mayor in the City's history.

The Mayor, Councillors and staff wish Ms Asher well in the next phase of her career and thank her for the valuable contribution she made to the Greater Geelong region.

1.2. Apologies

Cr J Mason (Leave of Absence), Cr R Nelson (Leave of Absence)

1.3. Leaves of Absence

Cr Aitken moved, Cr Moloney seconded –

That Leave of Absence be granted to Cr Harwood from 10 July to 31 July 2023, inclusive.
Carried

Cr Hathway moved, Cr Moloney seconded –

That Leave of Absence be granted to Cr Cadwell from 1 August to 14 August 2023, inclusive.

Carried

Cr Harwood moved, Cr Murrhiy seconded –

That Leave of Absence be granted to Cr Nelson from 17 August to 25 August 2023, inclusive.

Carried

Cr Murrhly moved, Cr Harwood seconded –

That Leave of Absence be granted to Cr Kontelj from 3 November to 9 December 2023 and 21 February to 12 March 2024, inclusive.

Carried

1.4. Declarations of Conflicts of Interest

Cr Kontelj declared a Conflict of Interest in Council Question Time item relating to the Northern and Western Geelong Growth Areas in that developers and landowners are customers of the business in which Cr Kontelj is a Director.

1.5. Confirmation of Minutes

Cr Harwood moved, Cr Kontelj seconded –

That the Minutes of the Council Meeting held on 25 July 2023 be confirmed.

Carried

1.6. Public Question and Submission Time

The following persons submitted questions prior to the Council Meeting on the following various subjects.

1. Vicki Sheridan – Payment Plans – Swim, Sport & Leisure
2. Charles Street – Energy from Waste Facility at Lara
3. Thaddeus Treloar – Sustainable Infrastructure Design
4. Kelly Clitheroe – Astronomical Society of Geelong – Dark Sky Policy
5. Sarah Brown – Social and Affordable Housing
6. Teagan Mitchell – Voice to Parliament
7. Felicity Dales – G21 Subscription
8. Jeanne Nel De Koker – Tree Protection and Flood Management
9. Christy Freestone – Northern and Western Geelong Growth Areas
10. Celia Vandestadt – Geelong for Yes Group – Request for Council Support
11. Katerina-Larisa Izdebskaia – Frog Hollow – Morven Court
12. Carolyn Gellert – Smart City Expo Attendance
13. Louis De Koker – Frog Hollow – Morven Court
14. Vicki Perrett – Energy from Waste Facility at Lara

Vicki Sheridan asked the following:

Question 1:

Why are there no payment options to pay membership to Council's S,S&L network? When the decision was made to no longer allow a one-off annual payment, why was there no opportunity for public input?.

Thank you for your question, Vicki.

Lump sum (or one-off annual payment) memberships are still available for existing members across the board, new members via request and for those who are funded via third-party agencies (such as insurers and social support agencies).

Since January 2022 we've been working hard to simplify entry products at our centres from over 200 membership types to around 50. This is to reduce the large and confusing variation of products that were offered, and to move our business towards digital platforms to make things quicker, easier (for some) and reliable for our customers. The City promote and incentivise direct debit membership types as customers with this membership type will very soon be able to purchase and manage all direct debit membership suspensions, changes, and cancellations online and they can choose whether or not to use the support of our centre staff to do this.

The City want to provide flexible membership options that don't lock members to minimum or maximum term contracts and the automation ability of direct debit membership models means staff can spend more time doing what they do best – helping our members achieve positive health and wellbeing outcomes.

Charles Street asked the following:

Question 1:

From our previous questions to Council, we understand that the City of Greater Geelong is a referral authority for Planning Application PA2001035 which proposes that Prospect Hill International construct and operate an Energy from Waste facility at Lara. We agree that this is appropriate. Thus "...the City is obliged to provide independent advice and feedback regarding the application's consistency with the Planning Scheme." Would Council please provide a list of all the Clauses in the Planning Scheme, which are relevant to assessing this Application's consistency with the Planning Scheme ?

Thank you for your question, Charles.

Council considers that the relevant clauses in the Planning Scheme that trigger the requirements for a planning permit are as follows:

Clause 33.02: Industrial 2 Zone ("IN2Z")

A waste-to-energy facility is a Section 2 land use under Clause 32.02-1 (Table of Uses) and as such a planning permit is required for the use of a waste-to-energy facility within the IN2Z. Under Clause 33.02-4 a planning permit is required for the buildings and works within the IN2Z.

Clause 43.02: Design and Development Overlay Schedule 18 ("DDO18")

Clause 43.02-2 (Buildings and Works) identifies that a planning permit is required to construct a building or construct or carry out works.

Clause 52.06: Car Parking

In accordance with Clause 52.06-6 before a new use commences car parking spaces must be provided to the satisfaction of the responsible authority.

Note: Under the applicable planning provisions only the requirements of Clause 43.02-2 are not exempt from public notice and review rights (at VCAT).

Question 2:

Via the Environment Protection Authority, we have a copy of the City of Greater Geelong's referral report dated 28 April 2021, relating to Planning Application PA2001035, a proposed Energy from Waste facility at Lara. Much has changed since that referral report was produced. The EPA initiated a second and third period of public submissions in light of new information, and a public meeting after the City's referral report was written. We also have an update to the rules for an Environment Effects Statement, and a new Waste to Energy Framework. More significantly, there is new scientific evidence regarding waste incineration and public health, for example Tait et alia (2020) "The health impacts of waste incineration: a systematic review". In the light of these developments, with Council now direct the City Engineering department to produce a new or updated referral report?

The City acknowledge your comments regarding more recent research findings, however, as the EPA have not sought further referral to Council as part of their process, we are not in a position to provide further responses at this time. The City encourage you to continue to direct these concerns to the EPA as the determining authority for the Works approval.

Thaddeus Treloar asked the following:

Question 1:

What is the council doing to ensure infrastructure projects remain fiscally sustainable? Has the council acknowledged that car dependent, sprawling design is not sustainable practice? I want to highlight the proposed intersection at Baanip Bvd and Boundary Rd Mount Duneed as an example. The project will service approximately 400 properties but will likely cost 38% of the 30-year rates income (approx 6.5m) for the area. While this project has been marked as necessary to reduce local traffic and that the state will partially fund it, the current model is unsustainable and will only result in a ballooning, untenable maintenance burden for future residents. We cannot continue to try and solve car traffic congestion with more expensive car infrastructure. I have included links to several case studies that prove time and again that car infrastructure is not sustainable. Continuing such practices will send the council bankrupt in the process. Instead, we should focus on redirecting to proven sustainable design patterns and encouraging residents to engage in new commuting or travel alternatives.

Context infrastructure plan:

<https://www.geelongaustralia.com.au/armstrongcreek/precincts/article/item/8cfbe2ab8a95bc1.aspx>

Financial Papers: <http://transferproject.org/wp-content/uploads/2017/09/Transportation-Demand-Management.pdf>

https://www.jstor.org/stable/pdf/26211726.pdf?refreqid=excelsior%3A0932b1c05c910b620c95b85e0294604c&ab_segments=&origin=&initiator=&acceptTC=1

Thank you for your question, Thaddeus.

To mitigate the financial risks associated with the delivery of infrastructure in growth areas key infrastructure projects are identified through the Precinct Structure Plans and are then funded through the Development Contributions Plans where financial contributions come from land developers in the area to pay for shared infrastructure.

The intersection at Baanip Bvd and Boundary Rd, Mount Duneed which will link Baanip Boulevard with a realigned Boundary Road is one of these development contributions funded projects. This projects provides arterial road access for vehicles and connectivity for cyclists and pedestrians to the shared trails network.

The need for this intersection is outlined within the Armstrong Creek West Precinct Structure Plan. During the planning process sustainable transport objectives and all modes of travel are considered in the transport network design. The City's Clever and Creative vision sets out ambitious targets for sustainable transport and the recent G21 Transport Strategy further highlights the need for investment in sustainable development. The City recognise that even with improvements to the public transport and active transport networks, there will still be a need for provision of vehicle access as part of new developments.

Kelly Clitheroe asked the following:

Question 1:

Can the City of Greater Geelong please consider implementing a Dark Sky policy, consistent with the proposal put forward by the Astronomical Society of Geelong?

Thanks for your question Kelly.

The Council appreciate you sharing this proposal with us and acknowledge the value of the Astronomical Society of Geelong in our community. We will respond to the proposal formally once Council has had time to consider and discuss it fully.

Sarah Brown asked the following:

Question 1:

Real Deal for Geelong is an alliance of community organisations, faith groups, unions and invested community members working to put people and neighbourhoods at the centre of policy for the common good. From an extensive community consultation process we established three priority areas of concern to Geelong residents: Secure Housing, Meaningful Work and Affordable Living and, Care and Connection for All.

Our questions today relate most directly to housing. The Social and Affordable Housing Plan 2020-2041 was endorsed by Council in February 2020. One key element of this Plan noted as Investment strategy No 2 was to allocate an "Annual budget contribution of \$1M to City of Greater Geelong Social Housing Growth Strategy". Can you confirm that the business case for this allocation has been completed and that this allocation has indeed been made - in 2020, 2021 and 2022 - and detail which housing units or renovations have resulted from its expenditure?

Thanks for the questions, Sarah.

No annual budget allocations have been made towards the Social Housing Growth Strategy for the period 2020-2022. The required business case is dependent on other strategic actions such as the establishment of the Trust and other funding opportunities to ensure optimised outcomes.

Question 2:

Given the urgent need for social housing in Geelong, where is the Council at in the selection of their community housing partner for the three sites selected for social housing in Geelong – at 116-120 Purnell Rd, Corio; 5a Dean St, Belmont and 2-14 Rollins Rd Bell Post Hill and how can community organisations positively engage with the partner to support the development of this land for high quality, innovative social housing?

Discussions are continuing regarding the selection of a trustee for the Trust. A final decision regarding the selection of the trustee is subject to Council resolution.

The following question was asked on behalf of **Teagan Mitchell**:

Question 1:

In May I asked the Council in regard to supporting the voice of parliament. I am asking you now, given it has been three months since my question. You informed the community you were doing events in relation to the voice that aims to inform us on what this voice means. I ask you, what events were held in this three-month time period and what numbers attended these events and how were these events promoted by council to the wider Geelong community.

I now ask you, in the lead up to the referendum, which is a vital time for undecided voters to understand and get the correct information about the meaning behind the voice. I ask you Council, what plans and events do you now have in September and October to continue the information being provided to community members?

Thanks for the questions, Teagan.

The City is hosting free forums and community kiosks throughout the rest of August and September, for community members to come together for conversations about the Voice to Parliament.

Seven forums will be held at Wurriki Nyal over the next 6 weeks, as well as five more pop-up kiosks at various locations, including Corio Village, Belmont Library and Ocean Grove Library. The forums are free but registration is required, which you can do via the City's website. The pop-up kiosks do not require registration.

The conversations will be facilitated by the City's Aboriginal and Torres Strait Islander Senior Policy Officer Julie Saylor Briggs and other City staff.

The four pop-in kiosks that have been held so far have been focussed on providing more informal conversation opportunities, and therefore we do not have recorded attendance numbers. However, anecdotally there has been plenty of positive feedback about valuable, informative conversations being had.

We encourage the community to attend these forums and kiosks, ask questions, put forward their viewpoint, and be open to the viewpoints of others.

Felicity Dales asked the following:

Question 1:

Following up from my questions submitted last month in relation to the subscription to G21 for 23 years at \$500k per year amounting to over \$10 million dollars invested. The answer provided was that it is "Confidential in Nature". Why is that confidential? Surely with your annual budget allocations and expenditure, there is an expected result for that? What Local Govt Act can you refer to, indicating that it is confidential?

Thanks for the questions, Felicity.

The information is confidential information because it was considered in a meeting that was closed to the public under section 66(2)(a) of the Local Government Act 2020. The provision enables meetings to be closed to the public to enable the council to consider confidential information.

The information contained in the report was confidential because it contained Council business information that would prejudice the Council's position in commercial negotiations if prematurely released and contained legally privileged information to which client legal privilege applied.

Question 2:

As the questions asked last month pertained to what you would do differently and how those funds would be directed after 2024, surely these are questions asked after any major expenditure made. This is part of budget reviews and professional business strategy. Can you please explain why your unable to be transparent about this?

In deciding where to allocate future funding, demonstration of clear and identifiable deliverables is required to ensure the return on investment for the municipality can be measured. The savings from the exit of G21 were included in the general FY24 budget process and allocated in accordance with the adopted budget..

Jeanne Nel de Koker asked the following:

Question 1:

All indications are that the future holds summers with extreme heat and erratic weather patterns. On 10 August 2023, the CoGG website (<https://www.geelongaustralia.com.au/news/item/8db998577afcf5a.aspx>) featured statements from Mayor Cr Sullivan and Deputy Mayor Aitken, expressing their support for a CoGG flood modelling project. They cited changing weather patterns, with the Geelong region witnessing increasingly frequent significant rain events.

Recently published evidence-based studies reiterated the vital role of mature trees in both heat and flood mitigation. In July 2022, the CoGG Council passed a resolution, directing the CoGG CEO to allocate resources and provide a report on tree protection on private lands by 30 June 2023. We are heading into September. However, the report was not tabled for consideration at the July Council meeting, nor is it on tonight's agenda. No updates on public engagement or consultations regarding the regulation of trees on private property have been provided since the resolution's adoption last July. QUESTION: Would the Council kindly update the residents about the report's status? Specifically, has the report been completed, and if so, why hasn't it been presented at the Council meetings in July or August?

Thanks for the questions, Jeanne.

This report is now being finalised and is currently scheduled to be considered at the October Council meeting.

Question 2:

The CoGG website (<https://www.geelongaustralia.com.au/news/item/8db998577afcf5a.aspx>) provides details on the Greater Geelong Connected Network Analysis – Flood Mitigation project. It states that the project will assist the Council in determining where to allocate funds for drainage improvements and water management solutions. Additionally, it aims to provide current data for building regulations, planning controls, and emergency management modelling. During meetings in 2021 and 2022, City staff informed Highton residents that their concerns about flooding, particularly after major flood events in the area, were noted and would be addressed.

The staff informed residents in follow-up correspondence that 'a future study will consider stormwater upgrade opportunities that provide the best outcomes for the community, with a particular focus on more frequent rainfall events, as well as opportunities for stormwater harvesting and improvements to stormwater quality'. Yet, it appears that Highton is not included in the newly announced flood modelling project. QUESTION: Would the Council please clarify why Highton has been omitted from the project, despite previous assurances made by senior City staff?

Thanks for the questions, Jeanne.

Scheduling of Catchment Studies is indicatively set by our Stormwater Services Strategy 2020-2030 as available on our website.

The media release pertaining to the Greater Geelong Connected Network Analysis – Flood Mitigation presents those catchments receiving the greatest apportionment of grant funding, that being Central and South Geelong.

At present the Highton Catchment study has been allocated some grant funding, however these works will predominately be funded by the City hence their exclusion from the press release. Highton Catchment is on schedule to commence this financial year and be delivered by 2025 as committed within our Stormwater service strategy.

The City recognises the importance in progressing with the catchment flood studies and the benefit they bring to the community. We have had approval within the budget for a dedicated position this financial year to assist the delivery of the Stormwater Catchment studies and hope to commence recruitment in the coming months.

Cr Kontelj declared a Conflict of Interest in the following question and left the meeting room prior to discussion at 6.59pm

Chrissy Freestone asked the following:

Question 1:

I am representing the North West Alliance, a coalition of organisations and local community members with serious concerns in relation to the upholding of environmental values of the Northern and Western Geelong Growth Areas. At last month's Council meeting, the draft Environment Protection and Biodiversity Conservation (EPBC) Plan and Strategic Assessment Report prepared for the Northern and Western Geelong Growth Areas strategic assessment under the Commonwealth EPBC Act 1999 was endorsed for public consultation. We note point 37 of Key Matters (page 71 of 1126 of last month's Council Agenda) says "Further observations of on-ground conditions since 2019/20 have confirmed that the habitat identified is declining due to land use change and weed infestation."

What concrete, pro-active steps is CoGG taking right now to prevent the degradation of the environmental values across the areas of the GSA that will or may become protected as either Strategic Conservation Areas, Opportunity Areas or biolinks? Land holders need incentives to undertake interim management to make sure we don't lose the nature CoGG is promising to protect.

Thanks, Chrissy for your interest in the strategic assessment and outcomes proposed.

This is a very significant regulatory and financial commitment by the City if it proceeds. Landowners have been participating in the preparation of strategic assessment and are aware of the environmental values on their land and regulatory obligations. There are no incentive programs available at the moment for management of land within the Northern and Western Geelong Growth Areas. The design of the conservation commitments and funding program includes the early delivery of some of the conservation land.

Question 2:

Where are the commitments to transparency? The GSA documents contain no commitments to making publicly available all the development and conservation management plans, ecological surveys, offsetting calculations and other matters likely to be required in the implementation of the GSA. The community has a right to know.

The strategic assessment is currently on consultation and input is sought from stakeholders on how we can improve the plan. We welcome community feedback on practical suggestions such as these on improvements to the commitments and measures.

Cr Kontelj re-joined the meeting at 7.03pm

Celia Vandestadt asked the following:

Question 1:

“Geelong for Yes” is a non-partisan group which was established on 22nd June 2023 and now consists of well over 200 local community volunteers spread across the City of Greater Geelong. We acknowledge and support the Council’s decision in 2021 to support the Uluru Statement from the Heart. Our nation now has the opportunity to implement a recommendation from the Statement to recognise Traditional Owners in the Constitution by establishing a Voice to Parliament. “Geelong for Yes” is actively campaigning to support the upcoming referendum and has already held over 40 community led actions to engage the local community, such as at street stalls, train stations and hosting Kitchen Table Conversations.

We appreciate the work undertaken by Julie Sayer-Briggs on behalf of Council to educate our community about the referendum. Through our activities we have been confronted with a persistent lack of awareness of the Referendum across the Greater Geelong community. Based on our experiences we believe that the Council needs to do more to assist the community with understanding and ask 2 questions:

Firstly, we will be running information sessions in partnership with the Wathaurong Co-op and Cultura over the 6 weeks leading up to the referendum and request Council assistance in promotion of these events. Will Council support awareness of the information sharing activities of our group through Council channels including on the COGG website and social media?

Thanks for the questions, Celia, and thank you for your work to raise awareness around the Voice Referendum in the Greater Geelong Community.

The City will continue to promote the City’s upcoming kiosks and forums regarding the Uluru Statement from the Heart over the next month.

Currently we are unable to promote non-Council events on our social media channels. However, we encourage ‘Geelong for Yes’ to register all of their events on the Events Geelong website, which will ensure your event is listed in our public calendar, providing an opportunity for greater community awareness of your sessions.

Question 2:

Secondly, will Council permit our group to set up information stalls on council owned premises such as at leisure centres and Council offices?

As mentioned, the City is already hosting a number of forums and kiosks at council-owned venues across the region. If your group is considering setting up stalls in Council-owned public spaces, our Events team would be more than happy to support you through the event application process – you can visit the events page on the Council website for further info.

Katerina-Latrissa Izdebskaia asked the following:

Question 1:

I live next to Frog Hollow, the property at 2 Morven Court, set to be developed. The developer obtained in 2020 a report from an ecological consultancy stating that the dam on the property is of “poor habitat quality, limited extent and isolation from other aquatic habitats making it highly unlikely that it supports any aquatic fauna.” City Council officials accepted that report. Residents however know that the dam teems with frogs, especially during late spring and summer. Frog numbers may be lower since the developer began to mow the grass and built a solid fence preventing any migration, but I still hear them at night.

The developer stated last month, in the presence of Council officials, that they have no intention of relocating any of the frogs. The Council officials made no comment. I have seen developers clearing property of trees, even during breeding season, and then not developing the property for years. With South Valley Road on the one side and the new, solid fence on the other, the frogs have no way to escape. Does the Council have any policies that support biodiversity and support the humane treatment of animals? Or will Council allow the developer to bulldoze the frogs like it allows developers to cut down trees with nesting birds?

Thanks for the questions, Katerina-Larisa.

I note that this application is currently under review and no decision has been made yet. As part of our process, Council may request additional information if it is considered it necessary to make a decision and include conditions on a planning permit if one issued.

As you are aware, the applicant has previously provided a biodiversity report which was assessed and accepted by Council’s Environment Department. The applicant has continued to advise they are satisfied the proposal has met all obligations under the Flora and Fauna Guarantee Act and Environment Protection and Biodiversity Act, based on the expert advice they have received.

Ongoing discussion and detailed questions regarding resident objections to this development are best directed to the Council planning department, who will be able to liaise with the applicant for further information as required.

Carolyn Gellert asked the following:

Question 1:

The ‘14th International Smart City Expo’ is being held in Sydney 19-11 October 2023: The Smart City Expo Brochure describes this event as: “Smart City Expo brings together leaders from the best smart cities, governments and leading companies to move cities towards a better future - and is designed for all the people involved in local, state and federal government decision making and analysis. Moreover, this event is also beneficial for private sector companies which want to participate in the development of smart cities”. Some Agenda items from the Brochure include: ‘Artificial Intelligence Conference’ including ‘The City as a Living

Lab for AI Solutions; 'Digital technologies for smarter, more sustainable and circular cities, Cyber Security Risks around Smart City Development, what governments can do to ensure smart cities are secure by design, data privacy laws and compliance, and the emerging data driven city, etc.

I require that the Geelong City Council advise of the number of participants that are attending as representing Geelong City Council as both paid employees and contracted companies.

Question 2:

I require that the Geelong City Council advise of the budget allocation for those attending as representing Geelong City Council as both paid employees and contracted companies.

Thanks for the questions, Carolyn.

At present, the City hasn't made plans to attend the 14th International Smart City Expo' in October. As the City has no representatives attending the expo, there is currently no budget allocation for attendance.

Louis de Koker asked the following:

Question 1:

Last month I asked three questions of Council regarding the frogs at Frog Hollow dam and the information residents shared with the Council in 2020, including recordings made by a Professor at Melbourne University and analysed by an expert in frog calls. The Council in 2020 relied on a report secured by the developer stating that it was "it highly unlikely that it (the dam) supports any aquatic fauna." The VCAT decision (par 126) noted: "The council's environmental planning officer provided an internal referral response to the proposal raising no issue with material provided by the applicant."

Given that a new development application is being considered I asked at the July 2023 Council meeting the following questions:

- (a) What steps the CoGG has taken to date in relation to that information?
- (b) Any steps the CoGG may propose to take, also in conjunction with State authorities; and
- (c) Any steps that can be taken to ensure the humane relocation of the frog colonies of Frog Hollow, should the property be developed?

None of those questions were answered. Instead Council responded that:

- (i) "[t]he information provided to COGG and VCAT on the growling grass frog was not considered expert evidence"; and
- (ii) should there be any growling grass frogs it would be for the developer to take the appropriate steps.

I now repeat questions put to Council in the July meeting.

Question 2:

COGG was provided with a frog call recording made by Professor Ted Whitem at Frog Hollow with full background to that recording as well as two expert reports by herpetologist of the University of Melbourne on the calls that could be heard on that recording.

Can the Council explain the basis on which they:

- (i) decided that the information provided was not sufficiently expert to warrant further community engagement and independent investigation by the Council?
- (ii) Allows information provided by Highton residents on the long-term - and continuing - presence of frogs at Frog Hollow to be rejected as anecdotal while supporting the developer's expert who held that "unlikely that it (the dam) supports any aquatic fauna"?

Thanks for the questions, Louis.

We acknowledge your concerns regarding the impact of development on local wildlife and thank you for your ongoing passion for protecting our environment.

As you are aware, the applicant has previously provided a biodiversity report which was assessed and accepted by Council's Environment Department. The applicant has continued to advise they are satisfied the proposal has met all obligations under the Flora and Fauna Guarantee Act and Environment Protection and Biodiversity Act, based on the expert advice they have received.

However, this application is currently under review and no decision has been made yet. As part of our process, Council may request additional information if it is considered it necessary to make a decision.

Ongoing discussion and detailed questions regarding resident objections to this development are best directed to the Council planning department, who will be able to liaise with the applicant for further information as required.

The following question was asked on behalf of **Vicki Perrett**:

Question 1:

We cannot fix one environmental problem by creating another environmental problem for future generations. Incineration is the most expensive way to manage waste and the least efficient way to make energy. For every 100 tonnes of waste burned, 25 tonnes of toxic ash is produced. All waste incinerators emit deadly forever chemicals and toxic pollutants that travel long distances and bioaccumulate in the environment. Our region already has poor air quality with above WHO recommended levels of fine particulate matter. Geelong residents are worried about the adverse health impacts for their families and the environment. Has Council formed a position on whether it endorses the Prospect Hill waste-to-energy incinerator? As the EPA decision is imminent, if Council hasn't done so yet, when will it?

Questions 2:

The Lara Big Incinerator is a watershed project that would take Geelong in the wrong direction. It would damage its clever and creative vision. Make it more difficult to develop a clean energy circular economy and impede the target of net zero emissions by 2035. Our region is already leading the way with its green organics processing facility and Barwon Water's Regional Renewable Organics Network project. The City doesn't need this big incinerator and the community most certainly doesn't want it. Will Council listen to and support the community by writing to the Planning Minister to advise her of their many well-founded concerns?

Thanks for the questions, Vicki.

As noted at the last Council meeting, Council understands the community concerns, however as a referral authority in this process the City is obliged to provide independent advice and feedback regarding the application's consistency with the Planning Scheme. As you would be aware, the planning permit for this application will be determined by the Minister for Planning. We encourage you and any concerned community members to direct your concerns to the EPA and Department of Transport and Planning to be considered as part of the process.

At this point in time the Council does not plan to write to the Minister on this matter.

1.7. Petitions

Nil

2. REPORTS

2.1. Dogs in Public Places

Source: Community Service Delivery
Executive Director: Robyn Stevens

Purpose

1. To present community feedback pertaining to the public exhibition of draft dog control orders on City managed land and seek authorisation for finalisation of ongoing dog control orders.

Background

2. The adoption of dog control orders enables the City to undertake a range of compliance activities including education campaigns, patrols and enforcement.
3. On 23 November 2021 Council adopted the Domestic Animal Management Plan 2022-2025. One key action in the Plan was to review dog control orders in 2022.
4. The first round of community engagement for this review was completed in 2022 which informed draft dog control orders proposing changes to 15 reserves.
5. On 26 April 2023 Council approved public exhibition of these draft orders for further community feedback for a period of four weeks.
6. This engagement is now complete and community feedback regarding the 15 reserves has been collated and considered to inform final recommended orders now presented for Council consideration and adoption.

Key Matters

7. Dog orders have been prescribed within Council's Dogs in Public Places Policy 2018. The policy establishes categories of dog controls that apply to all public places managed by the City. Pursuant to *Section 26 (2)* of the *Domestic Animals Act 1994*. These orders become legally effective through Council resolution.
8. Of the 15 reserves seeking community feedback, eight are recommended to remain as drafted for community feedback; Barwon River Sanctuary, Doolibeal, Indented Head Woodland Nature Reserve, Sparrovale – Ngubitj Yoorree, Barwon Heads Community Park Equestrian, Elcho Park Equestrian, Grinter Reserve Equestrian Centre and Portarlington Pony Club Reserve Equestrian.
9. Six reserves have had orders amended following community feedback; Barwon River and Mount Brandon, Buckley Park Foreshore Reserve, Ramblers Road Foreshore, Lake Lorne Reserve Equestrian Centre, Rees Reserve Equestrian Centre and Mount Duned Recreation Reserve Equestrian Centre.
10. A decision on dog controls for Yellowgum Reserve has been deferred until the matter of public access to this space has been finalised by the City.

11. A summary table of orders is presented in **Attachment 1** in addition to a detailed table of orders containing officer comments in **Attachment 2**. A community engagement findings report is included as **Attachment 3**.
12. A final schedule of orders pertaining to all City managed land has been prepared and is included as **Attachment 4**.

RESOLUTION - Item 2.1

Cr Kontelj moved, Cr Murrhy seconded -

That Council:

1. **Note the completion of community engagement pertaining to draft dog control orders on City managed land;**
2. **Note recommendations resulting from public exhibit of draft orders as summarised in Attachment 1; and**
3. **Adopt and authorise the making of the City of Greater Geelong Dog Control Order under Sections 26 of the *Domestic Animals Act 1994* (Attachment 4).**

Carried

Financial Sustainability

13. The City of Greater Geelong is an on-leash area unless otherwise delineated by signage. To minimise the required budget for the supply and installation of signage, only those areas where dogs are prohibited or allowed off leash will be sign posted.

Community Engagement

14. It is important that dog controls across the City's public open spaces reflect the needs of our diverse community groups, as well as protect environmental and cultural values.
15. Two rounds of community engagement have been undertaken in the review of dog control orders. The first round in 2022 was seeking community input on existing dog orders, what was working well and what the community may want changed. In this round feedback was also sought from internal stakeholder groups responsible for land and asset management. Feedback received through this process was utilised to inform draft orders.
16. The second round of community engagement involved the public exhibit of draft orders aimed at understanding community views on proposed changes relevant to fifteen City reserves, including six equestrian areas.
17. This engagement was open to the public via the City's Have Your Say platform for four weeks in May 2023 and received high participation, with 1,382 responses received from 1,002 contributors. A full report of engagement findings is included as **Attachment 3**.
18. The areas with the highest participation rates were Buckley Park Foreshore Reserve and Ramblers Road Foreshore Reserve, each receiving over 200 responses. The lowest level of feedback was for Grinter Reserve Equestrian with nine responses received. Across all reserves, 83 per cent of responses were received from dog owners, however this fluctuated across reserves with 34.8 per cent of responses received for Indented Head Woodland Reserve coming from respondents who did not own a dog.
19. There were varied responses for each of the areas with proposed changes, however a key theme that emerged across most areas is that dog owners do not follow existing orders or have effective control of their dog. This is a common theme in animal management engagement projects, where we hear current monitoring and enforcement is insufficient to address poor owner behaviour.
20. All feedback has been reviewed and considered in the development of the recommended orders.

Social Equity and Sustainability

21. The aim of dog control orders is to provide appropriate access to public open spaces for the entire community, including those with and without dogs.
22. Guide dogs and assistance dogs are allowed within dog prohibited areas as they are exempt from orders.
23. Dog control orders will enable the City to deliver safe and accessible public spaces for all to use and aim to reduce negative dog related incidences.

Relevant Law/Policy/Legal Implications

24. Under Section 26(2) of the *Domestic Animals Act 1994*, Council may by resolution make an Order which sets out conditions with respect to dogs in public places. The Order must be published in the Government Gazette and publicly advertised in a newspaper circulating in the municipal district making the Order.
25. Dog controls for City managed land have traditionally been outlined in the Dogs in Public Places Policy. It is proposed that when new orders are adopted and gazetted, they will supersede this Policy. Officers will seek Council approval to revoke the current Dogs in Public Places Policy following gazettal.

Alignment to Community Plan and Vision

26. This report aligns with Our Community Plan 2021-2025 strategic priority: Healthy, caring and inclusive community.
27. This report aligns with the Community led 30-year Vision, “Greater Geelong: A Clever and Creative Future” community aspiration:
An inclusive, diverse, healthy and socially connected community.
People feel safe wherever they are.

Conflict of Interest

28. No officer involved in the preparation of this report declared a general or material conflict of interest.

Risk Assessment

29. Council can minimise risks by applying practical, fair and reasonable dog control orders in public places to enhance the safety of all users.
30. By implementing enforceable orders on Council land, Council can improve safety by minimising the occurrence of negative or dangerous incidents involving dogs. The orders provide a platform for community education, against which compliance activities can be undertaken.

Environmental Sustainability

31. The proposed orders consider environmental values of City managed land, and where appropriate, includes access restrictions to protect areas of environmental significance. This is a key objective of the proposed orders.



Attachments


1. Summary Table of Orders [2.1.1 - 1 page]
2. Detailed table of Orders Final [2.1.2 - 11 pages]
3. Proposed Dog Order Changes full engagement report FINAL [2.1.3 - 53 pages]
4. City of Greater Geelong Dog Control Orders DRAFT [2.1.4 - 7 pages]


Attachment 1


Area	Current Order	Draft Order	Recommended Order
Barwon River & Mount Brandon 100-102 Highett Road, Highton	No formal Order	Dogs on leash	Dogs on leash & new off leash area in large 'paddock' space
Barwon River Sanctuary 155-205 Upper Paper Mills Rd, Fyansford	Dogs on leash	Dogs Prohibited	Dogs Prohibited
Buckley Park Foreshore Reserve 257 The Esplanade, Ocean Grove	Seasonal – on leash or off leash, pending hooded plover breeding	Dogs Prohibited	Dogs on leash
Doolibeal 105 Stewarts Rd, Armstrong Creek	Dogs on leash	Dogs Prohibited	Dogs Prohibited
Indented Head Woodland Nature Reserve 680 Batman Rd, Indented Head	No formal Order	Dogs Prohibited	Dogs Prohibited
Ramblers Road Foreshore 60A Ramblers Rd, Portarlington	Trail: On leash Beach: On leash 10am-5pm (all year) Off leash 5pm-10am (all year)	Trail: Dogs on leash Beach: Seasonal Sept – March: Dogs Prohibited April – August: Dogs on leash 10am-5pm, off leash 5pm-10am	Trail: Dogs on leash Beach: Seasonal: Sep – March: Dogs on leash April – August: Dogs on leash 10am-5pm, off leash 5pm-10am
Sparrovale: - Ngubitj Yoorree 1 Groves Rd, Armstrong Creek	No formal Order	Dogs on leash / dogs prohibited (2 areas)	Dogs on leash / dogs prohibited (2 areas)
Yellow Gum Nature Reserve 30 Goandra Drive Ocean Grove & 77 Yellow Gum Drive Ocean Grove	No formal Order	Dogs Prohibited	*Decision deferred*
Barwon Heads Community Park Equestrian 2B-14 Geelong Rd East, Barwon Heads	Dogs allowed off leash when no horse present	Tier 2 Equestrian - Dogs allowed off leash when no horse present	Tier 2 Equestrian - Dogs allowed off leash when no horse present
Elcho Park Equestrian Centre 125 Elcho Rd, Lara	Dogs Prohibited	Tier 1 Equestrian - Dogs Prohibited	Tier 1 Equestrian - Dogs Prohibited
Lake Lorne Reserve Equestrian Centre 51-59 Reserve Rd, Drysdale	Dogs Prohibited	Tier 1 Equestrian - Dogs Prohibited	Tier 2 Equestrian - Dogs allowed off leash when no horse present
Grinter Reserve Equestrian Centre 141 Coppards Rd, Newcomb	Dogs Prohibited	Tier 2 Equestrian - Dogs allowed off leash when no horse present	Tier 2 Equestrian - Dogs allowed off leash when no horse present
Mt Duneed Recreation Reserve Equestrian Centre 130 Russells Rd, Mount Duneed	Dogs Prohibited	Tier 2 Equestrian - Dogs allowed off leash when no horse present	Tier 1 Equestrian - Dogs Prohibited
Portarlington Pony Club Reserve Equestrian 136-154 Stevens Rd, Portarlington	Dogs Prohibited	Tier 2 Equestrian - Dogs allowed off leash when no horse present	Tier 2 Equestrian - Dogs allowed off leash when no horse present
Rees Reserve Equestrian Centre 15 Wilsons Rd, Little River	Dogs Prohibited	Tier 2 Equestrian - Dogs allowed off leash when no horse present	Tier 1 Equestrian - Dogs Prohibited



Attachment 2



Area	Current Order	Draft Order	Community feedback	Officer Response & Recommendation
<p>RESERVES</p> <p>Barwon River and Mount Brandon 100-102 Highett Road, Highton</p> 	<p>No formal Order</p>	<p>Dogs on leash</p>	<p>Responses: 113</p> <p>Many respondents find the open grassed area at the base of Stoneleigh Drive a great area to exercise dogs off leash due to its large size, the low traffic in the area and limited nearby off-leash options.</p> <p>Additionally, many also note that the river environment needs protection and different orders to ensure the safety and preservation of flora and fauna in the area and suggest partitioning or zoning these two spaces and applying on-leash conditions to the river, and off-leash orders to the grassed open space.</p>	<p>Officer Comment:</p> <p>Logical feedback from the community who recognise environmental protection in the river area is important, but that large open space away from the river is an appropriate area to exercise dogs off leash.</p> <p>This feedback is supported, and balance could be achieved by allocating the large open space 'paddock' section as an off-leash area. Signage would be installed to depict the area.</p> <p>Recommended Order:</p> <p>Dogs off leash on land parallel to Stoneleigh Crescent, west boundary Geelong Ringroad, east boundary in a linear line from top of Northbridge Rd, north boundary 10m from riverbank (depicted by green box in below image).</p> <p>Dogs on leash in remainder of the area. (amended)</p> 


Area	Current Order	Draft Order	Community feedback	Officer Response & Recommendation
<p>Barwon River Sanctuary 155-205 Upper Paper Mills Rd, Fyansford</p> 	<p>Dogs on leash</p>	<p>Dogs Prohibited</p>	<p>Responses: 105</p> <p>Commentary was mixed on this environmentally and culturally significant area, with some responses indicating that dogs need to be removed from the area altogether to ensure the area is protected. Furthermore, some stated that they regularly see dog owners be irresponsible in this area and let their dogs off-leash despite the current on lead orders. Others felt that dogs on lead is sufficient and stated this would prevent any environmental damage, and that damage to the riverbanks must be caused by dog owners already disobeying the current order, and as such, more enforcement of the area is needed.</p>	<p>Officer Comment:</p> <p>Feedback regarding enforcement is acknowledged.</p> <p>The area holds high cultural and environmental values and is already sustaining damage.</p> <p>There are several spaces nearby that can be accessed by dogs, both on leash and off leash.</p> <p>Recommended Order:</p> <p>Dogs Prohibited (as drafted)</p>


Area	Current Order	Draft Order	Community feedback	Officer Response & Recommendation
<p>Buckley Park Foreshore Reserve 257 The Esplanade, Ocean Grove</p> 	<p>Seasonal dogs off leash/on leash (on leash signage erected in hooded plover breeding season)</p>	<p>Dogs Prohibited</p>	<p>Responses: 277</p> <p>It was widely acknowledged that the wildlife and sensitive flora in this area need further protection, however many believe this can be achieved by keeping dogs on lead in this area, rather than banning them altogether. It is believed that other pests, such as foxes and cats are responsible for much of the decimation of hooded plovers.</p>	<p>Officer Comment:</p> <p>High levels of engagement were expected in this area given the attention to dog orders in the broader Barwon Coast area over the past 2 years.</p> <p>Protection of environmental values is highly supported, however the nature of this area being a continual linear walking trail between Point Lonsdale and Ocean Grove beaches is acknowledged. Noting areas either side of this are dogs on leash to the east and dogs off leash to the west, consistency in conditions is preferred.</p> <p>Balancing the views of the community, access in the absence of other walkways and environmental protection is important.</p> <p>Recommended Order: Dogs on leash year-round (amended)</p>



Area	Current Order	Draft Order	Community feedback	Officer Response & Recommendation
<p>Doolibeal 105 Stewarts Rd, Armstrong Creek (Waralilly Boulevard)</p> 	<p>Dogs on leash</p>	<p>Dogs Prohibited</p>	<p>Responses: 60</p> <p>There was strong acknowledgement for the need to protect wildlife and keep one of the few natural areas left in this large-scale development as a refuge for various native animals and plants.</p> <p>The conflict came from the lack of pathway infrastructure to connect the “Sanctuary” estate to the connecting developments along Warralilly Blvd and Horseshoe Bend Road. Many comments came through highlighting that this reserve acts as a safe and direct thoroughfare to other community services and amenities in the area, and if dogs were to be prohibited, it would force unsafe transiting for dog owners who live in the area.</p>	<p>Officer Comment:</p> <p>This reserve holds significant cultural values to Traditional Owners and falls within Aboriginal Cultural Heritage Sensitivity registered sites. It additionally holds significant biodiversity value as one of few remaining refuges for wildlife in the Armstrong Creek growth area.</p> <p>Feedback regarding infrastructure and pathway access is acknowledged and this feedback will be passed to City Infrastructure for consideration in future planning. There are still opportunities for pedestrian access, however dog access is not supported.</p> <p>Recommended Order: Dogs prohibited (as drafted)</p>


Area	Current Order	Draft Order	Community feedback	Officer Response & Recommendation
<p>Indented Head Woodland Nature Reserve 680 Batman Rd, Indented Head</p> 	<p>No formal Order</p>	<p>Dogs Prohibited</p>	<p>Responses: 89</p> <p>Wildlife protection and the need to prohibit dogs (and other pests) from entering this reserve, was a widely held sentiment amongst respondents, due to dogs scaring, chasing and attacking wildlife, as well as the excrement they leave behind.</p> <p>A smaller group stated dogs on-leash should be allowed anywhere, and that there are less and less public spaces available to exercise their dogs.</p>	<p>Officer Comment: Strong support for protection of environmental and cultural values, in alignment with rationale for proposed dogs prohibited order.</p> <p>Dogs are allowed off leash in nearby coastal area for 9 months of the year and other nearby areas in St Leonards and Portarlington year-round.</p> <p>Recommended Order: Dog Prohibited (as drafted)</p>
<p>Ramblers Road Foreshore 60A Ramblers Rd, Portarlington</p> 	<p>Trail: On leash Beach: On leash 10am-5pm (all year) Off leash 5pm-10am (all year)</p>	<p>Trail: Dogs on leash Beach: Seasonal Sept - March Dogs Prohibited, April - August Dogs on Leash 10am - 5pm, off leash other times.</p>	<p>Responses: 246</p> <p>Locals felt strongly that the proposed changes to this stretch of foreshore were too harsh, and the season was too long for dogs to be prohibited. Many respondents suggested a shortened seasonal ban or keeping dogs on leash to minimise impact on nesting birds in the region through the breeding period. It was also suggested that temporary fencing be placed around known nests to alert dog owners of their presence and help protect them.</p>	<p>Officer Comment: Significant community feedback suggesting prohibiting dogs is not necessary, whilst recognising protection of recently arrived beach nesting birds is important.</p> <p>Feedback regarding fencing of nest areas will be implemented. This temporary infrastructure, in addition to leashing dogs for the breeding season, it is hoped will achieve the required environmental protection.</p> <p>Recommended Order: Trail: Dogs on leash (as drafted) Beach: Seasonal: (amended) Sep – March: Dogs on leash at all times April – August: Dogs on leash 10am-5pm, off leash 5pm-10am</p>



Area	Current Order	Draft Order	Community feedback	Officer Response & Recommendation
<p>Sparrovale - Ngubitj Yoorree 1 Groves Rd, Armstrong Creek</p> 	<p>No formal Order</p>	<p>Dogs on leash (blue outline) Dogs Prohibited (yellow outline)</p>	<p>Responses: 36</p> <p>Sparrovale had a lot of community support to be a dog prohibited area, due to its significant wetland and shorebird presence, and to preserve its environmental values. Some dog owners put forward that keeping dogs on leash should be sufficient, and that more dog friendly areas are required across the City, particularly in this new development.</p>	<p>Officer Comment: Strong sentiment of requirement to protect the significant environmental values in this area is supported.</p> <p>Feedback regarding the lack of dog friendly spaces in the area is noted and the City hopes to provide more areas for this purpose in the future.</p> <p>Recommended Order: Dogs on leash (blue outline on map) Dogs Prohibited (yellow outline on map) (as drafted)</p>
<p>Yellow Gum Nature Reserve 30 Goandra Drive Ocean Grove & 77 Yellow Gum Drive Ocean Grove</p> 	<p>Yellow area - dogs prohibited. Blue area – no formal order.</p>	<p>Dogs Prohibited</p>	<p>REMOVED FROM REVIEW</p>	<p>REMOVED FROM REVIEW</p> <p>Officer Comment: Throughout the consultation period it became apparent that the issue of pedestrian access to the northern section of this reserve (blue box in image) is yet to be determined by the relevant asset management team at the City. A decision on dog control orders has been deferred until such time as the matter of pedestrian access has been finalised.</p> <p>Recommendation: Decision on dog orders deferred.</p>

Area	Current Order	Draft Order	Community feedback	Officer Response & Recommendation
<p>EQUESTRIAN CENTRES</p> <p>Barwon Heads Community Park Equestrian <i>2B-14 Geelong Rd East, Barwon Heads</i></p> 	<p>Dogs allowed off leash when no horse present</p>	<p>Dogs allowed off leash when no horse present. (Tier 2)</p>	<p>Responses: 11</p> <p>Current orders of “dogs permitted off-leash when no horses present” are working well considering the limited horse usage of the area, and the need for off-leash spaces for dogs. The overwhelming majority are happy no changes are being made to this public space.</p>	<p>Officer Comment:</p> <p>The equestrian area of Barwon Heads Community Park was reviewed and changed to allow dogs off leash in the absence of horses via a Council resolution in 2020. This occurred following strong community concern that the dog prohibition previously in this area was too restrictive. Feedback suggests the community is satisfied with this order.</p> <p>Recommended Order: Tier 2 Equestrian - Dogs allowed off leash when no horse present (as drafted)</p>

Area	Current Order	Draft Order	Community feedback	Officer Response & Recommendation
<p>Elcho Park Equestrian Centre 125 Elcho Rd, Lara</p> 	<p>Dogs Prohibited</p>	<p>Dogs Prohibited (Tier 1)</p>	<p>Responses: 20</p> <p>The key themes focused on the appropriateness of the reserve being shared with dogs. Dogs should be prohibited when horses are present, as it's unsafe for both species to mix, but allowed off-leash at other times.</p> <ul style="list-style-type: none"> • There are lots of other areas in Lara people can take their dogs, so Elcho Park should be dogs prohibited and left to serve its original purpose, as an Equestrian Centre. • If a dog is kept on lead, it should be allowed in public spaces like this, as the owner has full control, and no risk is posed. 	<p>Officer Comment: Elcho Park Equestrian Centre has high levels of equestrian use. With consideration for the intended purpose of this land, other available spaces in Lara for off leash exercise (including a dedicated dog park) and the inherent risk of horses, riders and dogs in the same space, dogs prohibited is deemed appropriate.</p> <p>Recommended Order: Tier 1 Equestrian - Dogs Prohibited (as drafted)</p>

Area	Current Order	Draft Order	Community feedback	Officer Response & Recommendation
<p>Lake Lorne Reserve Equestrian Centre 51-59 Reserve Rd, Drysdale</p> 	<p>Dogs Prohibited</p>	<p>Dogs Prohibited (Tier 1)</p>	<p>Responses: 70</p> <p>Responses frequently reiterated several points:</p> <ul style="list-style-type: none"> • The area is underused by horses and would be wasted if dogs were not granted access. • The infrastructure at this reserve, including drainage and access to pedestrian pathways, needs to be addressed, as currently reserve users cannot walk a lap of the lake without having to impede on the equestrian area due to the path being inaccessible due to regular flooding. • Dogs should be allowed off lead when the space is not being used by horses, but dog owners need to be responsible and leash their dogs when horses are present, to reduce the danger. 	<p>Officer Comment:</p> <p>The reported equestrian use in this area was lower than expected. It is recognised the community are accessing this area for dog walking already due to challenges with infrastructure and pathway flooding. The vast space and seclusion from roads make it an appropriate space to be shared for both equestrian and off leash exercising of dogs.</p> <p>Recommended Order: Tier 2 Equestrian - Dogs allowed off leash when no horse present. (amended)</p>
<p>Grinter Reserve Equestrian Centre 141 Coppards Rd, Newcomb</p> 	<p>Dogs Prohibited</p>	<p>Dogs allowed off leash when no horse present. (Tier 2)</p>	<p>Responses: 9</p> <p>There is overall support for this area to have dog orders changed to allow off leash use when horses are not present, as horse usage is reported to be minimal.</p>	<p>Officer Comment:</p> <p>Apparent minimal horse use in this large open space which is appropriate for off leash exercise of dogs in the absence of horses.</p> <p>Recommended Order: Tier 2 Equestrian - Dogs allowed off leash when no horse present. (as drafted)</p>

Area	Current Order	Draft Order	Community feedback	Officer Response & Recommendation
<p>Mt Duneed Recreation Reserve Equestrian Centre 130 Russells Rd, Mount Duneed</p> 	<p>Dogs Prohibited</p>	<p>Dogs allowed off leash when no horse present. (Tier 2)</p>	<p>Responses: 41</p> <p>There was strong support that the equestrian centre at Mount Duneed Recreation reserve be a dog prohibited area, or at minimum dogs on lead, to minimise the interaction between dogs and horses, due to the danger this poses to both animals, as well as horse riders.</p> <p>Commentary around the proposed “off leash when no horses present” order was, that:</p> <ul style="list-style-type: none"> • It is difficult to see if horses are using the space, and when a dog is off lead, it’s too late. Some believe that often owners don’t have the control or interest in re-leashing their dog even when they do see horse riders using the space. A dangerous encounter is the likely outcome. • The area is large enough that dogs do not need to use the equestrian grounds here, as there is a nearby oval that is separate and appropriate for dogs. 	<p>Officer Comment:</p> <p>Horse use in this area was higher than anticipated (both formal meets and recreational use) and it is the only specialty cross-country equestrian centre in the region.</p> <p>High use equestrian areas are not appropriate to be used for off leash exercise of dogs due to inherent risk to animals and people.</p> <p>Recommended Order: Tier 1 Equestrian - Dogs Prohibited (amended)</p>

Area	Current Order	Draft Order	Community feedback	Officer Response & Recommendation
<p>Portarlington Pony Club Reserve Equestrian 136-154 Stevens Rd, Portarlington</p> 	<p>Dogs Prohibited</p>	<p>Dogs allowed off leash when no horse present (Tier 2)</p>	<p>Responses: 21</p> <p>Respondents frequently stated:</p> <ul style="list-style-type: none"> • This reserve is underutilised by horses and allowing dogs to use it off-leash is welcomed. • More off-leash areas needed on the Bellarine, and this land is ample-size and perfect for that use. • Consideration needs to be given to neighbouring properties as it's a residential area. Additional tree planting and waste collection services needed to mitigate noise pollution and stench that may come from increased dog usage of this reserve. 	<p>Officer Comment:</p> <p>Low level of equestrian activity in this area supports a shared use of this space by dog owners and horse riders. This is supported by relevant pony clubs and the community more broadly.</p> <p>Feedback pertaining to waste bins and tree planting will be passed on to relevant officers of the City.</p> <p>Recommended Order: Tier 2 Equestrian - Dogs allowed off leash when no horse present (as drafted)</p>
<p>Rees Reserve Equestrian Centre 15 Wilsons Rd, Little River</p> 	<p>Dogs Prohibited</p>	<p>Dogs allowed off leash when no horse present (Tier 2)</p>	<p>Responses: 54</p> <p>The key themes focused on the appropriateness of the reserve being shared with dogs:</p> <ul style="list-style-type: none"> • Dangerous to mix dogs and horses. Dogs should be prohibited from Rees Reserve. • Residents of Little River live on acreage, so an off-leash dog area isn't necessary. • If dogs were allowed off-leash in this space, even when horses weren't present, some owners would be reluctant to re-leash them when required. • Timed access is a reasonable option to allow dogs to use the space off-leash, and if not supported, at least permit dogs on leash. 	<p>Officer Comment:</p> <p>The level of risk associated with dogs, horses and humans sharing a space is recognised.</p> <p>The level of respondents currently using the reserve for off leash dog exercise is 22%, compared to 81% of respondents who use the area for recreational horse riding and 45% of respondents for organised horse-riding events. Given the existing low level dog usage and high-level equestrian use, the impact for continued dog prohibition in this reserve is expected to be minimal.</p> <p>Recommended Order: Tier 1 Equestrian - Dogs Prohibited (amended)</p>

THE CITY OF
GREATER GEELONG

PROPOSED DOG ORDER CHANGES (DOGS IN PUBLIC PLACES REVIEW)

ENGAGEMENT REPORT

—

JUNE 2023

Contents

Executive Summary:.....	5	Buckley Park Foreshore.....	12
Consultation overview.....	5	Frequency of reserve usage	12
How we engaged.....	5	Level of acceptance of proposed orders	12
Who we engaged.....	5	Themes	12
What we heard	5	Top feedback themes	13
What we will do	5	Verbatim quotes from respondents.....	13
Introduction.....	6	Ramblers Rd Foreshore.....	13
Project Background	6	Frequency of reserve usage	14
Engagement Purpose	6	Level of acceptance of proposed orders	14
About this Report.....	6	Themes	14
How we engaged.....	7	Top feedback themes	15
At a glance.....	7	Quotes.....	15
Who we engaged.....	8	Barwon River and Mount Brandon	15
Who we planned to engage	8	Frequency of reserve usage	16
Participation.....	8	Level of acceptance of proposed orders	16
Demographics.....	8	Themes	16
Suburbs.....	8	Top feedback themes	17
Dog ownership.....	8	Quotes.....	17
Who actively engaged.....	8	Barwon River Sanctuary	17
What we asked	9	Frequency of reserve usage	17
What we asked	9	Level of acceptance of proposed orders	18
About you	9	Themes	18
Proposed orders	9	Top feedback themes	18
Why we asked	9	Quotes.....	18
What we heard	10	Yellow Gum Reserve	19
Key Findings overview	10	Indented Head Woodland Reserve	19
Overall.....	10	Frequency of reserve usage	19
Residing suburbs.....	10	Level of acceptance of proposed orders	20
Dog ownership rates.....	10	Themes	20
Interest in areas being reviewed.....	10	Top feedback themes	20
Breakdown of findings for each reserve	12	Quotes.....	20
		Doolibeaal	21
		Frequency of reserve usage	21
		Level of acceptance of proposed orders	21

Themes	21	Frequency of reserve usage	32
Top feedback themes	22	How is the reserve used	32
Quotes.....	22	Level of acceptance of current orders.....	32
Sparrovale	22	Themes	32
Frequency of reserve usage	23	Top feedback themes	33
Level of acceptance of proposed orders	23	Quotes.....	33
Themes	23	Elcho Park – Equestrian Centre.....	33
Top feedback themes	24	Frequency of reserve usage	34
Quotes.....	24	How is the reserve used	34
Breakdown of findings for each Equestrian		Level of acceptance of current orders.....	34
Centre Reserve	25	Themes	34
Mount Duneed Recreation Reserve – Equestrian		Top feedback themes	35
Centre.....	25	Quotes.....	35
Frequency of reserve usage	25	Barwon Heads Community Park – Equestrian	
How is the reserve used	25	Centre.....	35
Level of acceptance of current orders.....	26	Frequency of reserve usage	36
Themes	26	How is the reserve used	36
Top feedback themes	26	Level of acceptance of current orders.....	36
Quotes.....	26	Themes	36
Lake Lorne Reserve – Equestrian Centre	27	Top feedback themes	37
Frequency of reserve usage	27	Quotes.....	37
How is the reserve used	28	Grinter Reserve – Equestrian Centre.....	37
Level of acceptance of current orders.....	28	Frequency of reserve usage	37
Themes	28	How is the reserve used	38
Top feedback themes	28	Level of acceptance of current orders.....	38
Quotes.....	29	Themes	38
Rees Reserve – Equestrian Centre.....	29	Prominent feedback trends	38
Frequency of reserve usage	30	Quotes.....	38
How is the reserve used	30	Discussion	39
Level of acceptance of current orders.....	30	Areas with majority support to change orders	39
Themes	30	Areas that preferred current orders.....	39
Top feedback themes	31	Areas with divided feedback	39
Quotes.....	31	Areas omitted from review after consultation	39
Portarlington Pony Club Reserve – Equestrian		Community engagement successes	39
Centre	31		

Total engagement uptake39

Effective advertising methods40

Minimal complaints40

Community engagement areas for improvement.....40

 Further advertising.....40

 Confusion shown in responses40

 Incorrect details originally supplied regarding
 Buckley Park Foreshore40

 Unknown community access issues and reports
 regarding Yellowgum reserve40

What we have done and next steps41

 What we have done41

 Next Steps41

Appendix A – Newspaper advert42

**Appendix B – Mailout flyer for neighbouring
property owners.....43**

Appendix C – Survey hardcopy44

Appendix D – Written submissions46

**Appendix E – Residential Suburb Spread
Across All Survey Respondents52**

Appendix F – Hardcopy survey received53

Executive Summary:

Consultation overview

The dog orders at 15 separate reserves were consulted on in the community, to understand whether the proposed changes were deemed acceptable by all types of reserve users.

How we engaged

This second round of consultation was open for 30 days, and received 1382 online survey submissions, and one hardcopy submission.

Who we engaged

The consultation was targeted all residents across the City, regardless of dog ownership status, level of reserve use or preference.

We also engaged with City asset managers from Waste, Environment and Community Recreation prior to this second consultation opening, to ensure all aspects of public space use and maintenance were considered.

We heard from 1382 people during the engagement period.

What we heard

The reserves that had significant community support for the **proposed** changes included:

- Barwon River and Mount Brandon to become on lead
- Indented Head Woodland Nature Reserve to become dogs prohibited
- Sparrovale to become dogs prohibited (minus the blue section that would be dog friendly after future development)
- Portarlinton Pony Club to become dogs permitted off leash when horses are not present
- Grinter Reserve to become dogs permitted off leash when horses are not present
- Lake Lorne to become dogs permitted off leash when horses are not present

Areas that the community preferred the **current** dog orders included:

- Buckley Park Foreshore to remain current timed access
- Ramblers Rd to remain current timed access
- Barwon Heads Community Park to remain dogs permitted off leash when no horses present
- Doolibea to remain accessible to dogs on lead
- Mount Duneed Equestrian to remain dogs prohibited or allow dogs on leash
- Elcho Park to remain dogs prohibited or allow dogs on leash

Barwon River Sanctuary and Rees Reserve equestrian area had a similar level of feedback for and against the proposed changes.

What we will do

This report will inform the Council Report recommendations that will be presented in August 2023, for consideration and potential endorsement.

Introduction

PROJECT BACKGROUND

In July and August 2022, we undertook a review of our Dogs in Public Places Policy (DiPP), and sought community feedback on current dog control issues, what was working well and what needed to change going forward.

To ensure orders across various locations were still appropriate, and all aspects of shared public space were considered we spoke with internal stakeholders responsible for open space management and planning of the City's reserves and we went back out to the community..

The DiPP consultation helped us identify where dog orders needed revision, and from here, we consulted with the community on 15 separate reserves with proposed dog order changes, to ascertain the community's views before they are presented to Council for final consideration and endorsement.

The City aims to make our shared spaces as safe and enjoyable as possible for all users, and so, we need to be able to strike a healthy balance between community safety, dog accessibility, wildlife conservation, flora protection, sporting tenant considerations and management of the asset's amenities.

departments within the City and our Council, in order to accurately inform decision making going forward.

ENGAGEMENT PURPOSE

The purpose of this community consultation was to understand whether the proposed dog order changes suggested by various stakeholders and the community in 2022, were considered acceptable by the community in 2023, and should be adopted by Council.

15 separate reserves had proposed dog order changes put forward to the community for review, following our initial 6-week consultation on Dogs in Public Places, which helped us identify which components of dog ownership and sharing of public spaces, needed further consideration.

ABOUT THIS REPORT

This report aims to summarise all feedback received throughout the consultation process, and to provide this information transparently to the community, affected

How we engaged

AT A GLANCE

The City ran a 4-week consultation on Proposed Dog Order Changes, with feedback to be left via the Have Your Say (HYS) online survey, or alternatively via a hardcopy survey made available through all City customer service centres.

Drop in sessions were held during the Dogs in Public Places 6-week period in 2022, to initially capture dog related issues and areas in which dog control orders may need to be reviewed so no further drop in sessions were held during this round.

A combination of social media, print media and mailouts to neighbouring addresses to reserves under review, were used to promote this consultation.

Who we engaged

WHO WE PLANNED TO ENGAGE

The City encouraged all residents living within our municipality to complete the survey, whether they are dog owners or not.

Via a mailout, we invited residents who resided directly beside the reserves under review to provide their feedback.

The consultation was advertised through several mediums including:

- Print ads in five local newspapers (Appendix A)
- Social media posts across Facebook and Twitter
- Bing mailouts to 1988 properties who lived in close proximity of the 15 reserves being reviewed (Appendix B)

We additionally engaged with City departments who are responsible for the management of our reserves and trails, including Environment, Waste and Community and Recreation, to ensure all elements of public space use had been considered.

PARTICIPATION

- 1382 online survey submissions were sent through the Have your Say (HYS) page.
- One hardcopy survey (Appendix C) was completed and sent into the City for review.
- Nine written submissions were presented to the Engagement Officer (appendix D), some of which were sent after the engagement closing date.

DEMOGRAPHICS

Suburbs

Respondent's residential location was often and unsurprisingly closely linked to the reserve being reviewed.

Overall, across the 15 areas being reviewed, the three suburbs respondents most commonly lived in were:

- Ocean Grove (192)
- Point Lonsdale (180)
- Highton (114)

This is not surprising considering six of the reserves being reviewed were on the Bellarine Peninsula, and two were on the Barwon River junction close to or within Highton.

We only had five suburbs with no engagement on these dog order reviews, and they were Batesford, Marcus Hill, North Shore, Point Wilson, and Staughton Vale.

Dog ownership

On average, 16.8% of respondents did not own dogs, compared to 83.2% that did.

The breakdown of dog owners to non-dog owners did fluctuate significantly between reviewed locations, with up to 34.8% of Indented Head Woodland reserve respondents being non-dog owners, down to Barwon Heads Community Park having no respondents participate who didn't own dogs.

WHO ACTIVELY ENGAGED

The overall feedback rate achieved was very pleasing to the City, when comparing the community's uptake and input into other City engagements, as well as those focussed on domestic animal issues that we have conducted in the past.

We received more than double our usual level of feedback from the community and had high representation from the dog-owning cohort, and a varied level of interest across the reserves being reviewed.

In the first round of consultations regarding DiPP, we expected to hear from more horse owners and equestrian focussed groups than we did, as only 3 submissions were directed to the sharing or segregating of dogs from equestrian centres, however in the second round of consultation, 363 survey responses were received specifically reviewing equestrian spaces and the dog orders within them.

What we asked

WHAT WE ASKED

The consultation consisted of 15 surveys, one for each of the reserves. This allowed respondents to easily navigate to the survey from the information page that was of interest to them, that contained rationale, current and proposed orders and address information.

Setting out the pages and surveys like this meant that if respondents felt passionately about more than one area, they would need to complete subsequent surveys.

All questions other than the last, were multiple choice (where in some cases more than one answer could be selected) to allow easier sorting of data when summarising findings, especially considering we knew that most answers would fall into distinct and predictable categories.

The last question was qualitative, with a text box to allow respondents to further discuss and explain their standpoint.

The survey was structured into two sections and contained the questions below:

About you

- Town or suburb:
- Do you own any dogs?
- Do you own or regularly ride a horse? *

Proposed orders

- Do you use XX public space?
- What do you usually use the area for? *
- Do you find the proposed changes to the dog control orders for XX acceptable?
- Please tell us the reason for your response above:

*these questions only apply to equestrian centres under review

WHY WE ASKED

The “About you” questions asked through the survey helped us to understand some of the demographic

information about the respondent including if the reserve was local to their residence, if they were dog or horse owners. This allowed us to draw on insights based on certain respondent characteristics.

The “proposed order” section of the survey allowed us to establish how often people were using the reserve, what they were usually using it for, and whether they found the proposed (or current) orders acceptable and why.

What we heard

KEY FINDINGS OVERVIEW

Each area under review has been broken down below, as well as the overall statistics for the entire engagement.

Overall

1382 responses were received through the online portal, from 1002 contributors. This is based on IP addresses and highlights that there were likely people who wanted to leave feedback on more than one site, as well as several people in one household wanting to leave feedback on any given reserve.

We additionally received one hardcopy survey response.

Residing suburbs

The top 10 suburbs with most engaged respondents were:

1. Ocean Grove
2. Point Lonsdale
3. Highton
4. Indented Head
5. Armstrong Creek
6. Drysdale
7. Clifton Springs
8. Mount Duneed
9. Little River
10. Lara

The 10 suburbs with the lowest levels of engagement in this review were:

1. Batesford
2. Marcus Hill
3. North Shore
4. Staughton Vale
5. Thomson
6. North Geelong
7. Moorabool
8. Mannerim

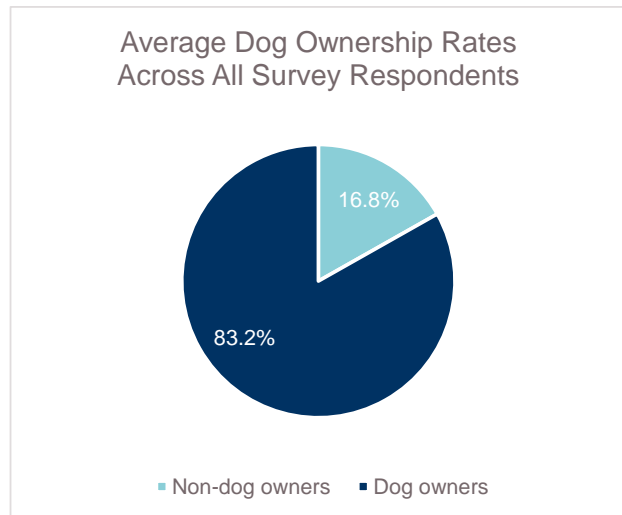
9. Drumcondra

10. Avalon

See Appendices D for a full breakdown.

Dog ownership rates

Overwhelmingly we heard from more dog owners than non-dog owners, with 83 per cent of responses received from dog owners.



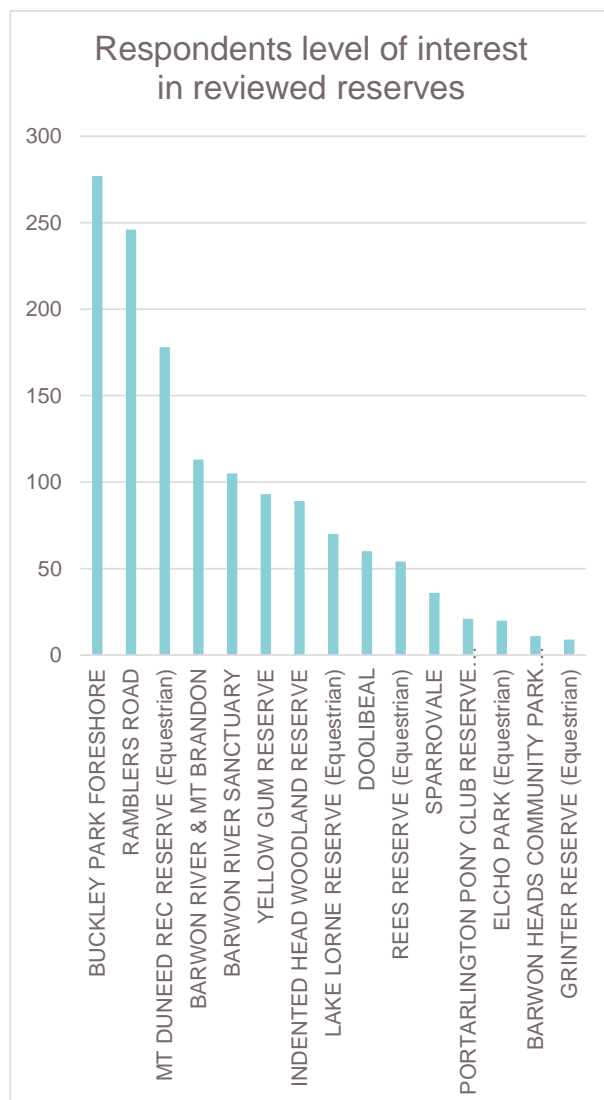
Interest in areas being reviewed

There was great variation in the number of responses received for each reserve under review, with some receiving over 200 responses and others less than 25. The likely reasons for reserves receiving fewer response was because the reserves in question experience less community usage or there wasn't a change being proposed at this site.

The ranking of interest was as follows:

1. Buckley Park Foreshore
2. Ramblers Road
3. Mt Duneed Recreation Reserve (Equestrian)
4. Barwon River & Mt Brandon
5. Barwon River Sanctuary
6. Yellow Gum Reserve

7. Indented Head Woodland Reserve
8. Lake Lorne Reserve (Equestrian)
9. Doolibea
10. Rees Reserve (Equestrian)
11. Sparrovale
12. Portarlington Pony Club Reserve (Equestrian)
13. Elcho Park (Equestrian)
14. Barwon Heads Community Park (Equestrian)
15. Grinter Reserve (Equestrian)

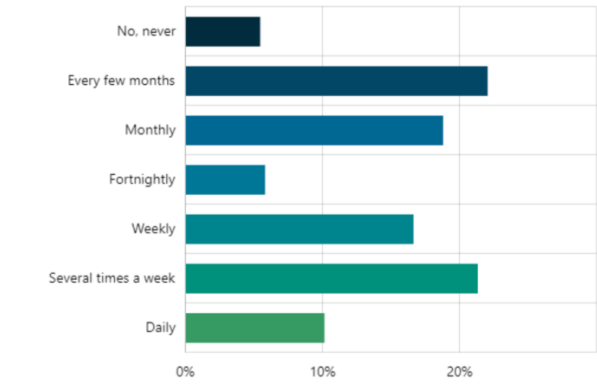
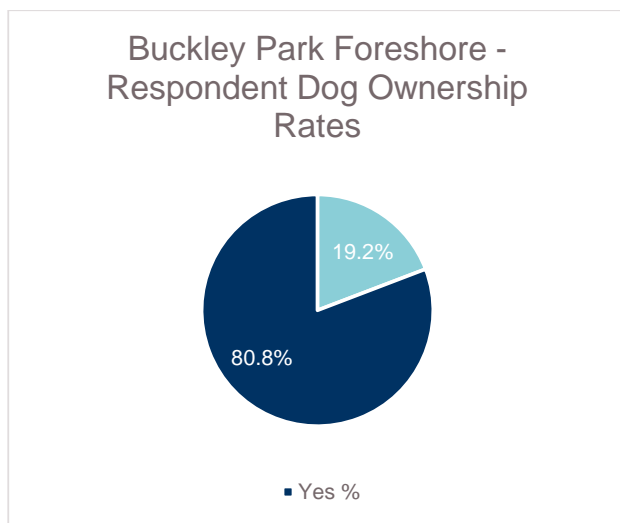


Breakdown of findings for each reserve

BUCKLEY PARK FORESHORE

Buckley Park Foreshore received the most responses, with 277 responses received.

80.8% (223) of these were dog owners and the vast majority of respondents were residents of Ocean Grove (41.4%), Point Lonsdale (34.1%).



Level of acceptance of proposed orders

When asked, “Do you find the proposed changes to the dog orders for Buckley Park Foreshore acceptable?”:

- 68.2% said “no”
- 24.6% said “yes”
- A further 7.2% said “somewhat”

Themes

Key themes identified as to why respondents agreed and disagreed with proposed changes in this area are captured in the word cloud below:



Frequency of reserve usage

The frequency in which respondents reported using the Buckley Park Foreshore space was varied, with usage as follows:

1. Every few months (22.0%)
2. Several times a week (21.3%)
3. Monthly (18.8%)
4. Weekly (16.6%)
5. Daily (10.1%)
6. Fortnightly (5.8%)
7. Never (5.4%)

Top themes	% of responses
Don't ban dogs	28.6%
Keep dogs on lead	25.0%
Excessive ruling	20.2%

This change would negatively impact lifestyle	17.1%
Wildlife needs further protection	15.1%
Too few off leash areas available	11.5%
Other predators are the issue	9.5%
Dogs are not controlled	9.1%
Most dog owners obey the rules	8.7%
Current orders are appropriate	8.7%
Prohibit dogs	6.4%
More enforcement	6.4%
Dog walking provides health benefits	5.2%
Overcrowded off leash areas	4.8%
Agree with CoGG rationale	4.8%
Quiet beach	4.4%
Irresponsible owners	4.4%

Top feedback themes

It was widely acknowledged that the wildlife and sensitive flora in this area need further protection, however many believe this can be achieved by keeping dogs on lead in this area, rather than banning them altogether.

It is believed that other pests, such as foxes and cats are responsible for much of the decimation of hooded plovers

and other endangered birds, and that this needs to be addressed by the City.

Verbatim quotes from respondents

"The beach is the only walking path to Point Lonsdale. I keep my dog on the lead and pick up after her. How else can I walk to PL if not on the beach? Please do not stop me visiting my family & friends as the beach is my only safe path."

Agree with protection of habitat and breeding areas for wildlife and agree per rationale provided for change

Leave it as it is. Surely other creatures are getting to these birds and it's not the dogs given they aren't allowed off leash during the birds breeding season.

Too many people ignore the rules around dogs and when if you politely ask them to comply, they can be aggressive. So banning dogs altogether is a great idea

I feel dogs on leads during off season and after breeding season would have no impact on the birds or other people. Most people walk along the waters edge and not up near the dunes.

Dogs should be allowed if they are on a lead

Vital to have some dog-free beaches to protect multiple natural attributes. But it is critical to also have education, publicity, enforcement. It is very worrying that the Hooded Plover volunteers will bear brunt of public backlash against this ban.

Our coastal dunes and foreshores are under enough pressure without dog owners allowing their pets loose to rampage amongst fragile breeding areas and sensitive flora.

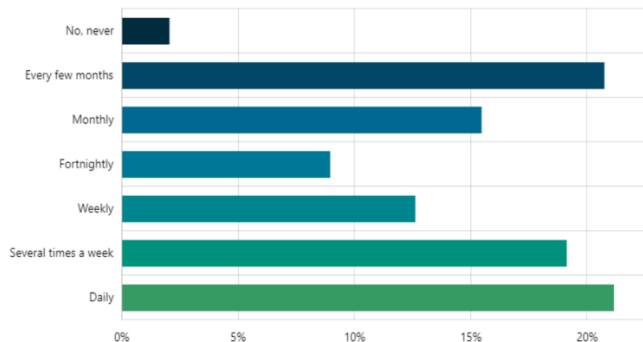
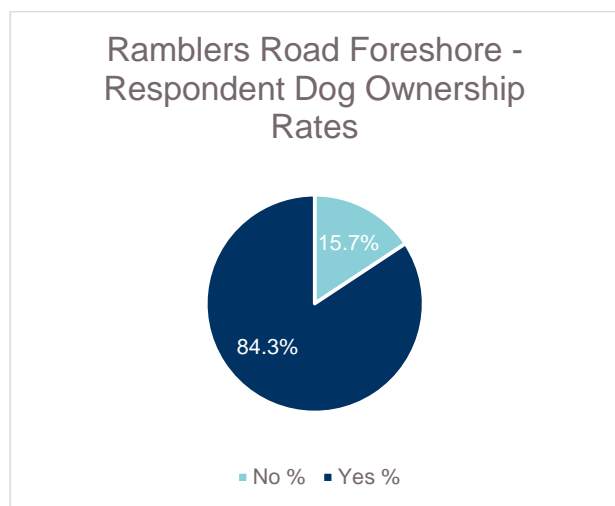
Surely dogs on leash is acceptable, it is no different to people walking there. By prohibiting dogs completely, you are reducing the number of places where people can take dogs on a leash

RAMBLERS RD FORESHORE

Ramblers Road Foreshore in Portarlington received 246 responses.

Dog ownership rates sat at 84.3% of all respondents, and almost two thirds of survey participants lived in

Portarlinton (65%), with Clifton Springs and Indented Head residents forming another 5.8% of responses from each of these locales.



Level of acceptance of proposed orders

When asked, “Do you find the proposed changes to the dog orders for Ramblers Road Foreshore acceptable?”:

- 79.3% said “no”
- 17.5% said “yes”
- A further 3.2% said “somewhat”

Frequency of reserve usage

Over 50% of survey respondents reported using this public space, weekly, if not more often (several times a week or daily).

The breakdown in frequency of which respondents reported using the Ramblers Road Foreshore was as follows:

1. Daily (21.1%)
2. Every few months (20.7%)
3. Several times a week (19.1%)
4. Monthly (15.5%)
5. Weekly (12.6%)
6. Fortnightly (8.9%)
7. Never (2.0%)

Themes

Key themes identified as to why respondents agreed or disagreed with proposed changes in this area are captured in the word cloud below:



Top themes	% of responses
Don't ban dogs	40.4%
Allow dogs to be off leash	30.3%
Limited off leash options already	27.6%
Unfair for responsible dog owners	23.7%

Current orders are appropriate	22.4%
Prefer quieter beach	20.2%
Dogs need space to exercise	17.5%
Beach should be accessible to all	15.4%
Environment needs protection	12.3%
Leash in environmentally sensitive areas	11.4%
Keep dogs on leash	9.7%
Irresponsible owners	8.8%

There are more and more unnecessary restrictions on dogs on beaches. This cuts off the ability to do a long walk with our dogs from Clifton Springs to Portarlington

There are already leash restrictions. We need more areas to exercise our dogs not less areas. If people are too scared of dogs on the leash, there are plenty of other beaches where dogs aren't allowed

I am all for better protection of existing wildlife there. Compliance checks are difficult to make, and people ignore signs. Better to have dogs on lead along paths nearby and away from significant bird habitat.

This beach is one of the least popular in the region for people to use, making it most suitable to allow dogs all year. The current orders are perfect. The proposed ban for 7 months a year harsh and will strain other beach interactions in the region.

There are already reasonable dog control orders in place for this area. Restricted access for dogs in this area will likely create overuse of other areas in Portarlington.

Top feedback themes

Locals felt strongly that the proposed changes to this stretch of foreshore were too harsh, and the season was too long for dogs to be prohibited.

Many respondents suggested a shortened seasonal ban or keeping dogs on leash to minimise impact on nesting birds in the region through the breeding period. It was also suggested that temporary fencing be placed around known nests to alert dog owners of their presence and help protect them.

Quotes

I have been enjoying Ramblers Rd beach most days for 20 years, with and without a dog. I have never experienced or witnessed any issues with dogs on the beach. There is no need for a change to the orders. Rarely is there anyone on the beach.

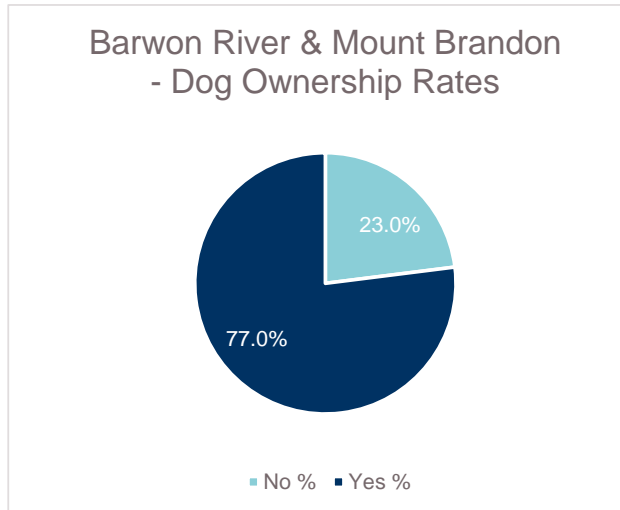
I believe a total restriction on dogs during bird breeding season is unnecessary- definitely agree with dogs on lead during this time

A hardcopy survey was received responding to proposed changes at Ramblers Rd, and its overall sentiment was that dogs should be kept on lead in this area to ensure the protection of wildlife (Appendix F).

BARWON RIVER AND MOUNT BRANDON

Barwon River and Mount Brandon received 113 responses.

Dog ownership rates for respondents leaving feedback on this area were 77%, and 53.2% of respondents lived in Highton, with the remainder residing across 27 other suburbs.



Level of acceptance of proposed orders

When asked, "Do you find the proposed changes to the dog orders for Barwon River & Mount Brandon acceptable?":

- 37.2% said "no"
- 51.3% said "yes"
- A further 11.5% said "somewhat"

Themes

Key themes identified as to why respondents agreed or disagreed with proposed changes in this area are captured in the word cloud below:

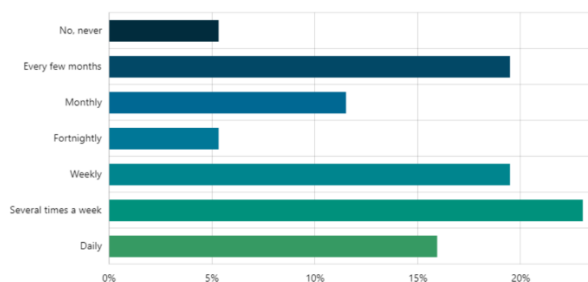


Frequency of reserve usage

Over 55% of survey respondents reported using this public space, weekly (19.5%), several times a week (23%) or daily (15.9%).

The breakdown in frequency of which respondents reported using the Barwon River and Mount Brandon was as follows:

1. Several times a week (23%)
2. Weekly (19.5%)
3. Every few months (19.5%)
4. Daily (15.9%)
5. Monthly (11.5%)
6. Fortnightly & Never (5.3%)



Top themes	% of responses
Allow dogs off leash	40.0%
Keep dogs on leash	33.7%
Dogs not controlled	19.0%
Wildlife needs more protection	19.0%
More off leash areas needed	15.8%
Dangerous	12.6%
Irresponsible dog owners	12.6%
Most dog owners do the right thing	11.6%
Shared space	9.5%

Agree with rationale	8.4%
Ban dogs	7.4%
More enforcement needed	6.3%
Large unused paddock	6.3%

Top feedback themes

Many respondents find the open grassed area at the base of Stoneleigh Drive a great area to exercise dogs off leash due to its large size, the low traffic in the area and limited nearby off-leash options.

Additionally, many also note that the river environment needs protection and different orders to ensure the safety and preservation of flora and fauna in the area and suggest partitioning or zoning these two spaces and applying on-leash conditions to the river, and off-leash orders to the grassed open space.

Quotes

There needs to be at least some of this area as off leash. Dog walkers make up the majority of current users (and almost the only users of the large flat flood plain area). This area has almost no natural plantings / wildlife.

To preserve natural and cultural values, it would be preferable if dogs were not allowed in this area or at least be kept on leash at all times.

I think it is reasonable to have dogs leashed near the river. I believe the large meadow along Stoneleigh Crescent however a good place to exercise dogs that would not inhibit wildlife.

Dogs on leash is appropriate for the area. Would love if that could actually be enforced, as dogs are often off leash in on-leash areas in the queens park area which is incredibly frustrating and at times dangerous.

It is a fabulous space for dogs to be off lead. Possibly propose on leash within a certain proximity of the river

The environmental and cultural values of this area are extremely important and should be fully protected all dogs should remain on leash at all times in this location.

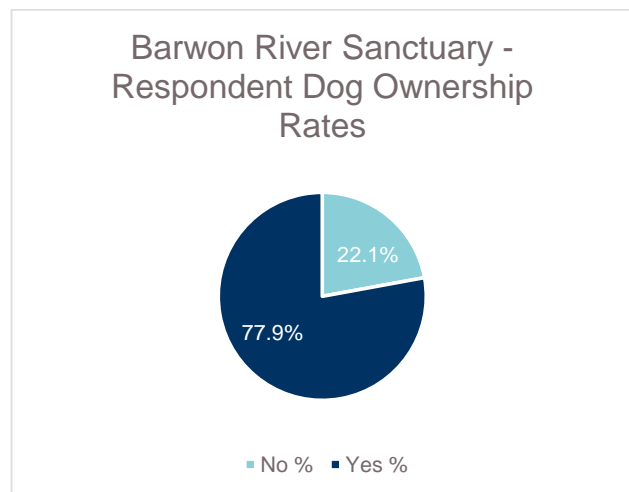
My dogs get uncomfortable when other dogs that are off the lead come up to them. Not all owners have control of their dogs

ALL reserves should be classed as on leash. There are too many untrained dogs that won't come on recall. My dog has been attacked twice on lead here and council are negligent for not providing more fenced dog parks. Signs are 1 thing, enforcement is another

BARWON RIVER SANCTUARY

Barwon River Sanctuary, which lies south-east of the Moorabool River and Redgum Island, received 105 responses.

Dog ownership rate for respondents leaving feedback on the Barwon River Sanctuary were 77.9% dog owners, to 22.1% non-dog owners. Almost half of all respondents lived in either Highton or Fyansford, which correlates strongly to the geographical location of the area being reviewed.

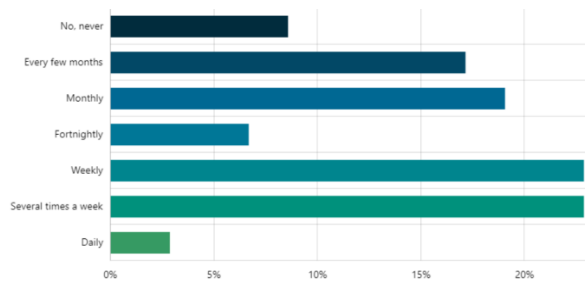


Frequency of reserve usage

The survey respondents most commonly visited it several times a week (22.9%) or weekly (22.9%), whilst 8.6% of respondents reported never using the space, yet wanted to leave feedback.

The breakdown in frequency of which respondents reported using the Barwon River Sanctuary was as follows:

1. Several times a week (22.9%) & Weekly (22.9%)
2. Monthly (19.1%)
3. Every few months (17.1%)
4. Never (8.6%)
5. Fortnightly (7.6%)
6. Daily (2.9%)



Level of acceptance of proposed orders

When asked, “Do you find the proposed changes to the dog orders for Barwon River Sanctuary acceptable?”:

- 55.2% said “no”
- 44.8% said “yes”
- 0% said “somewhat”

Themes

Key themes identified as to why respondents agreed or disagreed with proposed changes in this area are captured in the word cloud below:



Top themes	% of responses
Keep dogs on lead	18.4%
Wildlife needs more protection	17.2%
Don't ban dogs	17.2%
Irresponsible owners	13.8%
Ban dogs	12.6%
Agree with rationale	12.6%
Other places for dogs to exercise	10.3%
Destruction from other causes	10.3%

Top feedback themes

Commentary was mixed on this environmentally and culturally significant area, with some responses indicating that dogs need to be removed from the area altogether to ensure the area is protected. Furthermore, some stated that they regularly see dog owners be irresponsible in this area and let their dogs off-leash despite the current on lead orders.

Others felt that dogs on lead is sufficient and stated this would prevent any environmental damage, and that damage to the river banks must be caused by dog owners already disobeying the current order, and as such, more enforcement of the area is needed.

Quotes

Agree with protection of habitat and native wildlife, dogs run free in this area and are not on leads as required for the adjacent areas, need to strictly monitor and enforce no dog areas and dog on lead requirements

if you're taking away an area where dogs access the river, Please make other ones available. Not just on paper.

There are so few areas left where native flora & fauna can flourish without the devastating impact of dogs . Even dogs on lead can frighten native fauna, their faeces a bacterial issue. should be NO dogs as owners sadly don't stick to on lead rules

Dogs on leads is suitable. Banning dogs is not suitable

Happy to see native wildlife protected and natural environment thriving. I walk my dog around the Barwon and find when following the path this section is avoided. Dogs can be walked many places along the Barwon without impacting on this area.

Whilst on a lead and under the supervision of owner, minimal damage can occur. I am confused by "significant damage from dogs accessing the river here" whilst dogs should be on leads, what's to say it's not people or other animals?

This area is a sanctuary and needs to be treated as such. Few dogs appear to be obedient, and most owners seem to think everyone loves their dog as much as they do, a significant misconception.

YELLOW GUM RESERVE

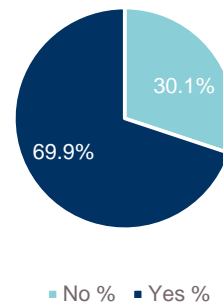
A formal decision on dog controls in this reserve has been deferred until the broader matter of public access has been determined by the City. We received 93 responses from community members regarding dog orders in this reserve during the consultation period; and this feedback will be forwarded to the Environment and Natural Resources team for consideration when determining public access.

INDENTED HEAD WOODLAND RESERVE

The Indented Head Woodland Reserve was proposed to have dogs prohibited to support native flora and fauna protection efforts.

This reserve received 89 responses and had the highest proportion of non-dog owners complete the survey (34.8%).

Indented Head Woodland Nature Reserve - Respondent Dog Ownership Rates



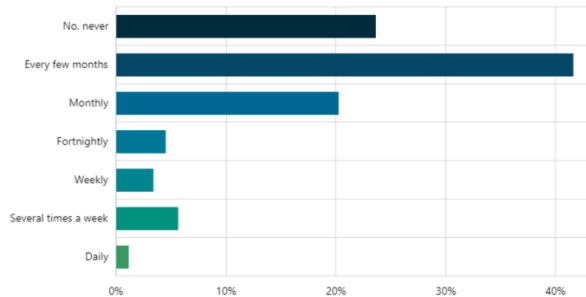
70.6% of all respondents reported they lived in Indented Heads, with the remaining 29.4% spread across St Leonards, Portarlington, Clifton Springs, Ocean Grove, Leopold, Highton, Point Lonsdale, Geelong, Geelong West, Norlane, Lovely Banks, Hamlyn Heights, Curlewis, Bell Park and Bell Post Hill.

Frequency of reserve usage

Indented Head Woodland Reserve was one of the least frequently used reserves, with over 60% of respondents using this public space, monthly or less. 23.6% of respondents reported never using the area for recreation.

The breakdown in frequency of which respondents reported using Indented Head Woodland Reserve was as follows:

1. Every few months (41.6%)
2. Never (23.6%)
3. Monthly (20.2%)
4. Several times a week (5.6%)
5. Fortnightly (4.5%)
6. Weekly (3.4%)
7. Daily (1.1%)



Level of acceptance of proposed orders

When asked, “Do you find the proposed changes to the dog orders for Indented Head Woodland Nature Reserve acceptable?”:

- 28.1% said “no”
- 62.9% said “yes”
- 9.0% said “somewhat”

Themes

Key themes identified as to why respondents agreed or disagreed with proposed changes in this area are captured in the word cloud below:



Top themes	% of responses
Wildlife needs more protection	16.9%
Prohibit dogs	15.6%
Agree with rationale	11.7%

Keep dogs on lead	6.5%
Don't ban dogs	5.2%
Stop removing dog friendly areas	5.2%
Irresponsible dog owners	2.6%

Top feedback themes

Wildlife protection and the need to prohibit dogs (and other pests) from entering this reserve, was a widely held sentiment amongst respondents, due to dogs scaring, chasing and attacking wildlife, as well as the excrement they leave behind.

A smaller group stated dogs on-leash should be allowed anywhere, and that there are less and less public spaces available to exercise their dogs.

Quotes

This is an environmentally sensitive area with birds and small watercourse. Allowing access to dogs will result in irresponsible dog owners allowing dogs to impact the wildlife, cause erosion, pollute the watercourse and harass visitors.

Dogs are incompatible with the environmental attributes of this site, and it's important to protect these scarce remnant bits of woodland habitat and the species that rely on these woodlands.

Dogs on lead should be allowed, only wildlife we have seen in ten years is rabbits and foxes along with a few pet cats

The land was acquired primarily to protect its natural values, including presence of significant wildlife. Allowing dogs on the reserve conflicts directly with the intent of the land swap.

Dogs on lead with responsible owners will be fine and not upset bird life as much as careless humans.

I agree that prohibiting dogs is important for maintaining the natural habitat and to protect birds and wildlife. There

are many other places dogs can be walked. I hope the Council introduces a no dog policy in this space.

We find it difficult to locate natural type settings to walk our pets. This is a beautiful part of indented heads that should be open to everybody including dogs.

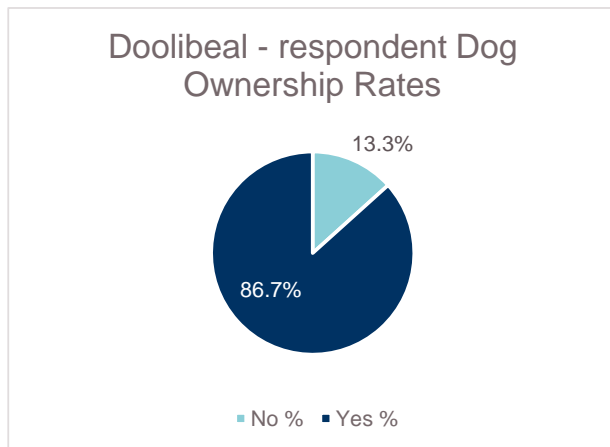
Living very close to the reserve many dog owners fail to take adequate control of their pet. Dogs are very frequently off leash, damaging gardens and defecating on grass. I have video evidence to support this. Cats are also seen, stalking wildlife.

DOOLIBEAL

Doolibea Reserve, previously called Stewarts Reserve in Armstrong Creek, received 60 contributions.

Residents living in Armstrong Creek were unsurprisingly the most common contributors, with 69.0% of responses coming from people living in this suburb. Grovedale and Highton were the next most common suburbs, 5.2% of total responses each.

86.7% of respondents reported owning a dog.

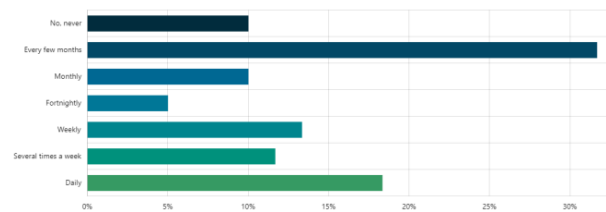


Frequency of reserve usage

The survey respondents who reported using Doolibea most commonly visited it every few months (31.7%), whilst 10% stated they never visited the area.

The breakdown in frequency of which respondents reported using the Doolibea Reserve was as follows:

1. Every few months (31.7%)
2. Daily (18.3%)
3. Weekly (13.3%)
4. Several times (11.7%)
5. Never and Monthly (10.0%)
7. Fortnightly (5%)



Level of acceptance of proposed orders

When asked, "Do you find the proposed changes to the dog orders for Doolibea Reserve acceptable?":

- 60.0% said "no"
- 36.7% said "yes"
- 3.3% said "somewhat"

Themes

Key themes identified as to why respondents agreed or disagreed with proposed changes in this area are captured in the word cloud below:



Top themes	% of responses
Infrastructure needs improvement	31.4%
Wildlife needs more protection	29.4%
Keep dogs on lead	23.5%
Don't ban dogs	23.5%
Prohibit dogs	21.6%
Enjoy nature	13.7%
Not many dog friendly places	13.7%
Dogs don't pose a threat	9.8%
Irresponsible owners	7.8%
Agree with rationale	7.8%

Top feedback themes

There was strong acknowledgement for the need to protect wildlife and keep one of the few natural areas left in this large-scale development as a refuge for various native animals and plants.

The conflict came from the lack of pathway infrastructure to connect the “Sanctuary” estate to the connecting developments along Warralily Blvd and Horseshoe Bend Road. Many comments came through highlighting that this reserve acts as a safe and direct thoroughfare to other community services and amenities in the area, and if dogs were to be prohibited, it would force unsafe transiting for dog owners who live in the area.

Quotes

That is the only safe way to get from sanctuary estate to Warralily Blvd. There are insufficient paths in sanctuary estate to take any length of decent walk. Most people like myself use it as a throughway rather than a place to hang out with my dogs

Agree with rationale provided on explanation. There are great walking tracks available for dogs to use under control on lead. Dogs don't need to be free roaming in the reserve scaring native wildlife and defecating

No need for prohibiting as a responsible dog owner with a dog on a lead is no threat.

Contrary to the rationale there are not ample safe walking paths or points of access to these areas. Dog restriction to on-lead should be sufficient control to limit any environmental impact. The presence of dogs won't impact the cultural value in any way.

Compliance with 'on-leash' conditions is universally poor - more effective to ban dogs outright. Important to have precious cultural heritage sites and areas of biodiversity protected properly. Some public spaces are not appropriate to use as dog parks.

I believe the current dog orders of dogs on lead is appropriate as there is limited natural and native environment to walk the dog in "Armstrong Creek's growth area" - streets and streets of houses

There is not much native vegetation left in the Armstrong creek area so it would be great to see some spots left untouched. Also, a ban on bikes through the area would be great as well.

I live in sanctuary across from Stewart's road and go thru this area with my dog in order to access the walking track. If this change is put in place I will be unable to safely cross into this area as no other alternative

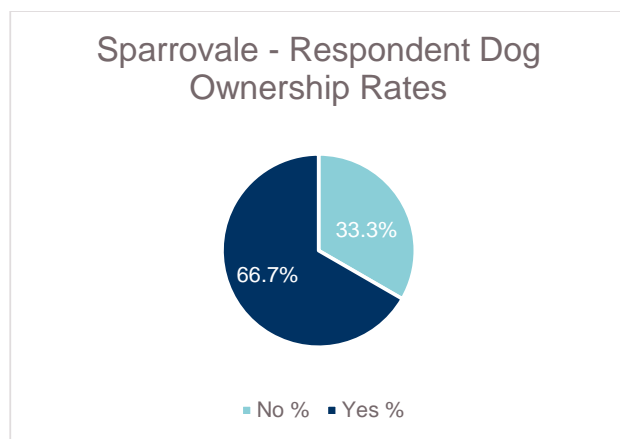
Dogs on lead cause the same problems to vegetation as humans walking. It doesn't seem reasonable that dogs are not allowed on leash in this area if humans are still allowed to walk through it.

SPARROVALE

Sparrovale, a large and currently undeveloped reserve, sits to the side of Lake Connewarre, and has had its proposed dog orders suggested on the back of environmental conservation efforts as it's highly sensitive.

Of the 36 respondents who chose to leave feedback on this reserve, 20% were from Armstrong Creek, 11.4% from Ocean Grove, and the remaining 68.6% were evenly distributed across 18 other surrounding suburbs.

Two-thirds of the survey respondents reported they owned at least one dog.



Level of acceptance of proposed orders

When asked, “Do you find the proposed changes to the dog orders for Sparrovale – Ngubitj Yoorree acceptable?”:

- 27.8% said “no”
- 66.7% said “yes”
- 5.5% said “somewhat”

Themes

Key themes identified as to why respondents agreed or disagreed with proposed changes in this area are captured in the word cloud below:

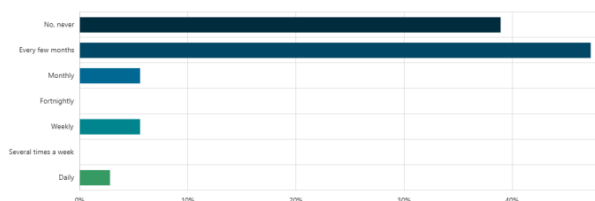


Frequency of reserve usage

Over 86% of respondents claimed that they only visited Sparrovale “every few months” (47.2%), or “never” (38.9%), leaving the remaining 14% to use it either monthly, weekly or daily.

The breakdown in frequency of which respondents reported using the Doolibea was as follows:

1. Every few months (47.2%)
2. Never (38.9%)
3. Monthly and Weekly (5.6%)
5. Daily (2.8%)



Top themes	% of responses
Wildlife needs more protection	71.0%
Prohibit dogs	48.4%
Agree with rationale	29.0%
Keep dogs on lead	22.6%
Don't ban dogs	16.1%
Consider further developments and removal of native environments	12.9%
Need more off leash areas	12.9%
Dogs not under control	6.5%

Irresponsible owners	6.5%
Enforcement needed	6.5%

and at the same time dog owners will be reluctant to give up their rights. Better to make it clear from the start.

Top feedback themes

Sparrovale had a lot of community support to be a dog prohibited area, due to its significant wetland and shorebird presence, and to preserve its environmental values.

Some dog owners put forward that keeping dogs on leash should be sufficient, and that more dog friendly areas are required across the City, particularly in this new development.

Quotes

This area of wetland is totally incompatible for dogs. This type of habitat and the species that use it cannot co-exist with dogs. But education & enforcement will be needed to ensure people understand and accept this dog ban

The majority of the area is important habitat for wetland and shorebird species who are facing increasing threats and pressures. I support this as it is a balanced approach but ultimately preserves significant and critical habitat for our wildlife.

Need to have some natural areas we can go with the dogs. We are packed in the estate like sardines and figured that was ok because of the parkland, but I need to be able to walk with the dogs!

This is fair as there are many other areas for the new locals to exercise their dogs and not impacting on the existing wildlife.

Dogs should be allowed in all public places if they are on a lead.

I like to explore and walk in many natural environments in the Geelong region. There are so few environmentally and culturally significant areas left in the region - it is paramount these areas are protected by the negative impact of dogs. Ban dogs.

It's a significant wetland hosting a wide range of waders. Inevitably dogs will chase the birds. The birds will leave

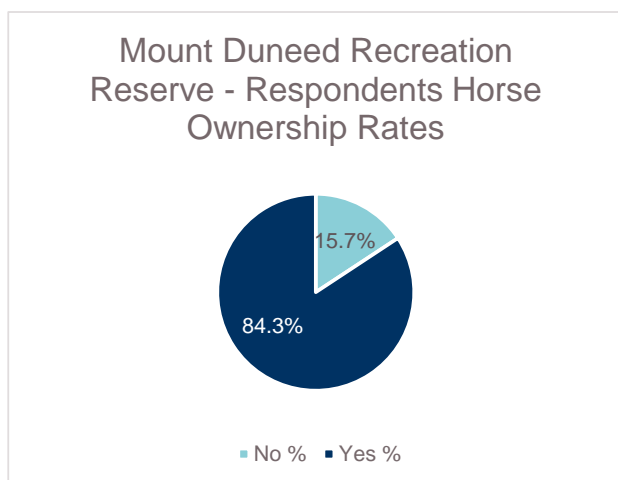
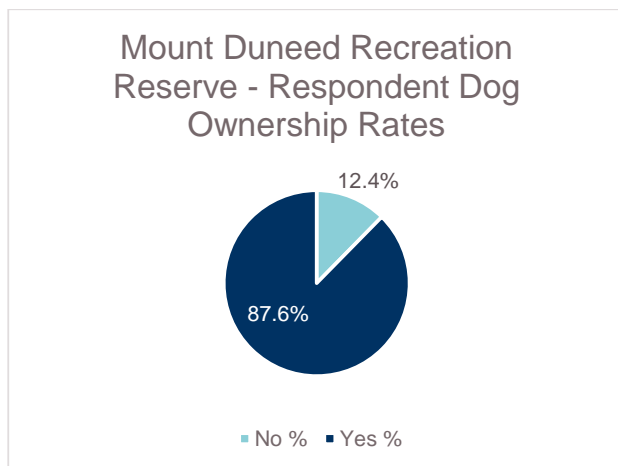
Breakdown of findings for each Equestrian Centre Reserve

MOUNT DUNEED RECREATION RESERVE – EQUESTRIAN CENTRE

Mount Duneed Recreation Reserve was the equestrian area with the highest level of community input, and the third highest area of interest overall, with 179 surveys completed.

25.6% (41) of respondents resided in Mount Duneed, with at least five respondents leaving feedback from each of the following suburbs, Armstrong Creek, Belmont, Ceres, Connearre, Grovedale, Highton, Lara, Leopold, Wallington and Waurn Ponds.

87.6% of respondents reported owning dogs, and 84.7% also owned or regularly rode a horse.



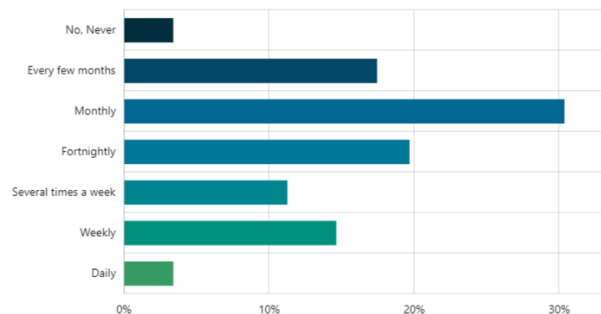
Frequency of reserve usage

The most frequently reported usage rate of the Mount Duneed Recreation Reserve was “monthly” at 30.3% of total submissions.

Only 3.4% of respondents claimed they used the area daily or never, and the remaining ~63% were quite evenly spread across “weekly”, “several times a week”, “fortnightly” and “every few months” use.

The breakdown in frequency of which respondents reported using the Mount Duneed Recreation Reserve was as follows:

1. Monthly (30.3%)
2. Fortnightly (19.7%)
3. Every few months (17.4%)
4. Weekly (14.6%)
5. Several times a week (11.2%)
6. Daily and Never (3.4%)

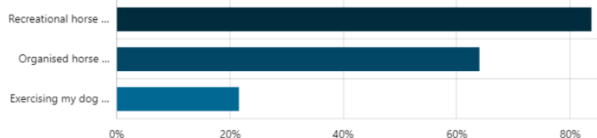


How is the reserve used

When asked, “What do you usually use the equestrian area of Mount Duneed Recreation Reserve for?”, respondents could select more than one answer if they used the reserve for several purposes.

83.7% used the space for recreational or non-formal riding, whilst a further 64.0% used it for formal horse meetings, club days etc.

21.5% stated they used the area for off leash exercising of their dog/s.



Level of acceptance of current orders

When asked, “Do you find the current orders at Mount Duneed Equestrian centre appropriate?”

- 27.5% said “no”
- 50.0% said “yes”
- 22.5% said “somewhat”

Themes

Key themes identified as to why respondents agreed or disagreed with proposed changes in this area are captured in the word cloud below:



Top themes	% of responses
Dangerous	25.3%
Keep dogs and horses separate	21.4%
Dogs not under control	16.3%
Prohibit dogs	14.6%
Allow dogs off leash	12.4%
Keep dogs on lead	11.8%

Don't ban dogs	6.2%
Area large enough to accommodate both	6.2%

The level of recreational horse-riding use of this reserve was difficult for the City to estimate, and far higher than the City was aware of, and one of the key reasons for this that became apparent, was that it is the only specialty Cross-country equestrian centre in the region.

Top feedback themes

There was strong support that the equestrian centre at Mount Duneed Recreation reserve be a dog prohibited area, or at minimum dogs on lead, to minimise the interaction between dogs and horses, due to the danger this poses to both animals, as well as horse riders.

Commentary around the proposed “off leash when no horses present” order was, that:

- It is difficult to see if horses are using the space, and when a dog is off lead, it’s too late. Some believe that often owners don’t have the control or interest in re-leashing their dog even when they do see horse riders using the space. A dangerous encounter is the likely outcome.
- The area is large enough that dogs do not need to use the equestrian grounds here, as there is a nearby oval that is separate and appropriate for dogs.

Conversely, others stated there are too few off lead areas for dogs across the City, and large spaces like this are preferred by dog owners over dog parks, to minimise dog fight incidences. A time-share option was put forward as a suggestion.

Quotes

Dogs and horses don't mix. Horses are large animals and accidents can easily happen when dogs are off leash around horses.

The Reserve is well used by dog owners, and increasingly so with local housing development. I would hope dogs can be off lead at all times when there are no horses present,

but still be able to be walked on lead when there are recreational riders present

No dogs, horses are very regularly at the grounds and dog owners do not respect the rules when horses are around, I have been a victim of a dog attack whilst riding a horse and I ended up in hospital, they never obey the rules

The visibility at Mt Duneed is not good for people to understand who is on the grounds. We have had a very bad experience with a dog off lead that could not be controlled and it is a very scary and dangerous situation.

This should absolutely be prioritised for dogs. There are a few horse riders that use it yet tens of thousands of dog owners in Geelong without enough dog off lead space. Thus is the perfect safe space for off lead dogs

Dogs should be allowed in all public places if they are on a lead

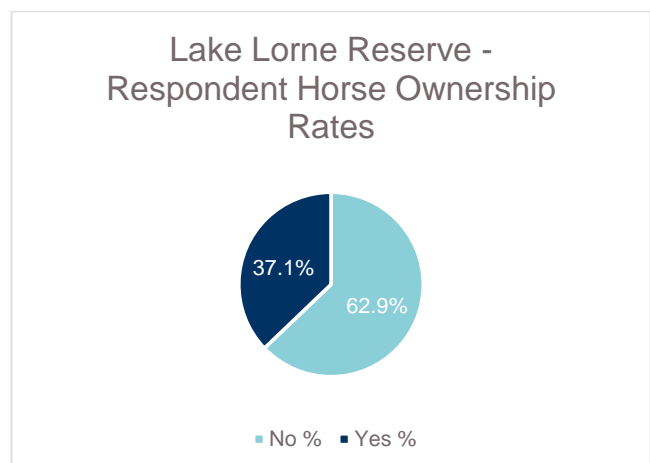
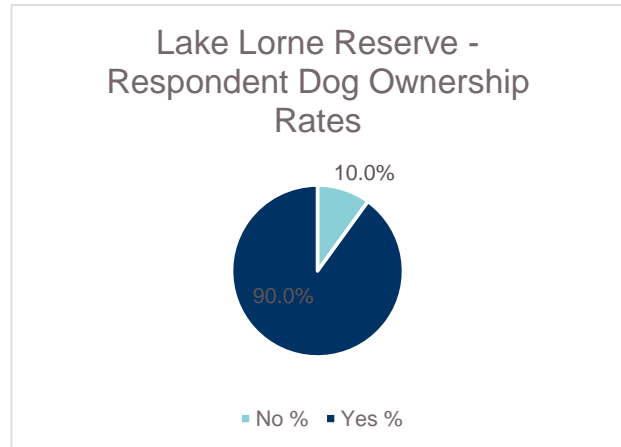
I have witnessed dogs off leash spooking horses on multiple occasions. I don't think dogs should be permitted off leash on the grounds.

So dangerous, why would you even consider this. Equestrian riders are so restricted with where they ride. The majority of people with dogs off leash can't even recall them or understand how to train this.

LAKE LORNE RESERVE – EQUESTRIAN CENTRE

70 responses were received with 54.7% of them coming from residents of Drysdale, 18.8% from Clifton Springs, and the remaining 26.5% distributed across 14 other suburbs.

90% of the total Lake Lorne respondents reported owning a dog, and 37.1% reported owning or regularly riding a horse.

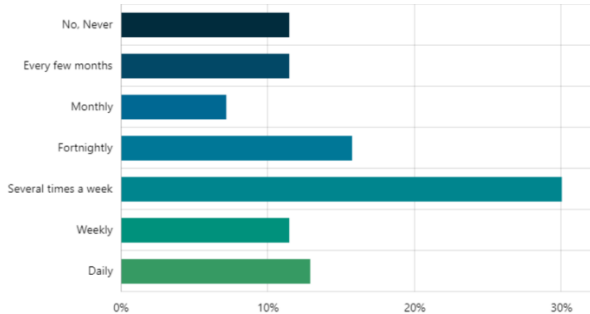


Frequency of reserve usage

30% of respondents claimed they used the Lake Lorne equestrian space "several times a week", whilst all other optional frequencies were spread very evenly and varied between 7.1% and 15.7%.

The breakdown in frequency of which respondents reported using the Lake Lorne Equestrian centre was as follows:

1. Several times a week (30%)
2. Fortnightly (15.7%)
3. Daily (12.9%)
4. Every few months, Weekly and Never (11.4%)
7. Monthly (7.4%)

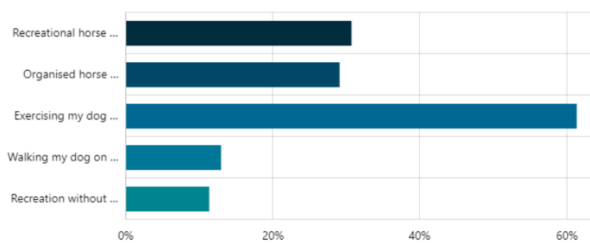


How is the reserve used

When asked, “What do you usually use the equestrian area of Lake Lorne Equestrian Centre for?”, respondents could select more than one answer if they used the reserve for several purposes.

The most common response was to “exercise my dog off lead” (61.3%), followed by “recreational horse riding” (30.7%) and “organised horse riding” (29.0%).

Walking my dog on lead (12.9%) and “recreation without any pets” (11.3%) rounded out the ways in which the local community used this space.



Level of acceptance of current orders

When asked, “Do you find the current orders at Lake Lorne Equestrian centre appropriate?”

- 70% said “no”
- 18.6% said “yes”
- 11.4% said “somewhat”

Themes

Key themes identified as to why respondents agreed or disagreed with proposed changes in this area are captured in the word cloud below:



Top themes	% of responses
Allow dogs off leash	44.3%
Keep horses and dogs separate	37.1%
Shared space	31.4%
Timed access solution	28.6%
Underused by horses	27.1%
Dangerous	20%
Dogs not under control	18.6%
Limited off leash areas	17.1%
Infrastructure improvement needed	17.1%

Top feedback themes

Responses frequently reiterated several points:

- The area is underused by horses and would be wasted if dogs were not granted access.

- The infrastructure at this reserve, including drainage and access to pedestrian pathways, needs to be addressed, as currently reserve users cannot walk a lap of the lake without having to impede on the equestrian area due to the path being inaccessible due to regular flooding.
- Dogs should be allowed off lead when the space is not being used by horses, but dog owners need to be responsible and leash their dogs when horses are present, to reduce the danger.

Quotes

Provided there is no organised horse riding (pony club, camps etc) I do not see why dogs are not allowed to be exercised there, whilst on or off leash (under effective control)

We enjoy the open space and trees when walking and exercising our dog. We never enter the area when a horse event is in progress and always pick up the dog poo, so we feel the current practise could continue respectfully.

Lack of control from dog owners has presented a risk for pedestrians and horse riders/owners. The current restrictions in force mitigate this risk and should be sustained.

It is very common to encounter dogs being walked off and on leash on the equestrian grounds. This happens both when we are horse riding recreationally and when attending pony club rally days. It is a dangerous mix of unknown dogs around children’s ponies. Pony club Australia bans dogs from pony club days for this very reason.

For those of you who are familiar with this area - the path that surrounds Lake Lorne has been underwater for over a year and is inaccessible. This has meant that for over a year it has been necessary to walk through the equestrian area to be able to do a circuit. The significant flooding issues around Lake Lorne need to be addressed for this "Tier 1" status to be fair and reasonable.

Dog walking still taking place when pony club on, Have regular interactions with dog walkers trying to get them to vacate area along lake and train line whilst pony club members using jumps. Would be extremely beneficial to have fence in place to separate walking area from cross

country jumping area. Would think only matter of time before some incident would occur when the two meet.

It is stated that Lake Lorne Equestrian Centre is subject to a high amount of horse traffic. This is clearly not true. Most days of the year there are either no horses in the area or merely one or two horses in the reserve. This space is insufficient!

This is a large area & should be able to be used by dogs when no equestrian activities are taking place. It should allow for joint usage of dogs & horses. There are many days when there are NO equestrian activities

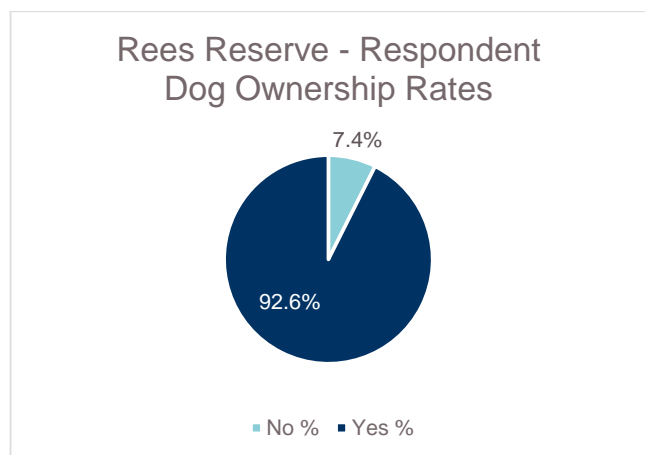
REES RESERVE – EQUESTRIAN CENTRE

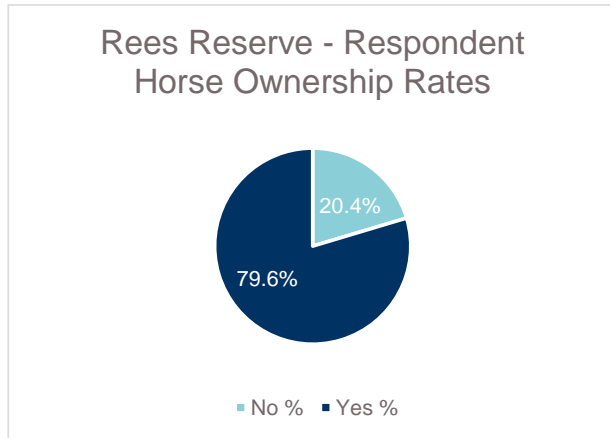
Rees Reserve received 54 responses.

69.8% of respondents resided in Little River, and another 17% from Lara. Anakie, Armstrong Creek, Bell Park, Belmont and Corio had 1-2 responses each to round out the suburbs from which submissions were received.

Only 7.4% of respondents did not claim they owned a dog.

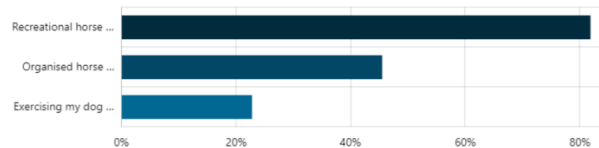
79.4% of respondents reported owning or regularly riding a horse.





81.8% of respondents reported using the reserve for recreational horse riding, whilst 45.5% stated they used the area for organised horse-riding including pony club, camps etc.

22.7% claimed that they used the area for exercising their dog/s off-leash.

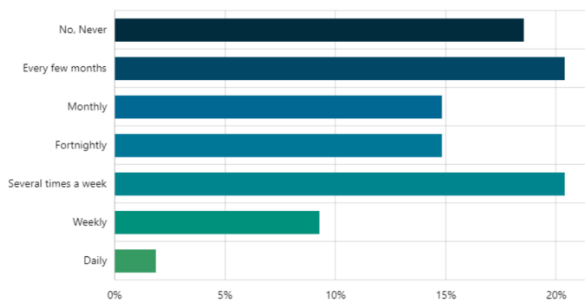


Frequency of reserve usage

Usage of Rees Reserve was evenly spread across all frequencies other than “daily” or “weekly” use which only elicited 1.8% and 9.3% of responses respectively.

The breakdown in frequency of which respondents reported using the Rees Reserve Equestrian centre was as follows:

1. Several times a week and Every few months (20.4%)
3. Never (18.5%)
4. Fortnightly and Monthly (14.8%)
6. Weekly (9.3%)
7. Daily (1.8%)



How is the reserve used

When asked, “What do you usually use the equestrian area of Rees Reserve for?”, respondents could select more than one answer if they used the reserve for several purposes.

Level of acceptance of current orders

When asked, “Do you find the current orders at Rees Reserve Equestrian centre appropriate?”

- 46.3% said “no”
- 40.7% said “yes”
- 13% said “somewhat”

Themes

Key themes identified as to why respondents agreed or disagreed with proposed changes in this area are captured in the word cloud below:



Top themes	% of responses
Dangerous	44.44%
Dogs are not under control	37.04%
Horses and dogs should be separate	33.33%

Irresponsible owners	22.22%
Current orders appropriate	20.37%
Dogs should be allowed off leash	20.37%
Keep dogs on leash	14.81%
Limited horse venues	9.26%

Top feedback themes

The key themes focused on the appropriateness of the reserve being shared with dogs:

- Dangerous to mix dogs and horses. Dogs should be prohibited from Rees Reserve.
- Residents of Little River live on acreage, so an off-leash dog area isn't necessary.
- If dogs were allowed off-leash in this space, even when horses weren't present, some owners would be reluctant to re-leash them when required.
- Timed access is a reasonable option to allow dogs to use the space off-leash, and if not supported, at least permit dogs on leash.

Quotes

Used the reserve last week and people did turn up with dogs. Most dogs are not under control when off leash and horses and dogs do not mix. They should have a different park for dogs away from horses. There aren't many places to safely ride horses.

Dogs are predators, horses are prey animals. Dog owners rarely understand this and rarely understand how dangerous it is for horse owners and riders to have dogs running around. Horses may be out of sight without dog owners aware there are horses around.

People still have dogs there. If the proposed changes are put in place then there is going to be issues. There is a large of leash park in Lara that is not utilised enough. I

would think that in Little River most people live on acreage. NO NEED TO CHANGE.

I would love to be able to use this space for off leash dog exercise. We currently have to travel to either Lara, Corio or Werribee so this would be ideal for Little River locals.

There is no way of assuring that dog owners have appropriate control (or care factor) of their dogs to recall them when a horse becomes present. Big insurance risk if riders are injured due to dog behaviour.

I don't think it should be an off-lead spot for dogs when horses aren't there. As when horses arrive people will be reluctant to put the dogs back on lead. Also, people will get used to always having them off lead and will forget when horses are there.

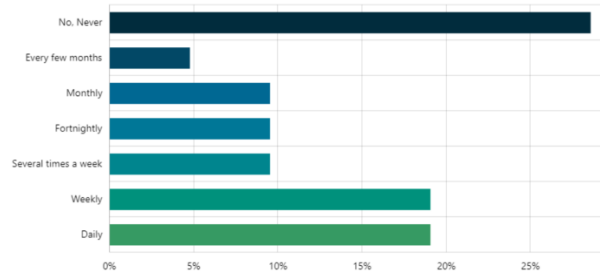
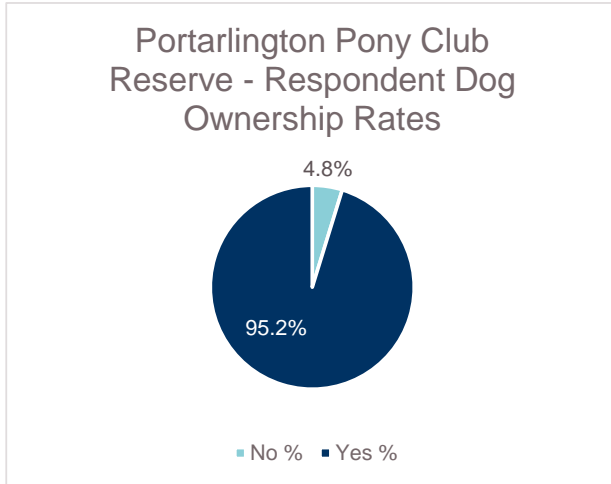
This is rather worrying as most dog owners are responsible but if someone refuses to put their dog on lead say because they were there first or out the back when a horse turns up then someone will most likely get hurt (most likely the horse or rider).

Portarlinton Pony Club Reserve – Equestrian Centre

Portarlinton Pony Club received 21 responses.

76.2% of respondents for this reserve lived in Portarlinton, with Drysdale (14.3%), Ocean Grove (4.8%) and Belmont (4.8%) making up the remainder.

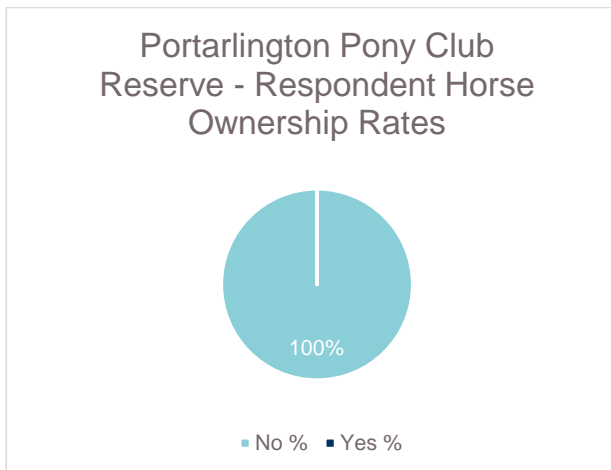
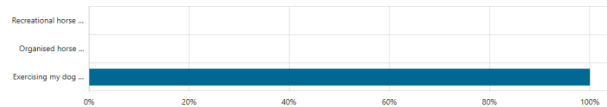
It's important to highlight that 95.2% of respondents reported owning a dog and none of the respondents said they owned a horse/s.



How is the reserve used

When asked, “What do you usually use the equestrian area of Portarlinton Pony Club Reserve for?”, respondents could select more than one answer if they used the reserve for several purposes.

All respondents reported using this reserve for off-leash dog exercise, with none claiming to use it for equestrian based activities.



Level of acceptance of current orders

When asked, “Do you find the current orders at Portarlinton Pony Club Reserve appropriate?”

- 90.5% said “no”
- 9.5% said “yes”

Frequency of reserve usage

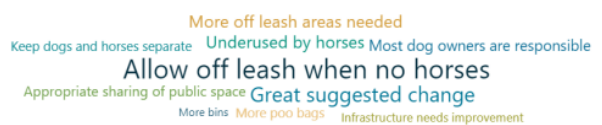
Frequency of use of Portarlinton Pony Club Reserve was mixed with the most common answer being “never” (28.6%), with “daily” and “weekly” use (19.1%) each.

The breakdown in frequency of which respondents reported using the Portarlinton Pony Club Reserve was as follows:

1. Never (28.6%)
2. Daily and Weekly (19.1%)
4. Several times a week, Fortnightly and Monthly (9.5%)
7. Every few months (4.8%)

Themes

Key themes identified as to why respondents agreed or disagreed with proposed changes in this area are captured in the word cloud below:



Top themes	% of responses
Allow off leash when no horses present	80.95%
Great suggested change	52.38%
Underused by horses	33.33%
More off leash areas needed	33.33%
Most dog owners are responsible	23.81%
Appropriate sharing of public space	19.05%
More poo bags	14.29%
Keep dogs and horses separate	14.29%

I agree with council, under-utilised area. However, it would require fencing due to the closeness of vehicle traffic. Currently not safe for dogs, children or motorists.

This is a fantastic, well fenced and secure off lead area to let the dogs run. In 8 months, I have only seen this area used once by ponies. It makes sense to allow dogs off lead when there are no ponies in the area.

The proposed dog control orders to allow dogs access when horses aren't present is welcomed. This is a popular well utilised public space and wonderful to see it will be shared.

ELCHO PARK – EQUESTRIAN CENTRE

Elcho Park Equestrian area received 20 contributions, with two-thirds of respondents living in Lara or Lovely Banks.

85% of respondents reported owning a dog, and 50% stated they owned or regularly rode a horse.

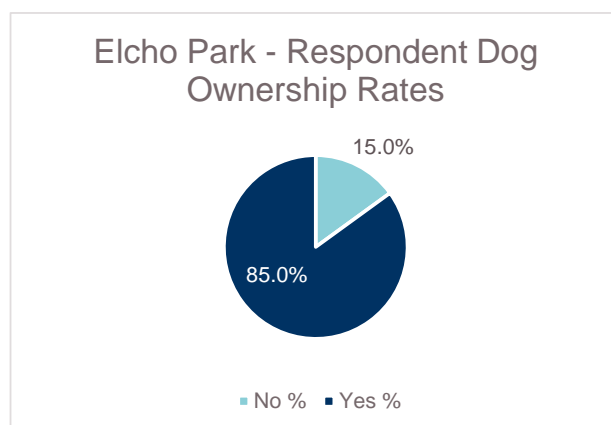
Top feedback themes

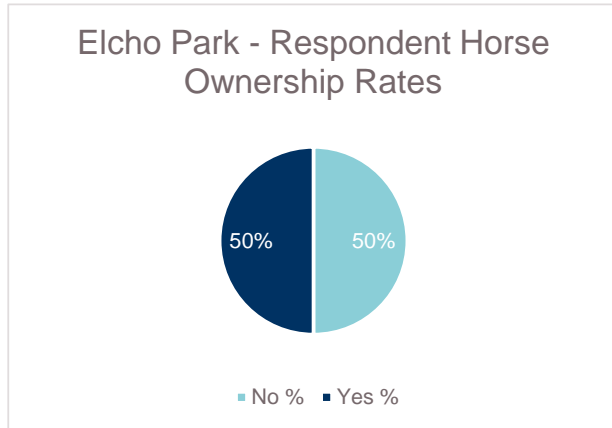
Respondents frequently stated:

- This reserve is underutilised by horses and allowing dogs to use it off-leash is welcomed.
- More off-leash areas needed on the Bellarine, and this land is ample-size and perfect for that use.
- Consideration needs to be given to neighbouring properties as it's a residential area. Additional tree planting and waste collection services needed to mitigate noise pollution and stench that may come from increased dog usage of this reserve.

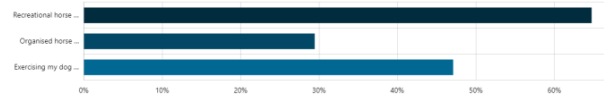
Quotes

As responsible dog owners we do not take our dogs to the pony club if horses are present. We make sure we clean up after the dogs and place rubbish in the bin provided. Dog bags at the location would be fabulous.





47.2% stated they used it to exercise their dog off leash, and 29.4% used it for organised horse-riding activities.



Level of acceptance of current orders

When asked, “Do you find the current orders at Elcho Park appropriate?”

- 25.0% said “no”
- 50.0% said “yes”
- 25.0% said “somewhat”

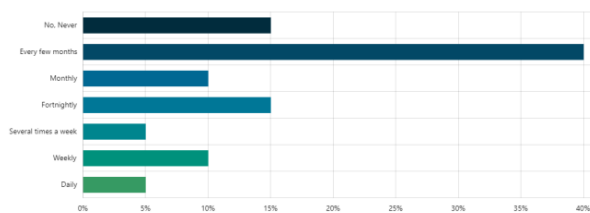
Frequency of reserve usage

The most commonly reported usage rate of Elcho Park was “every few months”, 40% of respondents.

5 – 15% of respondents used it at all other frequencies.

The breakdown in frequency of which respondents reported using the Elcho Park was as follows:

1. Every few months (40%)
2. Fortnightly and Never (15%)
4. Weekly and Monthly (10%)
6. Daily and Several times a week (5%)



How is the reserve used

When asked, “What do you usually use the equestrian area of Elcho Park for?”, respondents could select more than one answer if they used the reserve for several purposes.

Recreational horse riding was the most common use of the reserve, with 64.7% of respondents indicating this was how they used the area.

Themes

Key themes identified as to why respondents agreed or disagreed with proposed changes in this area are captured in the word cloud below:



Top Themes	% of responses
Dogs and horses should be separated	55%
Dogs should be allowed when no horses present	50%
Dangerous	40%
Keep dogs on leash	20%
Dogs not under control	15%

Irresponsible owners	15%
Prohibit dogs	10%
High use by horses	10%

Top feedback themes

- The key themes focused on the appropriateness of the reserve being shared with dogs. Dogs should be prohibited when horses are present, as it's unsafe for both species to mix, but allowed off-leash at other times.
- There are lots of other areas in Lara people can take their dogs, so Elcho Park should be dogs prohibited and left to serve its original purpose, as an Equestrian Centre.
- If a dog is kept on lead, it should be allowed in public spaces like this, as the owner has full control, and no risk is posed.

Quotes

People still let their dogs run around off leash they don't care if you are riding or walking around. It's very scary

Dogs should be allowed in all public places if they are on a lead

Dogs are predators, horses are prey animals. Dog owners rarely understand this and rarely understand how dangerous it is for horse owners and riders to have dogs running around.

We as dog owners should be allowed to walk dogs off leash when people not using arenas especially when some days the people who complain are riding the horse while their dog is running free. I'm sick and tired of the double standards

My horses are used to dogs and vice versa. But a non-horse person with a dog off lead, that has no control of their dog, isn't a good thing in an equestrian centre.

It is an extremely high quite traffic area. There are regularly riders there having lessons or rides by themselves. I rarely go there or drive past and not see at

least one horse rider. A lot of dogs aren't conditioned to be around horses.

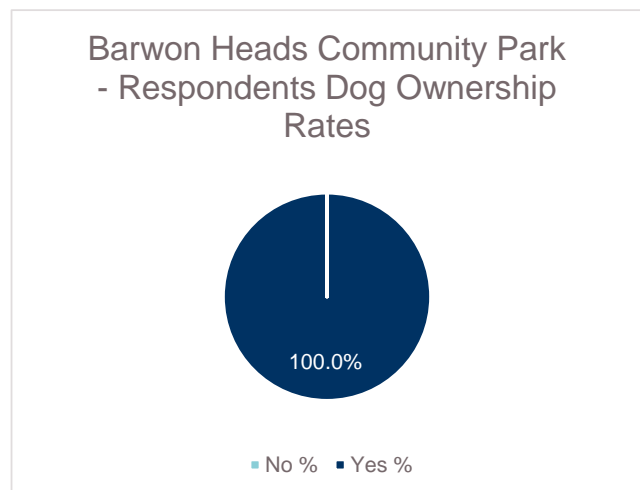
I only use it when there are no horses present. It seems unreasonable to prohibit this.

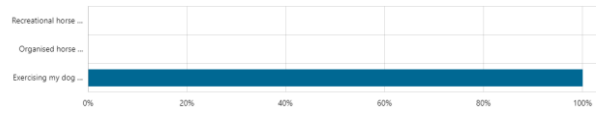
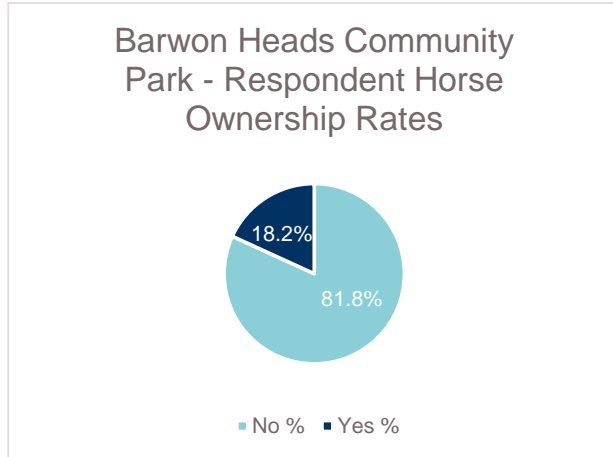
BARWON HEADS COMMUNITY PARK – EQUESTRIAN CENTRE

Barwon Heads Community Park (BHCP) received the second lowest level of contributions, at 11, however this wasn't surprising considering there were no proposed changes at this location. Moreover, the current orders in this location were achieved through an independent review due to a petition being raised requesting the "dog prohibited" order in place be revoked and made to "dog off leash when no horses are present".

Most respondents were from Barwon Heads (45.5%), followed by Ocean Grove (18.2%) and Point Lonsdale, Bell Park, Belmont and Drysdale, all at 9.1%.

All respondents were dog owners, and only 18.2% reported owning a horse.





Level of acceptance of current orders

When asked, "Do you find the current orders at Barwon Heads Community Park equestrian centre appropriate?"

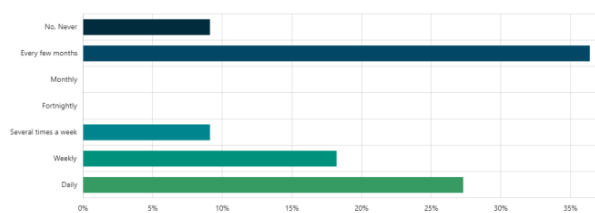
- 90.9% said "yes"
- 9.1% said "somewhat"

Frequency of reserve usage

The most reported usage rate of Barwon Heads Community Park was "every few months" at 36.4% of responses. However, over half of all public space users claimed to use BHCP weekly, if not more frequently.

The breakdown in frequency of which respondents reported using the Barwon Heads Community Park was as follows:

1. Every few months (36.4%)
2. Daily (27.3%)
3. Weekly (18.2%)
4. Several times a week and Never (9.1%)



How is the reserve used

When asked, "What do you usually use the equestrian area of Barwon Heads Community Park for?", respondents could select more than one answer if they used the reserve for several purposes.

All respondents stated they used the area to exercise their dog/s off leash. One person skipped answering this question.

Themes

Key themes identified as to why respondents agreed or disagreed with proposed changes in this area are captured in the word cloud below:



Top themes	% of responses
Current orders appropriate	81.82%
Leash dogs when horses present	18.18%
Dog walking benefits	18.18%
Dogs need off leash exercise	18.18%
Overcrowded off leash areas	9.09%
Keep dogs on leash	9.09%

Top feedback themes

Current orders of “dogs permitted off-leash when no horses present” are working well considering the limited horse usage of the area, and the need for off-leash spaces for dogs.

The overwhelming majority are happy no changes are being made to this public space.

Quotes

Great socialising with other dog owners

Pure common sense. A great offering for dogs & their owners considering scheduled equestrian activities are very limited. super grassed area for dogs instead of always giving us a beach. Good for private obedience training

It balances the needs of dog and horse owners.

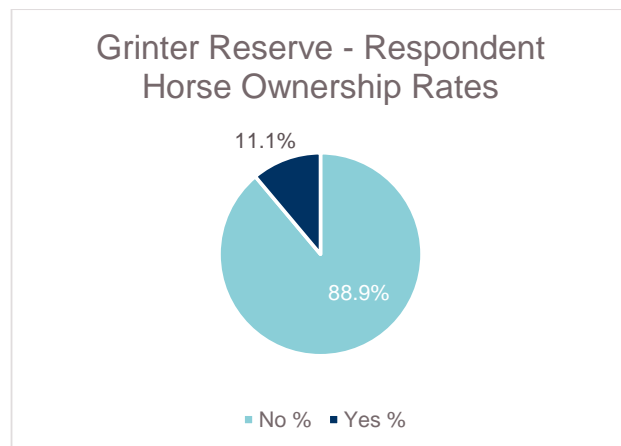
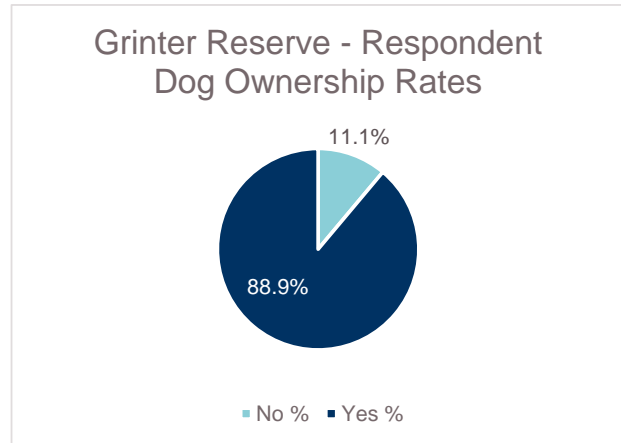
Very pleased there is no change to the dog control orders. The horses are only there about once/ month and I am very happy to have my dog on lead when horses are present. I have never had an issue with any dogs whilst I've been in the park.

GRINTER RESERVE – EQUESTRIAN CENTRE

Grinter Reserve in Whittington had our lowest level of feedback, with only nine submissions received.

Residents from Whittington, St Albans Park, Leopold, Lara, East Geelong, Drysdale and Belmont submitted feedback for consideration.

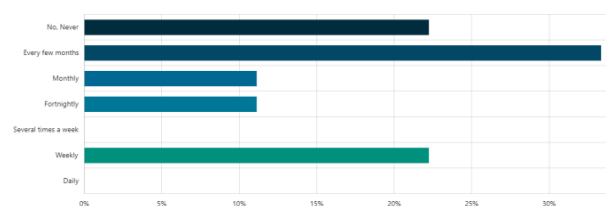
88.9% of these respondents owned at least one dog, and only 11.1% of respondents owned or regularly rode a horse.



Frequency of reserve usage

The breakdown in frequency of which respondents reported using the Grinter Reserve Equestrian Centre was as follows:

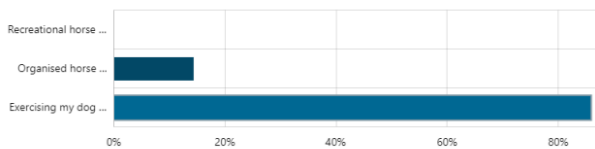
1. Every few months (33.3%)
2. Weekly and Never (22.2%)
4. Fortnightly and Monthly (11.1%)



How is the reserve used

When asked, “What do you usually use the equestrian area of Grinter Reserve for?”, respondents could select more than one answer if they used the reserve for several purposes.

85.7% of respondents stated they used the area to exercise their dog/s off-leash, 14.3% stated for “organised horse riding” and 2 people opted to skip answering this question.



Level of acceptance of current orders

When asked, “Do you find the current orders at Grinter Reserve appropriate?”

- 66.7% said “no”
- 11.1% said “yes”
- 22.2% said “somewhat”

Themes

Key themes identified as to why respondents agreed or disagreed with proposed changes in this area are captured in the word cloud below:



Top themes	% of responses
Allow dogs off leash when no horses	66.67%
Great space for dogs	66.67%
Shared space	33.33%
Underused by horses	22.22%
Dogs should not be on grounds when horses present	22.22%
Most dog owners do the right thing	11.11%
Greyhound access?	11.11%
Dogs need off leash exercise	11.11%
Timed access	11.11%

Prominent feedback trends

There is overall support for this area to have dog orders changed to allow off leash use when horses are not present, as horse usage is reported to be minimal.

Quotes

Never see a horse there and my dogs are well trained off lead and for mental health they need to run after a ball and spend time following all the scents a large space offers. A lot of money is spent on dog parks which are not needed for a dog’s well-being

People are generally responsible around this area, keeping to themselves. I have only encountered a few people who have had zero control over their off-leash dogs compared to other off leash area

Discussion

Whilst there was a large degree of variance between the reserve with most public interest, Buckley Park Foreshore at 277 responses, and Grinter Reserve equestrian centre, which had only nine, the level of support for and against the current orders, and the accompanying commentary has helped us understand the community's position and preferences and will shape our recommendations to Council.

Areas with majority support to change orders

From feedback received during the consultation period, those that had significant support for change included:

- Barwon River & Mount Brandon to become on lead
- Indented Head Woodland Nature Reserve to become dogs prohibited
- Sparrovale to become dogs prohibited (minus the blue section that would be dog friendly after future development)
- Portarlinton Pony Club to become dogs permitted off leash when horses are not present
- Grinter Reserve to become dogs permitted off leash when horses are not present
- Lake Lorne to become dogs permitted off leash when horses are not present

Areas that preferred current orders

- Buckley Park Foreshore to remain current timed access
- Ramblers Rd to remain current timed access
- Barwon Heads Community Park to remain dogs permitted off leash when no horses present
- Mount Duneed Equestrian to remain dogs prohibited or allow **dogs on leash**
- Doolibea to remain accessible to dogs on lead
- Elcho Park to remain dogs prohibited or allow **dogs on leash**

Areas with divided feedback

There was a fairly even split between those who did and didn't support the current orders at Barwon River Sanctuary and Rees Reserve equestrian area.

Whilst Barwon Sanctuary respondents often acknowledged the need for environmental protection, as well as the ability to walk a circuit of the Barwon River, without transiting this section of land, others felt that keeping a dog on lead was sufficient to prevent any damage to the surrounds here and would prevent riverbank damage from dog access, therefore expunging the need for a dog ban.

Rees Reserve equestrian centre in Little River also had very split support, as some respondents cited:

- there are few equestrian dedicated facilities, and these should be kept for their intended purpose
- most Little River residents live on acreage, and therefore do not need to take their dog to a park to run
- visibility at this reserve is poor to see if horses are already present, and once a dog is off lead, many owners do not have the level of control required to place them back on lead – leading to dangerous interactions between horses, their riders and the off-lead dogs.

The counterarguments were that a time-share option like that proposed, keeps dogs and horses separate, and if followed, gives top priority to horses, but also lets dogs use it for off-leash exercise and training at other times.

Areas omitted from review after consultation

Yellowgum reserve in Ocean Grove, whilst having 93 responses and majority support to expand its dog prohibited area, had to be removed from review post-consultation, as the broader matter of public access has yet to be determined by the City. Dog orders are secondary to public access.

Feedback from this consultation will be forwarded to the Environment and Natural Resources team for consideration when determining public access.

COMMUNITY ENGAGEMENT SUCCESSES

Total engagement uptake

The number of surveys completed for this consultation was higher by over 200% than any consultation run by the Health and Local Laws department before.

Effective advertising methods

The high level of survey completion was a great feat and showed that our advertising efforts worked efficiently, particularly our social media channels through Facebook paid ads, and Twitter, as well as our flyer mailouts to properties neighbouring the reserves being reviewed.

By having more feedback, the City now has significant statistics and a more accurate picture of the community's sentiment on these various reserves, their usage and their orders appropriateness.

Minimal complaints

Council also only received 2 comments from respondents stating they were unhappy with the way the survey was written, or the answer options provided regarding their reserves of interest, which considering there were 1382 total responses, showed a high level of satisfaction from the public in their ability to leave feedback in this format.

Primarily, this was due to a text box limitation on the last question which impeded some people's ability to leave as much feedback as they hoped.

COMMUNITY ENGAGEMENT AREAS FOR IMPROVEMENT

Further advertising

Whilst we were not short on feedback, it would have been helpful to use A-Frame ads at each site being reviewed to advertise the consultation to people who were using those reserves throughout the engagement's 4-week period, and ensure they had the opportunity to leave feedback.

Additionally, the City performed a broad mail out to ~150 properties surrounding each of the reserves being reviewed, as it was reasonable to assume that these residents would be likely to use the reserve, or be impacted by changes to the use of the reserve, whether that be due to accessibility, noise, traffic etc.

Whilst 150 houses per reserve is sizable, we would presume that a lot more local property owners would use

these public spaces, and some residents who didn't receive a flyer in the mail questioned why a neighbour did, but they didn't.

Confusion shown in responses

The various equestrian centre reserves which were being reviewed for dog order changes, stated that the order being considered was for dogs to be permitted off-leash when horses are not present.

The City was never suggesting that horses and dogs should exercise in the same space, at the same time.

However, many responses made suggestions that the City was irresponsible to suggest horses and dogs interact in a public space. Whether this was a case of the City not clearly enough emphasising the order, or community members not fully reading the proposed orders and rationale, is unknown.

Incorrect details originally supplied regarding Buckley Park Foreshore

Buckley Park Foreshore needed a page revision approximately a week into the engagement, as the information provided by the department who put forward the proposed order change, had conflicting details listed regarding the extent the zone covered – listed as 4W – 5W in the rationale, and 4W – 6W in the provided description.

This led to some community confusion that needed to be clarified.

Unknown community access issues and reports regarding Yellowgum reserve

Health and Local Laws would not have included this reserve in our consultation had we been aware of the community angst regarding previously discussed access issues, nature trust agreements and various conversations held with nearby residents by other Council departments.

What we have done and next steps

WHAT WE HAVE DONE

Post-consultation, all data and community commentary has been collated and two reports have been written.

The first, a snapshot report focussing on engagement rates and advertising; and the second is this in-depth, full "Proposed Dog Order Changes Engagement Report", which summarises all community preferences, themed feedback and quotes provided by the respondents for each of the 15 reserves consulted on, as well as information on why, how and who we consulted, areas for improvement and successes.

NEXT STEPS

This report highlights the community's support or resistance to the proposed dog order changes for each reserve and will inform the recommendations put to Council for consideration relevant to each of the 15 reserves.

This report as well as the Council report containing recommendations, will be presented in August 2023.

Appendix A – Newspaper advert



Proposed dog order changes open for feedback

We're seeking your feedback on our proposed dog order changes at 15 locations across our region following our Dogs in Public Places review and community consultation last year.

You're encouraged to provide your feedback whether you own a dog or not.

For more information and to have your say, scan the QR code or visit geelong.link/DogOrder or call us on 5272 5272 for a feedback form by 5pm on Friday 26 May.



Appendix B – Mailout flyer for neighbouring property owners



PROPOSED DOG ORDER CHANGES

We are seeking feedback on our proposed dog order changes at 15 locations, including a reserve near you.

Last year, we ran our Dogs in Public Places review and six-week community consultation.

We received 691 survey responses and 1,701 comments about what’s working well and what needs improvement, and we used that to inform our proposed dog order changes.

Regardless of whether you own a dog or not, you are encouraged to provide your feedback about the proposed changes.

Your feedback will help shape dog control orders across Greater Geelong.

Tell us what you think

- Scan the QR code or visit yoursay.geelongaustralia.com.au/proposeddogorderchanges to share your feedback
- Share your feedback by 5pm on **Friday 26 May**
- If you would like a form to provide feedback, call us on 5272 5272.



Appendix C – Survey hardcopy



Thank you for your interest in the proposed changes to dog orders across the Geelong Region.

These changes have been proposed due to feedback received during our previous Dogs in Public Places consultation in 2022, along with some recommendations made by internal stakeholders who help manage our public reserves.

Please leave your feedback below and once completed, return to the customer service desk.

Opportunity to leave feedback on these proposed changes, closes May 26th at 5pm.

Privacy Statement

The personal information requested on this page is being collected by City of Greater Geelong for the purpose of the Proposed Dog Control Orders or any other directly related purpose. If the personal information is not collected, we may not be able to contact you for further questions or solutions. In this engagement your User Name will be published with your comment, if you wish to make a non-public comment please contact the engagement officer listed. Your personal information will only be disclosed to carry out a deeper analysis of the data or as required to do so by law. Our privacy policy is available on our website: www.geelongaustralia.com.au. If you wish to alter any of the personal information you have supplied to City of Greater Geelong, please contact us by sending an email to privacy@geelongcity.vic.gov.au.*

**In order to gain a deeper understanding of the data provided to the City and improve our services to you, we may disclose the information you provide to us to AWS Comprehend which carry out analysis of the data. Your personal information may be disclosed to AWS Comprehend based in Sydney only in relation to the primary purpose of collection.*

SURVEY:

Which suburb do you live in? _____

Do you own any dogs? Yes No

Do you own or ride a horse? Yes No

Which area would you like to leave feedback on?

- Barwon River & Mount Brandon
- Barwon River Sanctuary
- Buckley Park Foreshore
- ~~Doolibea~~
- Indented Head Woodland Reserve
- Ramblers Road Foreshore
- ~~Sparrowale - Ngubiti Yoorree~~
- Yellow Hum Nature Reserve
- Barwon Heads Community Park Equestrian Centre
- Elcho Park Equestrian Centre
- Lake Lorne Equestrian Centre
- ~~Grinter Reserve~~ Equestrian Centre
- Mount ~~Dunedoo~~ Recreation Reserve Equestrian Centre
- Portarlinton Pony Club Reserve Equestrian Centre
- Rees Reserve Equestrian Centre

WWW.GEELONGAUSTRALIA.COM.AU

Appendix D – Written submissions

Hi, I am a resident of Yellow Gums and own a dog. I along with most other dog owners in this estate were utterly disappointed and quite frankly angry with the council decision to close the nature reserve to dogs on leash and children on bikes.

Now it's being proposed that the pathway between Yellow Gums and Woodlands be closed too.

I strongly object to this pointless change.

Where are we supposed to exercise and walk our dogs in this area except on footpaths and on roads where there are no footpaths?

The dog owners on this estate are responsible caring people who pick up their dog waste and leave no visible signs of having been there.

I walk my dog everyday so this will greatly affect me and countless others if yet another nature area is shut off to us.

What is the point of living in this beautiful environment if every bit of public natural habitat is eroded bit by bit so there are no places left to enjoy a walk with your dog.

I wish my strong objection to this proposal be lodged with the Council.

My address is

██████████

Ocean Grove

██████████

Sincerely

██████████ rate payer.

Hi,

I've realised I've missed the cut off but I hoping to add my name to the proposed changes to Yellow Gums Reserve.

I live in Yellow Gums, have 2 dogs and would like to be able to walk the dogs through the reserve.

Kind regards,

██████████

Hello Katie Young,

We just received the 'Have your say' pamphlet in the mail regarding the proposed dog order changes for Lake Lorne reserve.

The only rules that we were aware of regarding this area was that dogs had to be on a leash at all times around the reserve.

This is how most people comply. When walking between the lake and the equestrian centre walkers are forced to cut through the centre closest to the foot path as the path is always flooded & has been as long as I can remember. We always have our dog on a leash.

Your 'Have your say' survey does not allow this option & the survey can't be submitted without answering it.

I hope dog owners who do the right thing & are forced to cut through the equestrian grounds are not penalised by having their access to the reserve restricted. This would have significant implications for families, bike riders, the coffee van & dog walkers.

Please regard this email as my feedback.

Yours Sincerely

██████████

Resident of Station Street,
Drysdale.

Hi Katie,

I originally answered the survey regarding "Open space reserves with proposed dog order changes".

I must admit I'm somewhat perplexed that the area around Waurm Ponds Creek and Chenin Mews didn't score a mention!

My wife and I walk our dog every day, around this area, unless it's pouring with rain. It is quite well used by cyclists, joggers, and dog walkers alike.

Consequently, I can't believe that on the "Dog Walking Map for The City of Greater Geelong", this area has no mention as a dog walking area, either on or off-leash, yet on the path it has writing stating that it is an on-leash area (If you can read it, it's so faded!)

I thought at least more signs and fixing the ones that are there would be a matter of course after the survey.

Needless to say, I'm disappointed with the results, most people obey the rules, but many don't think they are for them!

So, a little more enforcement would be a good thing.

Best regards,

██████████

Hello, I'm a rate payer at Ramblers Rd

I have just written on the link my feedback re the Proposed Dog Laws

DIFFICULT TO USE PROCESS

The FEEDBACK tab is NOT user friendly you cannot easily edit your response /or re-read what you have composed.....and the number of characters far too limiting

Is it designed as deterrent to limit discussion?

The proposed new restrictions at Ramblers Rd displays a total lack of knowledge / awareness of the region and how negatively impacted that stretch of beach is by human development.....the Rockwall and the resulting loss of tidal flow and natural cleansing of the waterway means the beach is UNUSABLE for all beach activity other than DOG walking.

If you restrict dog walking too then NO one will use it at all.

I paid premium price for a beachside home when the water was swimmable 5 years ago

Since the changes to the ROCKWALL the beach is unusable for swimming/wading

The first 30 /50 mts out to sea is a swamp-like quagmire; we have local photos to evidence this loss of amenity and the sudden negative change.

Virtually no walkers (without dogs) use the beach because of the seaweed accumulation that has been extreme due to the ROCKWALL.....often creating mounds as high as 80cm.....and rotting to create strong ozone stench.

When I bought on Ramblers I accepted there was

NO gas

NO sewage

But it had great beach amenity and you could enjoy it with your dog

and now NO beach amenity ...i.e. swimming/wading

and possibly

NO DOG usage

I am hoping to have my rates reviewed and reduced significantly

Ramblers now offers only a view.

If the Dog status changes the beach will be completely UNUSED.

Can this email be forwarded to the relevant people

Regards [REDACTED]

[REDACTED]

Hi

Last weekend, a neighbour in the Yellow Gums Estate alerted us to a proposed dog control order change that affects our regular dog walking. We understand the 'Have Your Say' closed on Friday, 26 May, 2023. However, we have had no notice of the proposed change notwithstanding that the part of the nature reserve affected is close to our property. After contacting the Geelong council today, we were advised to send an email. The information below adopts the format on 'Have Your Say' section of your website.

Town or Suburb - Ocean Grove

Do you own any dogs? - yes, one

Do you use the Yellow Gum Nature Reserve public space? - Yes, several times a week

Do you find the proposed changes to the dog control orders for Yellow Gum Nature Reserve acceptable? - No

Reason: Our property, in Alfred Court, abuts the buffer zone which, in turn, abuts the Nature Reserve. All of our neighbours, bar one, on the north-side (i.e. abutting the buffer zone) own at least one dog. We, and many others, walk their dogs through the buffer zone and through the 'blue' area (i.e. the 'corridor') to the off-lead area; noting that we cannot walk our dog in the reserve itself.

We keep our dog on-lead when walking though the 'blue area' and stay on the path which leads through to the back of Woodlands Drive. We very much appreciate and respect the natural values of the area which was a major reason for us moving to this area.

No evidence is provided that use of the blue outlined area by dog owners has been detrimental to either the woodland or the Swift Parrot. It is difficult to see how walking a dog in the blue outlined area would affect the Swift Parrot habitat or the Yellow Gums.

Including the blue outlined area in the dog control policy merely to achieve consistency is not a compelling rationale especially given (i) the apparent long time use by dog owners without damage to flora or fauna and (ii) the use now made of that area by many residents who own dogs.

If you would like further information or submissions, please do not hesitate to contact us.

████████████████████
██████████
██████████

Hello Katie

Unfortunately I was not aware of the 2022 Dogs in Public places Review so did not comment. I have completed a comment on the website. This is additional comment to supplement the online form as there was insufficient space for specific comment.

I have been going to Ramblers Rd foreshore for approx. 5 yrs. I very seldom see anyone else there. Occasionally other dog walkers. Even on the hottest of days there is No One using the beach! As anyone will attest it is an awful beach unsuitable for swimming due to stones and mud, as well as being unsightly with the black seaweed banked up on it. That has not been cleared for all the 5 yrs. I have gone there. The stone wall has made it even worse. It really is only suitable as a dog walking beach. Stopping rate payers using the beach means there is no dog beach in Portarlington! Why so when other areas of the Bellarine have full time dog beaches e.g., Queenscliff?

I would like to address the concerns of dogs on Native fauna and beach users.

I could count on one hand how many "beach users" I have seen there over the years apart from dog walkers. The main Portarlington beach is full on beach days and many users on the caravan park beach. None at Ramblers rd.

What is the native vegetation? If it refers to the bushes, I have not seen any dog near them. Portarlington people are very law abiding and the dogs are well controlled on the beach.

Last year there was bunting put up around "Plover nesting areas." Again, never saw dogs near those areas.

The Reserve (does this refer to the beach foreshore?) is within the area of Aboriginal Cultural Heritage Sensitivity. How will dog walkers affect that.? Hard to understand what argument can be put forward to support stopping its use. In Conclusion I would like to ask the Council to reconsider the ban on dogs and their walkers from September to March. It is inherently unfair to ratepayers and is unnecessarily harsh and unreasonable.

The plovers were not impacted and better protection could be erected easily if there is still concern.

Very few people use the foreshore as the beach is horrible to swim in.

Cultural sensitivity is surely not exclusive to that area.

Please reconsider Council Dog Order Changes

Yours Sincerely

██████████

Dear Katie,

I raise a concern in regard to conflicting consultation, detail information, to enable an informed and supportive submission.

This is an important consultation open to the Community, to support a fair response a clarification is sought on the consultation information.

It is unfortunate that the inconsistency of written and graphic information is provided, a clear understanding of the scope of the proposed change is not clear.

The insert below a screen print from the Councils web site illustrates part of the inconsistent information detail.

The tag to the inserted map indicates;(4W - 5W).

An identified report in the consultation detail to Council from BirdLife Australia refers to a extent of coastline, 4W - 5W.

The map illustrates an geographic extent of a control zone, is it to be the prohibition zone? 4W - 6W, this does not illustrate the extent as referenced in text.

What is the correct detail to comment on, what is to be the extent of dog prohibition, will the dog access under effective control all year be extended to 5W?

Further I express a disappointment that Council uses a sign facility as a reference to an area extent, not the name of the beach access as identified on the installed Aquatic Safety Sign at the entry to the access. Is it to be the extent of the dog prohibition zone being between; Fellows Road to Collendina Caravan Park beach accesses.

The sign facility provides a reference number that as advised is not supported by the Emergency Services Telecommunications Authority for Triple 0; call takers and Emergency Dispatcher Officers, as has previously been advised to coastal land managers by ESTA.

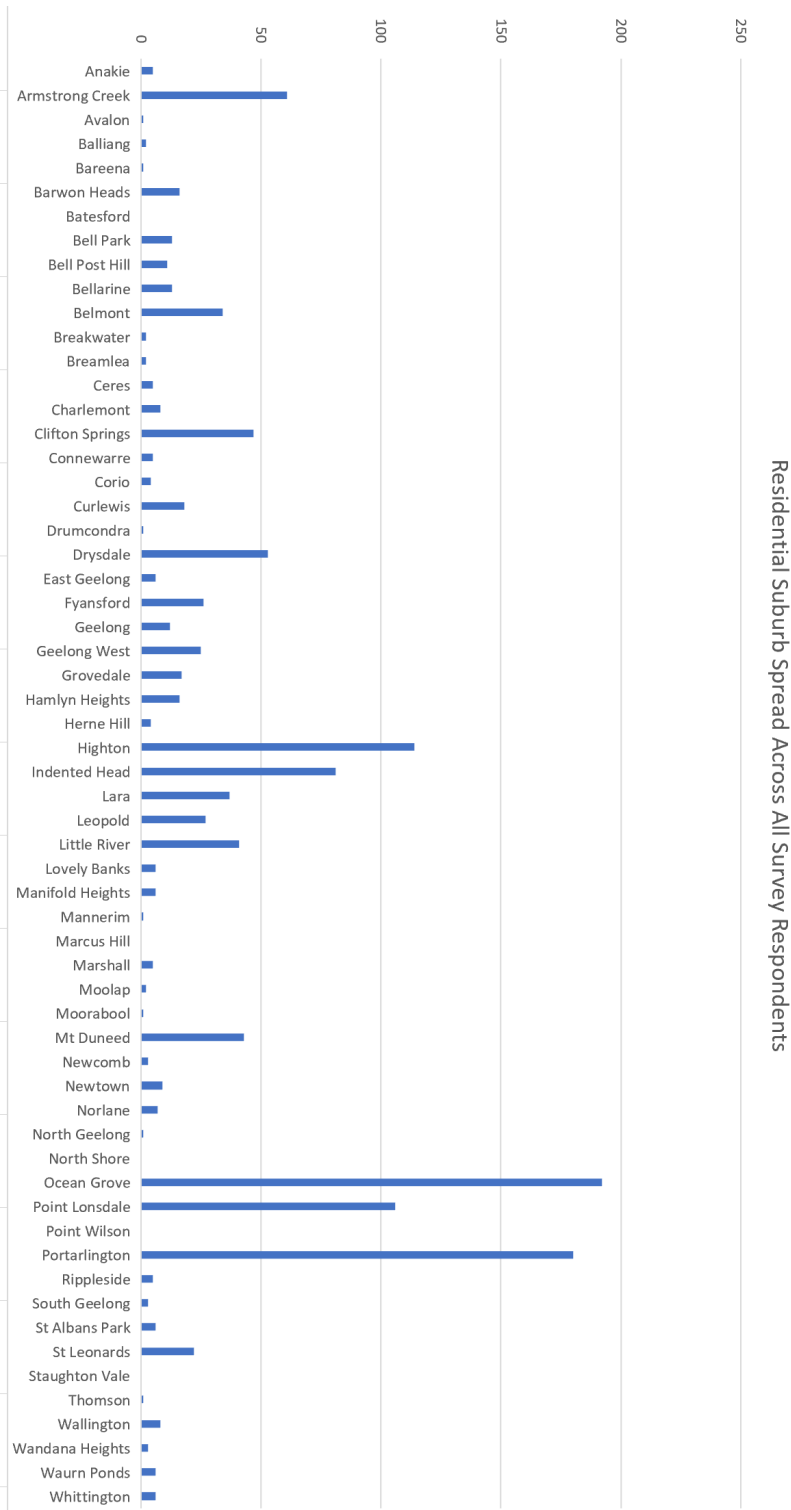
To enable a fair response to the consultation, clarification would be helpful.

Regards,

██████████

██████████

Appendix E – Residential Suburb Spread Across All Survey Respondents



Appendix F – Hardcopy survey received

THE CITY OF GREATER GEELONG

SURVEY - PROPOSED DOG ORDER CHANGES FROM DOGS IN PUBLIC PLACES CONSULTATION

ENTERED

23 MAY 2023

BY: _____

CITY OF GREATER GEELONG

Thank you for your interest in the proposed changes to dog orders across the Geelong Region.

These changes have been proposed due to feedback received during our previous Dogs in Public Places consultation in 2022, along with some recommendations made by internal stakeholders who help manage our public reserves.

Please leave your feedback below and once completed, return to the customer service desk.

Opportunity to leave feedback on these proposed changes, closes May 26th at 5pm.

Privacy Statement

The personal information requested on this page is being collected by City of Greater Geelong for the purpose of the Proposed Dog Control Orders or any other directly related purpose. If the personal information is not collected, we may not be able to contact you for further questions or solutions. In this engagement your User Name will be published with your comment, if you wish to make a non-public comment please contact the engagement officer listed. Your personal information will only be disclosed to carry out a deeper analysis of the data* or as required to do so by law. Our privacy policy is available on our website: www.geelongaustralia.com.au. If you wish to alter any of the personal information you have supplied to City of Greater Geelong, please contact us by sending an email to privacy@geelongcity.vic.gov.au.

*In order to gain a deeper understanding of the data provided to the City and improve our services to you, we may disclose the information you provide to us to AWS Comprehend which carry out analysis of the data. Your personal information may be disclosed to AWS Comprehend based in Sydney only in relation to the primary purpose of collection.

SURVEY: PORT ARLINGTON

Which suburb do you live in? _____

Do you own any dogs? Yes No

Do you own or ride a horse? Yes No

Which area would you like to leave feedback on?

<input type="checkbox"/> Barwon River & Mount Brandon	<input type="checkbox"/> Barwon Heads Community Park Equestrian Centre
<input type="checkbox"/> Barwon River Sanctuary	<input type="checkbox"/> Elcho Park Equestrian Centre
<input type="checkbox"/> Buckley Park Foreshore	<input type="checkbox"/> Lake Lorne Equestrian Centre
<input type="checkbox"/> Doolbeal	<input type="checkbox"/> Grinter Reserve Equestrian Centre
<input type="checkbox"/> Indented Head Woodland Reserve	<input type="checkbox"/> Mount Duneed Recreation Reserve Equestrian Centre
<input checked="" type="checkbox"/> Ramblers Road Foreshore	<input type="checkbox"/> Portarlington Pony Club Reserve Equestrian Centre
<input type="checkbox"/> Sparrowvale – Ngubij Yoomee	<input type="checkbox"/> Rees Reserve Equestrian Centre
<input type="checkbox"/> Yellow Hum Nature Reserve	

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How often do you visit this/these reserves?

Daily Monthly

Several times a week Every few months

Weekly Never

Fortnightly

Do you find the proposed dog order changes appropriate?

Yes No Somewhat

Please leave your feedback below:

We Believe that Ramblers Road Foreshore
Should Be "DOG ON LEAD AT ALL TIMES"
"BECAUSE OF THE BIRD LIFE WE HAVE".

AND WITH THE RAMBLERS ROAD + POINT RICHARDS
AREA DOGS ON LEAD AT ALL TIMES

If you would like to receive updates on this project, please leave your email address if you have one, or alternatively a residential address we can post to, here:

WWW.GEELONGAUSTRALIA.COM.AU

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

At its meeting on 22 August 2023 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 land managed by the City of Greater Geelong.

2. Purpose

Dog controls in public places are necessary, and implemented with a balanced approach, for the benefit of all community members.

Dog controls guide the community to understand conditions that apply in public open spaces to ensure community safety, environment protection and fair and equitable access to such spaces.

3. Definitions

In this Order:

<i>Off-Leash Supervised Area</i>	means an area (including an area at or between specified times and on or between specified dates) described as such in the Schedule.
<i>On-Leash Area</i>	means any area (including an area at or between specified times and on or between specified dates) described as such in the Schedule.
<i>Prohibited Area</i>	means an area (including an area on or between specified times and on or between specified dates) described as such in the Schedule.
<i>Owner</i>	has the same meaning as in the <i>Domestic Animals Act 1994</i> .

3. Owner obligations within an On-Leash Area

- (1) The Owner of any dog must keep the dog under effective control by means of a chain, cord or leash held by the Owner and attached to the dog while the dog is in an On-Leash Area.
- (2) At all times the Owner must have a means to pick up and appropriately dispose of dog droppings in a waste bin.
- (3) Dogs when tethered in a public place must be safely secured within the line of sight and able to be adequately and promptly supervised.
- (4) All leads including retractable leads must be restricted to approximately 2 metres in length when encountering other people, wildlife, cyclists or dogs.

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 at all times 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-excitabile 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) Signage will clearly indicate those areas that are Off-Leash Supervised areas.

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.
- (3) Signage will clearly indicate those areas that are Prohibited Areas.

6. Timeshare Areas

- (1) In these areas Owners must adhere to the dog controls relevant to the time of day they are attending, as indicated by signage and listed in Table 3.

SCHEDULE

1. On-Leash Areas

The following areas are On-Leash Controlled Areas:

- (1) Within the City of Greater Geelong, all public Open Space Areas, Parks, Reserves and other Council lands shall be designated as On-Leash Areas unless otherwise designated by signage. These areas include:
 - (a) All roads and footpaths/nature strips/shared paths.
 - (b) Beaches, reserves and parks.
 - (c) Shopping Centres.
 - (d) Sporting complexes and reserves (not including playing area) during times of organised sports (as defined by a formal booking with Council which includes times booked for sports practice/training).

- (e) Jetties, piers and boat ramps.
- (f) Water bodies such as creeks, rivers, lakes and beaches unless signposted as a dedicated swimming area for dogs.
- (g) Other Council lands and buildings (guide and assistance dogs excepted).

2. Off-Leash Supervised Areas

The following areas are Off-Leash Supervised Areas:

- (1) Sporting grounds/ovals (grassed playing area) outside times when being used for organised sport, including training (as defined by a formal booking with Council).
- (2) Council approved Dog Parks
- (3) Other areas as delineated by signage
- (4) Numerous reserves as listed in Table 1

3. Prohibited Areas

The following areas are Prohibited Areas:

- (1) Inside and within ten (10) metres of a children's playground.
- (2) Inside and within ten (10) metres of picnic and barbecue areas.
- (3) Inside and within ten (10) metres of sporting areas with an artificial surface or artificial turf (including turf wickets).
- (4) Various reserves as listed in Table 2

Table 1 – Designated 'Off Leash – Supervised' Areas

Park/Reserve	Address	Suburb	Conditions
Stead Park Dog Park	6 Johns St	Corio	Off leash permitted if dog is under effective control
Belmont Dog Park	162 Barrabool Rd	Belmont	Off leash permitted if dog is under effective control
Lara Dog Park	106 Rennie St	Lara	Off leash permitted if dog is under effective control
John Croft Reserve	35 Heyers Rd	Grovedale	Off leash permitted if dog is under effective control
Sutcliffe Reserve	Plantation Rd	Corio	Off leash permitted if dog is under effective control

Pepperdine Park	36 Pepperdine Way	Highton	Off leash permitted if dog is under effective control
Frank Mann Reserve	5 Heal St	Ceres	Off leash permitted if dog is under effective control
Seagull Paddock	380 - 390 Melbourne Rd	North Geelong	Off leash permitted if dog is under effective control
Beacon Point Reserve	Beacon Point Rd	Clifton Springs	Off leash permitted if dog is under effective control
Kevin Kirby Reserve	52 Heytesbury St	Herne Hill	Off leash permitted if dog is under effective control
Fyansford Common	65 Hyland St	Fyansford	Off leash permitted if dog is under effective control
Belmont Common	Breakwater Rd	Belmont	Off leash permitted if dog is under effective control
Haines Reserve	1A Wilks St	Hamlyn Heights	Off leash permitted if dog is under effective control
Barwon Valley Park East - Open space	132 Barrabool Rd	Belmont	Off leash permitted if dog is under effective control
Sparrow Park	158 - 178 Hope St	Geelong West	Off leash permitted if dog is under effective control
Zillah Crawcour Park	1 - 5 Hamilton	Newtown	Off leash permitted if dog is under effective control
Montpellier Park	8 - 10 Westbury Tce	Highton	Off leash permitted if dog is under effective control
Rotary Centennial Park	188 West Fyans St	Newtown	Off leash permitted if dog is under effective control
Brearily Reserve	67 - 99 Grove Rd	Marshall	Off leash permitted if dog is under effective control
Aldershot Reserve	41 - 55 Aldershot Rd	St Albans Park	Off leash permitted if dog is under effective control
Kingston Park Recreational Reserve	6 - 52 Adco Gr	Ocean Grove	Off leash permitted if dog is under effective control
Weddel Street Reserve	58 -98 Weddel Rd	North Geelong	Off leash permitted if dog is under effective control
Elcho Park German Shepherd training grounds	185 Elcho Rd	Lara	Off leash permitted if dog is under effective control
Transmission Line Reserve	14A Greenville Dr	Grovedale	Off leash permitted if dog is under effective control
Lake Avenue Reserve	36 - 66 Blue Waters Dr	Ocean Grove	Off leash permitted if dog is under effective control

Green Acre Drive Reserve	14 - 24 Green Acre Dr	Leopold	Off leash permitted if dog is under effective control
Charles McCarthy Memorial Reserve	1202 - 1240 Murradoc Rd	St Leonards	Off leash permitted if dog is under effective control
Abe Wood Reserve	535 - 540 Edgerton Rd	Lovely Banks	Off leash permitted if dog is under effective control
Hume and Hovell Memorial Reserve	106 Rennie St	Lara	Off leash permitted if dog is under effective control
Chirnside Park	39 - 65 Patullos Rd	Lara	Off leash permitted if dog is under effective control
Goldworthy Open Space Reserve	27 - 49 Goldworthy Rd	Corio	Off leash permitted if dog is under effective control
Hovell's Creek Reserve (Open Space)	43 - 53 Flinders Ave	Lara	Off leash permitted if dog is under effective control
Limeburners Point Reserve	Hearne Pde	East Geelong	Off leash permitted if dog is under effective control
Point Richards	Point Richards Rd	Portarlinton	Off leash permitted if dog is under effective control
Eastern Park (open space)	1 - 45 Garden St	East Geelong	Off leash permitted if dog is under effective control
Barwon River/Mount Brandon	100-102 Stoneleigh Crescent	Highton	Off leash permitted if dog is under effective control

Table 2 – Designated 'Prohibited' Areas

Park/Reserve	Address	Suburb	Conditions
Within 10m of all children's playgrounds	Various	Various	Dogs are not permitted at any time*
Artificial/Synthetic sports surfaces	Various	Various	Dogs are not permitted at any time*
Turf wickets	Various	Various	Dogs are not permitted at any time*
Lake Connewarre	Brinsmead Ln	Leopold	Dogs are not permitted at any time*
Breamlea Flora & Fauna Reserve	84 Horwood Dr	Breamlea	Dogs are not permitted at any time*
Point Richards Flora & Fauna Reserve	147 Point Richards Rd	Portarlinton	Dogs are not permitted at any time*
Limeburners Lagoon Reserve	150-200 Foreshore Rd	Corio	Dogs are not permitted at any time*

John Landy Field	230 Swanston St	South Geelong	Dogs are not permitted at any time*
Goldworthy Reserve (Athletics Track)	27 - 49 Goldworthy Rd	Corio	Dogs are not permitted at any time*
Pioneer Park	160 -164 Pioneer Rd	Grovedale	Dogs are not permitted at any time*
Black Rock	Blackrock Rd	Connewarre	Dogs are not permitted at any time*
Point Wilson	Point Wilson Rd	Point Wilson	Dogs are not permitted at any time*
Elcho Park Equestrian Centre	185 Elcho Rd	Lara	Dogs are not permitted at any time*
Sparrovale - Ngubiti Yoorree	1 Groves Rd	Armstrong Creek	Dogs are not permitted at any time*
Indented Head Woodland Nature Reserve	680 Batman Road	Indented Head	Dogs are not permitted at any time*
Rees Reserve	15 Wilsons Rd	Little River	Dogs are not permitted at any time*
Mount Duneed Equestrian Centre	Russells Rd	Mount Duneed	Dogs are not permitted at any time*
Doolibea	105 Stewarts Rd	Armstrong Creek	Dogs are not permitted at any time*
Barwon River Sanctuary	155 - 205 Upper Paper Mills Rd	Fyansford	Dogs are not permitted at any time*

Table 3 – Designated 'Timeshare' areas

Park/Reserve	Address	Suburb	Conditions
All grassed sporting reserves	Various	Various	Off leash when no organised sport (including training) is taking place
St Helen's (south)	9 - 12 Holden Avenue	North Geelong	On leash 10am - 5pm, off leash all other times
Rippleside Park	42 Bell Pde	Rippleside	On leash 10am - 5pm, off leash all other times
Clifton Springs Boat Ramp	2A Jetty Rd	Clifton Springs	On leash 10am - 5pm, off leash all other times
Barwon Heads Community Park Equestrian Centre	2B - 14 Geelong Rd East	Barwon Heads	Off leash when no horses are present

Ramblers Rd Foreshore	Ramblers Rd	Portarlington	Sep – March: Dogs on leash at all times April – August: Dogs on leash 10am – 5pm, off leash other times
Portarlington Pony Club Reserve	Stevens St	Portarlington	Off leash when no horses are present
Grinter Reserve Equestrian Centre	125 Coppards Rd	Moolap	Off leash when no horses are present
Lake Lorne Equestrian Centre	51 - 59 Reserve Rd	Drysdale	Off leash when no horses are present

DRAFT

2.2. Proposed Amendment C447 and Planning Permit 1123/2022 - Princess & Huntingdon Streets, Drysdale

Source: Planning and Design
Executive Director: Gareth Smith

Purpose

1. To support the preparation and exhibition of planning scheme amendment C447ggee to rezone land bounded by Huntingdon Street, Princess Street and the Drysdale Bypass at Drysdale to General Residential Zone 1 (GRZ1) with a Design and Development Overlay (DDO) combined with planning permit 1123/2022 to subdivide part of the land for conventional residential development.

Background

2. The amendment and permit application have been made by Tract Consultants Pty Ltd, on behalf of Perjoak Holdings Pty Ltd, Princess Street Developments Pty Ltd,
3. Jeff Newton Consulting Pty Ltd, Cullen Developments Pty Ltd and Mark Wellam Developments Pty Ltd.
4. The subject land of the rezoning (shown in **Attachment 2**) consists of nine Rural Living Zone properties, one Farming Zone property, and two Transport Zone 1 properties.
5. The subject land of the planning permit (shown in **Attachment 2**) consists of eight Rural Living Zone properties and two Transport Zone 1 properties.
6. The site is within the Drysdale/Clifton Springs settlement boundary and there is broad policy support for urban consolidation of this area which is further outlined in **Attachment 1**.

Key Matters

7. Amendment C447ggee is supported by the Drysdale Clifton Springs Structure Plan adopted by Council in 2010, which identified this land as suitable for conventional residential development in one of the City's growth areas.
8. The general layout of the proposed subdivision is satisfactory given the constraints of the site and responds appropriately to the Bellarine Rail Trail which bisects the site.
9. The rezoning affects 12 properties, but the permit application applies only to 10 properties as the two in the southern section of the site are currently owned by VicRoads.
10. The lot yield from the proposed planning permit will be approximately 192 lots.
11. Development contributions will be required for community infrastructure and social and affordable housing. Contributions collection for community infrastructure will be allocated towards key council projects. These are to be attained through agreements with landowners under Section 173 of the *Planning and Environment Act 1987*.

RESOLUTION - Item 2.2

Cr Cadwell moved, Cr Harwood seconded -

That Council:

- 1. Endorse the preparation and exhibition of Amendment C447ggee to the Greater Geelong Planning Scheme to:**
 - 1. Rezone land bounded by Huntingdon Street, Princess Street and the Drysdale Bypass at Drysdale to General Residential Zone 1 (GRZ1);**
 - 2. Apply a Design and Development Overlay (DDO) to all land being rezoned; and**
 - 3. Apply an Environmental Audit Overlay (EAO) to certain properties, subject to guidance from the Environment Protection Authority.**
- 2. Consider the application for a planning permit for the subdivision of land at 12-22, 24-34, 36-44 and 46-62 Huntingdon Street, and 103-113, 115-117, 119, 121-135, and 137 Princess Street, Drysdale concurrently with the provisions of Section 96A of the *Planning and Environment Act 1987*;**
- 3. Prepare a Section 173 Agreement for social and affordable housing and community infrastructure contributions; and**
- 4. Request the Minister for Planning to authorise the preparation and exhibition of Amendment C447ggee and Planning Permit 1123/2022.**

Carried

Financial Sustainability

12. Road and drainage infrastructure and open space will be provided by the developer. Community infrastructure contributions and social and affordable housing contributions will be negotiated with the landowners through a Section 173 Agreement under the *Planning and Environment Act 1987*.

Community Engagement

13. All landowners affected by the rezoning proposal are aware of the proposal. Tract Pty Ltd, on behalf of the parties listed above, has worked with most of the landowners to draft the proposal.
14. If Council resolves to support the exhibition, the amendment and permit will be exhibited in accordance with the requirements of the *Planning and Environment Act 1987*. This is anticipated to occur later in 2023. Nearby landowners and occupiers, prescribed Ministers and other relevant agencies will be directly notified during the statutory exhibition period. The broader community will be notified through notices in the local newspapers and the City's website. This amendment will be available for viewing online. There will be an opportunity to make submissions.

Social Equity and Sustainability

15. The amendment will provide social benefits through the establishment of a new residential development conveniently located to central Drysdale and sporting, community and educational facilities. Development contributions will be allocated to community infrastructure projects.

Relevant Law/Policy/Legal Implications

16. The proposal accords with the objectives of Planning in Victoria as set out in the *Planning and Environment Act 1987* as it provides for the rezoning and subdivision of land to achieve an orderly well-planned outcome consistent with the strategic direction of Drysdale.
17. The rezoning and subdivision are consistent with policy documents cited in the Greater Geelong Planning Scheme including:
 - 16.1 The G21 Regional Growth Plan identifies Drysdale/Clifton Springs as an 'urban growth area' (Clause 11.01-1R Settlement – Geelong G21);
 - 16.2 The Drysdale Clifton Springs Structure Plan (City of Greater Geelong, 2010) identifies this land as suitable for urban consolidation (Clause 11.03-6L-01 Bellarine Peninsula);
 - 16.3 The subject site is also identified within the Bellarine Peninsula Distinctive Area and Landscape Final draft Statement of Planning Policy (DELWP, October 2022) as 'further investigation - minimal to incremental change'; and
 - 16.4 The Settlement Strategy (City of Greater Geelong, 2020) reaffirms the position of the G21 Regional Growth Plan and other policy documents that urban consolidation such as that proposed within this amendment supports the Council's housing and growth aims and focuses growth within established settlement boundaries.

18. This site represents a logical rezoning as it will facilitate the urban growth on the south-eastern edge of Drysdale with the General Residential Zone 1.

Alignment to Community Plan and Vision

19. This report aligns with Our Community Plan 2021-2025 strategic priority:
Healthy, caring and inclusive community.
Strong local economy.
Sustainable growth and environment.
20. This report aligns with the Community led 30-year Vision, “Greater Geelong: A Clever and Creative Future” community aspiration:
A prosperous economy that supports jobs and education opportunities.
An inclusive, diverse, healthy and socially connected community.
People feel safe wherever they are.
Sustainable development that supports population growth and protects the natural environment.

Conflict of Interest

21. No officer involved in the preparation of this report declared a general or material conflict of interest.

Risk Assessment

22. There are no significant risks with proceeding with the recommendations of this report.

Environmental Sustainability

23. The development is generally in accordance with principles of environmental sustainability.
24. Three drainage reserves and basins with the capacity to treat stormwater consistent with Water Sensitive Urban Design (WSUD) principles are proposed to mitigate downstream impacts.
25. A Primary Risk Screen Assessment (PRSA) has identified four parcels of land which require environmental audits. These will be managed through the application of an Environmental Audit Overlay (EAO) if the audits are not completed prior to lodgement of the amendment.
26. The proposed Design and Development Overlay will also include provisions relating to Environmentally Sustainable Development (ESD).

Attachments

1. Attachment 1 - Background Report [2.2.1 - 6 pages]
2. Attachment 2 - Affected Land [2.2.2 - 1 page]
3. Attachment 3 - Locality Plan [2.2.3 - 1 page]
4. Attachment 4 - Proposed Subdivision Layout Plan [2.2.4 - 1 page]
5. Attachment 5 - Drysdale Clifton Springs Structure Plan [2.2.5 - 1 page]

**Proposed Amendment C447ggee
Princess Street and Huntingdon Streets Drysdale Rezoning and Planning Permit 1123/2022**

Attachment 1 — Background Report

Background

1. In 2010, the Drysdale Clifton Springs Structure Plan (**Attachment 5**) identified the suitability of south-eastern Drysdale for future urban development.
2. Similar rezonings converting farming or rural living land, in accordance with the Structure Plan, have occurred nearby. In 2011, Amendment C103ggee rezoned land at Clarendon Road, Mortimer Street and Princess Street Drysdale for conventional residential development. In 2021, Amendment C363ggee rezoned land bounded by Jetty Road, Thomas Street, Wyndham Street and to the rear boundary of Central Road properties for conventional residential development. In 2009, Amendment C152 rezoned land at Jetty Road in Clifton Springs (Jetty Road Growth Area Stage 1) for conventional residential development, and further land to the immediate west of Jetty Road (Jetty Road Growth Area Stage 2) is also currently subject to Amendment C387 which rezones that land for the same.

Discussion

3. The application being considered is a combined planning scheme amendment and planning permit pursuant to section 96A of the *Planning and Environment Act 1987*. It relates to the land at 12-22, 24-34, 36-44 and 46-62 Huntingdon Street, and 103-113, 115-117, 119, 121-135, 137, 139-147 and 149-151 Princess Street, Drysdale, a combined area of approximately 17 hectares.
4. The rezoning proposal affects all the land. The planning permit for residential subdivision affects the land at 12-22, 24-34, 36-44 and 46-62 Huntingdon Street, and 103-113, 115-117, 119, 121-135, and 137 Princess Street only. Refer to **Attachment 2** for the outline of these areas. The extent of the proposed Design and Development Overlay (DDO) is the same as that of the land to be rezoned.
5. The lot yield from the planning permit will be approximately 192 lots.
6. The application is accompanied by several reports addressing traffic, stormwater management, and environment. A report on cultural heritage is currently being prepared.
7. The site is located approximately 1.2 kilometres south of the Drysdale town centre and approximately 20 kilometres east of Central Geelong. It is located to the south and east of existing residential development. On the southern half of the site, it is east of existing rural living zone which the structure plan designates for retention.
8. The site is generally triangular in shape, bounded on the west by Princess Street and to the north by Huntingdon Street. The Drysdale Bypass bounds the site to the south and east, providing a raised buffer to the development and clearly delineating the border between the Drysdale settlement and the farm land beyond. The Bellarine Rail trail bisects the side from east to west. **Attachment 3** shows the locality.
9. The land at 12-22, 24-34, 36-44 and 46-62 Huntingdon Street, and 103-113, 115-117, 119, 121-135, 137, and 139-147 Princess Street is located within the Rural Living Zone. 149-151 Princess Street is located within the Farming Zone. The land identified as Lot 2 TP970755 in **Attachment 2** is zoned as Transport 1 Zone. This is anomalous to the use

of the land, which is within private ownership and currently used as rural living. A number of the sites include a dwelling and associated outbuildings.

10. The site generally slopes down from the south and is barricaded to the south and east by the raised Drysdale Bypass. The site is mostly grassland, with a cluster of established trees primarily within the boundary of 139-147 and 149-151 Princess Street. There is a row of established trees along the northern border of the rail trail, within the property boundary of 12-22, 24-34 and 36-44 Huntingdon Road.
11. The land is subject to cultural heritage sensitivity. A Cultural Heritage Management Plan (CHMP) is being prepared as part of the planning permit process. The land is not subject to any overlays.
12. All necessary infrastructure required to facilitate future residential subdivision can be provided to the site.
13. The combined rezoning and planning permit proposal is supported by planning policy, including:
 - Clause 11.01 Victoria
 - Clause 11.01-1S Settlement
 - Clause 11.01-1R Settlement – Geelong G21
 - Clause 11.02 Managing Growth
 - Clause 11.02-1S Supply of urban land
 - Clause 11.03 Planning for Places
 - Clause 11.03-6S Regional and local places
 - Clause 11.03-6L-01 Bellarine Peninsula
 - Clause 15.01 Built Environment
 - Clause 15.01-1S Urban Design
 - Clause 15.01-3S Subdivision design
 - Clause 15.01-4S Healthy neighbourhoods
 - Clause 15.01-5S and Clause 15.01-5L Neighbourhood character
 - Clause 16.01 Residential Development
 - Clause 16.01-1S Housing supply
 - Clause 16.01-2S Housing Affordability
 - Clause 19.02 Community Infrastructure
 - Clause 19.02-6S and Clause 19.02-6L Open Space
 - Clause 19.03 Development Infrastructure
 - Clause 19.03-1S Development and infrastructure contributions plans
 - Clause 19.03-2S Infrastructure design and provision
 - Clause 19.03-3S and Clause 19.03-3L Integrated water management

14. The combined rezoning is consistent with policy documents cited in the Greater Geelong Planning Scheme including:
 - The G21 Regional Growth Plan identifies Drysdale/Clifton Springs as an 'urban growth area'.
 - Clause 11.01-1R Settlement – Geelong G21
 - The Drysdale Clifton Springs Structure Plan (City of Greater Geelong, 2010) identifies this land as suitable for urban consolidation.
 - Clause 11.03-6L-01 Bellarine Peninsula
15. The subject site is also identified within the Bellarine Peninsula Distinctive Area and Landscape final draft Statement of Planning Policy (DELWP, October 2022) as 'further investigation - minimal to incremental change'.
16. The Settlement Strategy (City of Greater Geelong, 2020) reaffirms the position of the G21 Regional Growth Plan and other policy documents that urban consolidation such as that proposed within this amendment, supports the Council's housing and growth aims and focuses growth within established settlement boundaries.
17. The proposal accords with the objectives of Planning in Victoria as set out in the *Planning and Environment Act 1987* as it will provide for the rezoning and subdivision of land to achieve an orderly, well-planned outcome consistent with the strategic direction of Drysdale.
18. The land will provide open space in the form of a local park which complements the use of the Bellarine Rail Trail as an active transport and recreational link.
19. The urban design and open space approach to the layout incorporates street edged open space areas for public safety and ready access. The proposed subdivision will contribute a range of lot sizes. The subject land will be drained using current best practice water sensitive urban design principles and meet council and Corangamite Catchment Management Authority (CCMA) requirements ensuring integration with neighbouring properties and no downstream impacts.
20. The developer applicant has agreements with the two largest properties and has advanced this combined rezoning and permit application. They have the support of the balance of the landowners for the rezoning application to include their land.
21. The developer group owns the bulk of the properties included in this combined rezoning and permit application. They have the support of the balance of the landowners for the rezoning application and planning permit to include their land.
22. **Attachment 4** shows the indicative subdivision layout proposal for the subject land.

Urban Design

23. The current proposed subdivision layout has been developed at the advice of council officers to reduce the number of properties having a direct interface with the Bellarine Rail Trail. A number of internal departments raised issues with the initial proposal which included a number of properties with a rear interface to the rail trail in the southern section of the site. The odd shape of the site and other constraints create some limitations to the urban design however, the proposed layout (**Attachment 4**) offers an acceptable outcome.
24. The proposed layout offers good traffic connections to Princess Street and Huntingdon Street.

Proposed Overlays

25. This amendment will introduce and apply a new DDO to the site. This will facilitate development that is generally in accordance with the structure plan and mitigates the negative impact of the constraints of the site, including its proximity to the Bellarine Rail Trail.
26. The proposed DDO will feature an overall development plan and include requirements to be met including urban design, stormwater management, traffic and pedestrian movements, public open space and environmental management.
27. A DDO requires a planning permit to construct a building or construct or carry out works, and to subdivide land. This will provide a backup in the event that the concurrent permit with this rezoning is not acted upon and provides a set of specific requirements to assess the planning permit application against.
28. Application of a DDO means that permit applications for the future subdivision of the balance of the properties will go through a third party notification process. As detailed subdivision plans for these sites are not yet known and subject to future permits, it is a fair expectation that the community be able to have a review process.
29. A Development Plan Overlay (DPO) could be applied to the site instead of a DDO but is not recommended as it would remove third party involvement in future planning permit applications. A DPO also removes the additional step of preparing and approving a development plan and the associated time and cost implications.
30. An Environmental Audit Overlay (EAO) will be applied to sites where a Primary Risk Screen Assessment (PRSA) has not been completed, and sites identified in a PRSA as requiring an environmental audit if the developer group do not complete an environmental audit before lodging for authorisation, subject to advice from the Environment Protection Authority (EPA).

Integration With Existing Residential Area

31. The area to the north is Low Density Residential Zone (LDRZ) and features single dwellings on large fronted blocks. The land to the west is Rural Living Zone and is designated to remain as such. The proposed subdivision layout will reflect a contemporary subdivision design but larger lots along the Princess and Huntingdon Street frontages will offer a softened transition between this subdivision and the adjoining residential area.

Open Space

32. A half-hectare local park is proposed in the north-west of the site, co-located with a drainage basin. This park will provide amenity to the residential areas north and west of the site, and to users of the Bellarine Rail Trail.

Stormwater Management

33. The subdivision design features three drainage reserves and basins to manage stormwater generated by the future subdivision and development of the land. The reserves will have the capacity to treat stormwater consistent with the principles of water sensitive urban design and detain stormwater to predevelopment flows to ensure that there are no downstream impacts.
34. With its urban development, water volume discharge from the subject land will increase into the existing defined waterways. The proposed onsite detention basin will 'flatten out' the peaks of discharge.

Environment

35. A PRSA has been conducted on the land subject to the planning permit, and environmental audits are required for four sections of the site at 103-113 and part 121-137 Princess Street, 36-44 and 46-62 Huntingdon Street. It is proposed that this requirement will be addressed through the application of an EAO if the developers have not completed an audit on these portions of land prior to the lodgment of the amendment, subject to the advice of the EPA.
36. An acoustic report assessing the noise impact of the Drysdale Bypass on the existing residences was provided however, it is not sufficient to address potential noise impacts once the site is developed. Detailed assessment of noise impact from the Drysdale Bypass and rail line are proposed to be addressed as a requirement of the DDO, subject to the advice of the EPA.
37. A Native Vegetation Assessment and Ecology Report were provided with the application which determined native habitat values in the remaining vegetation are negligible due to the past disturbances of the land. Retention of established trees, particularly along the northern side of the Bellarine Rail Trail, are encouraged and accommodated within the proposed subdivision layout and DDO.
38. This amendment will be referred to the EPA under Ministerial Direction 19 prior to exhibition, and any recommendations which emerge from that referral will be taken into consideration.
39. Environmentally Sustainable Development (ESD) requirements are proposed to be included in the DDO, similar to those being applied in the Jetty Road Growth Area Stage 2 rezoning (Amendment C387ggee) which is due for public exhibition later in 2023.

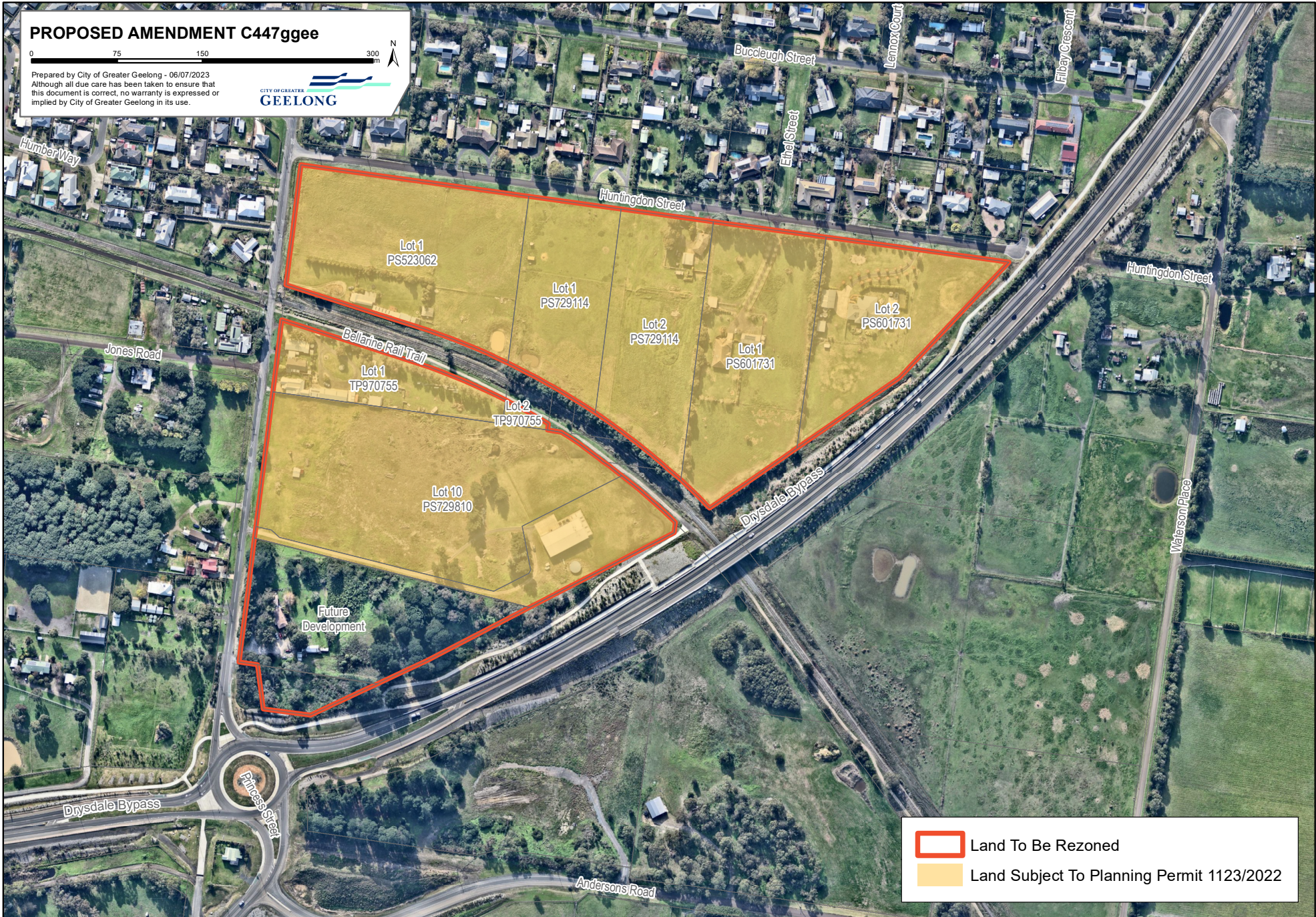
Development Contributions

40. The development needs to provide localised infrastructure such as stormwater drainage, public open space and roads to meet the needs of the future residential population.
41. For smaller growth areas less than 40 hectares with a handful of landowners, the City's approach is that the developer delivers the local infrastructure as part of the development. The City does not take on the role of directly facilitating local infrastructure delivery through collecting contributions and passing these onto other developers/landowners delivering works in kind through mechanisms such as developer contributions plans (DCP) and overlays, i.e. the City does not act as a collection agency for this smaller growth area and become involved in funding arrangements between developers and private property owners. A DCP would also usually only be required where there is regional infrastructure to be delivered – in this application there is none.
42. Development contributions for this proposal regarding social and affordable housing and the community infrastructure levy (CIL) will be obtained via a Section 173 Agreement with a draft agreement to be exhibited with the amendment.
43. It is more complicated to deal with a Section 173 Agreement where there are multiple landowners who are not all working together to advance the rezoning. Tract, on behalf of the developer group, have indicated the landowners' willingness to enter into a Section 173 Agreement to deliver the social and affordable housing contribution and the community infrastructure contribution. Time will be required to continue negotiations with the proponent and landowners on this matter before proceeding to exhibition.
44. Development contributions for community infrastructure are collected on a per lot basis and will most likely be allocated to relevant local community infrastructure.

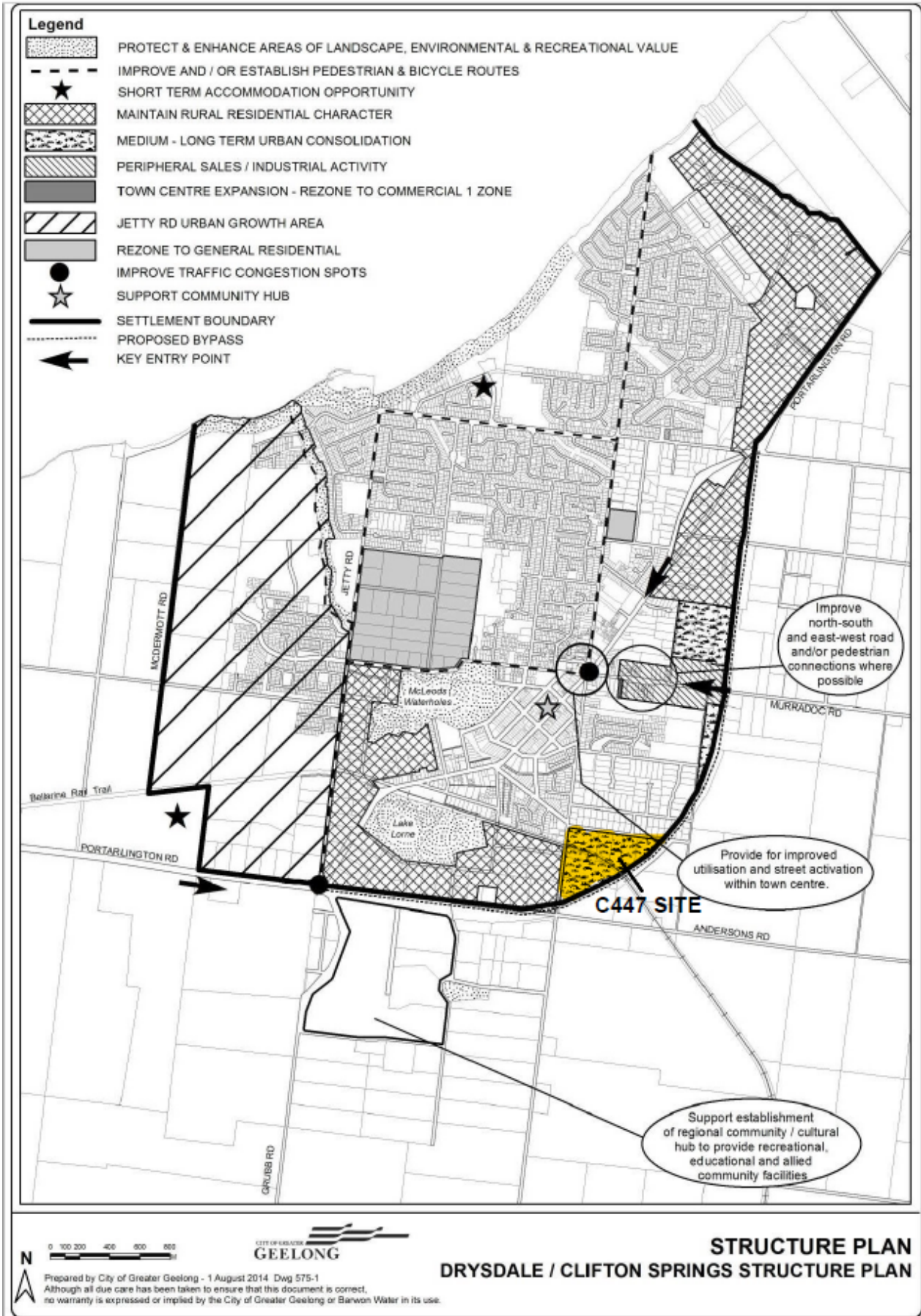
45. If agreement can't be reached with all landowners, an available option is to proceed with rezoning only the land subject to the permit application.

Social and affordable housing

46. The City proposes to include a contribution to social and affordable housing in the Section 173 Agreements to be negotiated with landowners as part of this amendment.







2.3. Business Feasibility: The Geelong Museum of Motoring and Industry (GMOM&I) and Big Thing

Source: Planning & Design
Executive Director: Gareth Smith

Purpose

1. To provide Councillors with the Business Feasibility – The Geelong Museum of Motoring and Industry (GMOM&I) and “Big Thing” report (**Attachment 3**).

Background

2. At the 23 November 2021 Council meeting, Council resolved to:
 - 2.1. Give in-principal support to investigate the potential and feasibility of a Geelong Museum of Motoring & Industry and The Big Ford Ute project;
 - 2.2. Request the Chief Executive Officer to allocate appropriate human resources to advance the investigation of the feasibility of this project;
 - 2.3. Endorse funding of up to \$75,000 in the 2020-21 financial year to investigate the feasibility of this project;
 - 2.4. Request the Chief Executive Officer to report to Council by July 2022 regarding the feasibility of this project; and
 - 2.5. Request the Chief Executive Officer to identify if this project could be nominated for the State Government Regional Development Victoria Investment Fast-Track Fund or similar state and federal government feasibility funding grants.
3. Council has committed \$91,000 to the project; \$75,000 with a further \$16,000 through the Council Community Grants program.

Key Matters

4. The feasibility study considered five potential sites for the GMOM&I model with two preferred sites:
 - 4.1. The former Ford Factory site, subject to a commercial business agreement between the Geelong Museum of Motoring with the landowner; and
 - 4.2. Seagull Paddock, which requires further consideration by Council.
5. The study recommended alignment of the “Big Thing” and co-location with the proposed museum, noting that associated costings cannot be fully scoped and developed until a location for the GMOM&I is confirmed.
6. A copy of the GMOM&I cover letter and the business feasibility study are provided as **Attachment 2 and 3** and key findings in **Attachment 1**.

ORIGINAL RECOMMENDATION

That Council:

- 1. Note the Business Feasibility Final Report, The Geelong Museum of Motoring and Industry (GMOM&I) and “Big Thing” (Attachment 3), and specifically its recommendations including:**
 - 1.1 For Geelong Museum of Motoring to pursue a commercial business agreement with the property owners of the former Ford site;**
 - 1.2 The Big Thing alignment and co-location with the proposed museum;
and**
 - 1.3 The criteria for the “Big Thing” design brief.**
- 2. Receive a future briefing from officers on the outcomes of negotiations between Geelong Museum of Motoring and the property owners of the former Ford site; and**
- 3. Acknowledge the issues associated with Seagull Paddock including land contamination and the use of public open space for commercial, not-for-profit, enterprise.**

ALTERNATE MOTION

RESOLUTION - Item 2.3

Cr Aitken moved. Cr Hathway seconded –

That Council:

- 1. Note the Business Feasibility Final Report, The Geelong Museum of Motoring and Industry (GMOM&I) and “Big Thing” (Attachment 3) and gives in principle support to both projects;**
- 2. Provides support to Geelong Museum of Motoring & Industry to pursue an agreement with the owners of the former Ford site;**
- 3. Receive a future briefing from officers on the outcomes of negotiations between Geelong Museum of Motoring & Industry and the property owners of the former Ford site;**
- 4. Request the Chief Executive Officer to identify resources to investigate:**
 - 4.1 External funding opportunities for both projects; and**
 - 4.2 A preferred governance model for both project, including potential Advisory Committee/s.**
- 5. Refer any requested funding commitments from council to future budgets for consideration; and**
- 6. Acknowledges:**
 - 6.1 The risk to the importance of the motoring and industrial collection if no action is taken and the need to retain this history and opportunity within Geelong;**
 - 6.2 The significant benefits the reports have highlighted for tourism, heritage and economic prosperity; and**
 - 6.3 The issues of Seagull Paddock including potential benefits of co-location of the Big Thing and Museum at that site, compatibility with low-cost camping and other opportunities at that site, also noting that land contamination and the use of public open space for commercial, not-for-profit, enterprise would require further investigation.**

Carried

Financial Sustainability

7. The report indicates preliminary costings for development of a GMOM&I facility could be \$8 million to \$15 million with another \$3 million for the “Big Thing”.
8. Further detailed design is required to support these figures including ongoing operational costs.
9. Noting that the State Government Regional Development Victoria Investment Fast-Track Fund has been discontinued, state and federal grant opportunities generally require a matching co-contribution and budget approval.

Community Engagement

10. Key engagement in the project has been undertaken with potential partners for the new GMOM&I including Deakin University, Ford Australia and the new property owners of the former Ford site on Princes Highway. Additionally, City of Greater Geelong Councillors and relevant council officers from across Council have supported the Business Case Feasibility for both the Museum and “Big Thing”.

Social Equity and Sustainability

11. The proposed GMOM&I and “Big Thing” project provides an opportunity to engage with values related to inclusion, diversity and gender equity. Potential partnerships across government would ensure contemporary models of practice and compliance related to social equity would be integrated into the planning and realisation of the project.
12. The proposed GMOM&I programming direction and opportunities will enable greater community and visitor access to facilities and activities, presenting access to the motoring museum collections.

Relevant Law/Policy/Legal Implications

13. Subject to the determined governance model, the proposed GMOM&I will be required to operate within a policy and legislative framework on a local, state, national and international level.

Alignment to Community Plan and Vision

14. This report aligns with Our Community Plan 2021-2025 strategic priority:

Strong local economy.
15. This report aligns with the Community led 30-year Vision, “Greater Geelong: A Clever and Creative Future” community aspiration:

A destination that attracts local and international visitors.
A prosperous economy that supports jobs and education opportunities.
Creative and diverse culture.

Conflict of Interest

16. No officer involved in the preparation of this report declared a general or material conflict of interest.

Risk Assessment

17. Preliminary risks have been identified as per officer comments in **Attachment 1**.
18. A full risk assessment as part of a detailed design or business case will be required.
19. Seagull Paddock is public open space. There are risks associated with transferring use.

Environmental Sustainability

20. The proposed GMOM&I provides an opportunity to respond to local issues of environmental importance through innovative programs related to manufacturing and industry.
21. Regarding the future care, management and development of the GMOM collection, sustainability principles would be applied to the planning of the museum and how the items are preserved for future generations.

Attachments

1. Key Findings GMOM&I Feasibility Report [**2.3.1** - 2 pages]
2. GMOM Report Cover Letter [**2.3.2** - 4 pages]
3. GMOM& I and Big Thing Business Feasibility Report [**2.3.3** - 92 pages]

THE CITY OF
GREATER GEELONG

GMOM&I AND “BIG THING” FEASIBILITY STUDY



KEY FINDINGS

REPORT FINDINGS

The indicative capital costs for the museum build is expected to be in the range of \$8M-15M, subject to site scale. Accurate costings cannot be determined until a site has been confirmed.

It is likely that the funding strategy for this capital investment would require shared contributions from all levels of government plus private and corporate donations and support

There were positive indications about potential collaborations between GMOM&I and Deakin University

Ford Australia remains committed to an ongoing partnership with GMOM and more broadly, Geelong. While there is no indication of the level of support, Ford Australia will celebrate its 100th birthday in Australia and specifically Geelong; creating an opportunity to align the development and opening of GMOM&I with this major event.

The former Ford site current owners expressed interest about the opportunities for collaboration and attracting aligned businesses to their site. However, it most likely to require a commercial lease which would add complexity and risk to the proposition. A long-term lease also needs to be negotiated.

Economic impacts in terms of direct and indirect employment and visitor spends are likely to be positive for both construction and operations. A full technical economic analysis could be completed once site and capital cost are further evolved.

It is likely that a “Big Thing”, in meeting design needs and public expectations, would require a total budget of between \$1M to \$3M, the report states. These costs have been benchmarked against other significant public art commissions and potential level of ambition.

Given the considerations to location and programming, two scaled options have been modelled for the GMOM&I, being 2,500m² in scale accommodating 30-40,000 admissions per year and 5,000m² accommodating 50-80,000 admissions per year.

The 2500m² version for the GMOM&I has a more limited program offering and limited functions and events spaces. The fully realised 5000m² version enables a significant evolving and changing annual program featuring the GMOM collection as well as loan vehicles and room for aligned design and innovation exhibitions. It would also contain increases in functions and events spaces.

Benchmarking for like museums identifies key metrics for a broad capture rate equalling 1.4 per cent to 5 per cent in admissions of total annual visitation to the regions. With 5.8M visitors attending the Geelong and Bellarine region in 2019/20, 1 per cent of visitation attending the Museum would equate to 58,000 visitors.

REPORT FINDINGS

It has been noted the GMOM Finance Director is more comfortable with modelling based on attendances in the range of 30 - 40,000 attendances. Earlier years of the venture would suggest a staged growth model is developed.

Based on the option 30,000 attendances at a 2,500 sqm scale of build, the operating budget modelling presents a deficit in the first four years of operation, including three years of construction, before returning a positive position. The report does not identify where this shortfall will be sourced from.

Leases and rentals have not been estimated at this stage as they are likely to be commercially sensitive.

RISKS

RISKS

This urgency of this project is driven by the risk that Geelong may lose a significant part of its community identity and heritage. The collection requires a long-term, accessible, secure home which celebrates Geelong's proud manufacturing heritage. There is a pressing need to develop this project and attract investment in the short-term, the report states.

Seagull Paddock is public open space. There are risks associated with transferring use to private enterprise.

Seagull Paddock is a former landfill site with identified history of contamination. In 2009 a qualitative risk assessment of the closed Seagull Paddock landfill was undertaken by consultant Meinhardt Pty Ltd. The assessment analysed the risks associated with landfill gas, ground and surface water and the integrity of the landfill cap.

The overall Seagull Paddock risk rating was identified as being 'Low', however this rating was based on the site being utilised as public open space as well as assessing surrounding land use at that time. The rating is likely to change if there are future changes in land use.

The owners of the former Ford site require timely commercial lease negotiations. There is a risk that the proposed commercial arrangement, as well as uncertainty around long-term security of tenure may not meet GMOM's needs.

Council's risk appetite to invest in a project on privately owned land would need to be determined.

The new Museum and "Big Thing" proposals will require investment from multiple sources. There is a risk that this investment may diminish the City's financial capacity to support other identified council owned or supported cultural asset development initiatives.

There is a risk of potential community division related to the "Big Thing" if careful design principles proposed within the report are not supported.



10 February 2023

Mr. Martin Paten
Manager Arts & Culture
City of Greater Geelong
Wadawurrung Country
PO BOX 104 GEELONG
VIC 3220 AUSTRALIA

Dear Martin,

Business Feasibility – The Geelong Museum of Motoring and Industry (GMOM&I) and “Big Thing”

Attached please find the above report for Council’s information and endorsement for future action. We believe that it provides a sound basis for further cooperation between us that will enable GMOM to establish a solution to our long-term problem in terms of a fit for purpose facility that will be a sustainable and viable option into the future.

GMOM’s objectives are to:

- Promote the history of the motor industry in Geelong and in particular the impact and legacy of Ford Australia to the Geelong community.
- Care for a unique and valuable national collection.
- Display interesting and collectible vehicles and memorabilia and engage the public in understanding history of the motor industry and associated manufacturers in Geelong.
- Promote a tourism hub to attract tourists to the region. (We understand that one in five of the population has an interest in motoring and industrial history.)
- To capitalise on tourism growth to the City (2019 - 5.8 million annual visitors) and the commencement of the Spirit of Tasmania operation in Geelong.
- To capitalise on a planned low-cost camping facility at Seagull Paddock.

- To seek a new sustainable and viable location with the assistance of the City of Greater Geelong (COGG).
- Financial support as referenced in the body of the report.

GMOM has been in existence since 2013. It evolved from the previous Ford Discovery Centre run by Ford Australia. Following the closure of the Discovery Centre a group of like-minded enthusiasts took up the challenge to take their passion of cars and related memorabilia and recommence operations. The museum re-commenced operations in the Federal Mills complex via a commercial rental deal with the commercial landlord (Hamilton Group). The museum was funded solely from a residue of start-up funding from Ford, admissions and some donations. It became apparent that the operation was not sustainable under the commercial lease scenario. The museum collection then went into storage then subsequently commenced in another location at Western Heights college (from 2019 to 2021). This arrangement was a temporary one and the collection now resides in storage at various locations.

In 2022 Council approved a funding grant to research the feasibility of re-establishing the motor museum and, establishing and co-locating an iconic big thing in Geelong. GMOM, in conjunction with Councillors Aitken, Grzybek, Mason and COGG management engaged Randall Arts Management P/L to review and make findings and recommendations. The attached report contains recommendations, including preferred site selections for both the GMOM and the Big Thing. The report has conducted thorough site options analysis and business feasibility study arriving at two primary options which foster heritage and preservation and capture tourism opportunities emanating from the commencement of the Spirit of Tasmania operation.

Site Evaluation Outcomes

The site selections have been narrowed to two close ranking options being the Pelligra site (former Ford Factory) and Seagull Paddock. Both sites provide a direct link to the new Spirit of Tasmania and passing tourist traffic.

The report confirms the broad viability of the concept and each site subject to the resolution of certain issues:

Seagull Paddock

Council to confirm Seagull Paddock as a viable option for in terms of its support, specifically:

- An in-principle decision is needed from Council on the future use and development of Seagull Paddock. Will it remain public open space or will it be

made suitable for broader civic purposes such as that proposed by GMOM, low-cost camping and other usages?

- Can Council confirm how it's open space strategy and policies relate to Seagull Paddock and their impact on its capacity to accommodate a synergistic co-location of the Museum, Big Thing and the planned low-cost camping facility?

Pelligra/Ford Site

There are multiple options within the Ford Factory complex that could be made "fit for purpose" through heritage sensitive modifications and improvements. The exact space to be allocated would be subject to availability at the time of a firm lease negotiation with the owners.

Such a lease negotiation would be subject to reaching an agreed financially sustainable commercial arrangement with Pelligra. Pelligra have not indicated any interest in non-commercial arrangements. They have however indicated an openness to possibly share some of the commercial operating risk on the basis that there was a reasonable opportunity to achieve a return comparable to their commercial expectations. (Which not necessarily align with our appetite and capacity to take on financial risk.)

In addition to securing a viable, long-term lease GMOM would also need to raise underwriting for operations for the initial 3-5 years.

Progressing this option is time and market sensitive and would require GMOM to have confidence in securing the necessary capital funding, or at least a substantial portion thereof.

Either option will capture the spend of arriving and departing Ferry travellers. Both site locations are excellent for tourism promotion and a linkage to other COOG heritage centres. Spirit of Tasmania management have indicated to us a willingness to promote the GMOM whilst travellers are on board.

In conclusion, in order for this project to proceed and realise the opportunities the following points are offered:

- The report contains business options modelling that indicates that a museum of the kind envisaged should be able to operate without subsidy (before leasing costs) assuming modest visitation levels. That outcome would be subject to GMOM achieving the necessary capital investment and securing a long-term, low/no cost lease.
- COGG and broader federal and state government's support is needed similar to that achieved by Shepparton's successful MOVE motoring museum.

Timely decisions from COGG are required on the following issues:

- Can Seagull Paddock be made available to accommodate the Museum, Big Thing and planned low-cost camping facility?
- If Seagull Paddock is not available for GMOM needs, would Council be prepared to make an initial start-up operational subsidy or underwriting and capital commitment (as per preliminary estimations as contained in this Feasibility Study) to developing the Old Ford Factory site based and join with GMOM to negotiate a financially sustainable long-term lease?
- If the Ford site option was pursued what would be Council's related position in terms of a site for the Big Thing?

We would like to take this opportunity to thank Councillors and COGG staff for the ongoing financial, resource and professional support to date we look forward to council resolution in terms of site option selection and resourcing facilitate the great attraction for Geelong.

Your sincerely,

A handwritten signature in black ink, appearing to read 'T. Little', written in a cursive style.

Trevor Little
Finance Director
GMOM

BUSINESS FEASIBILITY

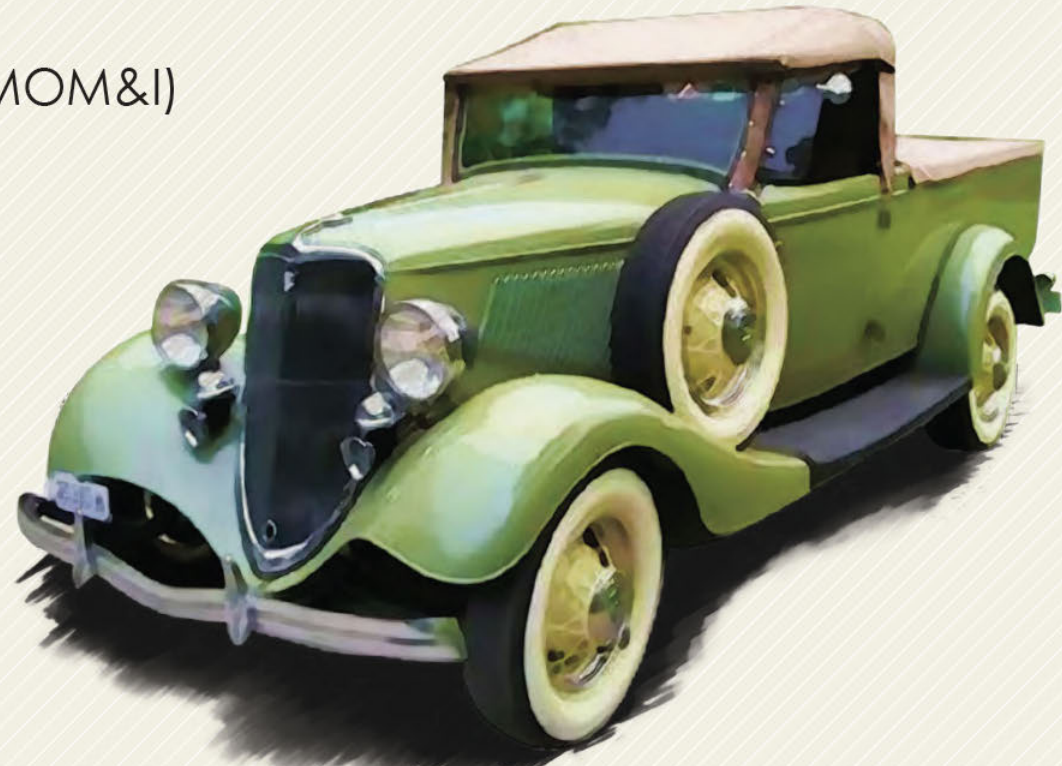
THE GEELONG MUSEUM OF MOTORING AND INDUSTRY (GMOM&I) AND “BIG THING”

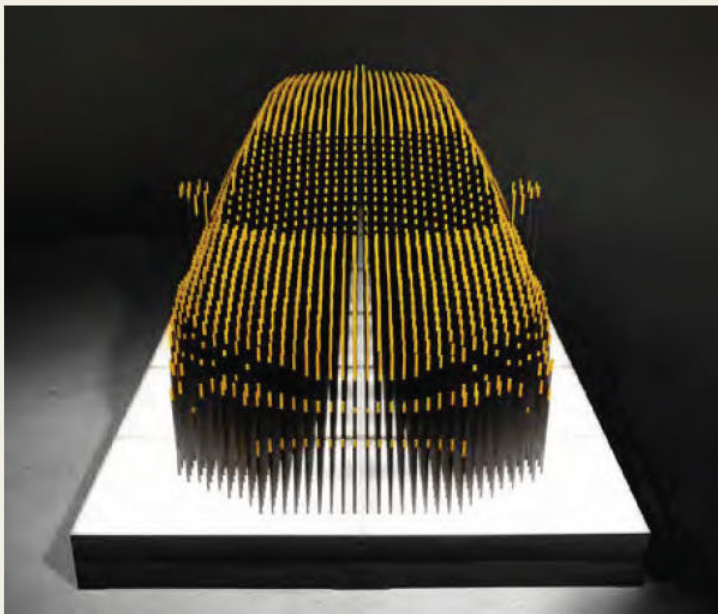
FINAL REPORT

**Prepared by Randall Arts Management
in association with ARM Architecture**

Randall Arts Management P/L
Kindred Studios
Studio 7, 3 Harris St, Yarraville VIC 3013

ACN 76 150 054 194





CONTENTS

EXECUTIVE SUMMARY	3
BACKGROUND	6
GEELONG MUSEUM OF MOTORING AND INDUSTRY - STRATEGIC CONTEXT	7
FEDERAL STRATEGIC CONTEXT: THRIVE 2030: THE RE-IMAGINED VISITOR ECONOMY.....	7
VICTORIAN STRATEGIC CONTEXT: VISITOR ECONOMY MASTER PLAN DIRECTIONS PAPER.....	8
THE CITY OF GREATER GEELONG	9
THE COLLECTION	10
FORD AUSTRALIA ARCHIVES	10
CASE STUDIES AND BENCHMARKS	12
GMOM&I - THE MUSEUM BRIEF	29
THE BUILDING	29
EXHIBITION DESIGN OPPORTUNITIES	30
GMOM&I PROGRAMMING	34
INVESTMENT OBJECTIVES	36
PRELIMINARY INVESTMENT LOGIC MAP	37
GMOM&I STAKEHOLDER CONSULTATIONS AND ANALYSIS	39
PURPOSE	39
APPROACH	39
KEY FINDINGS	39
MARKET POTENTIAL	45
SITE OPTIONS ANALYSIS	46
SITE ASSESSMENT SUMMARIES	47
RECOMMENDATIONS - SITE LOCATION	50
FORD FACTORY - SITE OPTIONS ANALYSIS	51
SEAGULL PADDOCKS - SITE OPTIONS ANALYSIS	60
THE BIG THING	68
AUSTRALIAN CONTEXT	68
A BIG DESIGN BRIEF - CONTEMPORARY INTERPRETATION	82
BUSINESS MODEL	88
GOVERNANCE	88
RECOMMENDATION FOR GMOM&I GOVERNANCE	90
FINANCIAL ASSESSMENT - MUSEUM	91
CAPITAL ASSESSMENT	97
ECONOMIC IMPACT	97
NEXT STEPS	98

EXECUTIVE SUMMARY

Celebrate The Past – Imagine The Future

Stakeholders were unanimous in their views that a new major landmark (a Big Thing) and a fully developed Geelong Museum of Motoring and Industry (GMOM&I) should reflect the City's proud heritage and ambitious future.

Stakeholders agreed that GMOM&I was also an opportunity for designing and building a striking "landmark" icon in Geelong. If situated close to the Ford site and ferry terminal, the icon could be visible down a long stretch of highway into Geelong, like a beacon for the new cultural precinct and beginning the revitalisation of the façade of what is recognised as a rather drab stretch of buildings.

GMOM¹ has in its care a significant, unique and valuable collection of 59 vehicles, objects, media and documents that would form the starting point for the new GMOM&I's public exhibitions and events programs. After over 10 years of uncertainty in terms of its future the GMOM team is united in its vision for a dedicated facility that offers long-term security, in Geelong, for its assets and operations.

The City of Greater Geelong (COGG) has partnered with GMOM to commence the process to realise their shared ambitions to secure a new GMOM&I and establish a distinctive and complementary tourism focused landmark. This report should be read as the initial step in that process. It is designed to support the development of a full business case that complies with Government funding guidelines and guides project planning and development.

Market demand has been modelled and forecast based on local experience as well as relevant case studies and benchmarks. Those examples, such as MOVE in Shepparton, Victoria and the National Motor Museum in Braidwood, SA indicate that a visitor capture rate of between 1.4% and 5% of total regional visitation should be achievable. Given the historical levels of visitors coming to the region (5.8m in 2019) a capture rate of 1.4% would deliver attendances of 80,000. This relates to the GMOM&I only and it is reasonable to expect that the new landmark would also drive additional destination visitation. The recent opening on the new Tasmanian Ferry Terminal should offer further opportunities for these projects.

The new GMOM&I should offer at least 2,500 m² of internal space, at least 1,000m² of external events and functions spaces and 100 car parks on a regular basis. Ideally the internal areas would be larger and we have also modelled requirements for 5,000m² as an option. Unlike art museums, facility condition requirements in terms of temperature and humidity control are generally simpler although a small amount of higher standard spaces is advised. High levels of security are essential to protect the valuable assets involved and meet the needs of lending institutions and individual donors.

Business operating models have been developed that forecast operating revenues and expenditures for visitation levels between 23,000 and 87,000 pax. Staffing level options and differences in operating costs have also been tested for these ranges. Excluding venue rental and depreciation most of these scenarios indicate a sustainable and viable business is a realistic ambition. Case studies support this view. A key assumption is that staffing would be a combination of paid professional staff and volunteers.

Volunteers and community participation are at the heart of GMOM's activities. It is vital that after 10 years or working towards this point that they maintain momentum and interest and that their contributions to date are seen to start delivering a secure future.

Ford Australia's support to date must also be acknowledged. As well as the Ford vehicle collection that GMOM has within its care, Ford have also continued to provide cash and in-kind support in terms of in terms storage and essential maintenance. Ford Australia embrace the idea that the new GMOM&I would not simply be a showcase for their history and brand but have a broader reach and impact. They remain a vital strategic partner for GMOM and the city. 2025 will be Ford's 100th anniversary of operations in Australia, starting in Geelong. Aligning the opening of the new landmark and GMOM&I with this birthday would make both emotional and business sense for all involved.

1. GMOM references the incorporated not for profit charity as distinct from GMOM&I which is the acronym we are using for the proposed new Museum.

EXECUTIVE SUMMARY

Locations

Five site locations were reviewed and tested for their ability to meet size, accessibility, market potential, capital costs and sustainability for GMOM&I and the “Big Thing”. The two leading candidates are the former Ford Factory site and nearby Seagull Paddock. They both offered significant advantages in terms of heritage connection, access for visitors, size and likely suitability to accommodate a new “Big Thing” type landmark/gateway. The Seagull Paddock site would also offer the opportunity to also co-locate with the proposed low-cost camping facility being considered for this site by Council. Co-locating all 3 projects would offer tourism synergies and potential business benefits for GMOM&I.

Neither site can be confirmed at this stage and work on developing these options is a priority for the next stages of project development. In this context the Fyansford and Avalon sites should not be dismissed. The Fyansford site (Friend in Hand Rd) offers security of tenure at likely minimal cost. It also offers room to grow the Museum and attract new investments in a designated growth area. It is less suitable for a major new landmark at this time and is less likely to attract passing trade. It would need to be developed as a destination in its own right.

The Avalon Airport has a number of strengths but no space was identified as being available.



Seagull Paddocks

The Big Thing

The ‘Big Thing’ must meet the following criteria:

- It must be big.
- It must not present a hazard or distraction for traffic and be compliant with legislation and regulations, including heritage related.
- It must be visible from a significant distance.
- It must represent the GMOM&I and greater Geelong.
- It must represent Geelong’s heritage and aligned with its contemporary UNESCO arts and cultural aspirations.
- Its aspirations for the future.
- It must incorporate lighting for viewing at night.
- Visitors must be photograph themselves with the piece.

A detailed case study featuring a contemporary take on a large “ute” was completed to demonstrate some of the key issues to be incorporated into a future design brief.

(Note this is not the proposed design or location for The Big Thing - that was out of our scope.)



Ford Site

EXECUTIVE SUMMARY

Costings

Accurate costings will need to be confirmed once a site has been confirmed. Indicative costs for development based on experience elsewhere (Shepparton) are likely expected to be in the range of \$8-15m. It is likely that the funding strategy for this would involve shared contributions from all levels of government plus private and corporate donations and support. In the context of museums and galleries more broadly this is a modest ask.

It is likely that a “Big Thing” that meets design needs and public expectations would require a total budget in the region of \$3M.

Our assumption is that GMOM would remain the operating body. GMOM would be developed over time to reflect the changing needs from now through project delivery and then into full museum operations.

Economic impacts in terms of direct and indirect employment and visitor spends are likely to be positive for both construction and operations. A full technical economic analysis can be completed once site and capital cost issues are further evolved.

There is a pressing need to develop this project and attract investment in the short-term. This urgency is driven by the risk that Geelong may lose a significant part of its community identity and heritage. The Collection requires a long-term, accessible, secure home that promotes learning and participation and celebrates Geelong’s proud manufacturing heritage.

The traditional northern gateway to Geelong also suffers from a perception that it is uninspiring and outdated, making it unattractive to visitors and a highly qualified workforce. There is a pressing need to reposition this gateway as the redevelopment of the industrial, retail and commercial environments gathers pace. A new GMOM&I and a distinctive piece of public art and design that is high-profile, welcoming and inspiring will complement this development to benefit visitors and the local community.

The City of Greater Geelong will benefit from these new investments in cultural facilities and infrastructure. The new GMOM&I will provide an essential cultural and social addition to the mix. One that engages a broader mix of people than might be expected from arts-focused activities alone. GMOM&I and “the Big Thing” will offer engagement in design, innovation, social history and shared interests in transport and vehicles. They will also capture new opportunities arising from aligned new infrastructure investments such as the new Tasmanian Ferry Terminal.

The new Tasmanian Ferry terminal will energise development and visitation in the Bellarine. A substantial proportion of these visitors will likely have an interest in motor vehicles and take advantage (if possible) of a readily accessible vehicle focused museum in the precinct.

BACKGROUND

The Geelong Museum of Motoring (GMOM)

Ford Australia opened the Ford Discovery Centre in Geelong on the corner of Gheringhap and Brougham Streets on April 16th, 1999, opposite the old Geelong wool stores where Ford began manufacturing cars in Australia in 1925.

The Ford Discovery Centre housed a wide variety of Ford vehicles, from "T" Model Ford to the fire Breathing GT HO, together with several interactive Educational Displays for patrons to view, operate and gain an understanding of the inner mechanical workings of the motor vehicle. The interactive displays included several cutaway operational vehicles, operational assembly line displays and a robot.

With the financial support of Ford Motor Company and Deakin University at the Ford Discovery Centre, the Centre attracted ten thousand visitors per annum.

Following the decision to close the Ford Discovery Centre in 2012, most of the collection was passed to the newly incorporated Geelong Museum of Motoring (GMOM). GMOM has a considerable and valuable collection, including access to Ford Australia's car collection of over 25 vehicles and archives from the Ford Geelong operation and James Harrison's refrigeration unit and archives.

The Museum then commenced operations at the Federal Mills complex in 2012 in a building comprising 2200 m2 which, whilst adequate at that stage, was not ideal. In 2015 the Federal Mills site became prohibitively expensive, and the Museum collection was forced to move into storage at the old Corio Distillery.

In 2018 a new 1500m2 site at Western Heights College was secured under a rental agreement. In 2020 the site was closed by Covid. In 2021 Western College required the building to be vacated, and the Museum collection has been returned to storage.

In its later form at the Federal Mills and Western Heights College sites, patronage was reduced to half that of the number of attendances enjoyed by the Discovery Centre.

The Museum, at the time of closure, was not sustainable. This was due to factors such as the building configuration, fitness for purpose, location, building suitability, and the critical aspect of the affordability of commercial rent payable. However, a Steering Group comprising GMOM Directors has been exploring various options and have identified potential sites that can be secured either for a nominal rent or gifted to the GMOM&I.

The City of Greater Geelong has provided funding to undertake an evaluation of such sites and to undertake a Business Feasibility study for a future location of the GMOM&I and widen its scope to include industrial innovation (GMOM&I).

GEELONG MUSEUM OF MOTORING AND INDUSTRY - STRATEGIC CONTEXT

The Geelong Museum of Motoring and Industry (GMOM&I) project responds to numerous strategic federal, state and local government aims. Below is an assessment of some of the primary strategic contexts that GMOM&I will address.

Federal strategic context: Thrive 2030: The Re-imagined Visitor Economy²

In seeking to rebuild a visitor economy devastated by two years of the COVID-19 pandemic, the Federal Government identified three major themes and seven policy priorities. Seeing opportunity in difficult times, the Government is looking beyond the simple reboot of existing cultural infrastructure and visitor economies. Instead, it is encouraging the growth of new and innovative responses that drive visitor economies and meet the needs of local communities. The following table shows the main themes and policy priorities that GMOM&I would address.

Table 1 - Thrive 2030 themes and policy priorities³

THEME	POLICY PRIORITY	OUTCOMES
Collaborate	Priority 1: Deliver success through comprehensive collaboration	Thrive 2030 Strategy vision, targets and actions are achieved within timeframes through effective collaboration across the visitor economy.
	Priority 2: Improve data and insights	Improved, more timely data and research supports better business decisions and economic and social outcomes.
Modernise	Priority 4: Embrace leading-edge business practices	Visitor economy businesses are profitable, efficient and sustainable and achieve high levels of visitor satisfaction.
	Priority 5: Enhance visitor infrastructure	Visitor economy infrastructure meets the needs of visitors and local communities.
Diversify	Priority 7: Grow unique and high-quality products, including Aboriginal and Torres Strait Islander experiences	High-quality and diverse products and experiences are continually delivered to attract and satisfy visitors.

2. Thrive 2030: The Re-imagined Visitor Economy (A national strategy for Australia's visitor economy recovery and return to sustainable growth, 2022 to 2030), Austrade, Canberra, 2022. 3. Thrive 2030, p. ii

GEELONG MUSEUM OF MOTORING AND INDUSTRY - STRATEGIC CONTEXT

Thrive 2030 proposes that domestic tourism and local community engagement will be the backbone of a resurgent visitor economy. In 2019, 64% of Australia's total visitation income was domestic.⁴ Finally, Thrive 2030 stresses the community benefit that collaborative and cutting-edge infrastructure provides. It emphasises that local communities should be able to 'enjoy the benefits of a sustainable visitor economy through economic opportunity and amenity provided by visitor infrastructure.'⁵

Victorian strategic context: Visitor Economy Master Plan Directions Paper⁶

In 2022, the Victorian State Government released its final visitor economy masterplan, providing strategic direction in visitor economy recovery and development for the next ten years. The objectives for the Master Plan are to:

- Coordinate and focus government, industry and local area tourism development efforts in strategic areas to achieve greatest impact
- Catalyse investment in bold, inspiring and innovative tourism products, driving jobs and visitation
- Raise standards and set expectations for how tourism development should be delivered in Victoria⁷

Seven strategic directions for the master plan were stated. The following table identifies the strategic directions that GMOM&I would address and the relevant priorities of each:

Table 2 - Visitor Economy Master Plan Directions Paper strategic direction

STRATEGIC DIRECTION	PURPOSE OF THE DIRECTION	RELEVANT PRIORITIES
Direction 3: Arts and culture	Curate a diverse range of arts and cultural experiences across Victoria to create an all-encompassing 'living gallery'.	<ul style="list-style-type: none"> • Leverage Victoria's renowned cultural institutions and landmarks. • Maximise the potential of emerging arts and cultural centres. • Embed creative installations and performances across the whole of Victoria. • Attract and create innovative cultural and art experiences that break new ground.
Direction 5: Food and drink	Deliver unique food and drink experiences that showcase Victoria's quality produce and provenance.	<ul style="list-style-type: none"> • Support new signature regional food experiences that encourage visitor dispersal.
Direction 6: Event activations	Build on Victoria's one-of-a-kind expertise in delivering events, extending it to our regions and scaling up event activations.	<ul style="list-style-type: none"> • Deliver major business and regional events that align with Visit. Victoria's strategy • Support regional capacity to stage a variety of events. • Curate connected event and activation experiences to encourage longer stays and. Visitor dispersal.

Geelong is referenced as an exemplar for Direction Three (Arts and culture) and Six (Event activations).

4 . Thrive 2030, p. 3; 5. Thrive 2030, p. ii; 6. Visitor Economy Master Plan Directions Paper, State Government of Victoria, Melbourne, 2022; 7. Visitor Economy Master Plan, p.7.

GEELONG MUSEUM OF MOTORING AND INDUSTRY - STRATEGIC CONTEXT

Summary – Victorian Context

As national and state economies seek to rebuild after the COVID-19 pandemic, tourism has been recognised as a significant driver. New cultural infrastructure that reflects crucial points of difference at the local level while embracing new technologies and engagement methods can provide activation points for cultural tourism. These drive local economies, revitalise communities and foster a spirit of innovation and collaboration.

GMOM&I responds to federal and state government strategic contexts in the following ways:

- It seeks collaboration with other Geelong-based entities, such as Deakin University, to provide multiple visitor experiences that celebrate the past and embrace the future.
- Innovative lighting, display and interactive methodologies can see GMOM&I become the automotive and technology display leader.
- The display methodologies of GMOM&I can provide critical information on tourist attractions, but the data itself can become part of the display.
- GMOM&I will enhance the visitor infrastructure around the new Spirit of Tasmania Ferry precinct, encouraging tourism growth and extended stays.
- As a multi-use space, GMOM&I will encourage arts and cultural events. It can be used as a stand-alone venue or integrated into other regional cultural events. There are great opportunities to partner with food producers to celebrate local produce.

The City of Greater Geelong

Geelong is a designated UNESCO City of Design and a member of the UNESCO Creative Cities Network. It has long been recognised as a hub of creativity, innovation and technological development and leverages this reality to create thriving and vibrant communities and cultures. The desire to be recognised for its creative and cultural vitality is evidenced across several Council strategic plans.

Geelong's long and successful history of creativity, design and technological development is further recognised in the vision statement of Council's Heritage Strategy (2017-2021): 'We will

recognise, protect and share our heritage which contributes to the character and sense of pride and place in our community... Our present and future will be guided by the recognition, respect and celebration of our past.'⁸

The relationship between the past and the future is not just through the objects produced by creative and design processes. It is also in the ways of thinking, and the celebrations of creativity as a way of life in Geelong. The objectives of the COGG Heritage Strategy capture these ideas:

- Objective 1: Knowing: We will identify, assess and document our heritage both tangible and *intangible*.
- Objective 2: Communicating, Education and Celebration: We will celebrate our heritage and raise the awareness and appreciation of it.⁹

Beyond the objects on display is the opportunity to celebrate the intangible values in the Geelong community – imagination and innovation – that are the hallmark of a Creative City.

Placing 'creativity and cultural industries at the heart of development plans at the local level'¹⁰, Geelong City Council's Smart City Strategic Framework identifies 'A city that celebrates creativity, design and innovation' as one of its Strategic Pillars.¹¹ This strategy pillar strives to make Geelong 'a place that attracts and fosters talent to stimulate the knowledge economy and a dynamic culture of innovation.'¹²

Maintaining and growing the long history of dynamic innovation in Geelong is reflected in three of the five strategic priorities for this pillar.

- Priority 2.2: Foster local innovation capacity and activity to support and grow local businesses.
- Priority 2.4: Leverage Geelong as a UNESCO city of design to support innovation and grow the City profile.
- Priority 2.5: Establish an improvement culture that supports the trialing of new approaches, technologies and procurement methods.

8. *The City of Greater Geelong, Heritage Strategy 2017-2021*, p.19; 9. *Heritage Strategy 2017-2021*, p.19, *emphasis added*; 10. *UNESCO Creative Cities Network Website*, <https://en.unesco.org/creative-cities/home>; 11. *The City of Greater Geelong, Smart City Strategic Framework*, March 2021, p.23; 12. *Smart City Strategic Framework*, Pillar 2, p.23.

GEELONG MUSEUM OF MOTORING AND INDUSTRY - STRATEGIC CONTEXT

Pillar Four of the Smart City Strategic Framework seeks to make Geelong ‘a city that harnesses the value of data.’¹³ Among the five priority areas is the desire for collaboration ‘with the academic sector to create agile and innovative data partnerships’ (Priority 4.4).

Finally, the Arts and Cultural Strategy, 2021-2031, brings many of these themes and aspirations together. Its vision statement reads: ‘With respect for the past, and passion for the future, Geelong is a City of boundless creativity, fueled by a thriving arts and cultural community.’¹⁴

The Arts and Cultural Strategy recognises that the creative and innovative future is impossible without recognising and celebrating the past. Indeed, the stories and memories of Geelong are ‘the bedrock for the many opportunities that exist to develop cultural tourism as a significant element in the Geelong economy, to celebrate what makes Geelong unique’.¹⁵

More than just infrastructure or events, Geelong is a city built on stories of innovation. By keeping the local stories alive, Council inspires the next generation of innovators and attracts tourism and visitation, further enhancing the local narratives and the City’s reputation. In this way, the intangible stories tie the strategic drivers together at local, state and federal levels.

Summary Geelong Context

- GMOM&I celebrates the history, present and future of innovation and creativity. It responds directly to the goals of multiple Council strategies that the stories of the past contribute to the sense of belonging to the future.
- The manufacturing industries of Geelong, in particular the motor industry, represented the ideals of the UNESCO Creative Cities before its time. For decades creativity and innovation at the Ford factory solved practical, stylistic and environmental issues of transport. GMOM&I is an opportunity to share this narrative, strengthening local communities through heritage and encouraging visitation to the region.
- Today in Geelong, artists and creative industries work closely with machinists and manufacturers to solve problems and enrich the city’s vibrancy. Almost every image in the Arts and Cultural Strategy shows the history of that fact. Building construction, sound

amplification, lighting, printing, and digital photography are all the result of industrial and technological innovations. GMOM&I celebrates that relationship which is the heart of Geelong – creativity and innovation within manufacturing, and the manufacturing within creativity and innovation.

- The Big Thing will align with the new public art strategy currently being developed by Council. In other words, the intent for this project is to make a significant statement about the cultural future of Geelong, not simply act as a photo opportunity for travelers.
- Depending on the site selected Council’s Open Space Strategy may be relevant to finalising capital costings.¹⁶

The Collection

The GMOM Collection is made up of fifty-nine vehicles. Thirty-one of these are Fords, there are twenty non-Ford cars owned by GMOM and eight privately owned cars. Appendix A contains a comprehensive spreadsheet summary of these assets, including images and specifications. These vehicles are currently in storage at Ford Ceva Truginina, the Ford RDC Engine Lab and with private owners.

Ford Australia Archives

GMOM also has access to a significant volume of historical materials within the Ford Motor Company Australia collection. This includes 3D models, documents, artifacts and media.

Between them these two major cultural assets not only provide the basis for attracting visitors they also offer a distinctive offer in the national marketplace. Whilst the base collections are Ford vehicle and history focused the intention is to develop both the collections and public programs to have a far broader reach.

¹³. Smart City Strategic Framework, p.25; ¹⁴. The City of Greater Geelong, Arts and Cultural Strategy, 2021-2031, p.5; ¹⁵. Arts and Cultural Strategy, 2021-2031, p.17; ¹⁶. <https://www.geelongaustralia.com.au/governance/documents/item/9394cd73.aspx>, <https://www.geelongaustralia.com.au/common/Public/Documents/8d8353a5236fb5e-openspacenetworkreport-sipgenone2020-2023final.PDF>

GEELONG MUSEUM OF MOTORING AND INDUSTRY - STRATEGIC CONTEXT



Ford 1896 Quadracycle



Ford Model T



Ford Mustang Cobra



1938 Chrysler Plymouth P6 Deluxe



Ford SX Cougar Cutaway

CASE STUDIES AND BENCHMARKS

We reviewed seven comparable museums to assist us to determine both functional and operational needs and to develop visitation forecasts. Five of these were motoring related and two regional museums of likely similar size and each with a specific focus.

The Museums reviewed were:

- MOVE, Shepparton
- National Motor Museum, Birdwood
- Motor Museum of WA
- National Automobile Association of Tasmania, Launceston
- Australian Motorlife Museum, Kembla Grange/Kiama
- National Vietnam Veterans Museum, Philip Island
- National Chinese Museum, Bendigo

MOVE Shepparton and the National Automobile Association of Tasmania, Launceston were reviewed in detail given their success and similar programs.



Motor Museum of WA



Australian Motorlife Museum

CASE STUDIES AND BENCHMARKS



National Automobile Association of Tasmania



National Vietnam Veterans Museum



National Chinese Museum



MOVE



National Motor Museum

CASE STUDIES AND BENCHMARKS

An Exemplar - Museum of Vehicle Evolution (Move) - Shepparton

This recently expanded and reopened Museum is regarded as an inspirational example of what a contemporary, community-owned cultural facility that focuses on transport heritage and engineering can be. There are some significant differences between GMOM&I and MOVE in terms of market and collections but also closely similar needs in terms of facilities and operations.

Alignments

Content and Attractions

The core offers of MOVE and GMOM&I have much in common. The principal attractors are classic motor vehicles (and associated objects and archives) displayed in thematic and changing exhibitions in a secure and accessible museum style setting. In addition, the facilities are suitable for a wide range of public and private events, food, beverages and hospitality, an on-site café, meeting spaces, retail, research and education programs. There are also shared ambitions in terms of providing broader content beyond motor vehicles and the transport industry and engaging the local community at many levels – as volunteers, donors, attendees and event services.

Functional Brief

MOVE completed a major addition to its facilities in October 2021. This added 2,967 m2 of internal exhibition space and a further 2,050 covered, serviced and paved space suitable for a wide range of events and temporary displays and club gatherings. This covered space can be readily converted to secure internal space later with the addition of walls on two sides and roof insulation. The core functional and spatial requirements for GMOM are very similar to those now in place for MOVE. There is a limited requirement for "A" class museological conditions in both due to sensitive collection items with most of the public areas requiring ventilation and some heating. Maintenance requirements are simple but an industrial floor cleaner and a vehicle transfer and movement device are essential tools.



Site Entry

Differences

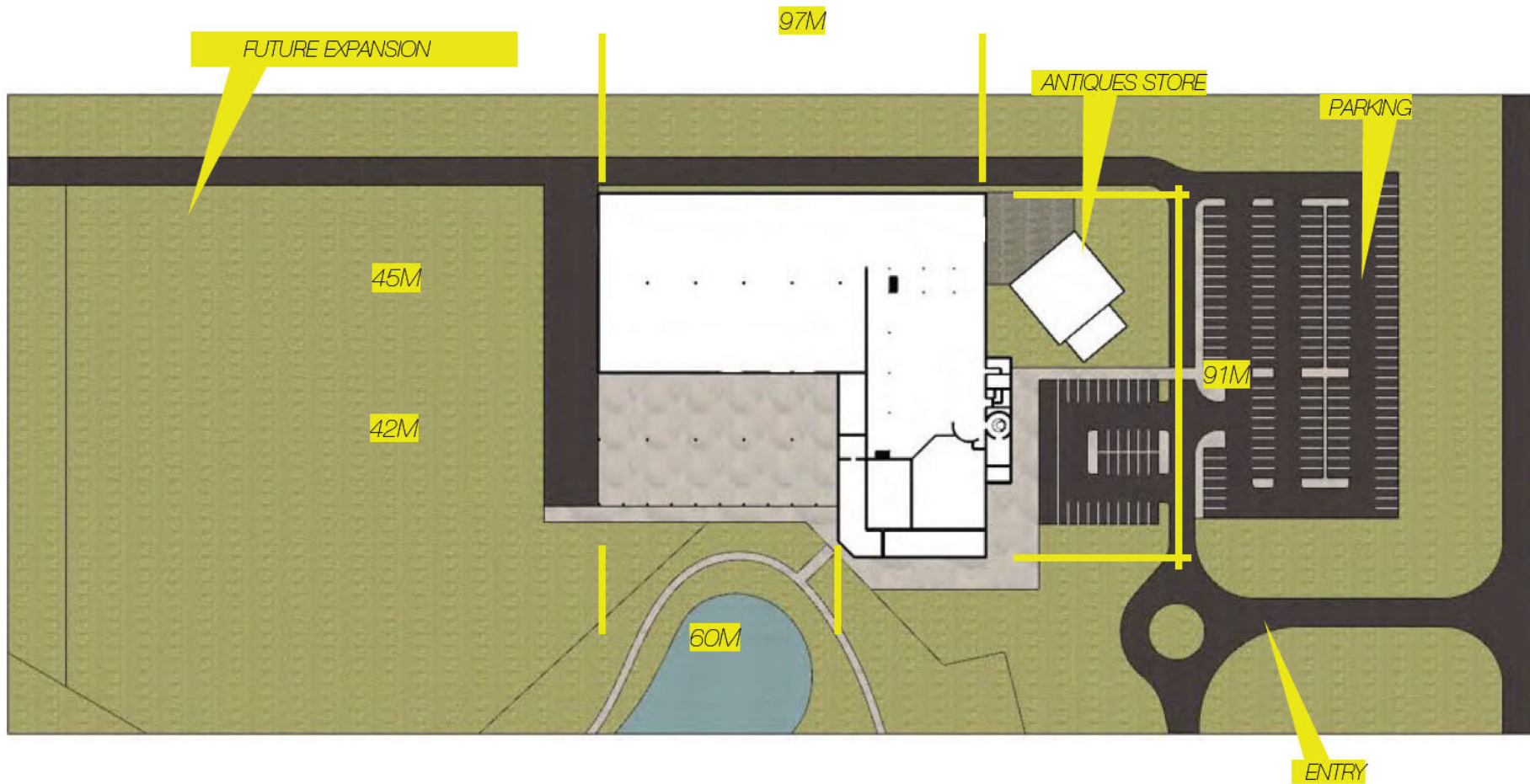
Collection - MOVE does not own a collection (other than one truck). All vehicles displayed and on loan to the Museum for varying periods of time depending on curatorial needs and availability. Owners are responsible for insurance, cleaning, maintenance and transport thus saving the Museum's operational budget and reducing the need for storage and workshop facilities. GMOM will require storage and workshop facilities.

Market - The Shepparton local population and visitor economy markets are significantly smaller than Greater Geelong's. (5.8m visitors annually for COGG versus 781,502 for Shepparton.) The COGG market also benefits from its gateway location to coastal attractions, Avalon Airport and from late 2022 the new Tasmanian Ferry Terminal. The location of the latter is a genuine opportunity for the City and the industrial heritage area focused on the former Ford Factory. It offers a specific opportunity on terms of locating a new GMOM within that precinct that is not available to MOVE.

Heritage - Geelong's colonial, transport and industrial heritage and its position as a major gateway is substantial and supports Council's wholistic strategy to present the City as the Museum. This is not the case for Shepparton where agriculture, migration and a rural focus are more front of mind for visitors and the community.

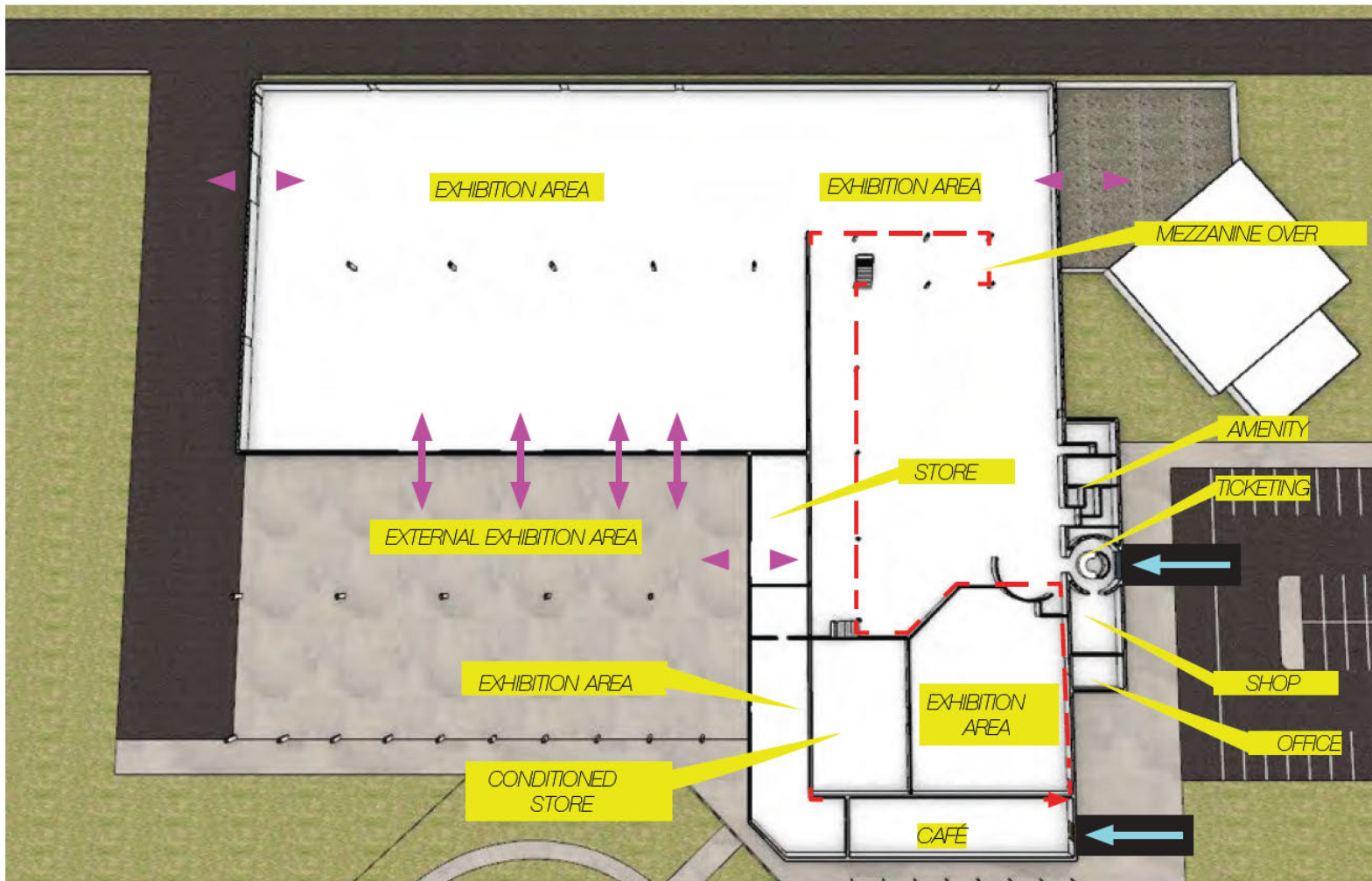
CASE STUDIES AND BENCHMARKS

Museum of Vehicle Evolution - Site Plan



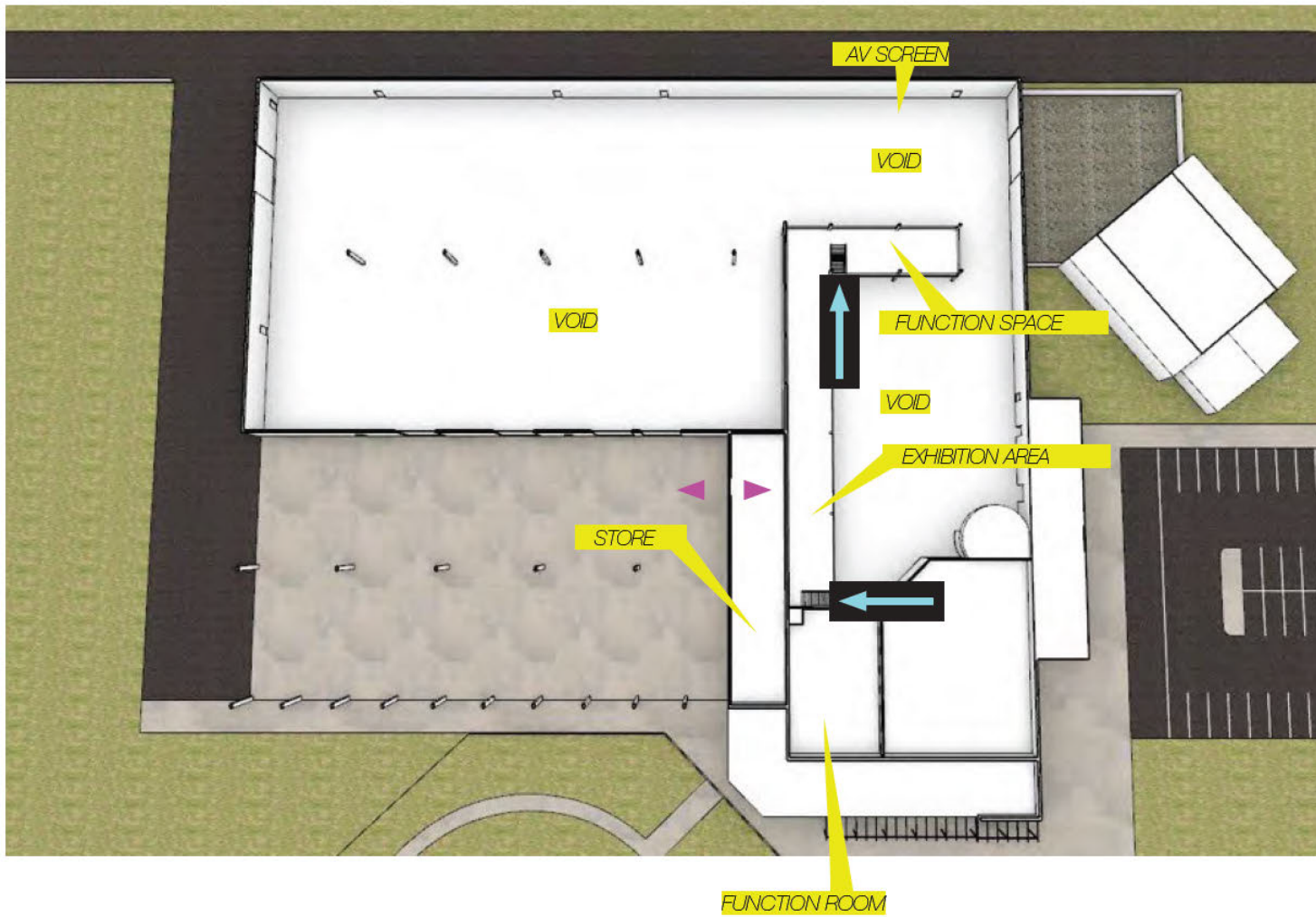
CASE STUDIES AND BENCHMARKS

Museum of Vehicle Evolution - Ground Floor Plan



CASE STUDIES AND BENCHMARKS

Museum of Vehicle Evolution - Mezzanine Level



CASE STUDIES AND BENCHMARKS

Museum of Vehicle Evolution - Area Schedule

AREA SCHEDULE - MOVE SHEPPARTON				
	NAME		Area m2	Notes
INTERNAL AREA	Entry		30	Includes Ticketing and Concierge
	Shop		40	
	Toilets		75	
	General Display			Exposed services, incorporates exhibit lighting, audio naturally ventilated, double height space
		Cars	1870	
		Truck	3000	
		Furphy	230	
		Bicycle	270	Located at mezzanine.
		Costume	400	Conditioned
	Gen Office		35	
	Function Room		190	Located at mezzanine. Includes kitchenette and AV.
	Function Space		80	Located at mezzanine within exhibition area
	Store Misc		300	Includes mezzanine and ground rooms
	Archive		200	Conditioned Costume archive
	Café		170	Includes Kitchen and Store
	Total Internal Area		6890	
EXTERNAL AREA				
	Open Sheltered Display		1950	
	Car Park		5000	
	Total External Area		6950	

CASE STUDIES AND BENCHMARKS

Museum of Vehicle Evolution - The Building



Commercial Photography for Sarris International Architectural Design & Interiors. SOURCE: <https://craigthorne.me/my-work/2022/03/move-museum-of-vehicle-evolution>

CASE STUDIES AND BENCHMARKS

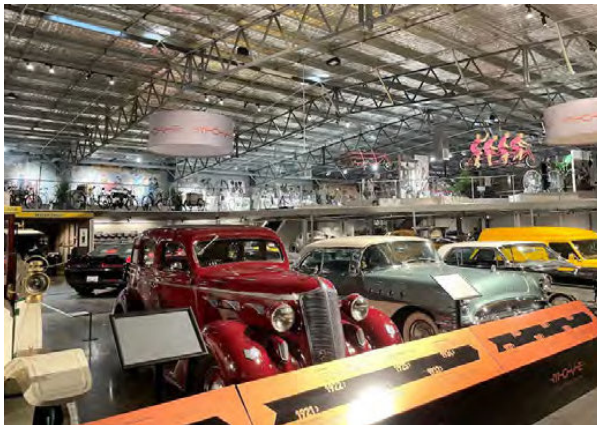
Museum of Vehicle Evolution - Display



Feature Exhibit



Interactive Display



General Exhibition Area



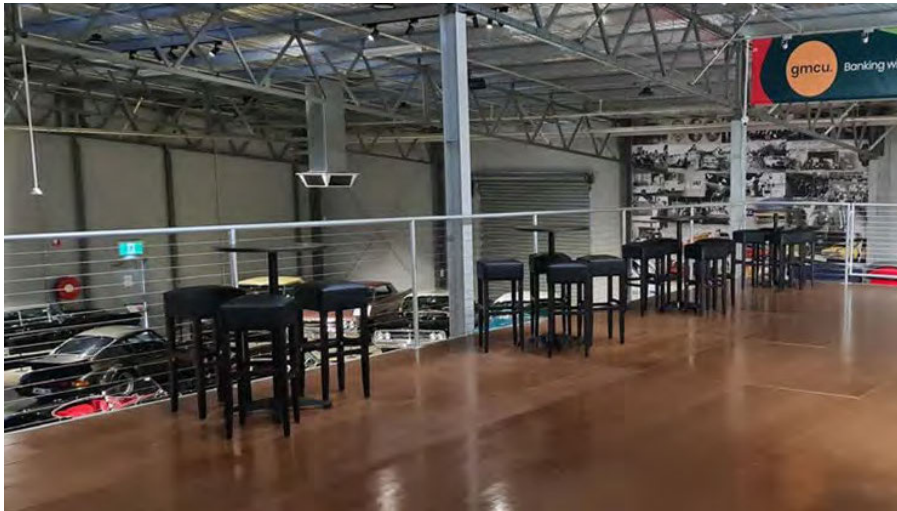
External Undercover Exhibition Area



Children's Entertainment Area

CASE STUDIES AND BENCHMARKS

Museum of Vehicle Evolution - Functions



Mezzanine function area with views to Exhibition and AV display



Covered external function area for up to 1500 people



Exposed services with feature lighting to exhibits



Dedicated internal function space with kitchenette



Main exhibit area with AV display

CASE STUDIES AND BENCHMARKS

National Automobile Museum of Tasmania - Launceston

The National Automobile Museum of Tasmania has been relocated three times within the last three decades. Originally privately operated and located in Waverly the Museum relocated in 1995 to Cimitire Street, Launceston when a not-for profit foundation was formed. The Museum operated from this location for 23 years until the current facility was opened at 84 Lindsay Street in Invermay in September 2019. The Museum offers changing themed displays and features the 'Hall of Muscle', a celebration of the Australian Muscle Car.

The building consists of a large 'shed' with a single level entry portico. This provides an internal area of approximately 2000m². The main section of the Museum is constructed from precast concrete panels with the portico clad in fibre cement sheet. Carparking is provided to the rear and front of the building. There is no covered external area for functions and little room for any future expansion.

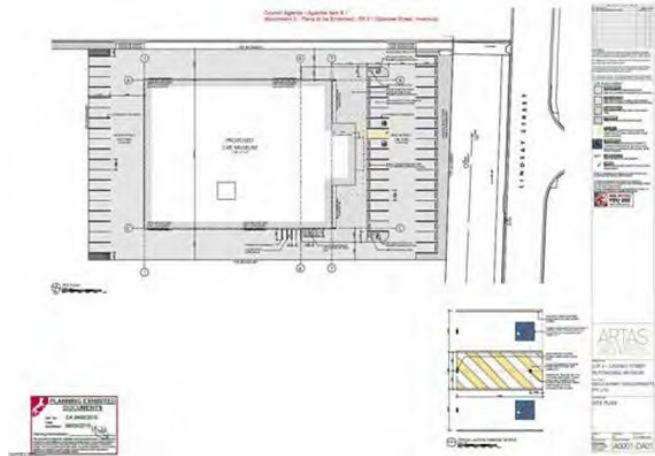
Entry to the Museum is via a glazed entry hall which incorporates small display areas to each side of the hall. Large glazed windows provide ample daylight within the area and provide views to the surrounding parklands. Ticketing, sales and the main office area are all located with the entry hall. Amenities and a store area are located directly off the entry hall making it suitable for use as a function space.

The main exhibition area consists of one large space which is normally subdivided by partition walling into a major exhibition area supported by three minor exhibit areas. The area is double height and provided with a finished floor. Rather than exposing services within the exhibition area a drop in ceiling with integrated lighting and services has been provided. No specific exhibition lighting is used within the space. Large roller shutter doors allow easy access to the main exhibition space and allow vehicles to be moved in and out of the space at the same time.

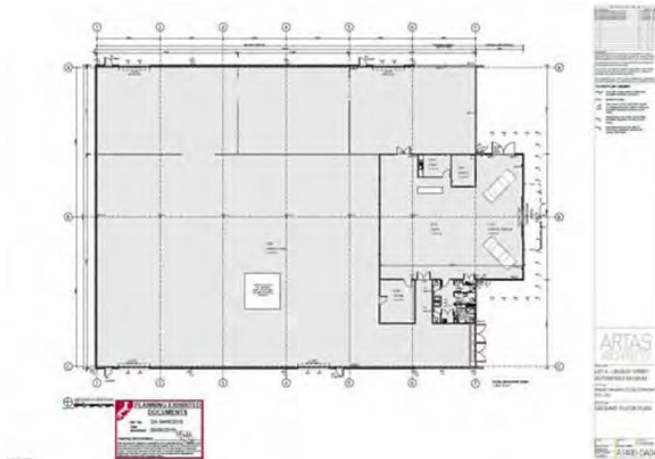


The carparking area is available for events with visitors having to use on street parking in the surrounding areas. The Museum does not have any cafe facilities.

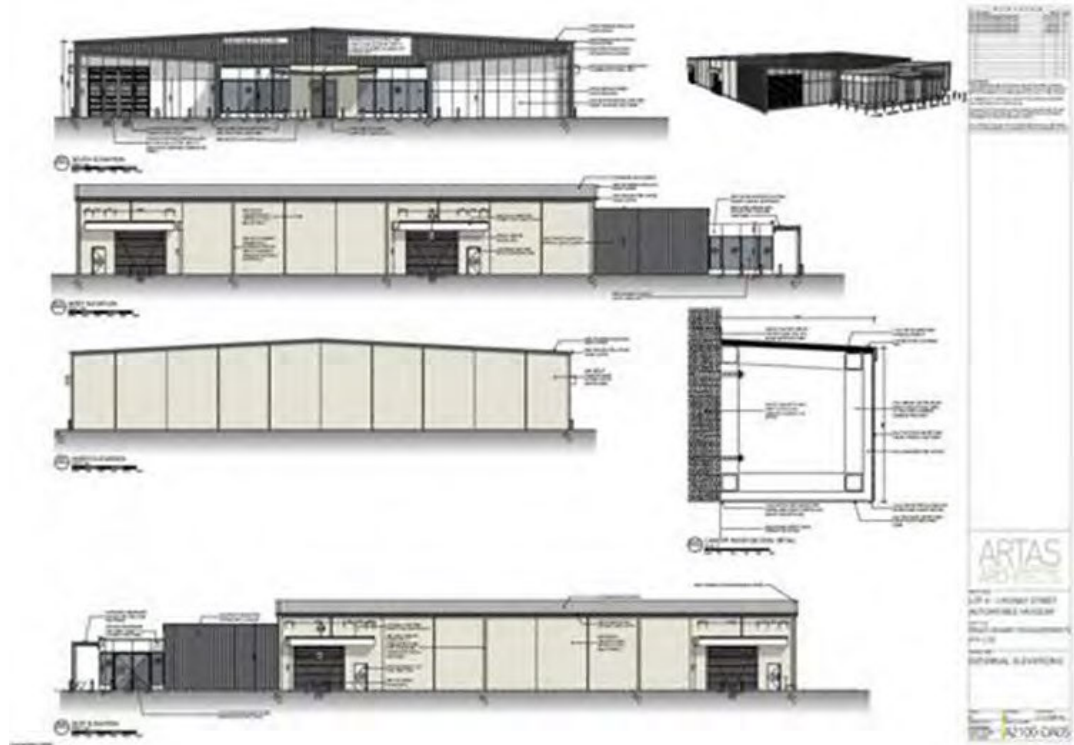
CASE STUDIES AND BENCHMARKS



SITE PLAN



BUILDING PLAN



ELEVATIONS

CASE STUDIES AND BENCHMARKS

National Automobile Museum of Tasmania - The Site



Street View



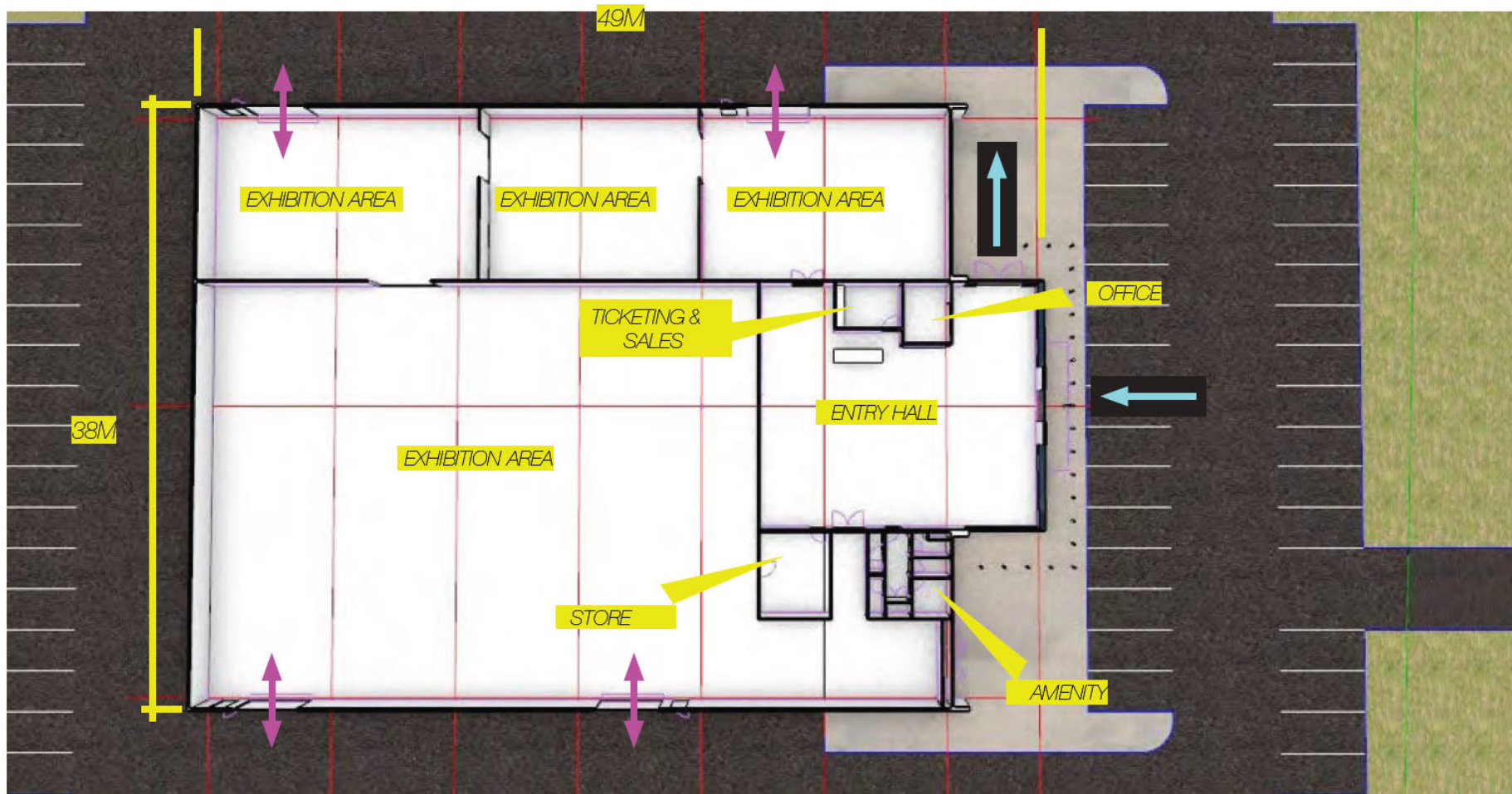
Museum Entry



Riverbend Park, Tarooma Street

CASE STUDIES AND BENCHMARKS

National Automobile Museum of Tasmania - Plan



CASE STUDIES AND BENCHMARKS

National Automobile Museum of Tasmania - Area Schedule

AREA SCHEDULE NATIONAL AUTOMOBILE MUSEUM OF TASMANIA - LAUNCESTON				
	NAME		Area m2	Notes
INTERNAL AREA	Entry		100	Includes Ticketing and Concierge
	Shop		170	Includes Store
	Toilets		30	
	General Display		1600	Ceiling panels incorporating services, double height space
	Gen Office		30	
	Store Misc		30	
	Total Internal Area			1960
EXTERNAL AREA	Car Park		1700	
	Total External Area		1700	



Museum Entry Display



Overview of Subdivided Exhibition Space



Car Club Event to Carpark Area

CASE STUDIES AND BENCHMARKS

National Automobile Museum of Tasmania



General Exhibition Area



Outdoor Event



Aerial During Outdoor Event



General Exhibition Area



The 'Hall of Muscle'

CASE STUDIES AND BENCHMARKS

Table 3 – Summary of Case Studies

F2019 results stated, and data collected from ACNC records and Annual Reports unless otherwise indicated. F2019 figures are used due to the impact of COVID 19 on venues and events.

Museum	Size m2	Annual Visitors - Total	Annual Visitors to Region	Est Capture Rate	Staff Paid FTE	Annual Turnover (Total Revenue) \$,000	Total Govt Subsidy \$,000	Governance	Permanent Collection No of Vehicles
MOVE - Shepparton	5,423 plus 2,050 under cover events area plus est 5,000 externals including 165 parking bays	35,000 per Management advice 2022. (17,500 was the Business case target)	781,502 (2017)	3.5 %	3 FT 4 PT and casual	\$617k Per Business Case	Capex only	NFP - Company Ltd by Guarantee	80 plus (on loan)
National Motor Museum - Birdwood SA	Est 3,500 plus externals	67,000	1,384,000	5%	Est 10 FTE - some sharing with other History Trust Museums	NA	Part of History Trust - NA	Part of the History Trust of SA - Statutory Body	Not stated
Motor Museum of WA www.motormuseumwa.com.au	4,760 plus externals	Est 14,300 based on avg charge of \$13 pp - \$186k total ticket sales	954,000 Swan River LGA	1.43%	1 est	\$263	\$2	NFP - Company Ltd by Guarantee	200 "plus"
National Automobile Association of Tasmania, Launceston	2,000 est plus externals	Est 20,538 based on avg charge of \$13 pp - \$267k total ticket sales	1.35m Launceston	2.05%	3 est	\$362	\$0	NFP - Company Ltd by Guarantee	
Australian Motorlife Museum, Kembla Grange/ Kiama	3,400 est plus externals	Est 5,000	4.1 m Wollongong Region	Na	0	\$103	\$3	NFP - Company Ltd by Guarantee	
National Vietnam Veterans Museum, Phillip Island	2,100 plus externals	Est 17,489	2.5m Phillip Island	1.7%	1 FT 3 PT	\$546	\$75	NFP - Company Ltd by Guarantee	
National Chinese Museum - Bendigo	2,555 est plus externals	Est 20,000	2.9m Greater Bendigo	2%	2 FT 1PT	\$437	Capex	NFP - Company Ltd by Guarantee	

GMOM&I - THE MUSEUM BRIEF

GMOM has a considerable and valuable collection which includes archives from the Ford Geelong operation and the James Harrison's refrigeration unit and industrial archives. As such it is uniquely placed to engage with Geelong's automotive and industrial heritage. The built form and exhibits should reflect Geelong's history of innovation and its place as a UNESCO City of Design. This could be achieved via the creation of a new building on a greenfield site or via the refurbishment of an existing building.

THE BUILDING

If a new building is to be constructed it should be highly visible, innovative and reflect Geelong, its history and its future aspirations.

The facade design should be striking and innovative and avoid marking the GMOM&I as a simple shed. At the same time, it must be low maintenance and robust. It must be appealing and provoke interest at all times of the day.

A preliminary area schedule has been developed following consultation with stakeholder groups. This allows for a variety of spaces and includes a collaboration space, a Men's Shed space, cafe, function areas, both internal and external, a generous workshop area and a dedicated archive area. This provides the GMOM&I with a range of areas capable of easily housing functions and exhibits at a variety of scales. The incorporation of a cafe provides the GMOM&I with the ability to cater to events. This has proved to be highly successful at MOVE in Shepparton. All areas of the GMOM&I should be accessible to peoples of all abilities and ages.

To facilitate after-hours events, feature lighting to the building must be fully incorporated into the GMOM&I design. The external display area should be covered to allow for the display of vehicles in inclement weather and easily accessible.

The entry to the GMOM&I should be clearly visible. Ticketing and concierge facilities, retail sales and the general office area should be located adjacent to the entry. The entry should be inviting and appealing. It must reflect the aspirations of the GMOM&I and be able to accommodate a display area.

General exhibition areas should be a minimum of 6m in height to allow for large exhibits.

These should be accessed via full-height roller-doors to facilitate easy access for changing exhibits. An audio system and WIFI access is required throughout the GMOM&I, including the external display area. Flooring should be robust with a sealed concrete floor being preferred. The space should be naturally ventilated with exposed services throughout. Dedicated exhibit lighting should be provided in addition to ambient lighting.



Melbourne Theatre Company, Arm Architecture



Peterson Museum, La - A Decorated Shed

GMOM&I - THE MUSEUM BRIEF

Function areas should be located adjacent to the main exhibition area, with views into the space. Audio Visual requirements for the room should allow for presentations to large groups. The function space should be capable of being blacked out and should incorporate a small kitchenette.

A collaboration space should be provided adjacent to the function room. As this space is provided for researchers, tertiary students or an artist in residence program. Given the nature of the space it should be provided with easy access to the archive room. Audio visual requirements for this space are as per the Function rooms.

The Men's Shed and workshop area should be collocated and have direct access to the exterior and to the general exhibition area.

Access to and from the workshop should be via roller shutters. Flooring for the spaces should be as per the general exhibit. Generous bench and storage areas should be provided to both areas. The workshop should be capable of accommodating a minimum of two vehicles.

The GMOM&I must incorporate a conditioned archive space. The space must be able to accommodate the existing archive materials and accommodate future expansion.

EXHIBITION DESIGN OPPORTUNITIES

Good exhibition design is vitally important for the success of the GMOM&I. This should be combined with ongoing programming to ensure that visitors not only return, but also encourage friends and family to visit.

The exhibitions must provide unique, memorable experiences that are not available elsewhere. Ideally these should be Instagramable. The displays should be designed to attract a diverse range of visitors, not merely the enthusiast.

Given GMOM's existing relationship with Deacon University it is ideally placed to deliver innovative displays that take full advantage of available technology.

This could involve the use of virtual reality displays to deliver a completely immersive experience. This could incorporate interactivity or not depending on the desired experience. Given the recent pandemic it is worth noting that the headsets require handling by individuals and are currently quite fragile.



Van Gogh Immersive Experience

An alternative to virtual reality would be the use of augmented reality. This combines the real and virtual world and is becoming more readily available. The current recommendation for museums is to provide fixed displays supported by performance pc's but this may change in the future.

Other opportunities include the creation of interactive projection spaces. These spaces provide an alternative to the individual VR experience and are ideal for larger groups but require fully dark areas and like VR require the creation and maintenance of ongoing content.

An alternative to fully immersive spaces is the use of large-scale interactive LED displays.

These displays provide high resolution seamless installations that do not require dark spaces. This makes them ideal for transition spaces.

Other ways of creating an interactive experience include the use of QR codes, touchscreen and interactive displays.

All of the above technologies could be supplemented with sonic displays, something which GMOM is uniquely placed to deliver given its relationship with sound artist Ros Bandt.

Whilst these new technologies provide exciting possibilities for new visitor experiences it is important to acknowledge that the real added value is in the content that is created rather than in the technology itself. While a new technology will have novelty value investment in ongoing content creation is vital.

GMOM&I - THE MUSEUM BRIEF



Connections - National Museum of Australia



Deacon University Digital Bandt Ute - Ros Bandt And Kaja Antlej



Virtual Reality - GT Ford Airflow



Augmented Reality

GMOM&I - THE MUSEUM BRIEF

GMOM&I - Area Schedule - 2500m² Facility

AREA SCHEDULE 2500SQM FACILITY				
	NAME		Area m2	Notes
INTERNAL AREA	Entry		80	Includes Ticketing and Concierge
	Shop		80	Includes Store
	Toilets		60	Includes 4M, 4F, Acc, Eot facilities and Change Room
	General Display		1750	Exposed services, incorporates exhibit lighting, audio naturally ventilated, double height space - assumes 24 sqm per car display
	Gen Office		30	1 No. office and 1 No. Staff room
	Workshop		60	Based on workshop with a maximum of 2 cars
	Mens Shed		60	
	Function Room(s)		80	Conditioned Space with AV
	Collaboration Space		60	
	Store Misc		40	
	Archive		80	Conditioned space
	Café		120	Includes Kitchen and Store
	Total Internal Area		2500	
EXTERNAL AREA				
	Open Sheltered Display		400	
	Car Park		600	
	Total External Area		1000	

GMOM&I - THE MUSEUM BRIEF

GMOM&I - Area Schedule - 5000m² Facility

AREA SCHEDULE 5000SQM FACILITY				
	NAME		Area m2	Notes
INTERNAL AREA	Entry		80	Includes Ticketing and Concierge
	Shop		150	Includes Store
	Toilets		100	Includes 6M, 6F, Acc, Eot facilities and Change Room
	General Display		3790	Exposed services, incorporates exhibit lighting, audio naturally ventilated, double height space - assumes 24 sqm per car display
	Gen Office		40	1 No. office and 1 No. Staff room
	Workshop		120	Based on workshop with a maximum of 4 cars
	Mens Shed		60	
	Function Room(s)		200	Conditioned Space with AV
	Collaboration Space		60	
	Store Misc		100	
	Archive		120	Conditioned space
	Café		180	Includes Kitchen and Store
	Total Internal Area		5000	
EXTERNAL AREA				
	Open Sheltered Display		2500	
	Car Park		1500	
	Total External Area		4000	

GMOM&I PROGRAMMING

To be successful and sustainable GMOM&I needs to develop a critical mass of attractions and supporters. We have assumed that it will operate 7 days a week across the year.

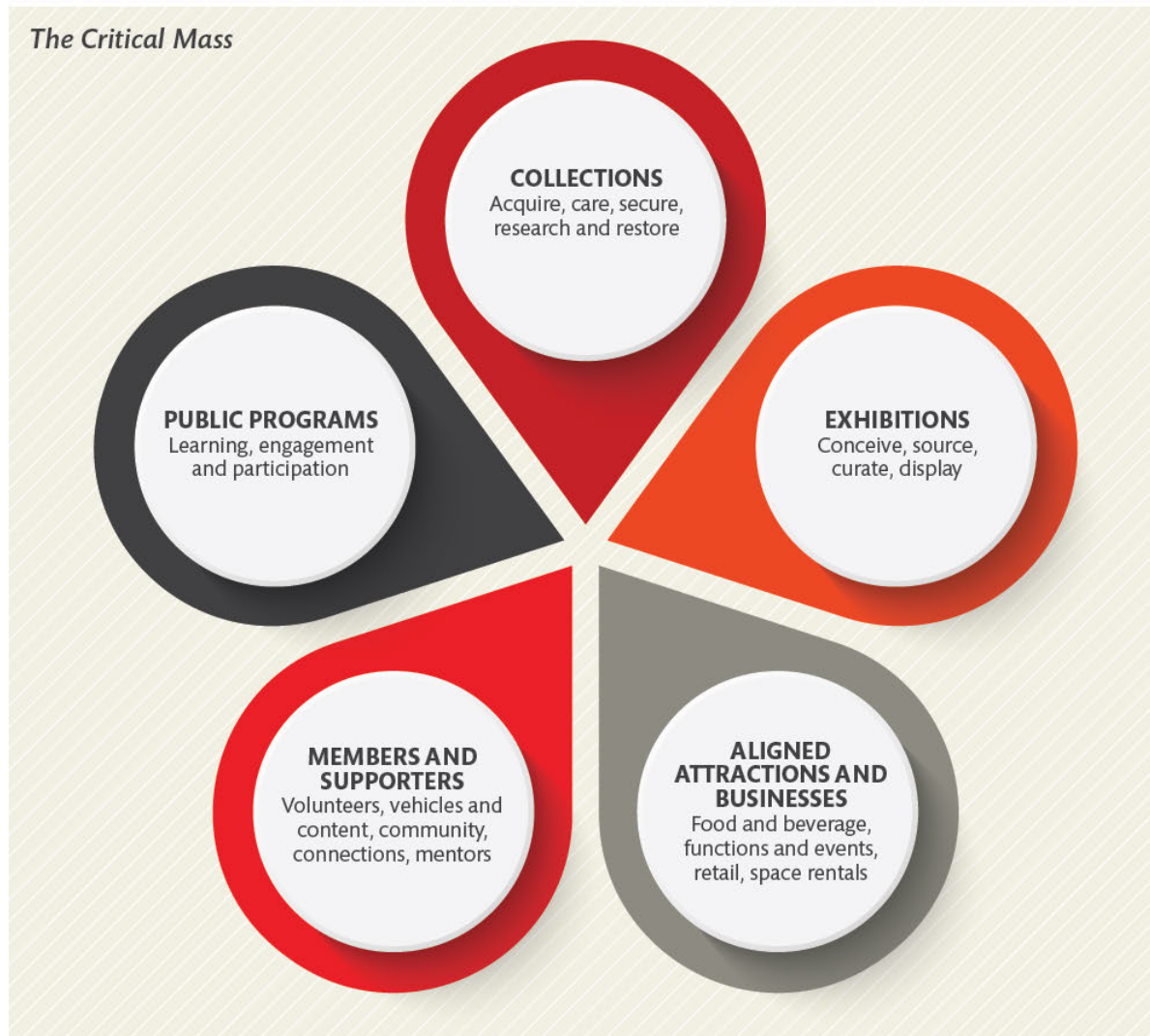
Stakeholders were unanimous in their feedback that there needed to be an ongoing program of changing exhibitions and events underpinned by the permanent collection and loan agreements with supporters and like-minded museum partners.

With few exceptions, similar museums operate with minimal, if any, public subsidy and rely on volunteers far more than publicly owned galleries and museums. Like those public institutions, though, GMOM&I-like museums are expected to offer more than a static collection of objects on display. They need interpretation, public programs ranging from guided tours to school-focused education programs, community outreach and aligned hospitality and retail businesses.

Because of its extensive vehicle collection and archival resources, GMOM&I will also need access to professional curatorial skills and motor vehicle-related trades. Management will be required to establish quality controls for visitor engagement, safety and security, collection care and development and facility management and maintenance.

Critical Success Factors – Programming

- A dynamic exhibitions and events program that promotes return visitation and supporter loyalty.
- A large, skilled and engaged group of members willing to contribute time, energy and knowledge (and vehicles).
- A small professional management team that ensures a safe, secure and positive environment who can lead the broader team and execute the Board's strategic plan.



GMOM&I PROGRAMMING

Experience elsewhere also demonstrates the importance of building a healthy events business stream. Opportunities exist for product launches, work parties, weddings, members' events and perhaps most importantly in this context, club outings, rides and displays. For example, MOVE is reporting hosting clubs on-site 20 times plus PA.

The 2,000m² under-cover area at MOVE Shepparton is also used for sit-down dinners for up to 1,000, as well as markets, swap meets and concerts.

Internally the MOVE facility is also adept at hosting product launches and similar events with excellent sightlines, large screens and a sophisticated audio/visual fit-out.

Research

Given that GMOM&I will have access to the Ford historical archives and other similar materials donated by members, professional and community-based researchers are likely to have an active interest in the GMOM&I. These connections will also support the development of public programs such as lectures and workshops.



INVESTMENT OBJECTIVES

What are GMOM and the City of Greater Geelong trying to achieve?

- GMOM seeks to find the most viable location for a new GMOM&I to house and expand the collection dedicated to motoring and related innovation.
- The City of Greater Geelong is keen to explore the concept of adding a landmark object (a "big thing") that will add a new attraction to the region's tourism portfolio.
- In addition to co-locating the Museum and The Big Thing there is also an opportunity, if the Seagull Paddock site was chosen, to also incorporate management of the proposed low-cost camping site into the GMOM&I business model.
- The two partners have agreed to consider both projects in the context of a feature entry statement for the new GMOM&I. The starting point for this is the original 1934 Ford Ute, a world's first invention developed by local engineer, Louis Bandt.
- This project is to be aligned with the City's Clever and Creative and UNESCO City of Design ambitions.
 - Being a progressive and contemporary city,
 - Providing highly unique and memorable experiences.



Need to carry wife and pigs created coupe-utility

One day in 1932 a Gippsland farmer phoned forward model engineering manager, Lew Bandt, at the Geelong plant and made a request that was to have wide repercussions in the motor industry. At the time, Lew was chief body designer.

"I want you to build a car in which I can take my Mrs. to church on Sunday and carry my pigs in the back on Monday," said the farmer. Lew didn't have whether to take the man seriously, but decided to investigate the idea anyway.

The man was a plain shaver, the man never spoke shaver, and of the man's shaver, Lew Bandt, chief body designer, based on the fact that the man was a farmer and had a pigsty on his property.

The man's name was Lew Bandt, chief body designer, and the man's name was Lew Bandt, chief body designer.

INVOLVED

The man's name was Lew Bandt, chief body designer, and the man's name was Lew Bandt, chief body designer.

DESERVED

Lew Bandt, chief body designer, and the man's name was Lew Bandt, chief body designer.

CONVERSION

Using the chassis of the 1934 Ford, Lew Bandt, chief body designer, and the man's name was Lew Bandt, chief body designer.

By contrast, the latest Ford utility



INVESTMENT OBJECTIVES

Preliminary Investment Logic Map

We have developed a preliminary Investment Logic Map (ILM) for the GMOM component of this project. This will require a formal series of facilitated workshops once governance options for the GMOM&I are finally determined. Specific questions to be answered in the next stage of development include:

GMOM&I Location and Site Ownership

Will the project be developed on publicly owned land, be subject to a commercial lease or be established on a privately owned site gifted to GMOM&I?

Partnerships Arrangements

Will the GMOM&I be built and operated in partnership with other parties? What role will COGG take in the project?

Project Management and Ownership

Once options for governance are agreed upon and the project owner determined, the full ILM process can be undertaken.

PROBLEM	BENEFIT	STRATEGIC RESPONSE	SOLUTION	
			CHANGES	ASSETS
Geelong is at risk of losing a significant part of its community identity and heritage	Geelong is seen as a more attractive place to live, work and visit KPI 1: Participation in creative/cultural events KPI 2: Involvement in training and education	Improve access to educational and employment opportunities in the visitor economy focussed industries	Build partnerships with the tourism, education and hospitality sectors	Secure suitable site for a Museum in the industrial heritage precinct
The traditional northern gateway to Geelong suffers from a perception that it is uninspiring and out-dated making it unattractive to visitors and highly qualified workforce	A stronger, more prosperous region KPI 1: Heritage-based visitation KPI 2: Range and extent of cultural activity	Build museum programming capacity and capability and align with precinct development	Gain long term commitment to site access	Design and build a Museum in the industrial heritage precinct
Limited exposure to rich and engaging social and cultural experiences detracts from the communities sense of wellbeing and inclusivity	A more resilient and cohesive community KPI 1: Participation in community programs targeting specific groups KPI 2: Retention rates in target industries	Improve awareness of the opportunities for creative engagement based on design and innovation	Recruit and train staff and volunteers	Review and update processes and plans
Capture new opportunities arising from aligned new infrastructure investments		Improve the range and availability of community programs offered	Deliver precinct activation plan	
			Build partnerships with the community sector	

INVESTMENT OBJECTIVES

Problems to be addressed by this investment – Causes and Effects

“Geelong is at risk of losing a significant part of its community identity and heritage.”

The Collection requires a long-term, accessible, secure home that promotes learning and participation and celebrates Geelong’s proud manufacturing heritage.

“The traditional northern gateway to Geelong suffers from a perception that it is uninspiring and outdated, making it unattractive to visitors and a highly qualified workforce.”

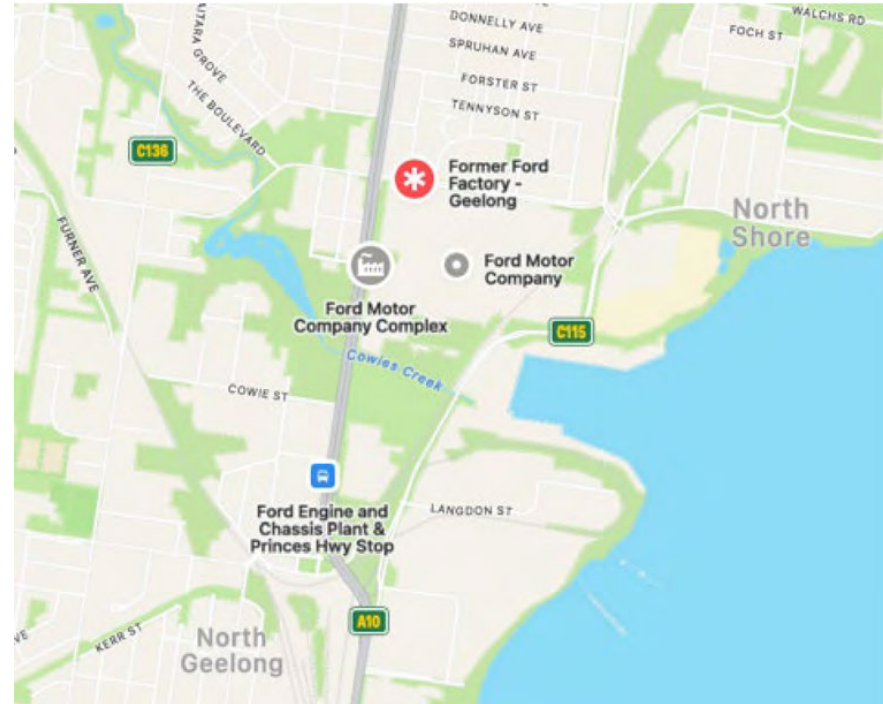
There is a pressing need to reposition this gateway as the redevelopment of the industrial, retail and commercial environments gathers pace. A new GMOM&I that is high-profile, welcoming and inspiring will complement this development to benefit visitors and the local community.

Limited exposure to rich and engaging social and cultural experiences detracts from the community’s sense of well-being and inclusivity.

The City of Greater Geelong benefits from new investments in arts facilities and infrastructure. The new GMOM&I will provide an essential cultural and social addition to the mix. One that engages a broader mix of people than might be expected from arts-focused activities alone. GMOM&I offers engagement in design, innovation, social history and shared interests in transport and vehicles.

“Capture new opportunities arising from aligned new infrastructure investments.”

The new Tasmanian Ferry terminal will energise development and visitation in the Bellarine. The addition of up to 1,200 vehicles and passengers who will use the new terminal each day offers a unique opportunity to the region and a developed GMOM&I. A substantial proportion of these visitors will likely have an interest in motor vehicles and take advantage (if possible) of a readily accessible vehicle focused GMOM&I in the precinct. Ideally, this would be supported by a partnership with Tasmanian Ferries.



GMOM&I STAKEHOLDER CONSULTATIONS AND ANALYSIS

Purpose

The purpose of the stakeholder consultations was to:

- Understand the value of a motor museum to the Geelong region
- Understand the preferred location for GMOM&I
- Assess the potential relationship with the Spirit of Tasmania ferry terminal
- Assess the appetite for an iconic display such as a 'big thing.'
- Consider the potential of the GMOM&I to embrace the technological and innovative possibilities of modern museology practices.

Approach

RAM identified three groups of stakeholders to consult for this report.

- City of Greater Geelong Councillors
- City of Greater Geelong Council stakeholders
- Potential collaborative partners including Deakin University, Ford Australia and Pelligra.

Stakeholders were asked similar questions, including:

- The value of a museum of motoring to Geelong from the participant's perspective
- The importance of industrial heritage and cultural tourism
- The implications of the proposed GMOM&I sites
- The opportunities for contemporary museology and agenda setting
- Their thoughts on an iconic display such as a 'big thing.'



GMOM&I STAKEHOLDER CONSULTATIONS AND ANALYSIS

Key findings

- There was a strong desire for GMOM&I to be close to other tourism infrastructure, such as the new Spirit of Tasmania ferry terminal. Stakeholders could see the benefit of cultural infrastructure combining to form a cultural tourism precinct.
- Regarding GMOM&I location, stakeholders were generally torn between the old Ford site (now owned by Pelligra) and Seagull Paddock. While many stakeholders voiced a preference for one place over the other, there was general agreement that both could maximise the potential of GMOM&I in different ways.
- The three other proposed locations raised degrees of interest. In the case of Fyansford it was recognised that its distance from other cultural infrastructure meant GMOM&I would need to be developed as a new destination. Unfortunately the Avalon site could not be confirmed as a potential site at this stage.
- There was much discussion about Geelong's industrial heritage's innovative and creative aspects. Major companies such as Ford and Alcoa did not just manufacture goods but, at times, led the world in modernisation, design and innovation. Stakeholders believed that GMOM&I could positively reflect that history and engage with Geelong's attribution as a UNESCO City of Design.
- There was strong support for GMOM&I developing beyond a museum of automobile history to one celebrating Geelong's design and innovation heritage more broadly. It was understood that this would require a staged approach and is unlikely to be achieved at launch.
- Many stakeholders valued the possible collaborations with other Geelong-based entities engaged in industrial innovation or design. For example, the School of Industrial Design at Deakin University see a wealth of opportunities in a potential partnership with GMOM&I.
- Stakeholders believed that GMOM&I was well placed to engage with and push the boundaries of museum display and engagement methodologies. The Museum of Vehicle Evolution (MOVE) in Shepparton was regularly regarded as best practice in automotive museology. However, stakeholders believed GMOM&I could learn from and surpass their model.



- Stakeholders stressed the opportunity for GMOM&I to be visually iconic in some way. There was recognition that a new building at Seagull Paddock affords the chance of an iconic structure and that the Ford site potentially requires the addition of an iconic object.
- There was a strong agreement for an iconic object to be part of the GMOM&I's façade. However, while some stakeholders hoped for Geelong's version of a 'big thing', others sought something more artistic or design based.

GMOM&I STAKEHOLDER CONSULTATIONS AND ANALYSIS

Potential collaborative partners

- Ford Australia remains committed to its significant and ongoing partnership with GMOM and more broadly, Geelong.
- Ford Australia will celebrate its 100th birthday in Australia and specifically Geelong. There is an opportunity to align the development and opening of GMOM&I with this major event.
- Pelligra management were enthusiastic about the opportunities for collaboration and attracting aligned businesses to their site.
- There was great excitement at potential collaborations between GMOM&I and Deakin. Stakeholders believed that a strong partnership between the two institutions would benefit Geelong.
- Deakin academics see GMOM&I as a potential hub for Geelong’s City of Design that can be leveraged internationally. Cities with an automotive history – Detroit, Seoul, Nagoya – are also UNESCO Cities of Design. There are potential relationships that would build the prestige of the GMOM&I and Geelong, encouraging cultural tourism.
- All stakeholders believed the GMOM&I should balance heritage with a future focus, becoming a space where the past and future can intermingle in the present. This would encourage more collaborations and partnerships, particularly with new developments in the automotive industry and industrial research. It would also speak to the Federal and Victorian governments’ STEM focus in education policy. GMOM&I would then be a tourism driver for schools and parents.
- While it was agreed that there was potential for VR and interactive technology, stakeholders were interested in sonic interaction. There was excitement around sound-based immersion experiences, not just visual and 3D. This was noted by Deakin academics as something lacking in museum interactivity and could be a point of difference and show sector leadership. Internationally renowned sound artist Ros Bandt’s relationship with motoring in Geelong was noted as the obvious entry point.
- All collaborative stakeholders stressed the importance of design thinking, display methods and interactivity being part of the architectural designs, not added in as an afterthought. They stressed the difficulty in developing engaging interactivity and virtual reality once the building is complete.



- Collaborative stakeholders also stressed the importance of a small space on-site designated for researchers, tertiary students or artists-in-residence to be present in the building. This would enhance the collaboration potential, encourage more significant links with other innovators throughout Geelong, and be used as a marketing point nationally and internationally.

GMOM&I STAKEHOLDER CONSULTATIONS AND ANALYSIS

Table 4 SWOT

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Significant support from within Council for an automotive GMOM&I and Big Thing. • General agreement that the Ford/Seagull sites were most suitable. • Community support for an automotive museum. • The principles of GMOM&I actively support Geelong’s commitment to being a UNESCO City of Design. • A commitment to a cost-neutral operating model. • A strong desire for a multi-use facility that can engage communities beyond car clubs. • Strong relationships with Deakin University are already in place. • GMOM&I already has a significant automotive collection, limiting the need for rapid acquisition. 	<ul style="list-style-type: none"> • An array of pros and cons for each potential site. • The Seagull Paddock site may require preliminary works to be completed to be fit for purpose. • The Pelligra-owned old Ford site is almost certain to require a commercial lease which would add complexity and risk to the proposition. • The current collection is heavily Ford-oriented.
THREATS	OPPORTUNITIES
<ul style="list-style-type: none"> • Selecting the wrong location and missing opportunities. • Representing the innovative automotive heritage of Geelong and failing to capitalise on present and future innovation, creating an old-fashioned museum. • The desire for operational cost neutrality risks the full potential being unrealised. • An expectation that the MOVE operational model will easily transfer to a different set of circumstances. • The potential community division between an artistic icon and a ‘Big Thing’. 	<ul style="list-style-type: none"> • Location close to the Spirit of Tasmania ferry terminal. • To grow towards being a museum of automotive and industry. • Global engagement with other famous automotive cities through the UNESCO City of Design network. • The Ford archives are a great opportunity to encourage research relationships. • Align GMOM&I opening with Ford 100th birthday in Australia and Geelong. • A multi-use design will ensure additional revenue and a sense of ownership by the community. • A chance to create an iconic building and/or object

GMOM&I STAKEHOLDER CONSULTATIONS AND ANALYSIS

SWOT table analysis

Support for the project

The stakeholder consultations made the strengths of the GMOM&I proposition abundantly clear. There is a genuine desire for a GMOM&I in the Geelong area. Locating it close to the Spirit of Tasmania ferry terminal provides Geelong with the foundation for a vibrant cultural tourism precinct. Stakeholders are acutely aware of that potential. Councillors recognise the economic and community benefits, and potential collaborators envisage research and engagement possibilities with GMOM&I as a hub connecting various design and technological innovations.

UNESCO global linkages

Geelong's part in the UNESCO City of Design network is an added and unexpected strength.¹⁷ As pointed out by several stakeholders, numerous cities within the network are famed for their automotive histories, such as Detroit, Nagoya and Seoul. These international connections through an existing network would give GMOM&I an advantage over other automotive museums whose reach is national. The Ford connection between Detroit and Geelong is legendary and would make for a simple internationalisation of GMOM&I's profile. Nagoya houses the famous Toyota factory and related museums, and there are opportunities to engage with the World Automobile and Piano Museum on Jeju Island, Korea.¹⁸

Deakin University partnership

The current relationship with Deakin University is a strength of GMOM&I that would immediately differentiate it from other automotive museums nationally. There is an excellent opportunity to collaborate in curating a blend of heritage and future-focused approaches to innovation and technology. This would ensure GMOM&I's competitive advantage and provide a focal point for regional cultural tourism.

The relationship with Deakin University also encourages new ways of thinking about museum usage, potentially driving additional revenue streams. As a site for research into and the public display of cutting-edge technological innovation, there are great opportunities to host events that draw tourism, raise public profile through branding and media attention and increase revenue.

Recent developments and research in clean energy for transportation, led by Deakin University, such as the Hycel Technology Hub and Carbon Nexus, would make for striking and distinctive displays at GMOM&I.¹⁹ Displays of cutting-edge hydrogen or carbon fibre technologies for the future of the automotive industry, alongside historical collections of previous Geelong-led innovations from the twentieth century, would be attractive to tourists and schools, emphasising Geelong's long history and future of innovative technologies.

If this perspective is marketed well, GMOM&I becomes a sophisticated business card for Council, attracting corporate and government investment into the region, creating jobs and growing Geelong's profile as a future city. This, in turn, attracts talented students and researchers to Deakin, increases research income, drives cultural tourism into the region and increases visitation to GMOM&I as the circle is closed.

17. UNESCO Cities of Design network map <https://www.designcities.net/>; 18. Toyota factory tour and related museums <https://www.japan-guide.com/e/e3308.html>. World Automobile and Piano Museum, Jeju, https://m.visitjeju.net/en/detail/view?contentsid=CONT_000000000500355. Geelong, Detroit and Nagoya are also part of UNESCO's World Wide Things Collection, <https://www.designcities.net/wwtc/>; 19. Hycel Technology Hub, <https://www.deakin.edu.au/hycel/hycel-technology-hub>. Carbon Nexus, <https://www.carbonnexus.com.au/>

GMOM&I STAKEHOLDER CONSULTATIONS AND ANALYSIS

Multi-use and community engagement

The size and layout of GMOM&I afford many opportunities for community use on the site. Car club events and rallies are an obvious choice. However, with some intelligent design values, there are ample opportunities to begin hosting other community events or to partner with major Geelong festivals and events. The technology and future focus of the GMOM&I will draw artists and creatives to work in the space, adding layers of engagement and attraction that are absent at other automotive museums fixed on historical displays.

Broadening the opportunities for use positively impacts the GMOM&I's operational costs and increases the possibility of cost neutrality. There have been many suggestions for ways to do this, including but not limited to

- Partnering with automotive parts companies to sponsor events, encouraging more local community groups to see GMOM&I as a space for the local community.
- Partnering with Council's major cultural tourism events to increase GMOM&I marketing and branding.
- Artist-in-residence programs exploring the relationship between creativity, innovation, technology and transport.
- Monthly farmer's or maker's market in the carpark.

GMOM&I site location

Stakeholders recognised that there is no single risk-free site for GMOM&I. The old Ford factory site would seem a strong for an automotive museum built upon the historic Ford connection in Geelong.

Stakeholders also recognised the benefits of Seagull Paddock, namely the opportunity to design an iconic building from the ground up and the potential peppercorn rent option of residing on Council land. Council stakeholders quickly pointed out that there was much competition for the site and that other vacant land would have to be found to offset the loss of open space to the community. There may also be significant site preparation costs associated with this site.

Stakeholders had limited knowledge of the other proposed sites, such as Fyansford and the Motorsport Complex at Avalon. Though they were keen that no potential stone be left unturned.

MARKET POTENTIAL

Greater Geelong and Bellarine Tourism

In 2019/20, Tourism Geelong Bellarine reported 5.8m.²⁰ Visitors annually, with 2.3m staying overnight. In addition, the Great Ocean Road region reported 5m visitors in the same period. Combined, the two regions are the second most visited regions in Victoria after Melbourne Metro (16.7 m).

Geelong clearly has the traffic and visitor infrastructure to grow visitation sustainably and this is being further developed through government and private investments.

Geelong Road in the Ford Factory area reports a combined north/south daily average of 57,000²¹ passing vehicles. This is likely to be further stimulated by the new Tasmanian Ferry Terminal, where up to 1200 vehicles will transit daily. Many of these will be tourists looking for quality attractions close by, including whilst they are waiting to load on.

Clubs

Vicroads reports that there are over 800²² approved vehicle clubs in the state. If we assume a modest average membership of 10 each that equates to at least 8,000 potential club visitors who can be targeted.

Visitor Capture Rate/Attendances

It was essential to establish some guideposts to enable us to develop attendance forecasts for the business case. More often than not, published visitor data is too high a level to be directly applicable to smaller, niche projects like GMOM&I. Relevant organisations tend not to publish more than is required for corporate compliance.

Table 3 - Benchmarking on page 14 identifies key metrics for a broad capture rate for like museums. There are clear similarities in the results for reported paid attendance type visitors (including locals) to each museum equaling 1.4% to 5% of total annual visitation to the regions.

Based on this indicator, and assuming appropriate and well-located GMOM&I facilities, we can make a preliminary assumption that such a facility in Geelong could potentially attract between

82,900 and 290,000 visits per annum. By comparison, the National Wool Museum attracted between 65,000 and 80,000 Visitors annually pre-covid. There are, of course, several variables to be confirmed as the project progresses:

- Programming and exhibition content – quality, uniqueness, presentation, refresh and renewal.
- Location
- Size of exhibition space
- Management effectiveness
- Reliance on volunteers for labour.
- Availability of vehicles and partnerships
- Competition from other attractions in Geelong and beyond.

Given this is a preliminary evaluation, we recommend using a capture rate of between 1 and 2% of total visitation for modelling purposes if we could present a fully developed GMOM&I with a footprint of approximately 5,000m² in a high-profile site close to Geelong Road and the new Ferry Terminal.

Local Interest

One of the strengths of a new GMOM&I should be its sense of authenticity, especially if a Ford Factory-related site can be secured. (Some of the buildings there will celebrate their 100th birthday in 2025.)

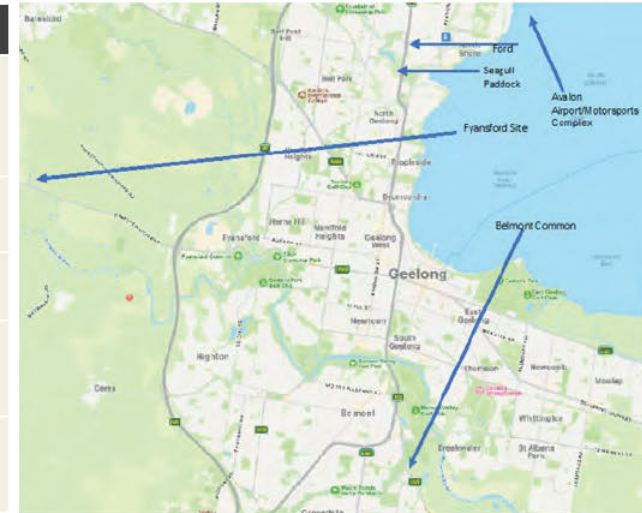
To sustain that feeling of local connectedness and support, the GMOM&I must engage and involve the Greater Geelong community. To achieve that will require a fresh and changing exhibition and events program. It will also need to be sympathetically managed and operated. Sustaining and increasing local volunteers will be a constant part of the Board's strategy.

20. <https://www.tourismgeelongbellarine.com.au/resources/visitor-insights/>; 21. https://vicroadsopendata-vicroadsmaps.opendata.arcgis.com/datasets/5512df2ff41e4941bacf868053dbfba9_0/explore?location=-38.101782%2C144.359298%2C15.88;
22. <https://www.vicroads.vic.gov.au/registration/limited-use-permits/club-permit-scheme/car-clubs-and-associations>

SITE OPTIONS ANALYSIS

GMOM had identified five potential sites for us to review and to consider any further options that may have presented themselves during our research. The five identified sites were:

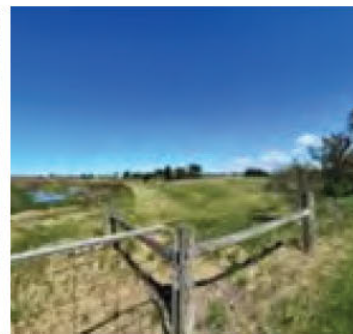
NO	LOCATION	OWNER	ZONING	LOCATION DETAILS
1	Seagull Paddocks	CoGG	PPRZ	The area bounded by the Princes Hwy, Cowie St and Birdwood Ave. Geelong North 1. Area North of Cowie Ck. 2. Area South of Cowie Ck.
2	Old Ford Site AMO (Pelligra)	Pelligra	1N2Z	Cnr Melbourne Rd and North Shore Rd North Geelong
3	Belmont Common (Ex Riding Club)	CoGG	PPRZ	Cnr Barwon Heads Rd and Woolscour Lane, Belmont
4	Cnr Hamilton Hwy and Friend In Hand Rd. (Refer Nick Heath)	Private	UGZ	Eastern Cnr Hamilton Hwy and Friend In Hand Rd., Fyansford
5	Geelong Motorsports Complex	Geelong Motorsport Management Committee	FZ	Cnr Princes Fwy and Beach Rd. Avalon



Seagull Paddocks



Ford Site



Belmont Common



Fyansford



Geelong Motorsports Complex/
Avalon Airport

SITE OPTIONS ANALYSIS

Site Assessment Summaries

1. Seagull Paddock

- Very good location – Heritage, Ferry, Connections, Precinct Renewal.
- Expansion potential
- Publicly owned
- Site may require significant preliminary works to make fit for purpose.
- Suitable for Landmark/Big Thing
- Opportunity to incorporate management of the proposed low-cost camping into the GMOM&I operational model.

2. Ford Factory Site

- Excellent location – Heritage, Ferry, Connections, Precinct development
- Expansion potential may be problematic.
- Commercial owner requires timely commercial lease negotiations. The investment in the Big Thing could assist investment attraction for owners.
- There is a risk that length of lease and long-term security of tenure may not meet GMOM's needs.
- Existing buildings substantially fit for purpose
- Suitable for Landmark/Big Thing

3. Belmont Common

- Publicly owned
- Flooding concerns
- Poor location compared to Ford and Seagull

4. Fyansford/Friend in Hand Road

- Privately owned but highest potential for long-term low-cost occupation/GMOM&I Ownership.
- Expansion potential is significant.
- More remote location compared to Ford and Seagull.

5. Geelong Motorsports Complex/Avalon Airport

- Good Location
- Suitable for Landmark/Big Thing
- Unlikely to be available for consideration due to airport expansion.

Other sites:

Osborne House - Ideally located but now subject to commercial development and not available for consideration. Wallington (near Adventure Park) was also suggested by a couple of stakeholders and might be considered if the options need to be reconsidered.



SITE OPTIONS ANALYSIS

Table 5 – Possible Sites - Multi-criteria Analysis

Weighting 1 = Standard 2 = Higher Priority 3= Highest Priority
 Unweighted Score 0 = No Value Alignment 1 = Limited 2 = Aligns 3 = Meets or exceeds requirements

Criteria	Description	Notes	Weighting	Ford/ Pelligra	Seagull Paddocks	Fyansford/ Friend In Hand	Geelong MS/ Avalon	Belmont Common
Vision - Museum	Does the site align with GMOM's overall vision?		1	3	3	2	2	1
Landmark / Big Thing - Alignment	Does the site suit co-location of a major gateway landmark?	Both Ford and Seagull will present design challenges in terms of achieving maximum visibility in a high traffic environment	2	4	4	2	6	2
Landmark / Big Thing - Maximise Impact	Will the site maximise the impact of a significant investment in a new Geelong landmark?	Issue is whether Landmark should be closer to major city entrance route	3	6	6	3	6	0
Fit for Purpose	Does the site accommodate the broad range of purposes and activations that have been proposed? (Motor Museum, event spaces, celebrate heritage, showcase contemporary Geelong technology and manufacturing.)	Assuming that Pelligra will be able to accommodate activations externally and manage parking requirements for events.	1	3	3	2	2	1
Functional Brief - 2500 Options	Ability of options to meet the functional brief for a smaller museum?		3	9	9	9	9	6
Functional Brief - 5000 Options	Ability of options to meet the functional brief for a larger museum? Can it be expanded at a later stage.	Ford Pelligra can accommodate larger option now but may not be able to in the future given other tenancies.	3	6	9	9	9	6
Investment Map and Required Benefits	Alignment with ILM and ability to deliver benefits.		1	3	3	1	2	1

Criteria	Description	Notes	Weighting	Ford/ Pelligra	Seagull Paddocks	Fyansford/ Friend In Hand	Geelong MS/ Avalon	Belmont Common
Contribute to the visitor economy and city activation	Local community impact/pride/engagement. Celebrate Heritage.		1	3	2	1	1	1
	Capture passing tourists	Ford/Pelligra is better located in terms of Ferry Terminal	1	3	2	1	2	1
	Drive destination/unique visitors		2	6	6	4	4	2
	Close to Tasmanian Ferry Terminal		2	6	5	0	2	0
Site Costs	Can the site be secured for minimal cost and on a long term (25 year plus) basis.	Both Ford and Seagull have issues requiring further investigation - see analysis.	3	3	6	9	0	6
	Can existing structural/aspect/infrastructure reduce capital costs?		1	2	0	0	0	0
Transport and Access	Roads, public transport, parking, connections	Ideally Seagulls would have a pedestrian access route from the Ferry Terminal	2	6	5	4	4	2
Budget Alignment - Site	Nominal/Free = 3, <\$50k PA = 2, <\$100k PA, >\$100k = 0	Seagulls excludes any preparation costs or open space replacement costs	3	1	3	3	0	2
Budget Alignment - Capital	Is the estimated Capex <\$10m (3) <\$15m? (2), <\$20m (1)	Pending design and QS	1	2	1	2	1	1
Budget Alignment - Operating	Will the site help reduce financial operating risk and be able to generate a surplus?	Assume site rental costs for Ford	1	2	3	2	2	1
Scalability and Future Growth Potential	In addition to size, what other supporting investments/activations are in place and/or planned. Is expansion possible.	Friend In Hand will be part of a significant growth corridor.	1	1	2	3	2	1
Locality	Support/complement surrounding business		1	3	2	1	1	1
	Safety and security		1	3	2	2	2	2
	Noise and neighbours		1	2.5	3	3	2	1
	Aspect - External		1	3	2	2	2	2
Economic Impact	BCR TBC							
Stakeholder Support		Ford assumes a viable lease can be negotiated	1	3	2	2	2	1
TOTALS				83.5	83	67	63	41

SITE OPTIONS ANALYSIS

Recommendations – Site Location

Of the five sites that had been identified Seagull Paddocks and the former Ford Factory site were the options that best aligned with the project's needs. Both options require further specific investigation before proceeding to determine both site preparation and leasing costs. The Fyansford site should also remain under consideration at this time with further investigation subject to the outcome of negotiations in relation to the two top-scoring sites.

Ford/Pelligra Site

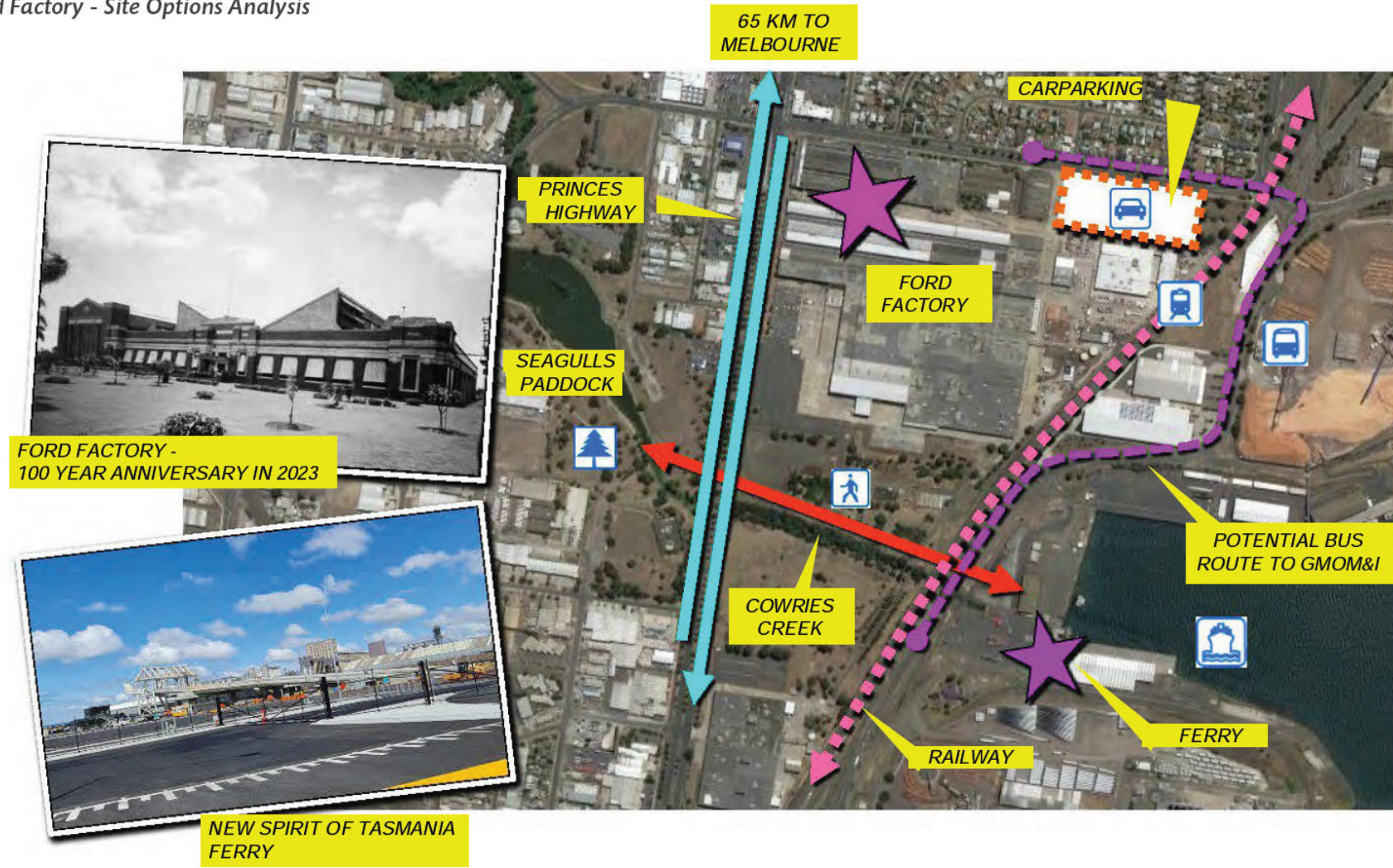
- Requires an acceptable, long-term commercial lease agreement to be negotiated. Pelligra management were positive in this regard on the basis that the GMOM&I could be operated at a surplus and thus be able to generate some cash returns to the company in the form of rent.
- The capital cost of proceeding with would also have to be funded. The most likely source of this would be through a combination of government sources and private donations. Confirmation of funding would take some months if not longer and there is a risk that commercial pressures on Pelligra may be problematic if the fundraising process was drawn out.
- On the other hand, if an acceptable lease deal could be achieved in principle this could have a significant positive impact on fundraising.

Seagull Paddock Site

- It is likely that choosing the Seagull Paddock site would require any loss of open space to be offset by Council. This may have an impact on site costs unless a low-cost option for the offset was available. Given the existing ideas for this site and its location close to the Ferry Terminal this may be something that could be incorporated into a wider strategy by Council.
- May require preliminary site preparation works. These have not been incorporated into QS estimates.
- Seagull Paddock is publicly owned and commercial pressures and in terms of rent lease length are likely to be less of an issue. It would also be "neutral" ground and therefore unlikely to provide any conflict with sponsors and donors who may be reluctant to be seen to support a commercial operator.
- The Seagull Paddock site is less likely to be impacted by heritage issues in terms of siting The Big Thing.
- Opportunity to also co-locate with low-cost camping facilities.

SITE OPTIONS ANALYSIS

Ford Factory - Site Options Analysis



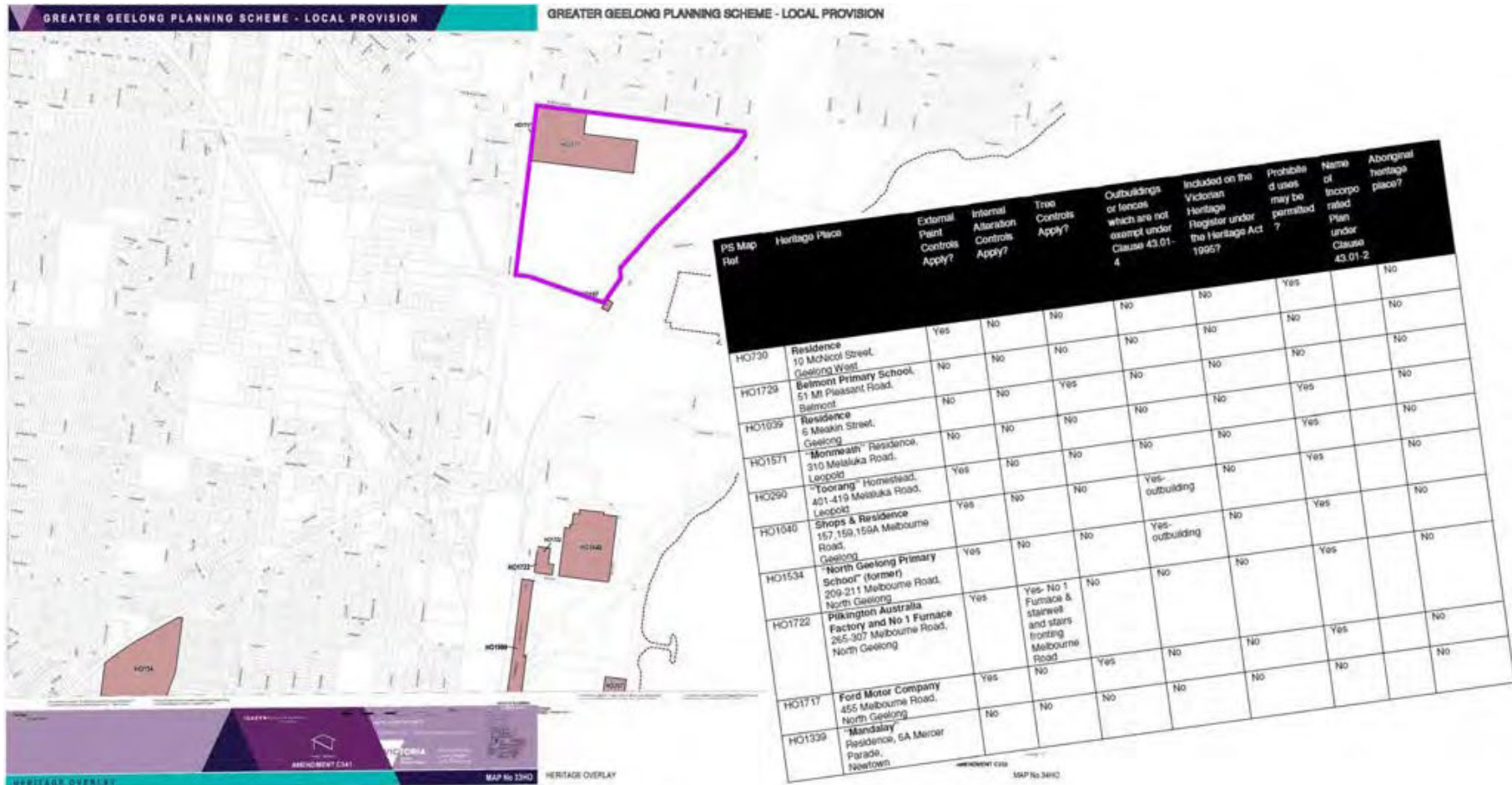
SITE OPTIONS ANALYSIS

Ford Factory - Site Overview



SITE OPTIONS ANALYSIS

Ford Factory - Planning Zones



SITE OPTIONS ANALYSIS

Ford Factory - Site Plan

The Ford Factory Site, located at the intersection of North Show Road and Princes Highway, has a variety of areas available. The areas reviewed include:

Factory 1

Located at the intersection in a heritage listed building - 21,500m² of double height space with 1,300m² office area available to the front of the site. Adjacent to heritage internal street which could be utilised for events. No upgrade works undertaken to date.

Factory 2

Located opposite Factory 1 - 4,000m² of double height space with 900m² office area available to the front of the site. Fronts on the Princes Highway and adjacent to heritage internal street which could be utilised for events. Upgrade works have been undertaken to the office and warehouse area.

Factory 2A

Located to the south of Factories 2 and 3 with access from the south - 8,800m² of double height space with 900m² office area available to the front of the site. Adjacent to an internal street which could be utilised for events. Accessed from the south.

Factory 3

Located opposite Factory 1 and adjacent to Factory 2 - 2,250m² of double height space. Adjacent to heritage internal street which could be utilised for events. Upgrade works have been undertaken to the warehouse area.

Factory 4

Located opposite Factory 1 and adjacent to Factory 3 - 15,500m² of double height space. Adjacent to heritage internal street which could be utilised for events. Located back from Princes Highway

Factory 6

Located opposite Factory 1 and adjacent to Factory 5 - 5,400m² of double height space. Adjacent to heritage internal street which could be utilised for events. Located back from Princes Highway

Carparking Area

Located to the south of the site - 16,000m² of space with no built form on the site. Fronts on to Princes Highway and Cowries Creek with potential views towards the Ferry Terminal.

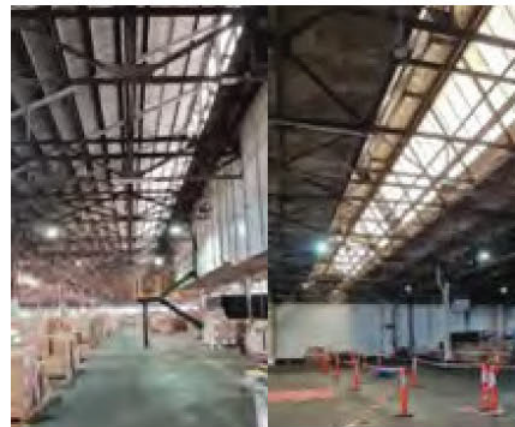


SITE OPTIONS ANALYSIS

Ford Factory 1 - Location And Site Photographs



Factory 2 Interior Post Pelligra Upgrade Works



Existing Interior Factory 1



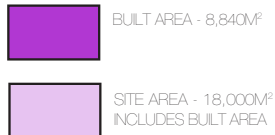
External Parking Area Suitable for Events, Functions and Festivals

SITE OPTIONS ANALYSIS

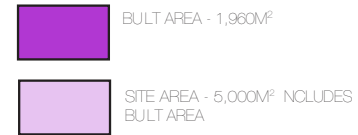
Ford Factory - Factory 1 - Benchmarking Overlay



MOVE - SHEPPARTON OVERLAY

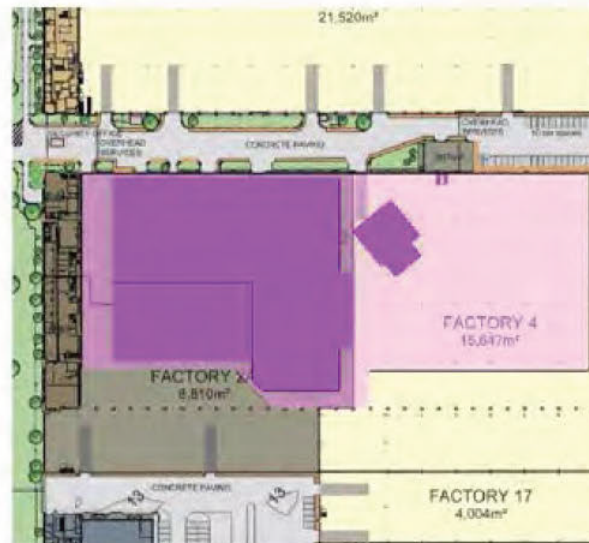
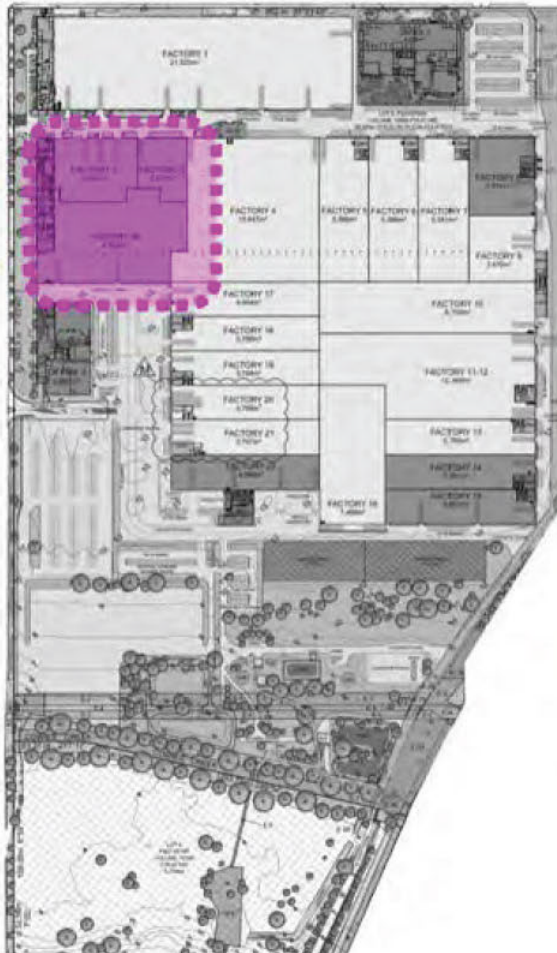


NAMT - LAUNCESTON OVERLAY



SITE OPTIONS ANALYSIS

Ford Factory - Factory 2, 2a & 3 - Benchmarking Overlay



MOVE - SHEPPARTON OVERLAY

- BUILT AREA - 8,840M²
- SITE AREA - 18,000M² INCLUDES BUILT AREA



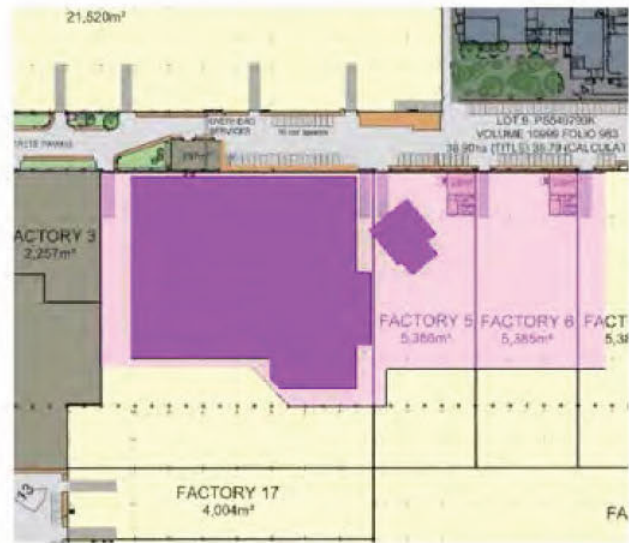
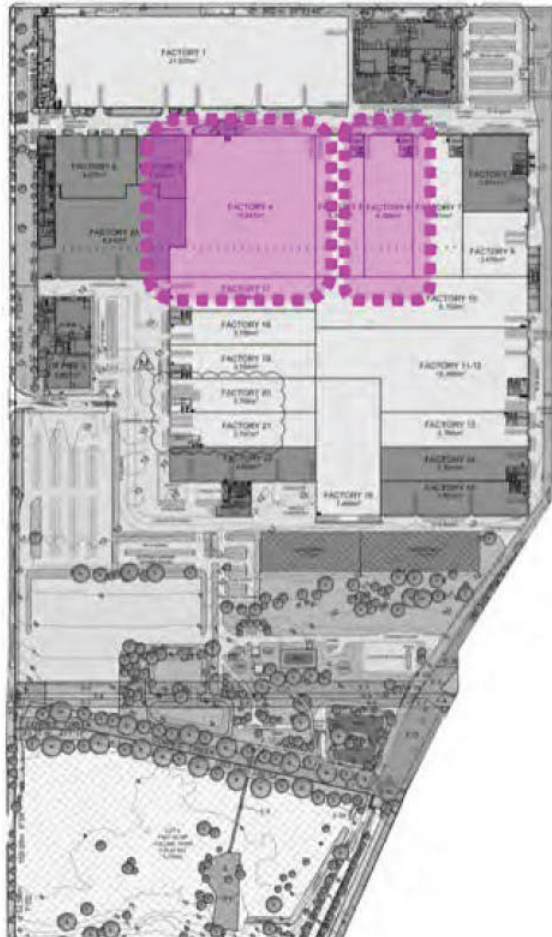
NAMT - LAUNCESTON OVERLAY

- BUILT AREA - 1,960M²
- SITE AREA - 5,000M² INCLUDES BUILT AREA



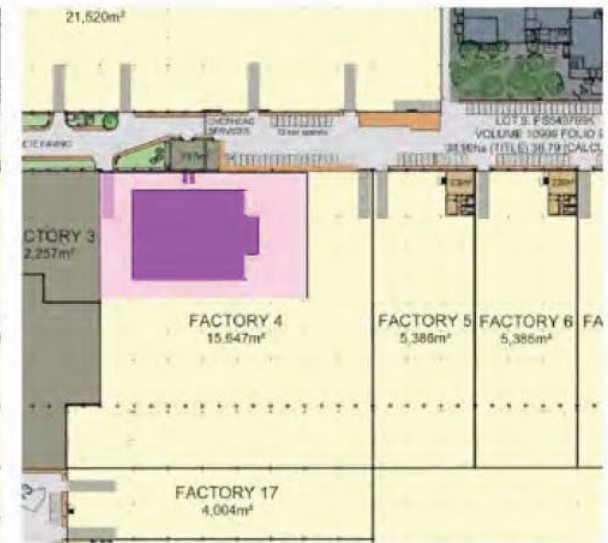
SITE OPTIONS ANALYSIS

Ford Factory - Factory 4 & 6 - Benchmarking Overlay



MOVE - SHEPPARTON OVERLAY

- BUILT AREA - 8,840M²
- SITE AREA - 18,000M² INCLUDES BUILT AREA



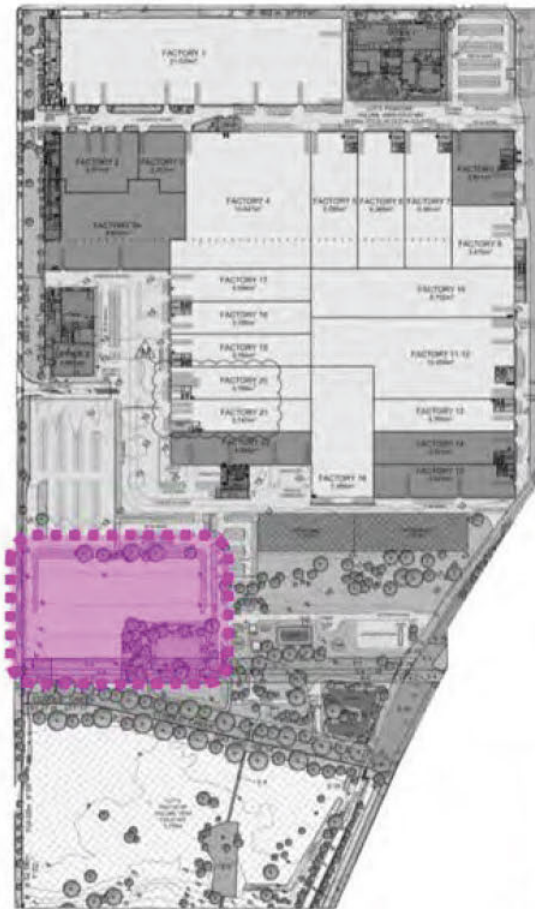
NAMI - LAUNCESTON OVERLAY

- BUILT AREA - 1,960M²
- SITE AREA - 5,000M² INCLUDES BUILT AREA



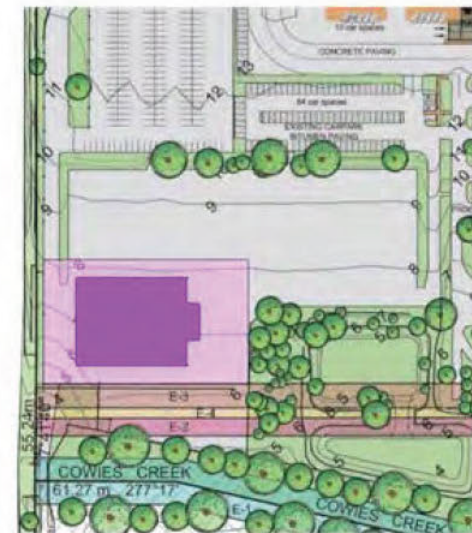
SITE OPTIONS ANALYSIS

Ford Factory - Carparking Area - Benchmarking Overlay



MOVE - SHEPPARTON OVERLAY

	BUILT AREA - 8,840M ²		SITE AREA - 18,000M ² INCLUDES BUILT AREA
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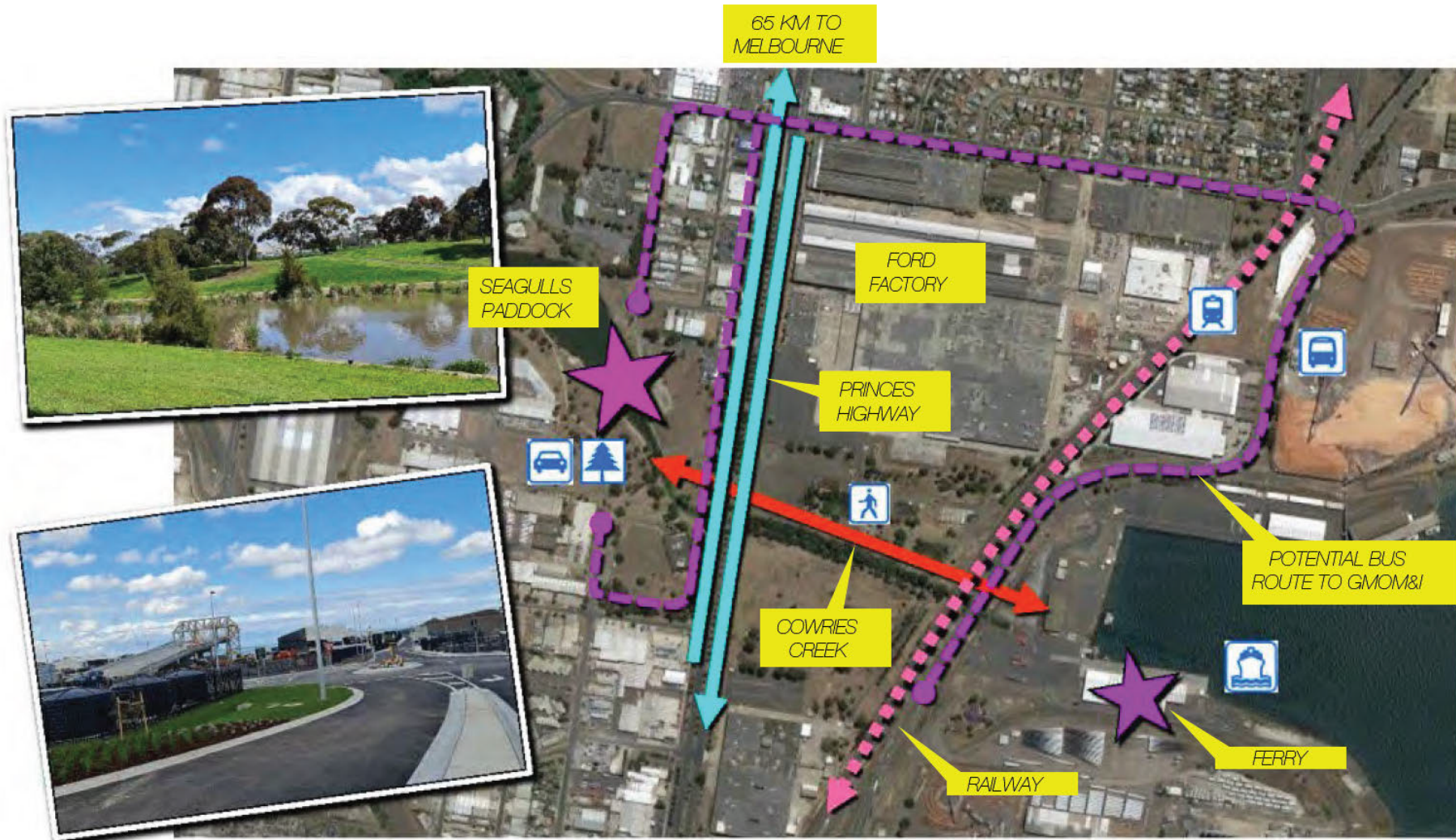
NAMT - LAUNCESTON OVERLAY

	BUILT AREA 1,960M ²		SITE AREA - 5,000M ² INCLUDES BUILT AREA
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SITE OPTIONS ANALYSIS

Seagull Paddocks - Site Options Analysis



SITE OPTIONS ANALYSIS

Seagull Paddock - Existing Site Photographs



Existing Sewerage Infrastructure



Car Park Entry from Birdwood Avenue



View Over Creek to the South



Site Overview




Carpark Entry from Edols Street


SITE OPTIONS ANALYSIS

Seagull Paddock South - Benchmark Overlay




MOVE - SHEPPARTON OVERLAY


 BUILT AREA - 8,840M²

 SITE AREA - 18,000M²
INCLUDES BUILT AREA



NAMT - LAUNCESTON OVERLAY

 BUILT AREA - 1,960M²

 SITE AREA - 5,000M² INCLUDES
BUILT AREA

SITE OPTIONS ANALYSIS

Seagull Paddock North - Benchmark Overlay



MOVE - SHEPPARTON OVERLAY

 BUILT AREA - 8,840M²

 SITE AREA - 18,000M²
INCLUDES BUILT AREA



NAMT - LAUNCESTON OVERLAY

 BUILT AREA - 1,960M²

 SITE AREA - 5,000M² INCLUDES
BUILT AREA

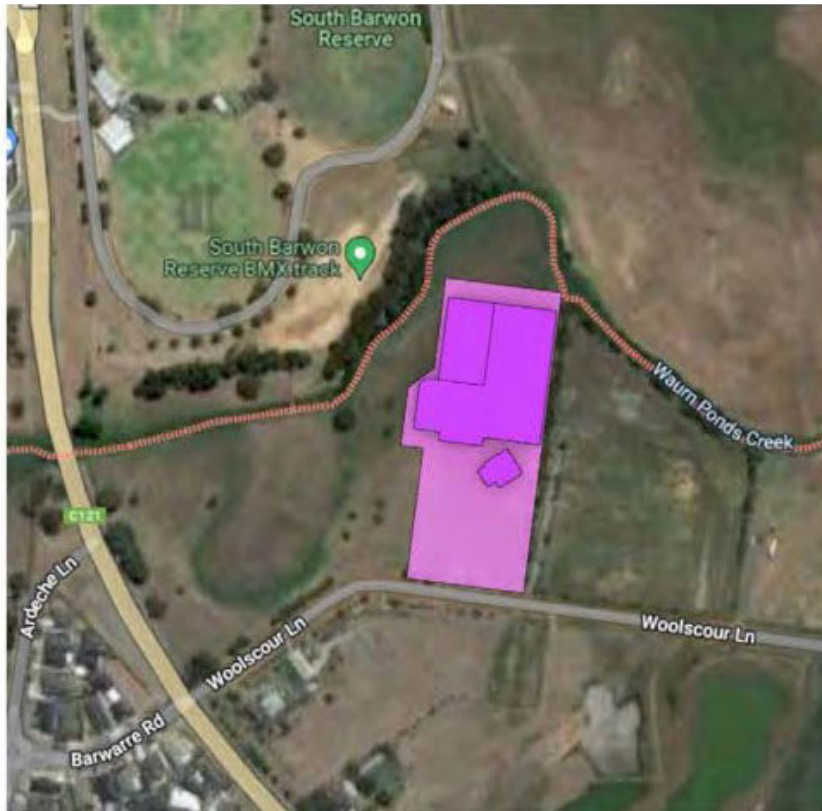
SITE OPTIONS ANALYSIS

Belmont - Site Options Analysis





SITE OPTIONS ANALYSIS

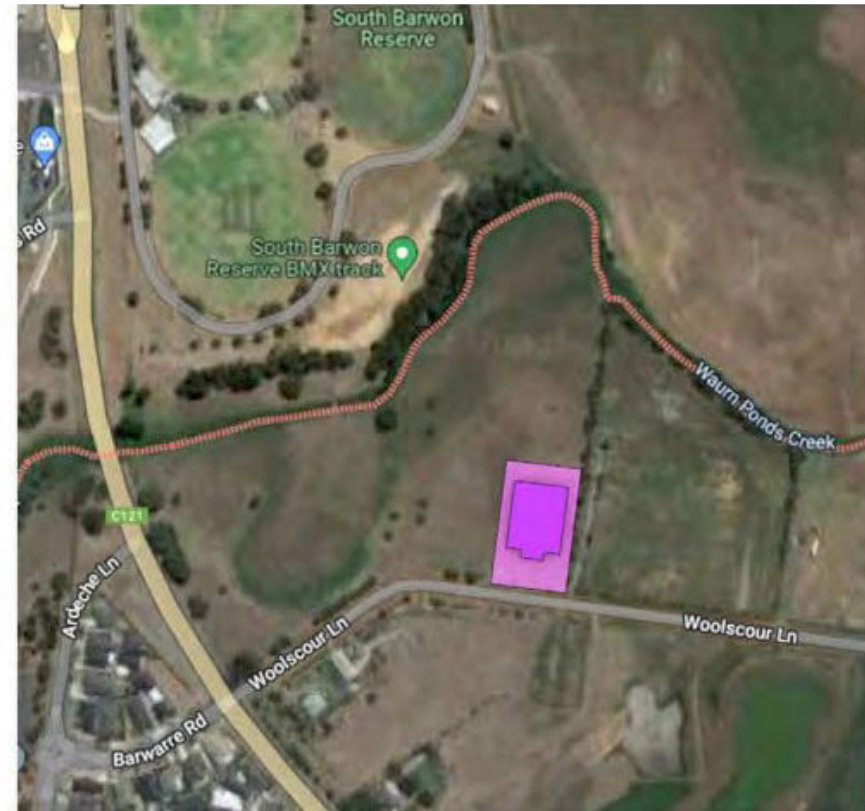
Belmont - Benchmark Overlay




MOVE - SHEPPARTON OVERLAY


 BUILT AREA - 8,840M²

 SITE AREA - 18,000M²
INCLUDES BUILT AREA



NAMT - LAUNCESTON OVERLAY

 BUILT AREA - 1,960M²

 SITE AREA - 5,000M² INCLUDES
BUILT AREA

SITE OPTIONS ANALYSIS

Fyansford - Site Options Analysis



McCanns Lane Masterplan
SOURCE: <https://mccannslane.com.au/masterplan/>



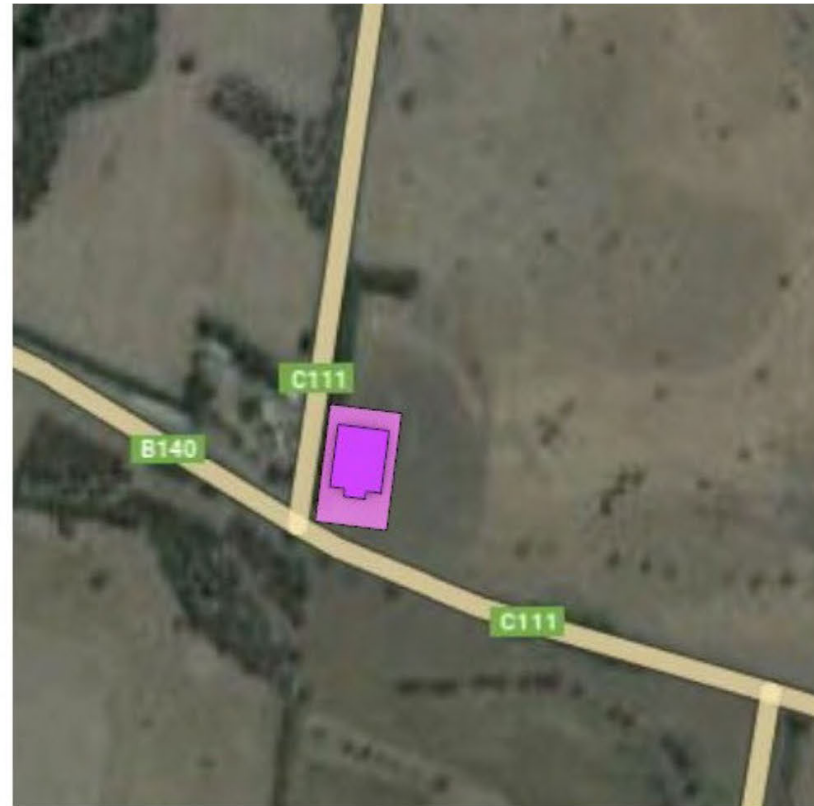
SITE OPTIONS ANALYSIS

Fyansford - Benchmark Overlay



MOVE - SHEPPARTON OVERLAY
BUILT AREA - 8,840M²

SITE AREA - 18,000M²
INCLUDES BUILT AREA



NAMT - LAUNCESTON OVERLAY
BUILT AREA - 1,980M²

THE BIG THING

Iconic design or an iconic 'big thing'?

LOCAL CONTEXT

Stakeholders agreed that GMOM&I was an opportunity for a striking “landmark” icon in Geelong. If situated close to the Ford site and ferry terminal, the icon could be visible down a long stretch of highway into Geelong, like a beacon for the new cultural precinct in this entranceway to Geelong and beginning the revitalisation of the façade of what is recognised as a rather drab stretch of buildings.

Stakeholders recognised two aspects to this question. First, if Seagull Paddock is chosen as the final location, there is an opportunity to design an iconic building. The existing facilities at the Ford site would make this impossible. There may be some opportunities to work with the façade of the Ford building. However, that would be subject to heritage overlays and Pelligra’s commercial needs.

Second, both sites have an opportunity for an iconic object outside or on top of the main building. For some stakeholders, this object had the potential to reflect Geelong’s design and innovation history and future as an innovative piece in its own right. Other stakeholders noted the 2021 campaign on the K-Rock radio station that pushed for Geelong to have a ‘big thing.’ Drive hosts Herbie and Josh proposed a giant 1934 Ford Ute on a pole, launching a petition that gained some traction.

There is undoubtedly an appetite for an iconic object alongside the GMOM&I.

Ultimately, decision-makers must decide what best represents the City’s aspirations and embraces both the GMOM&I and a new Geelong landmark (“The Big Thing”).

AUSTRALIAN CONTEXT

“Why do we keep scaling the everyday up? What is the point of dotting our landscapes with gargantuan prawns, penguins and potatoes?”

Melbourne University academics Associate Professor David Nicholls and Dr. Cristina Garduño Freeman provided some useful insights in their January 2021 article for Design on “The Importance of Australia’s Big Things”.



Geelong Library

“Why do we keep scaling the everyday up? What is the point of dotting our landscapes with gargantuan prawns, penguins and potatoes?”

On one hand these iconic-yet-useless structures are built to demonstrate without fear of contradiction how advanced and resourceful a nation is. On the other,

they are just a bit of fun: sculptures that encapsulate ‘homo ludens’ or, in real- speak – the playful element of cultures and societies.”

THE BIG THING

This resonated with us given Geelong’s ambition to build on its already impressive reputation in manufacturing and innovation.

The net result though should also reflect its desire not to take itself too seriously. A place that is prosperous, diverse and that boasts an active lifestyle.

RAM’s approach has been to make sure we completed the detailed work required to develop a compliant business feasibility study that embraces both the GMOM&I and a new Geelong landmark (“The Big Thing”).

We have worked to ensure that needs and drivers for both elements are clearly understood and articulated to enable detailed design briefs to be drawn up for the next steps in development.

Whilst our starting point has been to assume that the Museum and Big Thing would be physically co-located this will be dependent on the final selection of the preferred site. If the Ford site was preferred then heritage considerations would have a significant impact. This would be less of an issue for Seagull Paddock.

Case Studies and Examples

As a first step in this process, we have reviewed existing Big Things within Victoria. This analysis looked at range of factors such as how they are viewed, how large they needed to be, how their location and surrounds impacted the work and where possible budget.

The works reviewed included:

- **House in the Sky** – Brearley Architects and Urbanists
- **Rex Australis - the King is Dead, Long Live the King** – Dean Colls



- **Reflective Lullaby** – Gregor Kregar
- **Panorama Station** – Louise Paramor
- **Public Art Strategy** – Emily Floyd
- **East Link Hotel** – Callum Morton
- **Eagle** – Bruce Armstrong
- **Melbourne International Gateway** – DCM

A brief summary of the works follows. Where budgets are available, they have been included. Eastlink works formed part of the overall art budget for the project which was \$5,000,000 when Eastlink opened in 2008. Estimated costs, if known, are

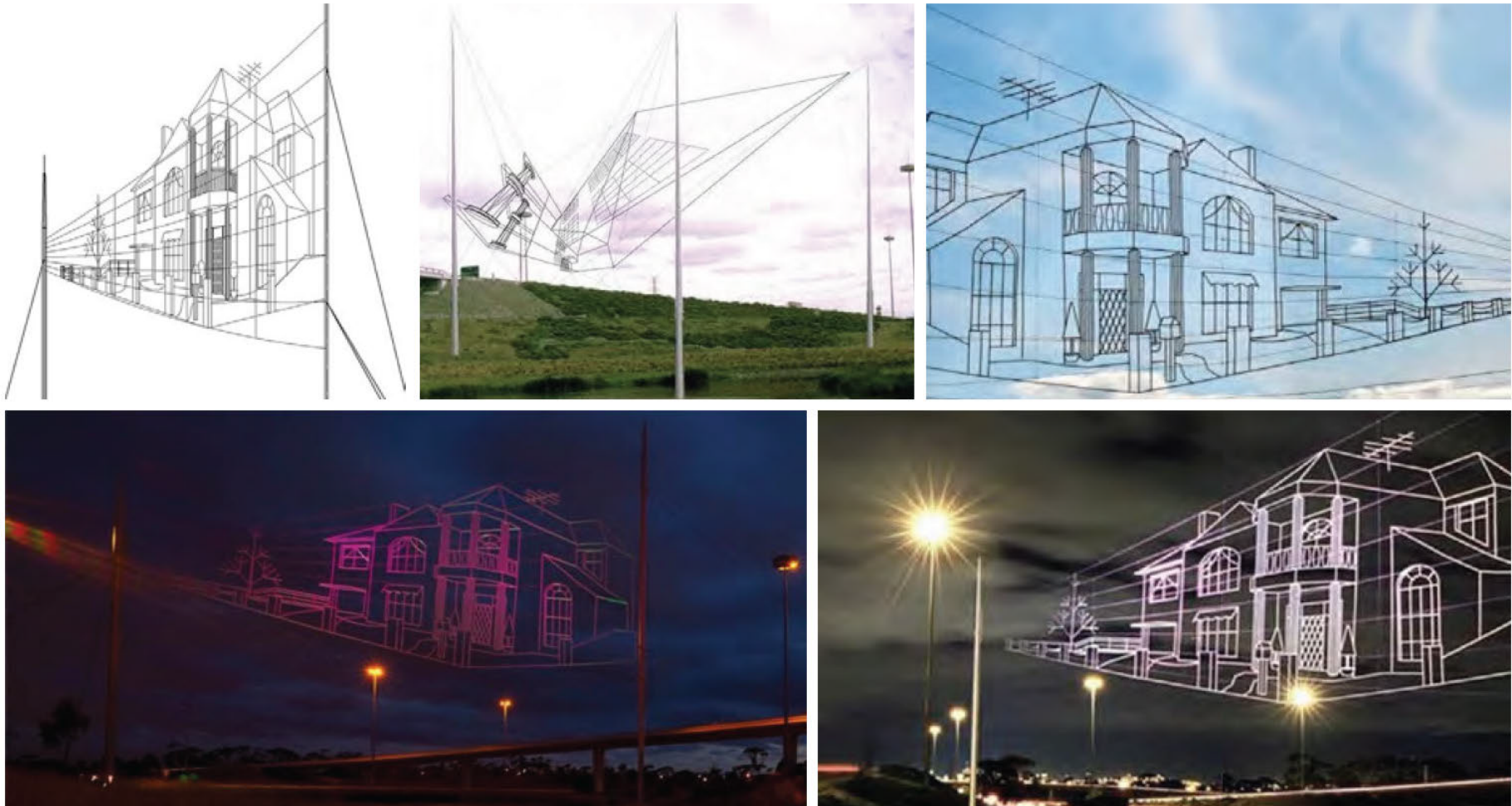
highlighted in each of the examples at the historical rates. For example the major Eastlink work by Callum Morton’s “Hotel”, installed in 2007, was estimated to cost \$1.2 M at that time. In today’s heated construction climate it’s reasonable to expect that it would cost at least twice that amount i.e. \$2.5 to \$3M.

Based on these examples we recommend that COGG should consider \$1million as a starting point for budget to design and build a “Big Thing” with the potential to increase this through donations and sponsorships. A total project cost to achieve the desired impact and wide public acclaim is more likely to be in the region of \$3M.

THE BIG THING

HOUSE IN THE SKY

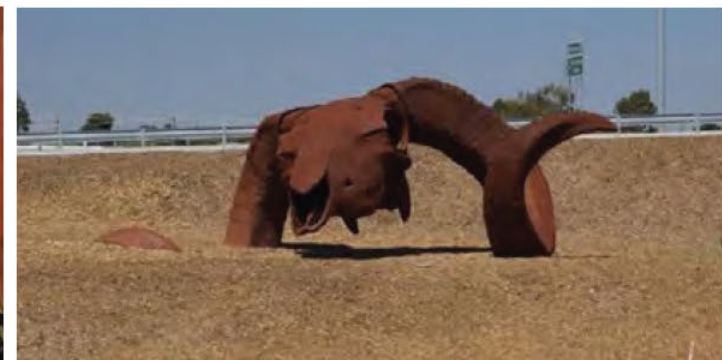
Brearley Architects And Urbanists (Bau) - 2001 - 35m Span - \$95,000



THE BIG THING

REX AUSTRALIS - THE KING IS DEAD, LONG LIVE THE KING

Dean Colls - 2008 - 14 x 6 x 5m - Eastlink - est. \$300,000



THE BIG THING

REFLECTIVE LULLABY

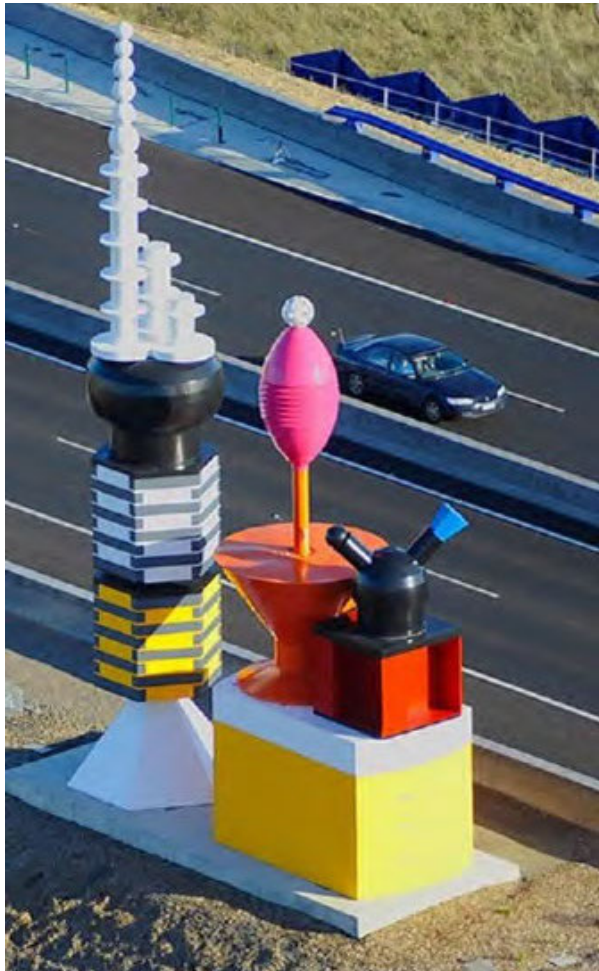
Gregor Kregar - 2015 - 9m (H) - est. \$300,000



THE BIG THING

PANORAMA STATION

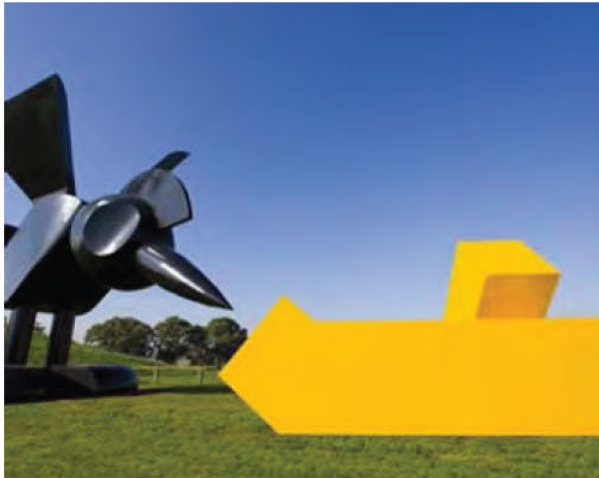
Louise Paramor - 2008 - 11 x 16.5m (H) - Eastlink) - est. \$300,000



THE BIG THING

PUBLIC ART STRATEGY

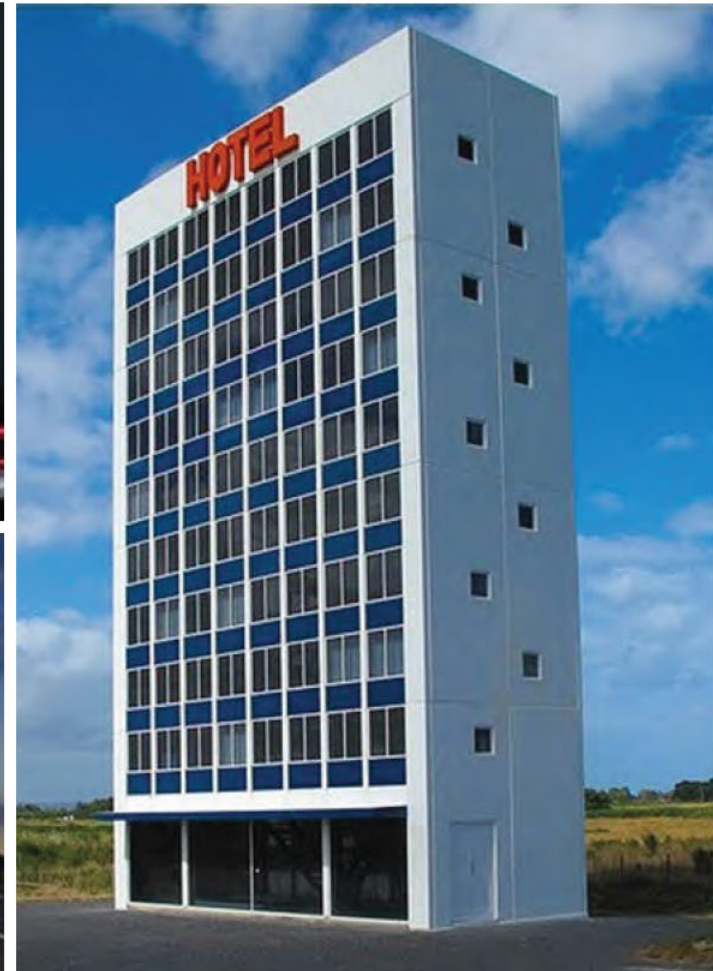
Emily Floyd- 2008 - 13m (H) - Eastlink - est. \$300,000



THE BIG THING

EAST LINK HOTEL

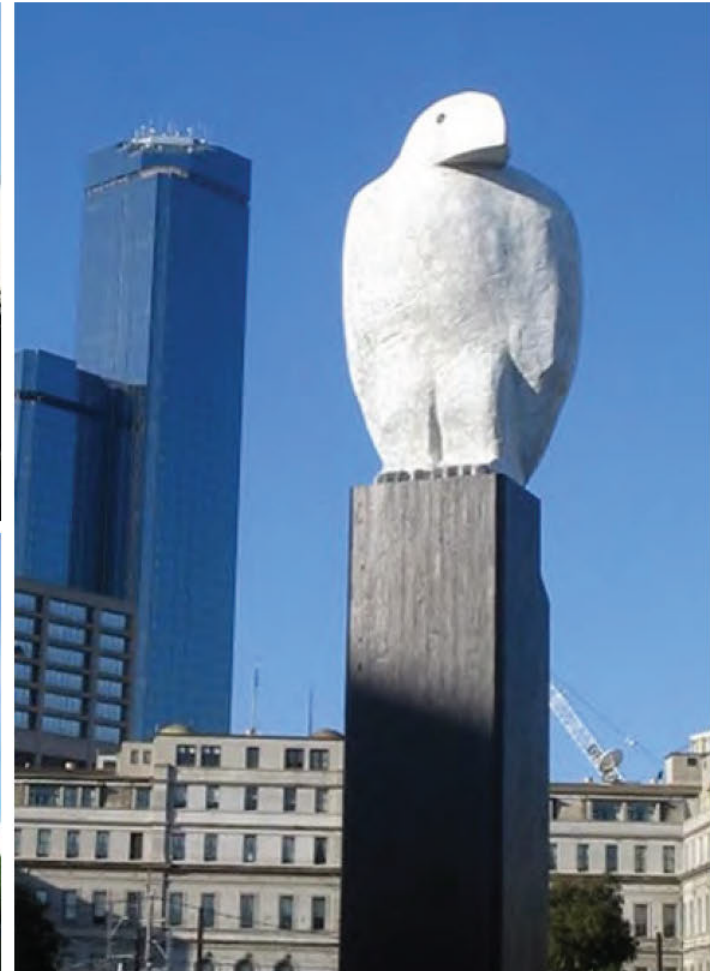
Callum Morton - 2007 - 12 x 5 x 20m - \$1,200,000 - Eastlink



THE BIG THING

EAGLE

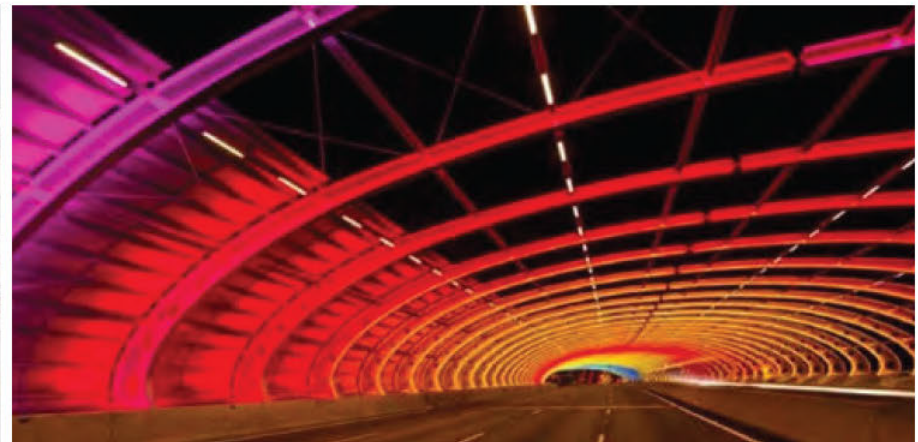
Bruce Armstrong - 2002 - 25m (H)



THE BIG THING

MELBOURNE INTERNATIONAL GATEWAY

DCM - 2000 - 600 Metres



THE BIG THING

EXISTING AUSTRALIAN UTES



UTE on a pole, Pooncarie NSW



UTE in a paddock, Condobolin NSW



UTE on a pole, Deniliquin NSW



UTE on a pole, Condobolin NSW

THE BIG THING

GEELONG - A BIG UTE ON A STICK? ...



Overall Intersection View - UTE



Moving Through Intersection - UTE



Crossing North Shore Road - UTE



View From North Shore Road - UTE

**Dimensions of UTE shown (LWH) - 6.6 x 2.5 x 2.4m - 1934 lewis bandt ford ute dimensions (LWH) - 4.55 x 1.75 x 1.7m*



THE BIG THING

OR AN ALTERNATIVE

Rather than being literal, the 'Big Thing' might investigate alternative approaches. The Ute could be suggested, the form hinted at or transformed in a manner more in keeping with Geelong's status as a UNESCO City of Design.

Rather than simply referencing Geelong's association with the motor industry the piece might draw on Geelong's wider history of industrial innovation. This is the city that invented the refrigerator, the wool press and stacker and the hills hoist. This history of innovation is ongoing with the works of Carbon Revolution being recognised worldwide.

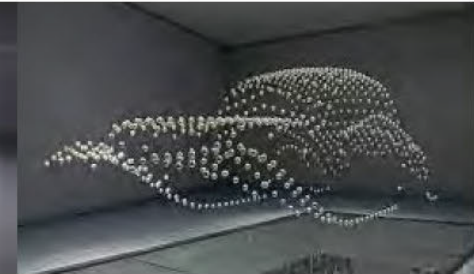
Movement, sound and light could all be integrated into the piece creating a truly multi-sensory experience. The work should be bold, invite return visits and create discussion.



Kinetic Sculpture, BMW Museum (2008)



Kinetic Sculpture, BMW Museum (2008)



Lexus Lfa Glass Model, Tokyo Motor Show (2009)



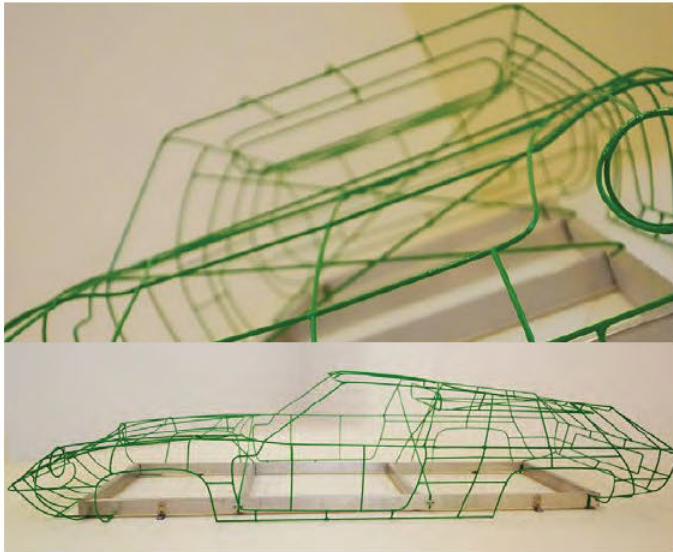
Beetle Sphere, Ichwan Noor (2013)



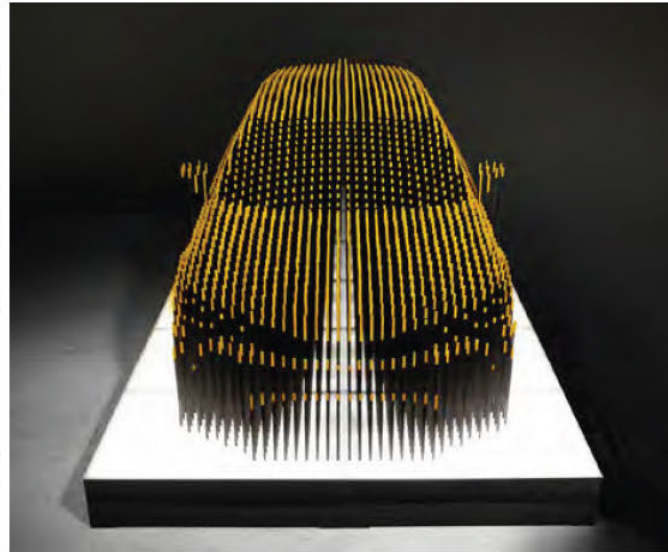
Toyota Highlander, Michael Murphy (2008)

THE BIG THING

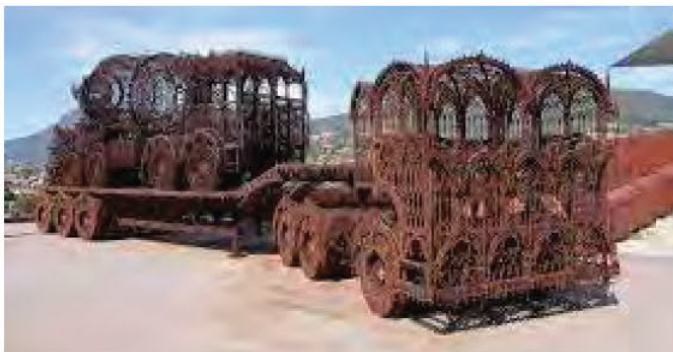
CONTEMPORARY



Lotus Elan, Chris Twitchell/ Wire Car Design (2014)



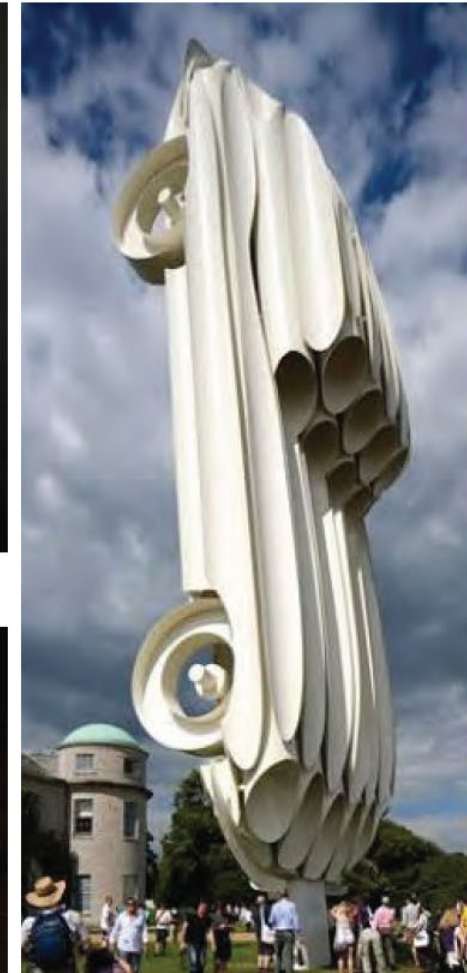
Ct Umbra, Nondesign (2010)



Gothic Truck, Will Delvoye (2011)



Modern Japanese Classic, Benedict Radcliffe (2005)



View From North Shore Road - UTE

THE BIG THING

A BIG DESIGN BRIEF EXAMPLE - CONTEMPORARY INTERPRETATION

NOTE: the following design development is meant as an example to assist in developing the detailed design brief only – it is NOT the proposed design solution as that work was outside of our scope and resources.

The 'Big Thing' must meet the following criteria:

- It must be big.
- It must be visible from a significant distance.
- It must represent the GMOM&I and Greater Geelong.
- It must represent Geelong's heritage and aligned with its contemporary UNESCO arts and cultural aspirations.
- It must incorporate lighting for viewing at night.
- Visitors must be photograph themselves with the piece.

For the purposes of this report an image of the Lewis Bandt 1934 Ford Ute has been utilised as a starting point for the work.

This has been reduced to a linework drawing as shown adjacent and then horizontally mirrored in response to the proposed location.

The image has been perspectively projected onto a series of surfaces and resulting lines rendered as 300mm diameter pipework. The pipework has been contained within the median strip in order to avoid potential clashes with vehicles.

The resulting form is approximately 17m in height and 100m long, and supported by columns at 10m centres.

As the image is projected from a single point the form of the work changes radically as the viewer moves around the piece. As the viewer travels along Princes Highway the work transforms from a series of lines into the image of the Ute and then disintegrates as the viewers moves past.



La Villette En Suites, Felice Varini

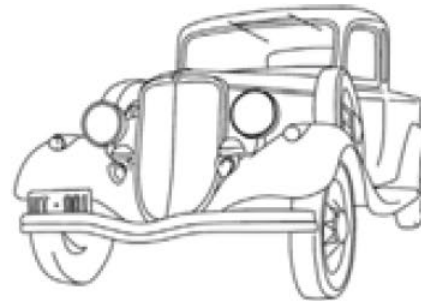
THE BIG THING



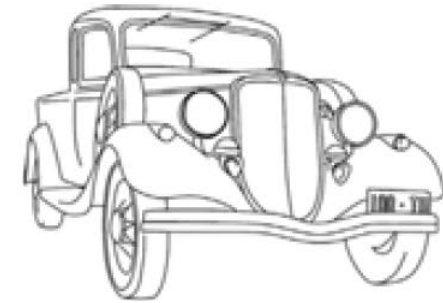
Lewis Bandt and the 1934 UTE



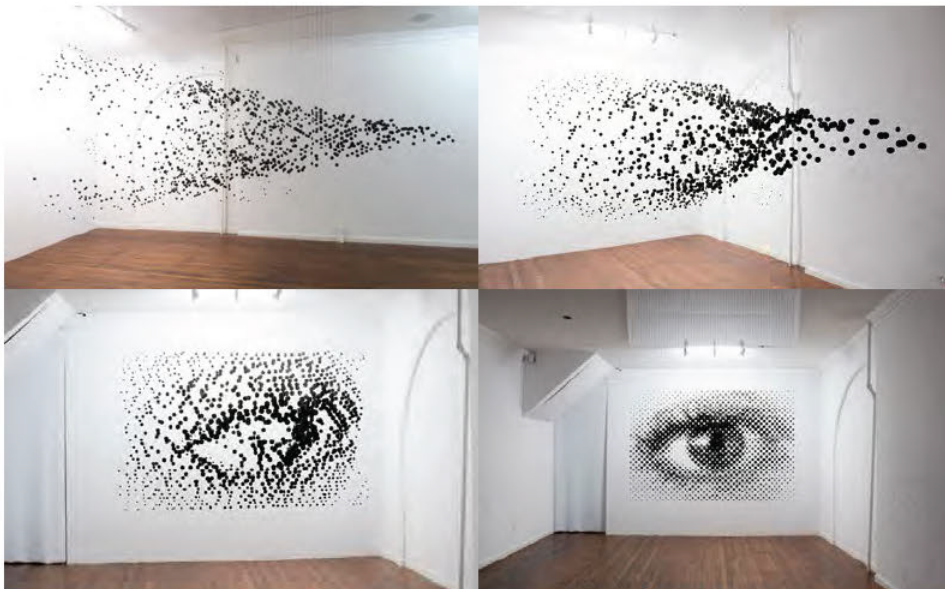
Image Overlay



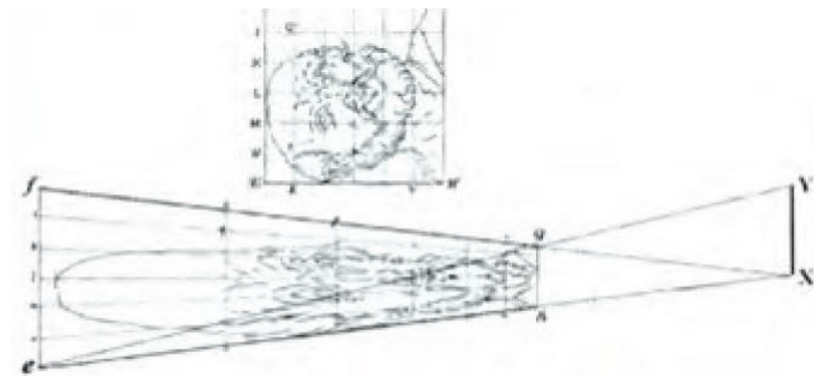
The Image



The Image - Flipped



Perceptual Shift, Michael



Perspectival Projection



THE BIG THING

SELECTING A LOCATION

Selecting an appropriate location for the piece is critical to the success of the work.

The site must meet the following criteria:

- It must be located on a well trafficked route.
- It must not present a hazard or distraction for traffic.
- It must comply with all relevant regulations and legislation including Heritage overlays.
- It must allow the work to be visible from a significant distance.
- It must be located at a recognised gateway to Geelong.
- It must represent both GMOM&I and greater Geelong.
- Visitors must be able to photograph themselves with the piece.
- It must be located in an area with minimal road-side signage.
- It must have minimal impact to surrounding infrastructure.
- The location should be lit without adversely impacting any residential areas.
- Safe pedestrian access to the work is required.

Additional criteria:

- Located at an intersection to allow for viewing at a variety of speeds.
- Located adjacent to the new Spirit of Tasmania Ferry Terminal.



- Located adjacent to significant Geelong Heritage. (In this example.)
- Located adjacent to the GMOM&I.
- Able to incorporate sound.
- Be integrated into the entry procession to GMOM&I.

For the purposes of this report the intersection of North Shore Road and Princes Highway was used as a case study to garner feedback and direction to further inform the above criteria.

As part of the ongoing development of the project alternative sites should be investigated to align with recommendations for the preferred location for the GMOM&I.



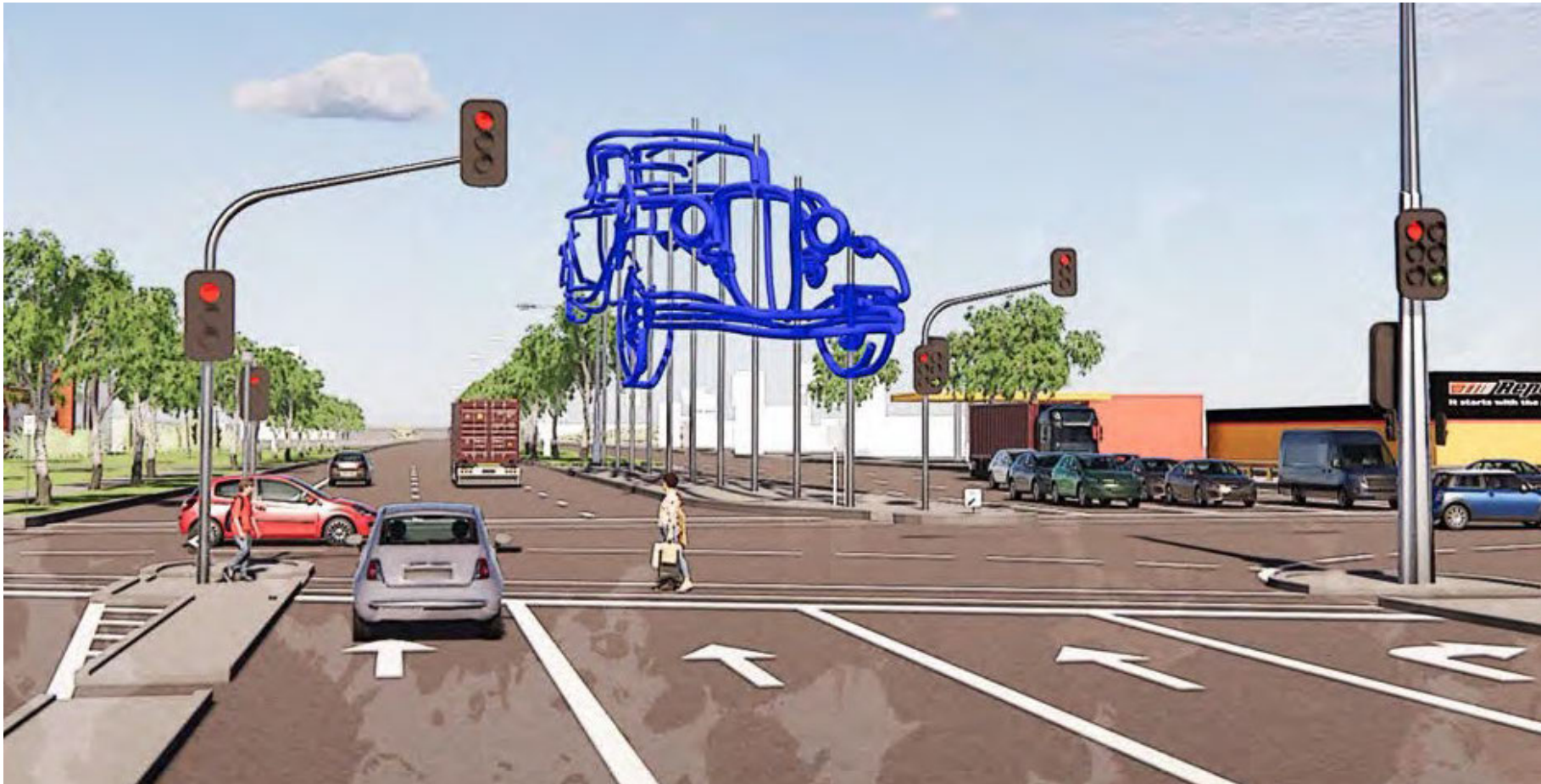
THE BIG THING



THE BIG THING

Geelong - The Big UTE

In this example the relationship of The Big Thing would have to be assessed for traffic safety. It is meant to demonstrate in a visual sense one of the key issues in determining the final design brief.



Overall Intersection View

THE BIG THING



Approaching Intersection



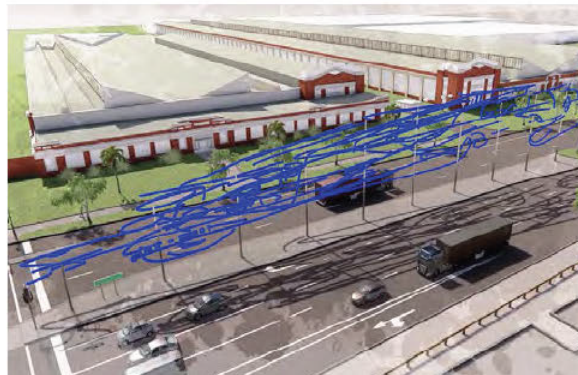
Moving Through Intersection



View From Ford Factory Entry



View From Bus Stop



Overview



Indicative Dimensions



BUSINESS MODEL

GOVERNANCE

Museums and galleries will usually use one of four basic governance models:

- Privately owned and operated.
- Council/Government operated – either as a Business Unit/Department or as a Trust or Board. (In-House)
- Outsourced* to commercial operator (Arms-length)
- Outsourced* to not-for-profit company (Arms-length)

They each have their merits and risks, and the model is often determined by how they have developed over time.²³

The Four Basic Governance Models

Privately owned and operated

There are many examples of automotive museums that have developed from enthusiasts who have built up a substantial collection. A notable example of this is the Lindsay Fox Classic Car Museum in Melbourne.²⁴

Council Operated

This model is one in which the venue is directly operated by Council, usually by specialist staff employed within the framework of the cultural services or equivalent department. Advantages include direct control and accountability for outcomes.

Many galleries and museums that hold substantial public collections in Australia are directly owned by government or through a statutory trust.

Council may also choose to appoint an advisory body to assist in the management and programming of the GMOM&I.



Outsourced to Commercial Operator

This approach also assumes that the major assets and facilities to be developed will be publicly owned.

The principal attractions to government of this model are the definition and mitigation of risk and often the belief such an approach will produce a better commercial outcome or at least a reduction in operating subsidy needs compared to the other options. In an ideal world, it is a model that provides an organisational structure that is geared to safeguard the community's assets while delivering high quality social and cultural outcomes.

Outsourced management can effectively relieve government of many of the legal and financial burdens of the GMOM&I's operations. Under this model, the contracted manager usually carries the legal and financial responsibility for the facility for an annual management fee whilst delivering agreed social and cultural outcomes.

23. Terminology. "Arms-length" - Is a commonly used public policy principle used in most western democracies. It provides for an appropriate separation of powers between the political process and, amongst other activities, those involving commercial risk and freedom of expression/speech. Outsourcing - To some extent each one of the models above outsources its requirements whether that be maintenance/cleaning, catering, venue operations or even its programming and hiring. In our context therefore "outsourcing" is simply a means to enable the management and delivery of specified services. In any business decisions are made by Management as to whether these services are provided by direct employment or by other forms of contract. "Arms-length", on the other hand, implies a specific approach towards the Governance of an organisation. It is most often used in our context by local government;

24. http://www.foxcollection.org.au/?gclid=EAlaIqObChMlZrmz9K7Z-glVapJmAh2VOgpyEAAYASAAEgKOB_D_BwE

BUSINESS MODEL

While it can be argued by some that the management of cultural facilities is a specialist skill and is not the core business of government, there is not necessarily overwhelming evidence that outsourced management of this kind has yielded better cultural or financial outcomes. Because the management company is usually also risk averse, it can be argued that their principal interest is in collecting the fixed management fee and not in activating these specialist public resources.

An advisory body could also be appointed to assist Council and venue management to operate the venue and maintain a strong connection with key stakeholders.

Outsourced to Non-Profit Company/Trust

This approach also assumes that the major assets and facilities to be developed will be publicly owned.

These centres are arguably most successful when they have a charter to stimulate learning and participation, take an entrepreneurial approach and pursue connectedness to local industry. If successful they can foster the creation of a diverse, vibrant and financially successful organisation. That is not to say they can necessarily operate without public subsidy, but that subsidy can be directed towards specific, measurable outcomes as well as general operations. In the case of GMOM&I we have assumed that it should operate without significant, if any, public subsidy.

The principal benefit of this structure is in providing a quite specific approach to risk management in a visitor focused museum context. Having a separate entity provides management with the absolute rigour of the requirement to balance the budget on one hand, while allowing them to take risk in a way that might sit outside standard Council practices on the other. It also is better suited to maintaining issues that are commercially sensitive.

The Board

The make-up of the Board/Trust should primarily put in place people with the skills, knowledge and networks to run a not for profit, collection based and visitor focused business. As well as the obvious skills such as finance, law, governance (and government), matters such as property and facility management, community groups, marketing, commercial nous and of course GMOM&I operations and programming. The Board should also reflect the diverse community that they come from. They should be as far as possible free from conflicts of interest and any interest should be stated and made clear.

There are various approaches that can be taken to the appointment of Board/Trust members and these need to be discussed, they include:

- Direct nomination by Council.
- Election from a membership base (this also requires definition).
- Nomination from specific relevant third parties.
- A combination of the above.

There are readily available standards regarding terms conditions of termination, duties etc. that can be referenced once the key issues of appointments and membership are agreed.

The above can also be referenced in terms of any advisory committees that may be appointed to assist Council and GMOM&I management if either of the other Governance options was chosen.

Company A and Company B Model

It is not uncommon for two entities to be established, one to own the asset and protect it from risks and the other to operate and program it. The idea being that if the operating entity fails the asset will not be lost – this is less applicable to a Council owned asset.

BUSINESS MODEL

Recommendation for GMOM&I Governance

This should be determined in detail once future asset ownership issues are resolved. Our working assumption is that the GMOM Board (not for profit, registered charity) would operate the GMOM&I in a partnership agreement with Council. In a project such as this governance requirements in terms of skills will change over time. This will be driven by how the project proceeds from now, through design and construction and finally, full operations.

There is a core requirement for all stages for the GMOM Board to always have at its disposal:

- Leadership (maintain the presence of an effective Chair and able to communicate with stakeholders and the broader public and who has the confidence of members).
- Financial management, compliance and risk management.
- Collection care, management and development.
- Member relations and stakeholder development.

We have also assumed that a core professional management and staff team would be brought on board from early in the Design and Construction Phase.

Skills Required by Development Stage

PHASE	FOCUS	SPECIFIC NEEDS IN ADDITION TO CORE
Fund and confirm the Project	Fundraising, Business Case Development and Site Acquisition.	<ul style="list-style-type: none"> • Government relations. • Industry connections – motoring and broader. • Commercial skills in terms of leasing and property. • Legal • Fundraising – sponsorship and philanthropic strategy
Build the GMOM&I and Big Thing	Design commissioning and construction project management.	<ul style="list-style-type: none"> • Construction industry experience. • GMOM&I Design. • Market and product development. • Fundraising – strategic execution including events. • Talent acquisition.
Operations	GMOM&I Operations and Collection Development.	<ul style="list-style-type: none"> • GMOM&I operations. • Sales and Marketing. • Sponsorship and philanthropy

Pages 91 to 97 have been removed Pursuant to sections 3(1) and 66(5) of the Local Government Act 2020, the information contained within pages 91-97 of this report is confidential because it contains private commercial information, which if released, would unreasonably expose the business, commercial or financial undertakings of a business.

NEXT STEPS

ACTION REQUIRED	DELIVERABLES
GMOM&I site determined	Detailed site investigations of Ford Factory and Seagull Paddock. Undertake commercial lease negotiations with owners. Site selected and agreed by all stakeholders. Acquisition and governance matters determined.
Big Thing site determined	At GMOM&I or another location.
Funding Strategies determined	<ul style="list-style-type: none"> • Government and private stakeholders sounded to gauge appetite and processes to be followed. • Funding Strategies adopted • Project Management Plan principles developed.
COGG position determined.	<ul style="list-style-type: none"> • GMOM&I Governance model agreed. • Possible contributions and support.
State Government sounded	Based on the findings within this Feasibility Assessment and finalization of site assessments initial interest in capital funding tested.
Preliminary Business Case	<ul style="list-style-type: none"> • If site and in-principle funding determined the Business Case development proceeds including concept designs for GMOM&I and Big Thing. • Formal QS completed for preferred designs • Full economic benefit assessment completed.



2.4. Transport Innovation Study Tour

Source: Strategy, Governance and Corporate

**Chief Legal Counsel,
Governance & Risk Officer:** Vesna Allan

Purpose

1. To present to Council Cr Moloney's summary report on the Dutch Transport Innovation Study Tour (Study Tour), in which Cr Moloney attended from 25 to 30 June 2023 inclusive.

Background

2. On the 23 May 2023 Council resolved to:
 - 2.1. *'approve for Cr Moloney to self-fund her attendance at the Dutch Transport Innovation Study Tour in June 2023, as a delegate of the City of Greater Geelong, and table a report to Council within 2 months of attendance detailing the learnings from the study tour..'*

Key Matters

3. Cr Moloney self-funded the Study Tour (situated in the Netherlands) and associated travel costs.
4. Cr Moloney's learnings from the Study Tour are detailed in **Attachment 1**.

RESOLUTION - Item 2.4

Cr Moloney moved, Cr Kontelj seconded -

That Council note Cr Moloney's Dutch Transport Innovation Study Tour report as per Attachment 1.

Carried

Financial Sustainability

5. There are no financial implications associated with this report.

Community Engagement

6. No community engagement activities are proposed as a result of presenting this Study Tour report to Council.

Social Equity and Sustainability

7. Principles of social equity and sustainability were considered in Cr Moloney's Study Tour report.

Relevant Law/Policy/Legal Implications

8. There are no legal or policy implications associated with the presentation of the report.

Alignment to Community Plan and Vision

9. This report aligns with Our Community Plan 2021-2025 strategic priority: Sustainable growth and environment.
10. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration:
A fast, reliable and connected transport network.

Conflict of Interest

11. No officer involved in the preparation of this report declared a general or material conflict of interest. The report is to present Cr Moloney's findings from the Study Tour as per Council resolution.

Risk Assessment

12. There are no risk implications associated with noting this report.

Environmental Sustainability

13. Environmental sustainability was considered in Cr Moloney's Study Tour report.

Attachments

1. Dutch Transport Innovation Study Tour Report [**2.4.1** - 18 pages]

Dutch Transport Innovation Study Tour Report- 2023

Report to City of Greater Geelong Council August 2023



Author: Associate Professor Belinda Moloney, Councillor – Kardinia Ward, City of Greater Geelong

Table of Contents

Overview	3
Historical perspective.....	4
Innovative Transport Experiments	5
Pocket Park Experiment Weesperstraat.....	5
Parking to Playgrounds	6
Traffic calming trials.....	7
Street treatments, biodiversity and wildflowers.....	8
Cycling in the sky: Windhoven’s Hovenring	10
Car Parking and road user pricing.....	11
Electric Vehicle Charging and battery.....	12
Active Transport: Bicycle Culture, Parking/Storage	13
Sustainable Greenfields Development: Case of Leidsche Rijn	14
Key Takeaways	15
Conclusion	17
References.....	18

Overview

From June 25th - 30th June 2023, Cr Moloney attended the Dutch Transport Innovation Study Tour, designed as an immersive study tour for transport and land use planners to experience a showcase of various innovations that could be adapted into a local context. Throughout this week of field trips and engaging lectures, various successes and failures were highlighted to signpost the complex nature of change management and implementing land use, planning and traffic controls. The full cost of this study tour were incurred by Cr Moloney, with the aim of expanding extant knowledge for future strategic planning and decision-making purposes. Centred around Utrecht, the study tour also spanned cities including Amsterdam and Windhoven.



Figure 1 Translating the study tour experience and insights into practical outcomes. Workshop led by Dr Meredith Glaser

Study tour participants had the opportunity to explore recent streetscape enhancement initiatives on prominent Amsterdam streets, guided by the head designer. Through field trips and lectures, participants learned how these projects had enhanced both active and public transport, along with boosting retail activity. A visit was also arranged to the headquarters of a pioneering global rail operator. Attendees were educated about network expansion, advancements aimed at enhancing user satisfaction, strategies for handling peak usage, as well as forthcoming developments in ticket pricing and technology. Alongside broad discussions and workshops, another activity included a series of bike tours of groundbreaking new suburbs to observe the integration of sustainable transportation methods.

Historical perspective

Many cities within the Netherlands moved from the medieval walled cities to a more car-oriented city in the 1960s as motor vehicles became more accessible price-wise. However, in the 1990's, as traffic safety issues and road accidents requiring hospitalisation plagued Utrecht, the local council received pressure from residents and lobbying groups to adopt a more human-oriented policy towards traffic management. Furthermore, residents of the high-density city of Utrecht frequently cited increased pollution and noise from cars as a detractor from the experience of their city and groups formed to make significant changes to transportation infrastructure including:

- Fietsersbond (Dutch Cyclists' Union)
- Milieudefensie Utrecht (Friends of the Earth Utrecht)
- Reizigersvereniging Rover (Travelers' Association Rover)
- Vereniging Vrienden van de Amsterdamsestraatweg (Friends of the Amsterdamsestraatweg Association)
- Gemeentelijk Verkeer en Vervoerberaad (Municipal Traffic and Transport Council); and
- CROW-Fietsberaad.

The study tour included a trip to CROW-Fietsberaad, an innovative national knowledge centre dedicated to promoting cycling as a sustainable and safe mode of transportation. Their research, guidelines, and best practices influence policies and projects related to cycling infrastructure across various Dutch cities, including Utrecht (Schepers, Theuwissen, et al., 2023).

Utrecht is known as a pleasant city to live, to work and to enjoy travelling around with multiple modes of transportation available, with the unique inclusion of canals and water transportation. Utrecht is also known as the 'number one' cycling city where 49.3 % of all trips in the city up to 7.5 kilometres are completed by bike.



Figure 2 Water transport, another mode of movement

To provide context, there is an intersection in Utrecht encompassing the busiest cycling path and a crucial bus route that accommodates more than 100,000 individuals daily, but private cars are

prohibited from entering. It serves as a remarkable illustration of how public transportation, cycling, and pedestrian pathways efficiently utilise space. The following sections detail some of these innovations and implementations.

Innovative Transport Experiments

Pocket Park Experiment Weesperstraat

Just prior to the commencement of the study tour, the Municipality of Amsterdam had initiated a six-week experimental initiative named the 'Knip Weesperstraat.' This project aimed to explore the consequences of temporarily closing off a busy thoroughfare 'Weesperstraat' to through motor traffic. Weesperstraat, once part of an abandoned 1972 plan to introduce a motorway into central Amsterdam, and was one of the main routes within the eastern inner city, with over 1,500 cars passing through per hour during peak periods.

By confining this pathway to local motor traffic between 6:00 AM and 11:00 PM daily, the aim was to observe commuter behaviour in these streets and the surrounds to determine how the usage changed.

The City of Amsterdam queried:

Would people avoid the route?

Would folks opt to ride their bikes or catch a tram instead?

Would they use the pocket park for recreation?



Figure 3 Floral Bollards: City of Amsterdam staff designed this experiment to remove 2 traffic lanes on a main thoroughfare

This change was achieved through the use of traffic cones, flower boxes, and concrete barriers (see Figure 3), and the Municipality intends to assess the outcomes of this action on traffic flow, road safety, and the overall living environment on the street and its nearby surroundings.

Instead of this thoroughfare, a "pocket park" was erected in the central median, featuring seating areas and spaces for gatherings, adorned with scheduled musical performances, poetry recitals, and informative discussions on diverse subjects. Essential services and public transportation retained their access and usage data was collected.



Figure 4 From lanes to lush lunch-spot: Pocket Park Weesperstraat in Amsterdam transformed urban street into meeting spot for residents and workers

At the conclusion of the trial, the findings, including insights gathered from a focus group comprising of 3,000 local residents and business proprietors, are to be shared and presented to the city council to determine if this experiment is to remain.

Parking to Playgrounds

Responding to resident commentary on the use of public space, and the low utilisation of cars per household within the Amsterdam municipality, officers transformed a series of angle car parks into a hedge-fenced playground, complete with artificial turf and nearby increased bicycle storage for residents (see Figure 5).

The Amsterdam municipality's innovative trial involving the conversion of parking spaces into vibrant playgrounds marks a progressive step towards creating more livable and child-friendly urban environments. This visionary initiative not only addresses the scarcity of recreational spaces but also prioritizes the well-being of children and families. By repurposing underutilised parking areas, the city is both responding to genuine community



Figure 5 Experiment in land use: From car parks to playground

engagement and promoting active lifestyles among its residents. The study tour group were given ample opportunity to test out the playground and provided a resounding approval of the space's consideration for accessibility and safety requirements.



Figure 6 Playground user acceptance testing

These transformed spaces are poised to invigorate local neighborhoods and the way they interact with the built environment, encouraging social interactions and outdoor activities that contribute to a sense of belonging and improved quality of life. The project showcases Amsterdam's commitment to sustainable urban development and almost sets a precedent for other cities seeking creative solutions to balance the demands of urbanisation with the need for recreational and bio-diversely landscaped spaces to emerge from the proverbial concrete jungle.

Traffic calming trials

Several examples of innovation spotted during the study tour included the temporary or complete omission of cars from certain spaces, to encourage foot and bicycle traffic only. The implementation of automatic bollards in urban areas across the Netherlands represents a proactive approach to traffic calming and urban planning. Installed based on captured traffic data and anecdotal responses from residents, these innovative devices were tasked with regulating vehicular access, enhancing safety and promoting pedestrian-friendly environments.



Figure 7 Local traffic only: Using automatic bollards to restrict car traffic in suburban Utrecht

By automatically rising or retracting as needed, these bollards helped to control the flow of traffic during specific times or in designated school zones and busy shopping strips. Recently, the City of

Greater Geelong installed automatic bollards in Lt Malop St to regulate traffic in this pedestrian-heavy hospitality strip, and future adoptions within the city may be considered in similar applications.



Figure 8 Canal to roundabout to canal: Restoration of a canal turned into a motorway and back again

The lush image depicted in *Figure 8* highlights one of the accepted ‘failures’ in town planning that was corrected at the behest of locals. Over four decades after sections of the canal encircling Utrecht's ancient centre were covered in concrete to make space for a twelve-lane highway, the city commemorated the revitalisation of its 900-year-old moat. In an effort to reshape the community's connection with automobiles, Utrecht's central area is once more enveloped by water and lovely verdant landscapes, replacing the previous surroundings of asphalt, noise and vehicle emissions.

Local alderman Eelco Eerenberg was quoted as saying that municipality had chosen “water and greenery over a highway for cars” and that this expensive endeavour was “unique for a motorway, with space for 12 lanes, to be converted back”, citing “it provides a beautiful connection to a plethora of important urban functions. Among other things, the station, a pop stage, theatre and greenery have found their place at the water”, much to resident’s delight (Boffey, 2020). Some might liken this transformation to the multiple changes to the Malop-Gheringhap intersection, which has seen several transformational changes over time.

Ultimately, the lessons learned from this field trip strongly validated the need for experimentation and admitting when a solution doesn’t work practically and rectifying accordingly. Deep discussion ensued centred on the paradox of wanting to innovate while being fearful of failure and community dissatisfaction, which seemed to result in an abject rejection of new ideas.

Street treatments, biodiversity and wildflowers

As many folks would be aware, policy development work is underway within a Geelong context to enable constituents to plant biodiverse species on their naturestrips, for a myriad of beneficial environmental outcomes. Similar initiatives were on show across Utrecht and Windhoven municipalities. One personal highlight of the study tour was the stunning sights of wildflowers in bloom along roadsides, nature strips, canals and highways in every district visited by the study tour group.

Wildflower planting within the Utrecht municipality is a noteworthy initiative that encapsulates the city's dedication to enhancing biodiversity, aesthetics, and ecological sustainability.

From a purely aesthetic perspective, the results were outstanding as cyclists rode past sprawling swathes of tansy, feverfew, poppies, chives, yarrow, calendula, cornflower, sunflowers, day-lillies and snapdragons. Subsequently, the natural phenomena following the flowering of these beautiful plants included the abundance of beneficial insects including gigantic bumblebees, butterflies, hollyhocks, lavender, dragonflies and other pollinating legends working to restore a harmonious balance of hard landscapes and colourful floral displays striking enough to make you fall off your bike.



Figure 9 Wildflower plantings alongside railway lines and bi-directional bike lanes, Utrecht

By introducing native wildflowers into urban landscapes, Utrecht is transforming conventional public spaces into vibrant havens for pollinators and local wildlife, a boon for bird-watchers! This ecologically-minded approach not only adds a burst of color and beauty to the cityscape but also contributes to vital ecosystem services, such as improved air quality and soil health.

Utrecht's commitment to wildflower planting showcases a holistic understanding of urban development that harmonises with nature, enriching the lives of both residents and the environment. This effort serves as a positive example for other cities looking to strike a balance between urban growth and preserving the natural world, something that Geelong council could do well to get behind, for the bee's sake.

Cycling in the sky: Windhoven's Hovering

One of the study tour highlights included a cycling tour to the visually stunning town of Windhoven to experience the architectural triumph- the Hovering. What on earth is that? The Hovering is an elevated circular cycle bridge, which revolutionised this space by seamlessly blending aesthetics, sustainability, and efficiency. The cycling bridge is essentially a roundabout suspended in the air, above a major intersection using cable framework and a circular deck, which is illuminated at night. The suspended design, supported by suspension cables and circular decks, showcases innovation that can accommodate multiple modes of transportation, while keeping them separate from vehicular traffic. This separation was a major factor briefed to designers, due to high accident rates including fatalities.



Figure 10 Hovenring: Image source IPV Delft <http://www.ipvdelft.nl/>

The implementation of the Hovenring in Eindhoven (see *Figure 10*) stands as a remarkable transportation innovation, redefining the concept of infrastructure integration. Prior to this groundbreaking project, the intersection where the Hovenring now gracefully hovers was a traditional traffic junction marked by congestion and safety concerns for both pedestrians and cyclists.

This engineering marvel not only provides a safe and efficient passage for cyclists and pedestrians, eliminating the risk of interactions with vehicular traffic, but also serves as an iconic landmark, enhancing the city's architectural identity. Its suspended design exemplifies innovation by using suspension cables and a circular deck to accommodate cyclists and pedestrians. This transportation innovation has catalysed a paradigm shift in urban planning, prioritising sustainable mobility, promoting active lifestyles, and fostering a harmonious coexistence between different modes of transportation, all while adding an aesthetic marvel to Eindhoven's landscape (Kok, Degenkamp, and van den Berg, 2014).

Drawing inspiration from the remarkable Hovenring project in Eindhoven, Geelong has a unique opportunity to reimagine urban transportation and enhance its infrastructure integration with similar builds that prioritise safety, whilst not forgetting architectural character. In light of existing challenges

at certain intersections, such as congestion and safety concerns for pedestrians and cyclists, Geelong could consider implementing similarly innovative solutions in high-incident or unsafe areas.

Car Parking and road user pricing

Utrecht's approach to managing car parking exemplifies a strategic and progressive urban management strategy. The city has introduced an array of inventive measures designed to confront the challenges posed by car parking while simultaneously fostering (and encouraging) more sustainable modes of transportation. Through meticulous parking space administration, Utrecht not only addresses concerns tied to congestion and the scarcity of urban area but also actively encourages both residents and visitors to embrace alternative commuting options like cycling, public transit, and walking.

Many revisions to these controls and extensive research (De Groote, Van Ommeren and Koster, 2018) have enabled a better understanding of commuters which in turn informs their decisions on controlled pricing, restricted parking hours, and the designation of priority parking zones for specific user groups and local residents. These controls and policies are often revised with open minds, a refreshing finding.

Study tour participants were privy to a lecture from Bert van Wee on road user pricing, a topic that presents a multifaceted set of advantages and disadvantages for urban transportation. On the positive end, road user pricing stands as an effective tool for addressing traffic congestion and mitigating air pollution by incentivising individuals to explore alternate transportation modes or travel during non-peak periods. Similar pricing mechanisms were also adopted for train ticket pricing.

Road user pricing holds the potential to generate revenue that can be reinvested into bolstering public transportation infrastructure and maintaining roads, thus establishing a sustainable financial resource for enhancing urban mobility. Furthermore, road user pricing could contribute to greater fairness in transportation expenses, as users are charged based on their actual road utilisation rather than relying on generalised taxation. Nevertheless, this approach is not exempt from drawbacks.



Figure 11 Small electric cars in tiny car parks

The implementation and management of road user pricing systems can be intricate technologically and politically, also necessitating significant financial investment (Hensher et al., 2014). Critics contend that such pricing might disproportionately impact low-income individuals who depend on cars for their daily commutes. Concerns surrounding privacy, enforcement, and potential logistical complexities can also

lead to opposition. Striking a harmonious balance between the advantages of congestion reduction, revenue generation, and equitable distribution demands meticulous planning and tailored consideration of the local environment.

Comparing the implementation of road user pricing in Utrecht and Geelong reveals divergent approaches and challenges. Utrecht, renowned for its comprehensive cycling infrastructure and integrated public transport network, has successfully implemented road user pricing with a focus on curbing congestion and encouraging sustainable modes of transportation. The city's compact urban design and robust cycling culture have contributed to a smoother transition, alongside the education and advocacy of community groups towards local politicians (Hensher and Bliemer, 2014).

In contrast, Geelong faces distinct challenges due to its different urban structure, adoption of cycling trends, undulating topography and car-dependent culture. The implementation of road user pricing in Geelong could potentially encounter resistance from a population accustomed to private vehicle use, and policing could prove unfeasible. Addressing concerns about equity, privacy, and logistical feasibility would potentially create community discord. Striking a balance between the benefits and challenges would necessitate adapting the approach to fit the unique characteristics and needs of each city while ensuring that the advantages of reduced congestion and improved urban mobility are maximised.

More Resources on Road User Pricing:

- Bert van Wee on road user pricing: <https://vimeo.com/233422234>
- Michiel Bliemer on how road user pricing could work in Australia: <https://vimeo.com/234416162>

Electric Vehicle Charging and battery

The study tour group were introduced to an initiative called Vehicle to Grid (Dumiak, 2022) via a field trip. The vehicle-to-grid (V2G) trial in the Netherlands is an innovative and forward-looking initiative that explores the potential of electric vehicles (EVs) to not only consume energy but also serve as decentralised energy storage and supply units. This trial aims to investigate how EVs can be integrated into the electricity grid, allowing them to both draw power from the grid and feed excess energy back into it when needed.

In this trial, participating EV owners connect their vehicles to the grid through smart charging technology. During times of high electricity demand or price peaks, the EVs can discharge excess stored energy back into the grid, thus providing grid support and potentially earning revenue for the vehicle owner. Conversely, when electricity demand is low, EVs can be charged from the grid, benefiting from lower electricity prices (Dumiak, 2022b).



Figure 12 Electric 2-person vehicles for hire, Amsterdam

The trial attempts to create a flexible and resilient energy system that relies on sustainable sources and reduces an over-reliance on fossil fuels. It has the potential to stabilise the grid by leveraging the collective energy storage capacity of EVs to mitigate fluctuations in electricity demand and supply (Dumiak, 2022b). Furthermore, it may enhance the integration of intermittent renewable energy sources like solar and wind power, as excess energy can be stored in EV batteries and utilised during periods of low generation. Lastly, the V2G technology was cited as potentially providing a new revenue stream for EV owners whom would be paid for their assistance in grid management, potentially reducing the overall cost of EV ownership.

However, challenges exist. Ensuring the seamless integration of V2G technology into different vehicle models and charging infrastructure is a technical challenge and very complex. Managing the impact of frequent charging and discharging on battery longevity requires careful consideration, beyond the jurisdiction and remit of Geelong council.



Figure 13 Vice Mayor Lot van Hooijdonk presentation “Cutting Edge Transport Innovation: The Case of Utrecht”, Utrecht

Active Transport: Bicycle Culture, Parking/Storage

Bike share programs in the Netherlands epitomise a progressive approach to urban mobility, reflecting the nation's deep-rooted cycling culture and commitment to sustainable transportation solutions. These programs offer residents and visitors convenient access to bicycles for short-term use, fostering a seamless and eco-friendly way to navigate cities. The Netherlands' bike share initiatives are characterised by their extensive coverage, with bike stations strategically placed throughout urban areas, making it easy for individuals to pick up and drop off bicycles at their convenience. With user-friendly apps and efficient rental systems, these programs have effectively integrated technology to enhance accessibility (Kent and Karner, 2019).

These bike share programs not only contribute to reducing traffic congestion and air pollution but also promote a healthier lifestyle and a more vibrant urban environment. Furthermore, Qian and Niemeier (2019) cited the implementation of bike share programs as an impactful investment towards bridging transportation accessibility gaps across low socioeconomic and disadvantaged communities.

As a result, these initiatives demonstrate a progressive outlook on urban mobility, showcasing how modern cities can embrace cycling as a fundamental mode of transportation that benefit people from all socioeconomic backgrounds.



Figure 14 OV Bikes for low-cost hire at the swipe of a card

Sustainable Greenfields Development: Case of Leidsche Rijn

One of the lecturers delivered a keynote on the various influential factors that have driven and enabled 'best practice' in creating accessibility to transportation options. In the Netherlands, land use planning stands as a pivotal influencer shaping transportation dynamics and urban design, distinct from the conventional emphasis solely on accessibility. Examples of best practices such as Leidsche Rijn, demonstrate that the strategic integration of land use and transportation planning creates a symbiotic relationship where urban developments are aligned with transportation infrastructure, which can be easier to implement in greenfield development as opposed to retrofitting existing town infrastructure.

This approach fostered vibrant, compact, and mixed-use neighborhoods that encourage active transport modes, such as cycling and walking, while minimising the need for extensive car travel. By deliberately placing residences, businesses, and amenities within close proximity to each other and accessible public transportation nodes, the Netherlands has effectively reduced reliance on private vehicles. One key example of this is Leidsche Rijn greenfields development, where study tour participants were privy to a bicycle tour.



Figure 15 The Dafne Schippers Bridge: Linking the historical city of Utrecht to the new residential area, Leidsche Rijn

A visually beauty and breeze to navigate, the Leidsche Rijn development (See *Figure 15*) stands as a compelling example of sustainable greenfield development, showcasing innovative urban planning principles in action. Located near Utrecht, this project has successfully combined residential, commercial, and recreational spaces within a carefully designed framework that prioritises environmental consciousness. Through meticulous land use planning and a commitment to sustainable infrastructure, the Leidsche Rijn development integrated green spaces, pedestrian-friendly pathways, and efficient public transportation systems operating regularly and connecting with national and international train systems.

The development has embraced principles of energy efficiency, water management, and waste reduction, fostering a harmonious coexistence between nature and urban life. By demonstrating the integration of sustainable practices from its inception, Leidsche Rijn serves as a model for future

greenfield developments aiming to create vibrant, eco-friendly communities that cater to both present and future generations. This holistic land use strategy curtails urban sprawl, reduces congestion, and mitigates environmental impacts. The result is a visually-stunning marriage between urban form and transportation systems, fostering sustainable, people-centric cities that prioritise convenience, efficiency, and environmental stewardship.

Key Takeaways

One key comment gleaned from a keynote speaker is that while the *“build it and they will come”* mantra sounds wonderful in theory, it does not always translate to practice and the early adoption of many active transport initiatives took significant time for user acceptance to capitulate.

Utrecht's successful implementation of active transport strategies offers valuable insights for the city of Geelong, Australia. Geelong may consider adopting several key best practices based on lessons learned from various implementations, experiments and experiences:

Workplace hubs: Traffic congestion is observed in areas with more job opportunities and efforts have been made to shift to urban working hubs rather than focus on a central point where commuters are bottlenecked. A concerted effort was made to decentralise and attract the development of workplace hubs across the municipality to reduce the convergence of traffic and commuters competing for central locations for parking.

Enhancing Cycling Infrastructure: Utrecht has made substantial investments in constructing a comprehensive cycling network, incorporating dedicated bike lanes, secure intersections, and bike-sharing programs (Jashansahi et al, 2020). Geelong could prioritise the creation of a thorough cycling infrastructure that connects major city destinations, encouraging cycling as a practical transportation choice.

Safer Streets through Traffic Calming: Utrecht employs strategies to slow down vehicles and establish pedestrian-friendly zones, creating safer surroundings for both pedestrians and cyclists. Geelong might explore introducing similar measures to elevate road safety and promote walking and cycling with increased end-of-trip facilities and active transportation promotion.

Integrated Transportation Solutions: Utrecht's successful fusion of cycling, walking, and public transport has yielded positive results for commuters of all methods, with each of these integrations born from learning lessons from best practice implemented locally and abroad (Glaser, Blake, Bertolini, Brömmelstroet, and Rubin, 2021). Geelong could focus on seamlessly integrating these modes of transport, offering commuters practical and efficient multimodal options.

Efficient Park-and-Ride Facilities: Utrecht features well-designed park-and-ride facilities at pivotal transit points, encouraging travelers to combine cycling or walking with public transportation. Geelong could contemplate establishing comparable facilities to accommodate commuters residing farther from the city centre. In order to achieve this, considerations should be made regarding the current available mix of transportation options including bus availability and frequency, which further complicates decision making at a local level and requires increased and strategic advocacy to the Victorian state government, as well as increased commuter data capture to inform decision making.

Promotion and Education: The City of Utrecht proactively advocates for active transport through awareness campaigns, educational initiatives, and events. Geelong could initiate similar campaigns to raise consciousness about the merits of walking and cycling, fostering a culture of active commuting.

For a more local perspective, researchers Pistoll and Goodman (2014) cited a distinct link between socioeconomic position, access to cycling infrastructure and cycling participation rates amongst Melbourne constituents, a factor contributing to active transport participation alongside promotion and education (Qian and Niemeier, 2019).

Encouraging Incentives: Utrecht provides incentives such as tax benefits and discounts to incentivise cycling, motivating more individuals to choose this mode of transportation. These incentives begin with encouraging school children to ride bicycles and develop confidence and road safety awareness from an early age. Geelong could explore the implementation of comparable rewards systems or community advertising to inspire commuters to embrace active transport. Shared mobility hubs also stand out as accessible ways to incentivise active transport for those whom wish to use a car or bicycle sporadically.

Prioritising Safe Routes for Schools: The Utrecht municipality prioritises secure routes for school children to walk or cycle to school. Geelong could give emphasis to safe school routes, encouraging parents and children to opt for active transport and cycling to school instead of solely relying on cars, however these initiatives may require external body leadership and advocacy to both the Victorian Department of Education and Department of Transportation.

Engaging Community and Stakeholders: Utrecht involves the community and stakeholders in active transport project planning and execution. Geelong could engage residents, businesses, and advocacy groups with 'Have your say' surveys and focus groups to gather input, ensuring alignment with local requirements. In contrast to municipalities across The Netherlands, Geelong constituents are less engaged politically and the low response rates to community engagement surveys have a compounding effect on the user acceptance of various traffic implementations and innovations. Jahanshahi et al. (2020) published relevant research findings on the user acceptance of a bicycle sharing system which could be beneficial to future initiatives and understanding how to best manage the adoption and diffusion of active transportation, car sharing and behavioural change.

Ongoing Evaluation and Adaptation: Municipalities across The Netherlands continually assess the effectiveness of its active transport initiatives and makes necessary adjustments. This includes conducting research as to transportation user habits, including why they start or cease to use active transportation (Ryan, Svensson, Rosenkvist, Schmidt, and Wretstrand, 2016) or why a gender gap exists in those using cycling as a primary transport option (Shaw, Russell, Keall, et al., 2020). Understanding the barriers to entry, adoption and acceptance for all transportation users is difficult without updated data to facilitate decision-making and policy change. Geelong could opt to establish mechanisms of data and community voice capture to enable consistent evaluation and adaptation based on user feedback and evolving transportation needs, as a key influencer of our road infrastructure and asset renewal programs.

Strong Civic Leadership and Determination: Residents of Utrecht, Amsterdam and Windhoven each have demonstrated a persistent dedication to active transport, which is underpinned by resolute leadership and political commitment of projects secured *prior* to local elections. This political angle works well in a municipality with vocal and politically-active constituents voicing their concerns and appetite for policy change (Glaser, Te Brömmelstroet, and Bertolini, 2019). Local lobbying groups provide a loud voice advocating for change to local leaders, and perhaps Geelong could prioritise active transport on a policy level, and advocate to state bodies towards securing the essential resources, guidance and funding to facilitate active transport implementation.

Through the integration of these best practices, tailored to Geelong's unique context, the city could make substantial progress in advocating for and implementing active transport initiatives. This

approach would contribute to less car dependence and a more sustainable, health-conscious, and vibrant urban environment.

Conclusion

Insights and experiences derived from the Dutch Transport study tour have underscored the significant influence of human psychology and behaviour on transportation decisions. If a commute is perceived as cumbersome, time-intensive, or inconvenient, individuals will tend to avoid that mode of transportation, and conversely, opt for alternatives. If no end-of-trip facilities exist, commuters riding bicycles, skateboards, and scooters will likely discard the idea of active transport as inconvenient. The transformation of the Dutch transportation landscape has transpired and evolved across five decades, which can provide incredible lessons-learned to future adopters of parking controls, cycling infrastructure and municipal policy-makers prioritising active transport. Within this wealth of experiential knowledge, Geelong's urban planning and development can glean valuable insights by applying the lessons learned from the Dutch experience. It's essential to adapt these insights to our unique topography while tailoring street treatments and traffic calming solutions to our local context.

Furthermore, the showcased innovations throughout the Netherlands have exemplified a resolute departure from the adherence to an outdated philosophy of persisting with the same solutions merely due to tradition. This stance, which is integral to their accomplishments, holds promise for effective implementation in Geelong. A prevailing theme of receptiveness to new ideas and a willingness to experiment has fostered a work culture that embraces risk and the possibility of setbacks. This environment has nurtured indispensable levels of creativity and innovation required for achieving best-practice solutions and Geelong's planning and development could benefit from applying the lessons learned towards local implementation, whilst contextualising street treatments and traffic calming solutions to our unique topography.



Figure 16 Bikes only: Before (image at the front) and after of the same street, post removal of car access and inclusion of bicycle parking and end-of-trip facilities, Utrecht.

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3. RECORD OF INFORMAL MEETINGS OF COUNCILLORS

Source: Chief Executive Officer
Acting CEO: Kaarina Phyland

Summary

1. The Governance Rules of the City of Greater Geelong require the tabling of records of informal meetings of Councillors at the next convenient Council meeting and that their record be included in the minutes of that Council meeting.
2. A summary of the informal meetings of Councillors is attached.

RESOLUTION - Item 3.1

Cr Harwood moved, Cr Murrhiy seconded -

That Council receive the summary of the informal meetings of Councillors for the period to 22 August 2023.

Carried

**INFORMAL MEETINGS OF COUNCILLORS
(Council Meeting 22 August 2023)**

Informal Meeting Details	Councillor Attendance/Apology	Officer Attendance	Agenda Items	Conflict of Interest Disclosures
<p>Strategic Session 18 July 2023</p>	<p>Crs Aitken, Harwood, Hathway, Kontelj, Mason, Moloney, Murrhly, Nelson</p> <p><i>Apologies: Crs Sullivan and Cadwell</i></p>	<p>K Phyland (A/CEO) G Smith (EXEC DIR) D Greaves (A/EXEC DIR) A Locke (MGR) F Porter (MGR) S Albon (PROG MGR) A O'Connor (CO ORD) M Tesoro (CO ORD) J Hurse (MGR) J Holmes (PROJ MGR)</p>	<ul style="list-style-type: none"> Northern and Western Geelong Growth Areas Commonwealth Games 	<ul style="list-style-type: none"> Cr Kontelj declared a Conflict of Interest in the Northern and Western Geelong Growth Areas and left the meeting prior to discussion.
<p>Councillor Briefing 8 August 2023</p>	<p>Crs Sullivan, Aitken, Harwood, Hathway, Kontelj, Moloney, Murrhly, Nelson</p> <p><i>Leave of Absence: Cr Cadwell</i> <i>Apology: Cr Mason</i></p>	<p>K Phyland (A/CEO) G Smith (EXEC DIR) D Greaves (A/EXEC DIR) B Prosser (A/EXEC DIR) A Miller (A/EXEC DIR) V Allan (Chief Legal Counsel, Governance and Risk Officer) K Pizzi (MGR) J Douglas (A/MGR) J Thomas (MGR) D Neighbour (CO-ORD)</p> <p><i>Also Present:</i> <i>Prue Digby, Municipal Monitor</i></p>	<ul style="list-style-type: none"> Dogs in Public Places Business Feasibility: The Geelong Museum of Motoring and Industry (GMOM&I) and 'Big Thing' Proposed Amendment C447 and Planning Permit 1123/2022 – Princess & Huntingdon Streets, Drysdale Audit and Risk Committee – Appointment and Tenure Update (Confidential) 	<ul style="list-style-type: none"> Nil

4. PLANNING DELEGATIONS

Source: Planning and Design
Executive Director: Gareth Smith

Purpose

1. To provide the schedule of planning permit applications determined under delegation since the last report.

Background

2. Section 11 of the *Local Government Act 2020* 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. Section 63 of the *Local Government Act 2020* and section 188 of the *Planning and Environment Act 1987* allow Council to establish a delegated committee with the power to determine planning permit applications.
4. Council to Staff Instrument of Delegation allows staff to determine planning permit applications where there are less than 6 objections lodged.
5. The Planning Committee's terms of reference provide for determination of planning permit applications where there are 6 or more objections lodged.
6. The City is required by Council to provide information on planning permit applications determined under delegation.

Key Matters

7. The Schedule attached to this report provides information on the planning permit applications determined under delegation since the last report.

RESOLUTION - Item 4.1

Cr Moloney moved, Cr Harwood seconded -

That Council receive the information in the Schedule entitled Planning Decisions Report for July 2023.

Carried

Planning Decisions Report July 2023

Location	Application Type	Decision Date	Description	Authority/No of objectors
19 Camden Road, NEWTOWN VIC 3220	Construction of Three (3) Dwellings and Three (3) Lot Subdivision	5/07/2023	Permit Issued - VCAT	VCAT
86 Fenwick Street, PORTARLINGTON VIC 3223	Construction of Eight (8) Double Storey Dwellings	7/07/2023	NOD Planning Permit	Decision Making Committee
167-201 Lower Duneed Road, ARMSTRONG CREEK VIC 3217	Use and Development of a Telecommunication Facility; Creation of access from the Transport Zone	7/07/2023	Grant a Planning Permit	Delegated Authority
555 Sandy Creek Road, LITTLE RIVER VIC 3211	Earthworks Associated with Quarry Rehabilitation	5/07/2023	Extended Planning Permit	Delegated Authority
169 Melbourne Road, RIPPLESIDE VIC 3215	Use of the land to sell and consume liquor in association with a Cafe/Restaurant Liquor Licence and a Packaged Liquor Licence	12/07/2023	Refusal to Grant an Amended Planning Permit	Decision Making Committee
67 Dare Street, OCEAN GROVE VIC 3226	Construction of Four (4) Dwellings above 7.5m in Height and Four (4) Lot Subdivision	12/07/2023	Permit Issued - VCAT	VCAT
1-43 Beach Road, LARA VIC 3212	Use and Development for a Warehouse and Store, Reduction of Carparking and Removal of Native Vegetation	7/07/2023	Grant a Planning Permit	Delegated Authority
1-19 Rollins Road, BELL POST HILL VIC 3215	Development and Use of a Childcare Centre, Food & Drink Premises, Associated Business Identification Signage and the Construction of Nine (9) Dwellings and a Nine (9) Lot Subdivision	14/07/2023	Extended Planning Permit	Delegated Authority
14 Michigan Avenue, CORIO VIC 3214	Construction of Four (4) Dwellings	13/07/2023	NOD - Delegate	2
41 The Esplanade, PORTARLINGTON VIC 3223	Construction of Two (2) Dwellings	17/07/2023	NOD - Delegate	4
34 Preston Street, GEELONG WEST VIC 3218	Partial Demolition, Alterations and Additions to a Dwelling in a Heritage Overlay	17/07/2023	NOD - Delegate	1
118 Vines Road, HAMLYN HEIGHTS VIC 3215	Construction of Three (3) Dwellings, Three (3) Lot Subdivision and Alteration of Access to a Road in a Transport Zone 2	25/07/2023	NOD - Delegate	1
12-14 Beauford Avenue, BELL POST HILL VIC 3215	Extension to a Supermarket and Reduction of Car Parking	13/07/2023	NOD - Delegate	1
99 Beacon Point Road, CLIFTON SPRINGS VIC 3222	Two (2) Lot Subdivision	20/07/2023	NOD - Delegate	2
Warehouse 3/25 Heales Road, CORIO VIC 3214	Use and development of the land for industry (pre-cast concrete product manufacturing), and a reduction to the car parking requirement	7/07/2023	NOD - Delegate	1

134-136 Portarlinton Road, NEWCOMB VIC 3219	Construction of Six (6) Dwellings and Six (6) Lot Subdivision, adjoining Transport Zone 2	24/07/2023	NOD - Delegate	5
20 Michigan Avenue, CORIO VIC 3214	Construction of Four (4) Dwellings	5/07/2023	NOD - Delegate	2
27 Villamanta Street, GEELONG WEST VIC 3218	Buildings and Works associated with partial demolition and alteration and extension to an existing dwelling, construction of a fence and Tree Removal	13/07/2023	NOD - Delegate	1
7 Wattle Bird Crescent, BARWON HEADS VIC 3227	Construction of Two (2) Dwellings and Two (2) Lot Subdivision	7/07/2023	NOD - Delegate	
6 Richardson Street, EAST GEELONG VIC 3219	Extension to the Existing Dwelling and Construction of a Second Dwelling and Two (2) Lot Subdivision	31/07/2023	NOD - Delegate	5

5. CONFIDENTIAL

Council will close the meeting to the public in accordance with the provision of section 66(2) of the *Local Government Act 2020* to consider the following item.

5.1. Audit & Risk Committee - Appointment and Tenure Update - Confidential

Source: Strategy, Governance and Corporate
Chief Legal Counsel,
Governance & Risk Officer: Vesna Allan

CONFIDENTIAL

RESOLUTION - Item 5.1

Cr Harwood moved, Cr Kontelj seconded -

That Council consider this report at the conclusion of the meeting as it is designated confidential by the Chief Executive Officer pursuant to sections 3(1) and 66(5) of the *Local Government Act 2020*, the information contained in this report is confidential because it contains Council business information being information that would prejudice the Council's position in commercial negotiations. This section is applicable because of the sensitive and varied nature of the information received and considered by the Audit & Risk Committee from time to time which can pertain to external stakeholders also.

Carried

CLOSE OF MEETING

Cr Murrhly moved, Cr Harwood seconded -

That the meeting be closed to the public.

Carried

The meeting was closed to the public at 8.17pm

Cr Kontelj moved, Cr Moloney seconded -

That the meeting be re-opened to the public.

Carried

The meeting was re-opened to the public at 8.20pm

As there was no further business the meeting closed at 8.20pm on Tuesday 22 August 2023.

Signed: _____

Cr Trent Sullivan (Mayor)

Date: _____