

# MINUTES

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## COUNCIL MEETING

**Tuesday 12 December 2023**  
**6:00 pm**

**City Hall**  
**57 Little Malop Street, Geelong 3220**

**LIVE STREAMED ON THE CITY'S WEBSITE:**

[www.geelongaustralia.com.au/meetings](http://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 E Wilkinson (Bellarine Ward)  
Cr M Cadwell (Brownbill Ward)  
Cr E Kontelj (Brownbill Ward)  
Cr P Murrhly (Brownbill Ward)  
Cr B Harwood (Kardinia Ward)  
Cr B Moloney (Kardinia Ward)  
Cr R Nelson (Kardinia Ward)  
Cr S Hathway (Windermere Ward)

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**Present:** Crs T Sullivan (Mayor), A Aitken, M Cadwell, B Harwood, S Hathway, E Kontelj, J Mason, B Moloney (Virtual), P Murrihy, R Nelson, E Wilkinson

**Also Present:** A Wastie (Chief Executive Officer), J Van Slageren (Acting Executive Director Planning and Design), A Miller (Acting Executive Director Community Service Delivery), D Greaves (Acting Executive Director City Infrastructure), T Bradley (Acting Executive Director Customer Community and Economy), D Schultz (Chief Financial Officer), V Allan (Chief Legal Counsel, Governance and Risk Officer), J Douglas (Acting Manager Governance), P Digby (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.

**MAYORAL STATEMENTS**

**1. Proposed Waste-to-Energy Facility, Lara (APP1004200).**

We thank the Community for raising their concerns with Council about the Proposed Waste-to-Energy Facility, Lara (APP1004200).

I wanted to provide some comments on Prospect Hill International’s proposed waste-to-energy facility at Lara.

The development was given approval by Victoria’s Environmental Protection Authority last week.

As a referral authority, Council’s formal role in the process was limited to providing advice and feedback regarding consistency with the Planning Scheme.

However, on the back of the community concerns we heard – through this chamber and elsewhere - we thought it was important to provide those concerns directly to Planning Minister Sonya Kilkenny.

I wrote a letter, on behalf of Council, which was sent to the Minister on 20 September.

We received a response from the Minister on 14 November, noting the community concerns and registering our letter as an objection to the permit application.

I’d like to reiterate a point I made at last month’s Council meeting, regarding our own circular economy and waste management strategies.

Council is not pursuing waste incineration methods.

It is not in our longer-term plans, and it is not something we support.

.....

**2. 26 January**

I would like to confirm there are no plans to change how we, as an organisation, will be marking 26 January next year.

Regardless of any discussions that will be held tonight, the initiatives that Council endorsed in May will be going ahead in 2024.

## **1.2. Apologies**

Nil.

## **1.3. Leaves of Absence**

**Cr Murrhy moved, Cr Hathway seconded -**

**That Leave of Absence be granted to Cr Mason from 16 January to 22 January 2024, inclusive.**

**Carried**

**Cr Mason moved, Cr Harwood seconded -**

**That Leave of Absence be granted to Cr Wilkinson from 3 January to 21 January 2024, inclusive.**

**Carried**

**Cr Aitken moved, Cr Mason seconded -**

**That Leave of Absence be granted to Cr Sullivan from 20 December 2023 to 8 January 2024, inclusive.**

**Carried**

#### 1.4. Declarations of Conflicts of Interest

Cr Aitken declared a Conflict of Interest in Item 2.2 Amendment C436ggee and Planning Permit PP-573-2021 – Balmoral Quay in Rippleside – Consideration of Submissions in that Cr Aitken has a financial interest in a property within the area.

Cr Kontelj declared a Conflict of Interest in Public Question Time, specifically questions 5 and 6 in relation to Amendment C436ggee – Balmoral Quay in Rippleside in that a family member resides in the direct area of Balmoral Quay.

Cr Kontelj declared a Conflict of Interest in Item 2.2 Amendment C436ggee and Planning Permit PP-573-2021 – Balmoral Quay in Rippleside – Consideration of Submissions in that a family member resides in the direct area of Balmoral Quay.

Cr Kontelj declared a Conflict of Interest in Item 2.3 – South-West Geelong Employment Land Review in that Boral is a customer of the Company which Cr Kontelj is a Director.

Cr Kontelj declared a Conflict of Interest in Item 2.10 – T2300124 Baanip Boulevard Boundary Road Intersection Construction in that Keystone Civic Holdings is a customer of the Company which Cr Kontelj is a Director.

Cr Kontelj declared a Conflict of Interest in Item 2.11 – T2300133 Provision of General Maintenance to Council Owned Buildings in that KLG Constructions Pty Ltd and Archibald Builders are customers of the Company of which Cr Kontelj is a Director.

Cr Kontelj declared a Conflict of Interest in Item 6.1 – Proposed Sale or Lease of 151 Mercer Street, Geelong – Civic Precinct (Confidential).

#### 1.5. Confirmation of Minutes

**Cr Murrhly moved, Cr Hathway seconded -**

**That the Minutes of the Council Meeting held on 28 November 2023, including Submission presented by Jeanne Nel de Koker, 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. Kim Fear – International Conflict
2. Sue Bull – International Conflict
3. Vicky Grosser – Notice of Motion – 26 January Engagement
4. Sarah Mansfield – Notice of Motion – 26 January Engagement
5. David White – Balmoral Quay
6. Julie Hannan-Smith – Balmoral Quay
7. Charles Street – Lara Big Incinerator
8. Vicki Perrett – Lara Big Incinerator
9. Jarred Crowe – Bus Shelters
10. Jennifer Bantow OAM – Osborne House
11. Margaret Phelan – Osborne House
12. Susan Allsop – Osborne House
13. Cheryl Scott – Osborne House
14. Michael Menzies – Osborne House
15. John Verikios – Pakington Street North UDF Submission

**Kim Fear** asked:

**Question 1:**

Firstly, thank you for the Mayor's response to my question at the last Council Meeting on the 28 November 2023. We at Free Palestine Geelong welcomed the Mayor's clarification that the term "ongoing humanitarian ceasefire" used in the Statement made by Council refers to a permanent ceasefire in Gaza. We thank you, the Council members, for recognising that a permanent ceasefire is the only way to end what has been described as a genocide in Gaza, to stop the devastating loss of civilian life among Palestinian men, women and children, and to vastly increase the volume of international aid entering Gaza in order to relieve suffering and avert the imminent threat of epidemic outbreaks. As you know, however, words are meaningless unless supported by action. I note that since the last Council meeting, Council's Statement has been posted on the City of Greater Geelong website.

However, I have seen no other action in support of the Statement, including its call for a permanent ceasefire. Therefore, my two questions are: 1. What measures are being taken to action Council's call for a permanent ceasefire? Please explain each measure in detail, including the factors taken into account in making such decisions.

**Question 2:**

How is Council working with State and Federal members to action its call for a permanent ceasefire? Please provide specifics including actions and timelines.

*Thanks for the questions, Kim.*

*Council has made our position on the current crisis clear at the November Council Meeting. Council has called for the Australian government to support an ongoing humanitarian ceasefire. As well as endorse their call for the immediate unconditional releases of all hostages and to work quickly with the International Community to facilitate the delivery of life sustaining aid to all in need of humanitarian support.*

**Question 1:**

I asked a question at the last Council meeting and I do not believe it was answered by the Mayor's statement on November 28, 2023. Many Councils around Australia are actually allowing their elected Councillors to have a debate, in front of residents, regarding the atrocities being committed in Gaza at this very moment.

Why does the City of Greater Geelong persist with a Mayoral statement rather than a public debate about an issue that is traumatizing so many residents in this community, when we know that at least two Notices of Motion have been tendered to the Council?

*Thank you for your question Sue.*

*Council has made our position on the current crisis clear at the November Council Meeting. Council has called for the Australian government to support an ongoing humanitarian ceasefire. As well as endorse their call for the immediate unconditional releases of all hostages and to work quickly with the International Community to facilitate the delivery of life sustaining aid to all in need of humanitarian support.*

**Vicky Grosser** asked:

**Question 1:**

Geelong One Fire Reconciliation Group Committee has great respect for Council being on a pathway to celebrating the land we are on in a way that can be inclusive of all parts of our diverse community, led by First Nations people. We are however greatly concerned that a motion is to be put this evening by Councillor Eddy Kontelj which would effectively seem to repeat part of the excellent inclusive consultative process across all of Geelong's communities in 2022/23.

It was thorough and led to principled and effective outcomes in relation to 26 January activities here on southern Wadawurrung Country.

This process and decisions are considered a model within the Victorian reconciliation network.

Will Councillors now act in the strong and principled manner with which you passed the unanimous motion of 23 May 2023, and support the already established objectives that evolved from local First Nations people and extensive broader community who contributed to creating them?

*Thank you for your question Vicky.*

*Council will continue to act in a strong and principled manner and continue to further develop our relationships and inclusivity of our Local First Nations people and broader Community. Our commitment is mirrored and driven in part through our multicultural portfolio.*

*As Councillors will be making a decision on this matter this evening, we are unable to provide you with a response at this time. However, we can assure you that Councillors have heard your comments and will consider these during debate.*

*Cr Kontelj declared a Conflict of Interest in the following question and left the meeting room at 6.24pm prior to discussion.*

**Julie Hannan-Smith** asked:

**Question 1:**

Regarding Amendment C436ggee. Given that a large majority of residents have objected to this Amendment either directly (167 +) or by way of petition (419) the key recommendation put to Councillors tonight by the planning department does not reflect the strength of these views nor enable voting on other options available to Councillors. My question is why isn't point 8 under "Key matters" of the report used as the basis of recommendations for voting options by Councillors.

*Thank you Julie for your submission to Amendment C436ggee and your question to Council.*

*City Officers have prepared a report on the submissions to the amendment. This enables Council as the Planning Authority for this amendment to meet its obligation to consider submissions under Section 22 of the Planning and Environment Act 1987. The Council must then make a decision under section 23 of the Act to either: a) change the amendment in the manner requested by the submitter; or (b) refer the submission to a panel or c) abandon the amendment or part of the amendment.*

*These options are explained in paragraph 8 of the Council report followed by the City's recommendation to refer the submissions to a Panel. Council can resolve to take a different option to that recommended and may seek assistance from officers to draft such an alternative resolution.*

*Cr Kontelj re-joined the meeting at 6.30pm*

**Jeanne Nel de Koker asked the following on behalf of Charles Street:**

**Question 1:**

We note with alarm, that the Environment Protection Authority has approved the Lara Big Incinerator proposal in the absence of an independent environmental impacts assessment, any emergency procedures, and in the absence of any demand from the public or the City of Greater Geelong. From page 11 of the current CoGG Community Plan, how does the approved incinerator contribute to:

- the health and well-being profile of our community? ... and from page 25;
- Deliver best-practice Environmentally Sustainable Design principles and vibrant neighbourhoods;
- Support our community and region to reduce emissions and build resilience to climate change?

*Thank you for your questions, Charles.*

*These strategies and plans guide how we operate as an organisation and where we invest our resources. These statements from the community plan are not directly related to decision making on permit applications. Permit decisions by the state government on this project are based on state legislation such as the State Environment Protection Policy, Climate Change Act and the Greater Geelong Planning Scheme.*

**Question 2:**

The City of Greater Geelong prides itself on its excellent new business support services. Having been in the planning and approval pipeline for over 2.5 years, Council's business support services would have evaluated the Lara Big Incinerator Business Plan in some detail, ensuring that the business is viable, sustainable and ethical in every particular. Yes? How does the Lara Big Incinerator Business Case compare with the Business Cases for alternatives such as Reducing consumption, Reusing materials, and Recycling in the City of Greater Geelong?

*The Waste to Energy proposal in Lara is a private enterprise and Council's business support services do not review private projects as this is not part of Council's role.*

**Jeanne Nel de Koker asked the following on behalf of Vicki Perrett:**

**Question 1:**

Last week the EPA granted a Development Licence (DL000300041) to Prospect Hill International (PHI) to pursue its plans to build a massive waste incinerator in Lara, capable of burning 400,000 tonnes per annum (tpa). The community is in shock, that a company with no waste industry experience, no feedstock contracts, no off-take agreement and no social licence but with a plethora of unanswered questions, was given a green light to design, build and commission, what is in effect, a toxic fossil-fuel plant adjacent to Viva's LPG storage facility. A 2018 study has found the Netherlands' youngest, best available technology incinerator, Reststoffen Energie Centrale (REC) in Harlingen is not clean or safe. Long-term tests reveal emissions of dioxin, furan and persistent organic pollutants (POPs) far beyond the limits set by EU laws. Last month French authorities issued a warning across 410 municipalities telling residents to not eat eggs from their backyard chickens due to unsafe levels of forever chemicals.

Will Council instruct the CEO to organise expert briefings for councillors so they can be adequately informed about the potential impacts of this facility on public health, land values, the physical amenity, the environment and the City's net zero ambition?

*Thank you for your questions, Vicki.*

*Council is listed as an objector to this application. Permit decisions by the state government on this project are based on state legislation such as the State Environment Protection Policy, Climate Change Act and the Greater Geelong Planning Scheme. As such, Council will not be preparing expert briefings to inform Councillors of the impact of the incinerator, however all state government reports and briefings will be circulated to Councillors. EPA Victoria are holding a Community meeting today so the Community can learn more about their decision for approving the development licence.*

**Question 2:**

Waste incinerators are well known to be very hungry beasts that need constant feeding to run efficiently. Prospect Hill initially claimed Geelong and the surrounding region would supply 140,000 tpa. However, from 2025, Barwon Water's Regional Organics Network will start taking food waste from our red bins further reducing supply. It's also most unlikely that PHI will attract waste from Melbourne as the Recovered Energy Australia is progressing its plans for a 200,000 tpa gasification plant in Laverton. At the November council meeting, Mr Mayor you stated that "None of our planned rubbish strategy in the future involves any plans towards incineration. It's not involved in our strategy and we don't plan on including it." So it appears that our city does not want nor need this facility.

The community is nervous about where the waste will come from. It is unfair to impose the safety risks and toxic pollution on Geelong residents from burning the waste from other locations. Section 8(1) of the Local Government Act states that fundamental "role of a Council is to provide good governance in its municipal district for the benefit and wellbeing of the municipal community." Bayside and Randwick City councils supported the community to successfully oppose Suez's Matraville incinerator plans. Will Council work with the local community to oppose the Prospect Hill waste-to-energy plant?

*Council is listed as an objector to this application and Council will continue to represent and listen to the concerns of our residents. As referred to in our statement, the City lodged an objection with the Minister for Planning on 20 September. The Planning Permit for this application will be determined by the Minister for Planning. As a Referral Authority, Council's formal role in this process is to provide independent advice and feedback regarding the application's consistency with the Planning Scheme.*

**Jennifer Bantow OAM** asked:

Funds for Osborne Park Restoration.

1. Two heritage properties came into City of Geelong ownership from State Government, via interest-free loans. If the properties were sold, the loan was to be re-paid.
  - Old Geelong Gaol, 202 Myers Street (buildings date from 1853) In 1994 the State Government sold the site to Council on a \$360,000 interest-free loan that remained outstanding. Council then asked the government to roll-over that outstanding loan into a heritage fund so it could improve other assets, including Osborne House. (Geelong Advertiser 25th July 2018) Sold in 2018 for \$1.5m to Montgomery International P/L.
  - Former Geelong Post Office, 83 Ryrie Street (built 1891) operated until 1994 when the City purchased the site to host community groups until 2018. City Council approved the sale of the 130-year building to Batman Management Group P/L for a speculated \$4.3-4.5 million (Geelong Times 3rd September 2020).

2. Proceeds from lease of Osborne Park Former Polo Ground \$33,000 p/a lease to Hamilton Property Group 2018. Lease income, now approx. \$150,000 Lease revenue was to be injected back into Osborne House (Geelong Independent 18th September 2018) 3. 2023 -2024 City of Greater Geelong Budget \$2m allocated in 2023 -2024 CoGG Budget p78 "Remediation works to bring Osborne House to an occupiable state".

### Question 1

Could Council please provide a detailed Financial Statement for Osborne Park, income, expenditure, and current balance?

Examples of local government owned heritage properties, used by community groups. Knox Council - Miller's, Ambleside, and Stamford Homesteads Greater Dandenong - Heritage Hill Precinct Museum Mornington Peninsula Shire - The Briars Moorabool Shire - Blacksmith's Cottage These examples are publicly accessible, and financially self-sufficient. Volunteers undertake gardening, guiding, and promotion. Income is raised by weddings and events hire, school and bus groups, filming, and merchandising. Council can establish Committees of Management under Section 86 of the Local Government Act (1989). Sports venues are managed by community groups in Greater Geelong. Proper conservation of this property, enhances understanding of the region's wool industry history.

Robert Muirhead built Osborne Park in 1857 after pioneering Yarram Park in 1844. Yarram Park is still one of Victoria's largest working sheep stations. Barwon River wool scours and woollen mills, waterfront wool stores and Auction Exchange, demonstrate Geelong's history to residents and visitors. Osborne Park does this as the City's northern entrance tourist destination.

*Thank you for the questions Jennifer.*

*Osborne House is not a separate entity within the CoGG financial statements. Information concerning the current financial year budget and the forward financial forecasts are available in the budget book publicly available.*

### Question 2

Could Council please investigate comparable examples of local government owned heritage places to best determine the future community use and management of Osborne Park instead of a public/private model?

*The City is implementing the Council resolution of 23 February 2021, the Council endorsed the implementation of an Expression of Interest process for Osborne House incorporating the house, stables, Council depot (being the former Russell Polo Field) and adjacent landscape. The Expression of Interest process is still active and is subject to commercial in confidence obligations.*

**Margaret Phelan** asked:

### Question 1:

I have been a community member of the Osborne Park Association since 2013. I believe that Osborne House and stables are highly significant and should be carefully conserved, and accessible to local community cultural groups and visitation by the public generally. I live close to Osborne House and can readily observe the grounds and buildings on my frequent strolls through this area. In the last six years since there have been no community groups on site, I have noticed an alarming increase in acts of vandalism and graffiti impacting on both buildings and grounds. The stables and historic boatshed have been particular targets for these activities.

Temporary security fences are constantly breached. A burnt-out car wreck has been amongst the 'rubbish' dumped on site. There have also been several occurrences of people sleeping rough in doorways and behind the East Wing and others living in cars in the grounds. The caretaker's house was built by the Shire of Corio, but it has not been occupied for many years. Despite security patrols and alarms being in place, the vandalism continues to occur, the latest examples being the trashing of the contents of the boatshed and the destruction of a garden bench seat on the clifftop overlooking Corio Bay. The Osborne Park Association has requested permission to occupy three ground floor rooms and toilet and kitchen facilities in Osborne House.

When can access to these nominated areas of Osborne House be provided?

*Thank you for the question, Margaret.*

*City officers are working with the Osborne Park Association and subject to agreement a community lease will be entered into shortly which will enable the Stables to be activated by the association.*

*Efforts are being made to protect the site from acts of vandalism and graffiti, as well as the dumping of rubbish and people sleeping on the grounds, should it be observed please contact the council.*

**Susan Allsop** asked:

**Question 1:**

Osborne House in Swinburne Street, North Geelong, has an important national history with the Australian Defence Department who leased the site from 1912 to 1929. The Royal Australian Navy is proud of its foundation years at Osborne House where it established the first Royal Australian Naval College and welcomed the first two intakes of cadet midshipmen prior to the opening of the permanent RANC at Jervis Bay.

During the Defence Department tenure, Osborne House was also used in 1916 as a military convalescent depot for WW1 soldiers and a Red Cross rest home for returned WW1 nurses from 1917 to 1919. From 1920 to 1922 Osborne House was established as Australia's first submarine base. The Stables have been the site of the Geelong Naval Museum collection since 1989. Particularly pertaining to the period of the first RAN Officer Training College and submariners at Osborne House, it is vital that maritime items of historical and national significance maintain their connection to the site, and that efforts are undertaken to conserve and display unique objects for both today's audiences and future generations.

Does Council agree that because of its nationally significant history, the naval collection of artefacts must remain on site?

*Thank you for the question, Susan.*

*Following a comprehensive 2-year audit and cataloguing project, the City is currently completing the Significance, Valuation and Conservation Needs Assessments of the Geelong Naval and Maritime Museum Collection, as part of the City's Art & Heritage Collection. Findings of these Assessments will support a process to determine the best way to preserve and provide access to the collection, parts of which are identified as of local, State and National importance.*

*Collections care and maintenance works continue, within the context of the Expression of Interest process and the City's Arts & Heritage Collections Policy.*

**Question 2:**

In 1989 the Corio Shire Council designated the Stables to commemorate the first cadet intake of the Royal Australian Naval Training College and to the preservation of naval history. Shire President Cr. Mario Grgic, Cr Neville Lewis and Henry Collins [ex RAN] were tasked with establishing a museum "for the people by the people".

It took three years to establish and was officially opened on October 3rd 1991. The Port of Geelong Authority established a Maritime Museum in 1978 on the ground floor of their Brougham Street offices. It depicted the history of Geelong's shipping and port activities. In 1992 the Maritime Museum was relocated to the Stables and combined with the naval history displays to become the Geelong Naval and Maritime Museum. Staffed by a dedicated team of volunteers, the museum continued to grow and expand to now house thousands of objects. Visitor numbers were steady with schools, tourists and various community groups maintaining a strong interest in the site and the artefacts. Despite being closed to the public for more than 6 years, visitors to Geelong still arrive on site wishing to visit the museum.

Given the entire collection is still housed in the Stables at Osborne House, what is Council's proposal and timeline for reopening this irreplaceable collection to the public?

*A process is underway to determine the best way to preserve, interpret and provide access to the objects and stories showcased through the Geelong Naval and Maritime Museum.*

*The City is implementing the Council resolution of 23 February 2021, endorsing the implementation of an Expression of Interest process for Osborne House. The Expression of Interest process is still active and is subject to commercial in-confidence obligations. Separate to this, the ground floor of the Stables has been made available for the Osborne Community House to activate. A lease for this purpose is currently in draft and Council looks forward to seeing the site once again activated and thanks the Osborne Community Association for their commitment.*

**Cheryl Scott** asked:

**Question 1:**

Established in 1858 Osborne Park's history encompasses pastoral, social, naval, military, and civic aspects. This history belongs to us all and has helped shape our community. Ratepayer funds of Corio Shire purchased Osborne House in 1937 and the Stables and former polo ground after WW2. The property was an endowment to the people of Geelong at amalgamation and therefore belongs to the community with council as custodians. For 30 years now successive Geelong councils have not been able to determine a suitable future for the site but voted in 2021 to retain the property in community ownership. The Osborne Park Association has been singularly focused on ensuring this public asset has a future designed for the benefit and use of the community.

Over 2 decades members have been engaged in Council committees, panels, meetings, focus groups and Zoom meetings. We worked with council officers to determine a set of Principles for an EOI process which was ratified by Council in 2021. Gurner Montgomery were publicly announced as accepted proponents. I am a member of Council's assessment panel, tasked with evaluating the developer's proposal for the property.

Re tonight's agenda item 2.8 Reports: Our Community Plan 2021-25 Quarterly Report. item 3.22: Can Council please explain this comment when the assessment panel has not met since March and no determination has been made as to whether Gurner & Montgomery have met the Council brief or adhered to the established principles?

*Thank you for the questions Cheryl.*

*The City is implementing the Council resolution of 23 February 2021, endorsing the implementation of an Expression of Interest process for Osborne House incorporating the house, stables, Council depot (being the former Russell Polo Field) and adjacent landscape. The Expression of Interest process is still active and is subject to commercial in confidence obligations.*

**Question 2:**

On the eve of Easter 2017, the 6 tenant groups of Osborne House, Stables and former polo ground plus their associated subgroups were called to a meeting at City Hall and advised that they would be locked out of Osborne House for an indefinite period. We had been tenants for 7 years and were given an hour that afternoon to collect personal possessions. An external hygienist engaged by the State Govt appointed Administrators had detected mould in 9 of the 93 spaces of Osborne House and Stables. All groups were relocated and their possessions cleaned, stored either on site or in a council facility or disposed of.

Six years later the mould has been treated, roof leaks have been fixed, 50-year-old carpets removed, security alarms and fire prevention systems have been updated, budget allocations have been made and still no community groups are allowed back into the facility despite several requests. Given the repeated delays in the EOI process, an indeterminate commencement date for any future development of the property, and the vandalism occurring on site, this withholding seems unfathomable. I am now advised that access to meeting rooms in Osborne House is denied, based on a 2021 Municipal Building Surveyor's Report which deems the property 'unsafe'.

Given recently completed maintenance works, could Council please explain the Municipal Building Surveyor's Report and why community groups are denied specifically requested ground floor meeting rooms at Osborne House?

*The ground floor of the Stables has been made available for the Osborne Community House to activate. A lease for this purpose is currently in draft and Council looks forward to seeing the site once again activated and thanks the Osborne Community Association for their commitment.*

*Efforts are being made to protect the site from acts of vandalism and graffiti, as well as the dumping of rubbish and people sleeping rough, should it be observed please contact the Council.*

**Michael Menzies** asked:

**Question 1:**

Osborne House Kitchen Renovation. The Geelong Museum Association Inc. (GMA) originated from a public meeting called by Rod Mackenzie OAM in October 1991. Approximately 200 attended and GMA was established in July 1992. GMA has been a member of the Osborne Park Association since it was established in 1999.

GMA has been actively involved in meeting at, holding events at and assisting to maintain Osborne House and its adjacent grounds for almost three decades. We provided research, labour and rubbish removal input during restoration of the Ball Room in 2016/17, at a substantial cost saving to Council to restore the space for public use. Associated with the Ball Room was a project to renovate a Kitchen to be used in connection with public events at the Ball Room. GMA contributed to the planning of the Kitchen Project and undertook to supply some equipment to be installed, purchased by finding that we had generated. We purchased and delivered items including a dish washer and microwave oven, to a value of approximately \$2,500. Subsequent to the closure of Osborne House, the equipment purchased and donated by us for use in the kitchen was removed by Council and stored, although some appears to no longer be able to be located. Any warranty on these items has now long expired.

When is Council going to return the items donated by us from its store and install them in the almost completed kitchen?

*Thank you for the questions Michael.*

*A process is underway to determine future use of Osborne House and facilities available for use.*

*Further, The City is implementing the Council resolution of 23 February 2021, endorsing the implementation of an Expression of Interest process for Osborne House incorporating the house, stables, Council depot (being the former Russell Polo Field) and adjacent landscape. The Expression of Interest process is still active and is subject to commercial in confidence obligations.*

*This needs to be completed without compromising the integrity of the process.*

## **Submission**

Cr Murrhy tabled a submission from John Verikios regarding the Pakington Street North UDF Submission.

### **1.7. Petitions**

Cr Murrhy presented a petition containing approximately 89 signatures asking the City of Greater Geelong to support the development of a new Community Hub and precinct, to be managed by Volunteering Geelong, located at the Geelong West Town Hall, which is currently an underutilized asset of the City.

**The Chair bought forward Agenda Item 3 Notice of Motion.**

### 3. NOTICE OF MOTION

#### 3.1. Cr Kontelj - Notice of Motion - 26 January Engagement

##### **Purpose**

To seek Council's support to re-engage with the community and complete further extensive community consultation in regard to parts of Council's previous resolution on the 23<sup>rd</sup> of May 2023: 26 January - Community Engagement Outcomes, being that the Council resolution to;

- Cease referring to 26 January as Australia Day in all communications and refer to the day as 26 January; and
- To re-schedule citizenship ceremonies to another day within three days of 26 January and incorporate First Nations Peoples elements into the ceremonies, continuing to include an Acknowledgment of Country.

##### **Background**

Until and including 2023, the City had been providing support, sponsorship and funding for community projects and events that take place on 26 January. Councillors participated in and officiated at a range of events on the day including the following:

- Family Free Fun and Entertainment Day at Rippleside Park;
- Australia Day 2023 Portarlington;
- Geelong Nepalese Association Inc Australia Day Celebrations;
- Two Australian Citizenship Ceremonies; and
- Festival of Sails events.

On 23<sup>rd</sup> May 2023, Council endorsed a report recommendation to formally change the way the City of Greater Geelong (City) will commemorate 26 January in 2024 and thereafter. This was following a community engagement program with First Nations Peoples and the broader community to help guide the City's future approach to activities and commemorations held on 26 January.

Community consultation, which was conducted over a six-month period was to guide Councillors on making the decision back in May. The final community engagement report back to Council included only 952 survey responses, of which 447 were from First Nations People (equivalent to 12.5 percent of the local First Nations community) and 510 were from the broader community. Unfortunately, the survey only received responses from some 0.34% of Geelong's total population of approximately 288,000 residents.

Since Council adopted the 26 January - Community Engagement Outcomes report on the 23<sup>rd</sup> of May 2023, strong backlash and concern has been forthcoming from the broader Geelong community.

Much of the dissatisfaction relates to insignificant sample size of the survey and Councils decision to:

- Cease referring to 26 January as Australia Day in all communications and refer to the day as 26 January.
- To re-schedule citizenship ceremonies to another day within three days of 26 January and incorporate First Nations Peoples elements into the ceremonies, continuing to include an Acknowledgment of Country and
- As part of the decision, the Council also resolved to advocate to the federal government on behalf of the community regarding a conversation about changing the date or changing the day.

In addition, a number of Defence Force Veteran support organisations and personnel have communicated with Council and Councillors advising that they are offended and expressed their sincere disappointment in Councils 23rd May 2023 decision to formally change the way the City of Greater Geelong (City) will commemorate 26 January in 2024 and thereafter.

They are particularly offended given the efforts and sacrifices made by all those who have pulled on a uniform in order to serve and protect this great nation and feel incredibly upset that Councils decision has divided the community and degraded all that our defence force personnel have ever stood for and what many have given their lives for.

## **ORIGINAL RECOMMENDATION**

**Cr Kontelj moved, Cr Nelson seconded -**

**That Council:**

- 1. Endorse recommencing extensive community engagement for a period of three months with First Nations People and the broader Greater Geelong community regarding:**
  - 1.1. Reverting back to acknowledgement of 26 January as Australia day; and**
  - 1.2. Scheduling of Citizenship Ceremonies being held on 26 January.**
- 2. request the Chief executive officer prepare a report back to Council on the outcomes of the engagement by June 2024.**

**Cr Murrhiy moved, Cr Wilkinson seconded**

**That a Procedural Motion be raised for closure in that the substantive motion be put to the vote.**

**Carried**

**Division:**

**For: Crs Murrhiy, Cadwell, Moloney, Mason, Wilkinson, Harwood**

**Against: Crs Aitken, Hathway, Kontelj, Sullivan, Nelson**

**That the Notice of Motion be put to the vote without discussion.**

**That Council:**

- 1. Endorse recommencing extensive community engagement for a period of three months with First Nations People and the broader Greater Geelong community regarding:
  - 1.1 Reverting back to acknowledgement of 26 January as Australia day; and**
  - 1.2 Scheduling of Citizenship Ceremonies being held on 26 January.****
- 2. Request the Chief executive officer prepare a report back to Council on the outcomes of the engagement by June 2024.**

**Lost**

**Division:**

**For: Crs Kontelj, Nelson**

**Against: Crs Aitken, Moloney, Cadwell, Hathway, Murrhiy, Sullivan, Wilkinson, Mason, Harwood**

## 2. REPORTS

### 2.1. Youth Council Final Report 2023

**Source:** Community Service Delivery  
**Executive Director:** Robyn Stevens

*Deputy Junior Mayor, Aleena Eftikhari, provided the meeting with an overview of the Youth Council's activities, discussions and work since their third report presented on 23 October 2023.*

#### **Purpose**

1. To note the final report to Council from the Youth Council Advisory Committee 2023.

#### **Background**

2. Twelve local young people were elected to the City of Greater Geelong Youth Council Advisory Committee (Youth Council), and during their twelve-month term serve as the region's official 'youth voice'.
3. Aged between twelve and seventeen, the Youth Council members represent a spread of local towns and suburbs, with three representatives from each of the four Council wards: Bellarine, Brownbill, Kardinia and Windermere.
4. Youth Council provides advice and updates for Council's consideration through monthly Youth Council meetings at City Hall, through collaboration with Councillors via the Councillor Connect Mentoring Program and by consulting with young people through various community engagement activities.

#### **Key Matters**

5. Deputy Junior Mayor Aleena Eftikhari has authored the Youth Council's final report to Council (attached) and has included an overview of Youth Council's meetings, activities, and discussions since the Youth Council Third Report provided on 23 October 2023.
6. The final report provides input and advice on areas of importance to young people.
7. The input and advice presented focuses on the youth designated space for central Geelong.

#### **RESOLUTION - Item 2.1**

**Cr Hathway moved, Cr Wilkinson seconded -**

#### **That Council:**

1. **Note the final report provided by the Youth Council Advisory Committee 2023; and**
2. **Request the Chief Executive Officer consider the advice provided relating to the youth designated space for central Geelong.**

**Carried**

***Financial Sustainability***

8. Funding for the Youth Council program and activities has been allocated as part of Council's annual budget process.

***Community Engagement***

9. Youth Council has engaged young people in their wards via the Youth Advisory Board program to validate advice and gain required feedback and input.

***Social Equity and Sustainability***

10. The Youth Council program provides an opportunity for young people to contribute to and be included in civic life.

***Relevant Law/Policy/Legal Implications***

11. The activities of the Youth Council comply with the adopted Terms of Reference (TOR).

***Alignment to Community Plan and Vision***

12. This report aligns with Our Community Plan 2021-2025 strategic priority:  
Healthy, caring and inclusive community.  
High-performing council and organisation.
13. 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.  
An inclusive, diverse, healthy and socially connected community.  
Creative and diverse culture.

***Conflict of Interest***

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

***Risk Assessment***

15. Youth Council provides advice to Council on specific issues relating to young people in our community and does not speak on behalf of the Council or the City. The TOR guides the Youth Council work.

***Environmental Sustainability***

16. There are no evident environmental sustainability implications arising from the subject of this report.

**Attachments**

1. 2023 Youth Council Final Report 11 12 2023 [2.1.1 - 6 pages]

THE CITY OF  
GREATER GEELONG

# YOUTH COUNCIL FINAL REPORT TO COUNCIL

Tuesday 12 December 2023

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DEPUTY JUNIOR MAYOR –  
ALEENA EFTIKHARI

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# Contents

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# Junior Mayor's Message

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## Introduction

The Youth Council would like to acknowledge the Wadawurrung people, the Traditional Owners of the land, waterways, and skies and pays their respects to Elders, past, present and emerging.

## Purpose

The purpose of this report is to outline the development, activities and achievements of Youth Council since the previous report was presented to Council on 23 October. The final Youth Council report contains advice that participants would like to provide to Council on matters of importance for young people. These matters were discussed during the Councillor Connect Mentoring Program (CCMP) sessions and validated through youth engagement activities undertaken by Youth Council members across the Municipality. Youth Council would like to thank all those who helped to shape and validate the advice contained within.

## Personal Reflections

### 2023 Junior Mayor – Irene Mulilo

The 2023 Youth Council program has been the highlight of my year. It has provided me with a platform where I can speak out and be heard, and where all participants can share ideas about how the Geelong community can consider and respond to the needs of young people.

Attending training sessions, and workshops, as well as receiving mentoring and coaching from staff has equipped me with the skills and knowledge to attend local events and opportunities as Junior Mayor and to speak out on issues important to young people. Some of my personal highlights have included interviewing Ali Watson from Code Like a Girl, at the City's International Woman's Day event and participating in the Growing Up in Cities Deakin Project, which challenged us to imagine a more youth enabling Geelong.

However, the biggest highlight for me, was attending a brunch with Councillors and advisory committee members that welcomed His Excellency General the Honourable David Hurly AC DSC (Retd), the Governor-General of the Commonwealth of Australia, and his wife Linda Hurly. The Youth Council program has been full of incredible opportunities like this one that will have a long-lasting impact on our lives.

Finally, after years of struggles with confidence, my position on Youth Council has helped me rediscover my voice and has provided me with the opportunities and knowledge to rebuild my confidence. With the added support of Council staff and Youth Council members, I feel like my communication skills and confidence are steadily improving.

### 2023 Junior Deputy Mayor- Aleena Eftikhari

Youth Council has been a unique experience to say the least. Accepting my role as a Youth Council member and furthermore as the Deputy Junior Mayor was nerve wrecking. But as I come to the end of my term on Youth Council, I can proudly say I do not regret my choices.

Youth Council has provided me an experience no other program could. In my position on Youth Council, it has provided me with the power and confidence to talk about topics to young people and ask for their inputs to better represent them, and as a result advocate for their needs. Moreover, the experience of advocating for youth issues and engaging with our diverse community has been truly eye opening. Youth Council has been a unique platform for both my ability to make an impact in my community and provide me with opportunities to increase my personal development.

Confidence has been my biggest take away from Youth Council and the many leadership opportunities have been instrumental in cultivating that confidence. My growth has been evident throughout the opportunities I have been

involved in, from chairing the Youth Council meetings to delivering the Youth Council Report speech at a council meeting, where I was able to speak with conviction and confidence and connect with my audience.

As my term comes to a close, I reflect on the speech I delivered for the Junior Mayor position at the induction, to the speech I delivered at the International Woman's Day event, and I can't help but notice the transformation in my demeanour and delivery. At the beginning of my journey with the Youth Council, standing in front of an audience felt like an insurmountable challenge. However, the opportunities and responsibilities that came with my role gradually moulded me into a more self-assured individual.

I am filled with gratitude for the invaluable experiences and newfound confidence that will undoubtedly shape my future endeavours. As I bid farewell to my term on the Youth Council, I carry with me a profound sense of accomplishment and the knowledge that I have played a role, no matter how small, in making a positive impact on the youth community in Geelong. Youth Council has indeed been a transformative and invaluable chapter in my life.

## **What Youth Council Has Achieved Since the third Report**

### **September Meeting**

In the September meeting Youth Council heard from a senior community development officer from the community inclusion team at the city who presented to participants about the 2024-2028 Access and Inclusion Plan. The presenter wanted to gain feedback from Youth Council about how to make the community more accessible and inclusive for people living with a disability and their carer's. There was a broad range of perspectives gathered from those who live with a disability, those who have family members living with a disability and those who provided their observational perspectives without lived experience. Participants were challenged to think more broadly about access and inclusion across Geelong, including reviewing the spaces and places where they access in their lives. Youth Council were asked a series of several questions about community inclusion and access and provided a breadth of responses about how to improve Geelong. The consultation reinforced the importance of representing young people living with a disability at a local level.

### **October Meeting**

In the October meeting Youth Council heard from Ali Wastie, the City's new CEO. Ali shared with participants her transition from state government to local government and shared her passion for working in the level of government closest to the community. Ali expressed her commitment and enthusiasm for her new role, outlined her vision for the city, and discussed what her role as CEO will involve. Ali congratulated and thanked participants for their volunteer service and expressed gratitude for their commitment to contributing to civic processes at the city. Youth Council enjoyed the opportunity to speak with Ali, to ask her lots of questions and hear all about why she chose to work for the city and move to Geelong.

The next consultation received was from the social infrastructure team who provided information about the central youth hub project. Participants were provided with information regarding the history of the Youth Council advice over the last two years pertaining to the central youth space and the actions including the youth hub feasibility study that have followed. Youth Council participants are excited about the development of the central youth hub and look forward to contributing to this project.

## **Events and Opportunities**

### **Catholic Care Leadership Program**

Youth Council members Anastasia from the Kardinia Ward, and Ali from the Windermere Ward were special guests at Catholic Care's Leadership Program for culturally and linguistically diverse young people. The students involved participated in a leadership program across the year, facilitated by YACVIC, Victoria's peak body for youth. Over the course of their sessions, students developed pitches advocating for issues they were passionate about and delivered these to Youth Council members and members of the school's leadership teams at a final event in October.

At the October Youth Council meeting, all Youth Council members were provided with the opportunity to hear the pitches and provide feedback to them, that Ali and Anastasia, the two Youth Council members attending delivered back to the students on behalf of all members.

Youth Council received several informed and passionate pitches from dedicated members of the youth community, that were developed around topics important to their lives. Topics included racism, language barriers, climate change, pollution, sexual assault, and substance abuse. Youth Council members discussed relevant and previous advice they have provided to council throughout the year relating to racism, and e-cigarette use, and shared this with participants and discussed how the pitches delivered will assist in providing further evidence to The City about the issues affecting young people at a local level.

Youth Council members were also able to share their knowledge and understanding of local government, including how it works to support the community, and how it operates outside of the school environment, which was a key focus of many of the pitches delivered. Notably, all pitches advocated for better community education on each of these topics so that children and youth know where to find support and who to tell if they are in a difficult situation.

The Youth Council members involved were excited to connect with their community members to hear what they are passionate about and how they can advocate for them in their positions on Youth Council. It also provided Youth Council members with an opportunity to practice their public speaking skills using both a script and speaking unscripted providing their thoughts and opinions to participants.

Overall, these sessions connected Youth Council with like-minded youth in Geelong who are passionate about making a valuable impact in their communities. Additionally, it also provided the opportunity for Youth Council members to discuss the Youth Council program and why it is important for young people to step up and have a voice and a say in decision making.

### 2024 Youth Council Nominations Promotion

Youth Council would like to say a special thank you to Mayor Sullivan, Deputy Mayor Aitken, and Councillor Harwood for promoting the Youth Council program across schools in Geelong reaching thousands of young people about the opportunity to self-nominate for the 2024 program. Youth Council would also like to thank all other councillors who put their hand up to attend a school to promote the program but didn't get the opportunity. Because of your efforts, over 100 nominations have been received, creating an extremely competitive applicant pool for 2024. Across all promotions including through social media and cinemas, Councillor presentations are by far the most effective at engaging, inspiring, and reaching young people to put in an application. Having the support of the Mayor and Councillors is what sets the Geelong Youth Advisory Committee apart, and participants would again like to say thank-you for your support of the Youth Council program.

## Connecting With the Community and Testing Recommendations

### Youth Advisory Board Meetings

The addition of the Youth Advisory Board program has been incredibly valuable for Youth Council participants to effectively test the proposed report advice with young people across Geelong. Further, the opportunity to speak with young people across Geelong adds further perspective, ideas, and value that informs and effectively shapes the advice provided to council, to ensure advice is relevant to all young people. At the October youth advisory board meetings, which included all four wards across Geelong, Youth Council discussed the central youth hub planned for Geelong. Youth Council members gained further understanding and insight about the requirements and location of a potential hub where all young people can access and feel safe. Thank-you to all the young people who have provided their feedback about the new youth hub and have participated in the youth advisory board meetings this year.

### **Youth Council Advice**

The 2023 Youth Council participants are excited to contribute their final advice to the youth-specific space for central Geelong. Members are overwhelmingly supportive of all preceding advice in relation to the youth space provided through previous Youth Council reports. The 2023 Youth Council believe that providing young people with access to a secure setting, will have a positive effect on those who use its services and allow young people to reclaim space within central Geelong. The central youth hub needs to be a setting that young people can access services and supports as well as enjoyable activities. Youth Council believe that young people need to be involved in the planning and design of the youth dedicated space, but further, believe that young people need to be at the centre of the decision making for the space from its initiation.

#### Youth Council's first piece of advice:

Ensure that widespread and place-based consultation is undertaken with many young people to ensure that the space is well received by young people and there is considerable buy-in from the youth community. Further, provide multiple opportunities and methods for young people to voice their opinions about the central youth hub and ensure that young people are genuinely listened to.

#### Youth Council's second piece of advice:

Once the site has been chosen, establish a youth committee, through an EOI process where young people can sit on a committee to guide the activities and events at the space. Ensure this committee of young people play a key role in the opening of the space that enables young people to lead the event process and take ownership over the new youth hub.

#### Youth Council's third piece of advice:

Ensure there are ongoing opportunities for all young people to participate in consultations throughout each stage of the social infrastructure process where feedback and input can be considered in the design and delivery of the youth space.

### **Conclusion**

To conclude, Youth Council would like to extend our heartfelt gratitude to the dedicated staff who have been instrumental in running the Geelong Youth Council and to all Councillors who have taken the time to be involved in this amazing program. Being part of the 2023 Youth Council has been an incredible educational journey, offering invaluable insights into leadership, community engagement, and demonstrated the power of youth-driven solutions. The skills acquired through Youth Council will undoubtedly be carried forward into all our future endeavours, enabling us to make a positive impact on society. The Geelong Youth Council has undeniably been the highlight of the year, offering a unique and unforgettable experience. The Junior Mayor and Junior Deputy Mayor would like to thank our fellow Youth Council members for their enthusiasm, passion and for their support to us in our leadership roles. All members will forever cherish the friendships and connections they have forged, and are deeply grateful for the opportunity to be a part of such an inspiring and dynamic community. Thank you all for making this year a remarkable one.

## 2.2. Amendment C436ggee and Planning Permit PP-573-2021 - Balmoral Quay in Rippleside - Consideration of Submissions

**Source:** Planning and Design  
**Acting Executive Director:** Joanne Van Slageren

Cr Aitken declared a Conflict of Interest in Item 2.2 Amendment C436ggee and Planning Permit PP-573-2021 – Balmoral Quay in Rippleside – Consideration of Submissions in that Cr Aitken has a financial interest in a property within the area and left the meeting room at 7.42pm.

Cr Kontelj declared a Conflict of Interest in Item 2.2 Amendment C436ggee and Planning Permit PP-573-2021 – Balmoral Quay in Rippleside – Consideration of Submissions in that a family member resides in the direct area of Balmoral Quay and left the meeting room at 7.42pm.

### Purpose

1. To consider submissions on Amendment C436ggee and Planning Permit PP573/2021 and refer them to an independent panel appointed by the Minister for Planning.

### Background

2. Amendment C436ggee updates and replaces Schedule 2 to the Comprehensive Development Zone and associated incorporated documents being the Rippleside Comprehensive Development Plan February 2000 and the Rippleside Urban Design Guidelines June 2000.
3. The primary change to these documents is to allow the maximum building height in Stage 5 of the Balmoral Quay development to increase from 13.5 metres to 27 metres (28.3m to the top of services). The amendment is combined with a planning permit application (PP-573-2021) for the development of an apartment complex at 1 and 11 Harbourside Drive, Rippleside.
4. On 22 November 2022 Council resolved to support the preparation and exhibition of the amendment and planning permit. Public exhibition occurred from 24 August 2023 to 25 September 2023 and notices were sent to 144 owners and occupiers of land in proximity to the site, government authorities and prescribed ministers.

### Key Matters

5. As a result of public exhibition, a total of 173 submissions including a petition with 419 signatures were received. Of these, 167 submissions objected to the proposal and six submissions either supported, did not object or provided comments only.
6. A number of consistent themes were raised by the submissions, as follows:

Key themes raised in submissions	No. Of mentions
Traffic	155
Character	101
Building Scale/Height	103
Overshadowing to Rippleside Park	53

7. Discussion on the key themes and Council officer responses are in **Attachment 1** of this report and a summary of submissions is in **Attachment 2**.
8. Under the *Planning and Environment Act 1987*, Council must now either: change the amendment as request by submitters; abandon the amendment or parts of it as requested by submitters; or refer submissions to a panel.
9. It is recommended that the submissions be referred to an independent panel and council officers will endeavour to further resolve issues in the lead up to a panel hearing which is scheduled for February 2024 subject to Council's resolution.

#### **RESOLUTION - Item 2.2**

**Cr Murrhly moved, Cr Mason seconded -**

**That Council having considered all submissions to Amendment C436ggee and Planning Permit Application PP573/2021 Balmoral Quay Rippleside resolves to:**

- 1. Request the Minister for Planning appoint an independent panel under Part 5 of the Planning and Environment Act 1987 to consider submissions relating to the amendment;**
- 2. Refer all submissions to the panel;**
- 3. Submit to the panel its response to the submissions generally as outlined in this report; and**
- 4. Engage an independent traffic expert witness for the panel process.**

**Carried**

### **Financial Sustainability**

10. Should the amendment proceed to the panel process, officers recommend the engagement of an independent traffic expert to review the amendment, planning permit application and traffic concerns raised by submissions.
11. There are no significant financial implications to Council for the amendment process beyond engagement of an expert witness and officer time. As this is a proponent initiated amendment, fees charged by Planning Panels Victoria will be paid for by the proponent.

### **Community Engagement**

12. Community engagement was undertaken in the form as directed by the *Planning and Environment Act 1987*. Notices were sent to 144 owners/occupiers, that both directly adjoined the site, or were located on Balmoral Crescent or Liverpool Street. A notice was also placed in the local newspaper and all relevant information provided on the [C436ggee webpage](#) on Council's website. Relevant authorities were also notified of the exhibition.

### **Social Equity and Sustainability**

13. The development includes a social housing contribution of one of the proposed apartments. This is consistent with the City's Social Housing Plan 2020-2041. It also responds to some submissions which took issue with a cash contribution instead of a dwelling.

### **Relevant Law/Policy/Legal Implications**

14. A response to relevant planning scheme policies was provided in the report to Council on 22 November 2022. Council officers consider the amendment is consistent with state and local planning policies relating to the delivery of urban consolidation, social and affordable housing, a range of housing types in well serviced locations, environmentally sustainable design, and urban design.
15. The amendment is consistent with the Social Housing Plan 2020-2041, Housing Diversity Strategy and Settlement Strategy.

### **Alignment to Community Plan and Vision**

16. This report aligns with Our Community Plan 2021-2025 strategic priority:  
Sustainable growth and environment.
17. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration:  
Sustainable development that supports population growth and protects the natural environment.

### **Conflict of Interest**

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

***Risk Assessment***

19. The primary concern raised by submitters relates to potential traffic hazards resulting from the proposal. In reviewing these concerns with council traffic engineers, the hazards and concerns were considered manageable and the traffic engineers were comfortable with the proposal. In order to fully consider traffic related risks and issues, and ensure that these matters are appropriately addressed, council officers recommend engaging an independent expert traffic engineer for the panel process, should Council resolve to refer submission to a panel.
20. A geotechnical assessment has been prepared to accompany the amendment that is based on best practice principles.

***Environmental Sustainability***

21. The planning permit includes conditions to ensure the development addresses planning policy requirements for achieving best practice environmentally sustainable design.

**Attachments**

1. Consideration of Submissions [2.2.1 - 22 pages]
2. Summary of Submissions [2.2.2 - 13 pages]

**Attachment 1 – Consideration of Submissions to Amendment C436ggee**

**BACKGROUND**

1. The amendment is a combined planning permit application and planning scheme amendment under section 96A of the Act. It affects the land currently within the Comprehensive Development Zone Schedule 2 as shown at Figure 1 below. The amendment is required to facilitate Planning Permit PP573-2021 which seeks to develop 1 and 11 Harbourside Drive with 84 apartments.
2. The main purpose of amendment is to update Schedule 2 to the Comprehensive Development Zone and the associated incorporated documents being the Rippleside Comprehensive Development Plan February 2000 and the Rippleside Urban Design Guidelines June 2000.
3. The Rippleside Comprehensive Development Plan February 2000 currently permits a height of up to 13.5 metres (AHD) on 1 and 11 Harbourside Drive which this amendment is seeking to increase to 27 metres (28.2 metres to top of services) (AHD).
4. Minor changes are also proposed to the Rippleside Urban Design Guidelines June 2000, mainly relating to updating the document to remove references to outdated planning policy and update relevant maps and figures where appropriate.
5. The mapped extent of the zone and the overlays that affect the land are not proposed to change as a part of the amendment.



Figure 1 - Amendment Area

**SITE CONTEXT**

6. The subject site is located in the suburb of Rippleside and is approximately 400 metres east of the Princes Highway with access from Liverpool Street. It is in an established residential area which generally comprises residential development and public open space.
7. St Helens Park is located to the north of the site which comprises a small beach area, a jetty, kiosk, open space areas, along with an asphalted car parking area. To the south of the site is Rippleside Park which has a public car park which abuts the southern boundary of the site.
8. The site was formerly known as the Rippleside Shipyards. It comprises an overall area of approximately 2.8 hectares that has since been subdivided in accordance with Planning Permit PP1046/2014 and PP647/2004.
9. The site is currently zoned Comprehensive Development Zone – Schedule 2 and is affected by an Environmental Audit Overlay as shown at Figure 2. The adjoining bay area is zoned Public Park and Recreation. The seabed is Crown Land, managed by the Department of Environment, Land, Water and Planning, while the water and foreshore areas of Rippleside Park and St Helens Beach are also Crown Land managed by the City of Greater Geelong as a Committee of Management.

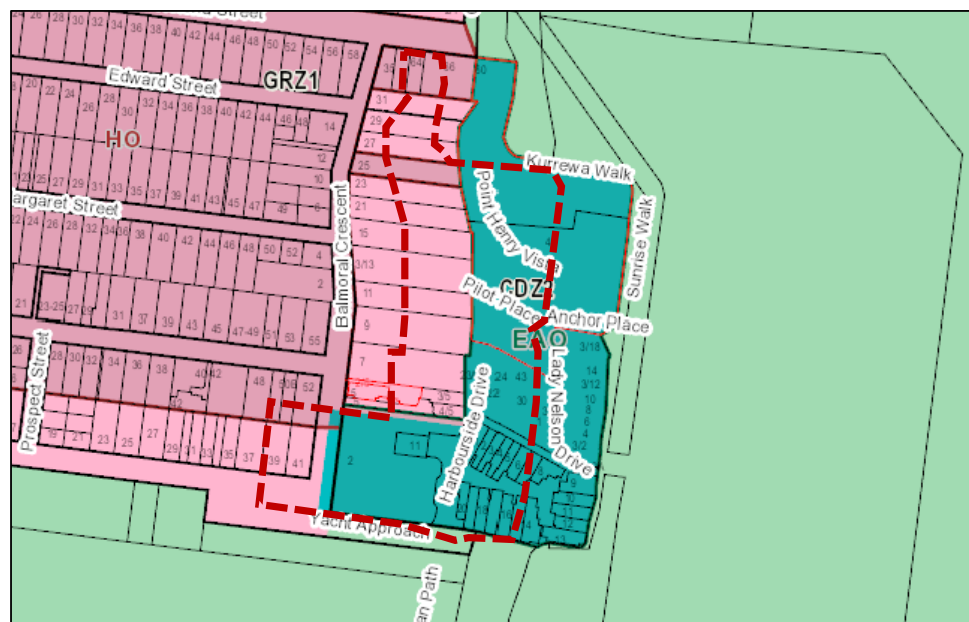


Figure 2 - Amendment Area Zone/overlay Context

**HISTORY**

10. Amendment C002 was Gazetted on 8 March 2001 which rezoned the land to the Comprehensive Development Zone Schedule 2, implemented the Environmental Audit Overlay, and included the 'Rippleside Comprehensive Development Plan' and 'Rippleside Urban Design Guidelines' as Incorporated Documents into the Planning Scheme.
11. Planning Permit PP647/2004 was issued on 28 February 2005 for the use of the land for a convenience shop, restricted recreation facility, marina and more than 98 dwellings, and construction of buildings and works, at the direction of the Victorian Civil & Administrative Tribunal in its Order dated 28 February 2005. It has subsequently been amended several times for minor secondary consent changes (PP647/2004/A and PP647/2004/B).
12. The site has been partially developed in accordance with Planning Permit PP647/2004. Specifically in accordance with Planning Permit PP647/2004/C issued on 21 March 2005, and

the Comprehensive Development Plan and Rippleside Urban Design Guidelines, the development of this land has commenced and the delivery of new dwellings on the land is substantially underway, with dwellings delivered within Stage 1 and Stage 2, as well as the delivery of the remediated Rippleside Beach, waterfront path and the stage 1 (30 berths) of the Rippleside Marina.

13. Stages 3 and 4 containing 61 dwellings are due for completion December 2023. As is the infill/Triangle Park and viewing/seating areas on public access walkways. The St Helens Beach renourishment and outfall drain relocation is due to be completed in November 2023.
14. Figure 3 below shows the stages of the Balmoral Quay development.

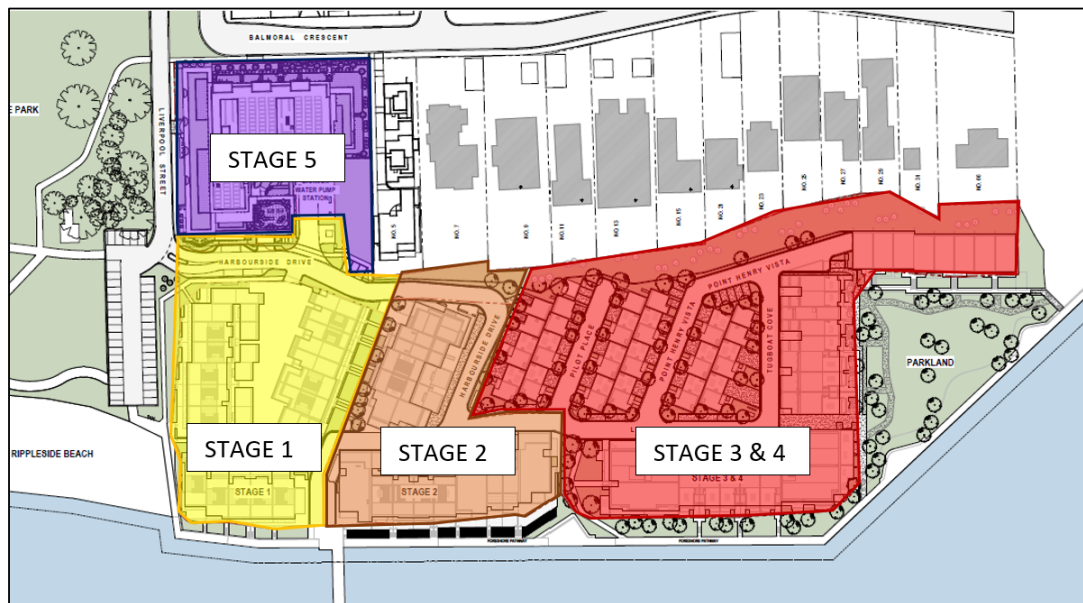


Figure 3 - Site staging plan

#### PLANNING PERMIT APPLICATION 573-2021

15. The planning permit application seeks approval for:
  - Buildings and works for the purpose of a seven-storey building containing 84 dwellings
  - Reduction in the car parking requirements of Clause 52.06
16. The proposed building has an overall height of 27.0 metres (28.2 metres to the top of services) or seven storeys above ground level and incorporates the following:
  - Lower Ground Floor (Harbourside Drive Entry) containing the car park, bicycle parking and storage (with entry from Harbourside Drive), marina office and tenancy.
  - Ground Floor (Liverpool Street Lobby Entry): containing further resident car parking and storage, 12 apartments and 234 square metres of terrace/courtyard area.
  - Level 1 (Balmoral Crescent Entry) containing the further carparking areas (with access from Balmoral Crescent) Residential Amenity area and 13 apartments.
  - Level 2: containing 21 apartments
  - Level 3: containing 17 apartments and a terrace/courtyard area.
  - Level 4: containing 11 apartments.
  - Level 5: containing 10 apartments.
17. A reduction of car parking would also be required pursuant to Clause 52.06-3 to reduce the number of required car parking spaces. Vehicle access is proposed to be provided via Balmoral Crescent and Harbourside Drive with the provision of 136 car parking spaces. 102 spaces will be provided for residential purposes, 32 for shared marina/residential visitor spaces including one electric vehicle charging space. There are 2 spaces allocated to commercial tenancies.

18. There is a current planning permit for the site PP/647/2004/A. This permit issued in 2005 had plans endorsed for stage 5 in 2007. Stage 5 was designed to allow a convenience store located at the ground floor oriented towards Yacht Approach, with another 5 apartments oriented to Harbourside Drive to the east. The remainder of the ground level was provided for car parking. The first floor contained additional parking, and 13 apartments as well as a restaurant oriented to Yacht Approach accessible via stairs. The second floor contained another 21 apartments, and finally the third floor contained an additional 12 apartments, resulting in a total dwelling number of 51. It is noted that this permit cannot be enacted upon as the design relies on the previous site plan, prior to the installation of the Barwon Water asset in the north-east corner of the site as shown in the comparison between the original and proposed permits in Figure 4.

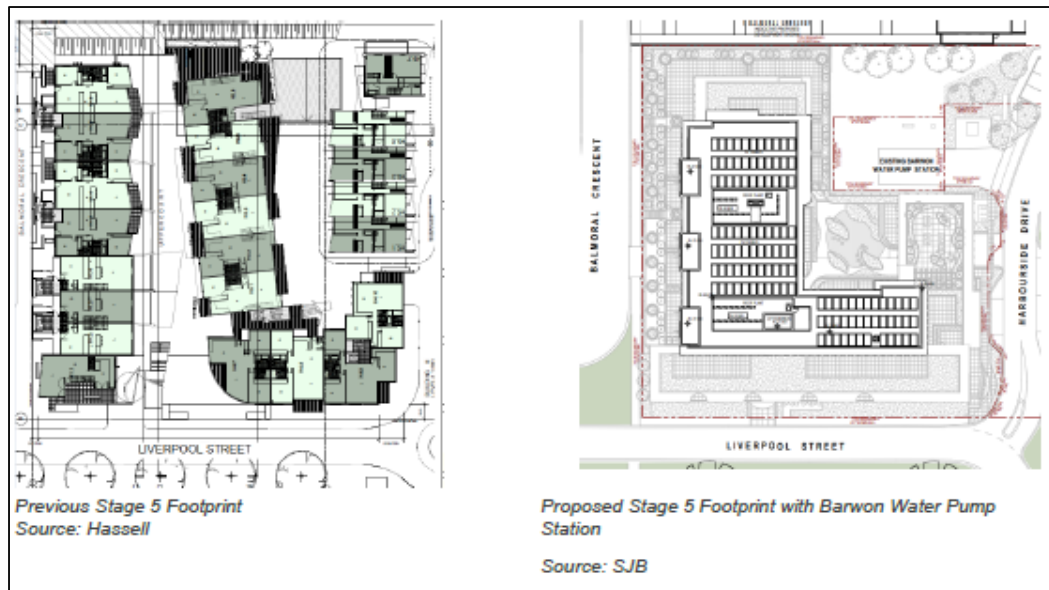


Figure 4 - Building footprint comparison between PP647/2004/A (Left) and PP573/2021 (Right)

#### PLANNING SCHEME CHANGES PROPOSED BY AMENDMENT C436GEE

19. The amendment will:
- Amend Schedule 2 to Clause 37.02 Comprehensive Development Zone (CDZ2) to update the references to the Rippleside Comprehensive Development Plan 2000 and Rippleside Urban Design Guidelines 2000 and to make various other consequential updates.
  - Replace the Rippleside Urban Design Guidelines June 2000 contained within the Schedule to Clause 72.04 of the Greater Geelong Planning Scheme with the Rippleside Urban Design Guidelines March 2023.
  - Replace the Rippleside Comprehensive Development Plan February 2000 contained within the Schedule to Clause 72.04 of the Greater Geelong Planning Scheme with the Rippleside Comprehensive Development Plan March 2023.

#### AUTHORISATION AND PUBLIC EXHIBITION OF AMENDMENT C436GEE

20. On the 22 November 2022 Council resolved to support the preparation and public exhibition of the amendment.
21. On 16 March 2023 the City requested Ministerial Authorisation to prepare and exhibit the amendment. The Minister's delegate issued authorisation on 25 July 2023 subject to the following conditions:

- Amend the CDZ2 schedule to ensure consistency with the precinct terminology, land uses, and number of dwellings shown in the revised Rippleside Comprehensive Development Plan.
  - Amend the Explanatory Report to delete reference to superseded Clause 15.02-1S and correct Clause 18.02-1S and 18.02-2S, which were amended by Amendment VC204.
22. The amendment and planning permit were placed on public exhibition from 24 August 2023 to 25 September 2023.
23. Notices were sent to 144 owners and occupiers of land in proximity to the proposed zone change and development, government authorities, land managers and prescribed Ministers. Specifically all owners and occupiers located on Liverpool Street or Balmoral Crescent, as well as those adjacent to the subject site were notified. This extent was chosen as it was believed to capture those who may be potentially impacted by the amendment.
24. Information was published on the C436ggee webpage including the amendment, draft planning permit and supporting documents.
25. Notices were placed in the Times News Group on 18 August 2023. A Government Gazette notice was published on 24 August 2023.

### SUBMISSIONS

26. As a result of public exhibition a total of 173 submissions were received. Of these 167 submissions objected to the amendment or permit, and 6 submissions either supported, did not object or provided comments only.
27. There were a number of consistent themes that were reoccurring throughout submissions, with many submissions raising three key themes being traffic, character and building scale/ height. A breakdown of the key themes raised in submissions is as follows:

Key themes raised in submissions	No. of mentions
Traffic	155
- Parking	143
- Access arrangements/safety	146
Character	101
Building scale and height	103
Overshadowing	56
- To Rippleside Park	53
- To neighbouring properties	21
Overdevelopment	30
Infrastructure Strain	22
Views	15
Emergency Services	13
Construction	11

28. As noted in the above, the majority of submissions raised concerns around traffic, character and scale. These themes, as well as all others are addressed below. It is worth noting that few submissions raised only one issue, with the majority touching on various matters, but where distinctions have been made between themes, that is because a significant number of submitters differed on the concerns raised for these topics. Given the complexity of many of the submissions, the above should be taken only as a snapshot of the matters raised. Further it

should be viewed in the context of this full report, which distinguishes the matters and expands in detail on the above.

### **TRAFFIC RELATED ISSUES**

29. Traffic generally was a concern raised by almost every submitter, mentioned in 155 of 173 submissions. However, of these 155 submissions some raised only parking as a concern, or only access and safety as a concern, while some raised both. Whilst some submissions only raised parking, and others only raised access and safety, based on the number it is accurate to say that both matters are of substantial concern to submitters. The overall increase of traffic was a matter raised in a general sense by most submitters. A breakdown of traffic related issues into sub issues with a Council officer response is provided below.

#### **Access**

30. Many submissions raised concerns with the location of the access to the building off Balmoral Crescent. The proximity to the bend where Liverpool Street turns into Balmoral Crescent has been identified by many users of the area as a location of significant concern due to traffic cutting the corner, speed and the possibility of vehicles turning into the development causing queuing on the road. Figure 5 is a map of the location showing street names.

#### **Response**

31. This concern was discussed with Council's Traffic Engineering team who identified that it was initially a concern shared by this team. However, they considered that this issue could be mitigated by reducing the speed of vehicles at this location and preventing vehicles from crossing the centreline. As such a new permit condition 1 n) is proposed to require a concrete raised central median be installed in the current bend location separating lanes of traffic, where there is currently only a white solid line. The benefit of this will be twofold, requiring vehicles to slow down to safely make the turn, and avoiding vehicles cutting the corner into oncoming traffic. Provided that drivers operate their vehicles safely, and these works are undertaken, Council's traffic engineers are satisfied with the access location.



Figure 5 - Street names / site context

## Parking

32. The majority of submitters raised car parking as a substantial concern. Concerns primarily were focused on the current car parking issues in the area, with many submitters noting that there is limited on-street car parking available making it difficult to navigate the street network, access driveways, cross the road safely or park in proximity to their destination. Many believed that the increase in population and flow on effects to traffic and parking would exacerbate existing issues. Additionally existing issues were considered to be resulting from construction workers parking in the area. Some submitters also raised the Rippleside Park refurbishment and expansion works, citing that there will be an even greater community demand for car parking in this location. Other submitters raised the reduction in car parking sought as unreasonable and that additional parking would need to be provided on site to address the demand of the apartments. Some submissions raised specific concerns with the sharing of the marina and visitor spaces at the development and the reduction to car parking sought. Finally, concerns were raised with existing residents parking their vehicles on a longer than temporary basis in the Council car park at the end of Yacht Approach.

## Response

33. These concerns were discussed with Council's Traffic Engineering Team and Statutory Planning Team to assist with understanding the issues at hand. Further in preparing this report, City officers have attended the site on a number of occasions to fully comprehend the concern of submitters.
34. In considering the car parking reduction sought, Clause 52.06 of the Greater Geelong Planning Scheme requires a permit for a reduction of spaces (including to zero). Typically, permits do not specify the number of spaces a reduction is seeking. Submitters took particular issue with the sharing of marina spaces and visitor car spaces for the dwellings and the classification of the reduction of car parking. Specifically, the Marina car parking is required to provide 32 on space car parks, and visitor car parking for the dwellings is required to provide 16 car parking spaces. The reduction sought as identified in the submitted Traffic and Transport Report was for 2 spaces, associated with the retail premises. Submitters raised that the sharing of spaces was inappropriate, as it did not consider occasions when all 32 spaces were full for the marina, and where visitors would be required to park in this instance. It is noted that Clause 52.06 does not provide guidance on this issue, as the marina parking arrangement is not a requirement of the planning scheme, but a requirement of a planning permit for the site.
35. The concern of submitters in relation to exactly how many spaces the reduction of car parking is seeking is reasonable. In order to address this, the classification of the reduction can be changed from the City's assessment from 2 spaces to 18 spaces (2 retail, plus the 16 visitor spaces). The increased reduction was considered by Council's Traffic Engineering Team who identified the reduction as acceptable in this instance, given the capacity of the surrounding street network and the car parking areas were considered capable to absorb the additional demand.
36. In further clarification around the operation of the marina/visitor spaces, the permit applicant clarified that it was not intended that there be separate designated marina and marina/visitor spaces, but simply that the 32 spaces were one in the same. As such, during operation, on occasions where all 32 spaces are filled, additional visitors/marina users would be required to park elsewhere, either in Council car parks, or in the surrounding street network.
37. Ultimately, existing issues, particularly those around construction workers parking in the area are temporary in nature. Council's Traffic Engineering Team identified that temporary issues are not able to be addressed.
38. Council's Traffic Engineering Team acknowledged the submissions and agreed that there is the potential for an increase in parking demand in the area resulting from the development. However, they identified that it is too early to fully understand what these impacts would be, and it will be a case of waiting to see whether any concerns develop once construction is completed and the dwellings are occupied, and for Council to act accordingly to address these. It is understood that on-street car parking is not a concern as these spaces should be available for community use. Where issues become exacerbated, or particular parking issues occur,

mitigation measure can be created such as the inclusion of timed parking signage, no standing/parking signage and the like. However, this can only be done on the ultimate outcome for the site so would be reliant on the development being finalised and occupied.

39. It was also acknowledged by Council's Traffic Engineering Team that increased traffic volumes could reasonably be accommodated into the local road network, and that impacts would most likely be felt on Balmoral Crescent and Victoria Street where the roads are narrower.
40. It is noted that provision of limited parking in areas often causes commuters to re-evaluate modes of travel and transportation. The site is well serviced by public transport, with the North Geelong Train Station only 400 metres from the site. It also has reasonable pedestrian infrastructure, particularly along the waterfront and connecting south to Central Geelong. These alternative transportation options could reasonably be utilised by new residents. Mode shifts typically occur where parking is a limited option, so the proposal could encourage this.
41. A handful of submitters considered that the car parking rates as stipulated by Clause 52.06 were inadequate, and that the demand at the site would likely be much greater than what the required rates are. The City can only implement the requirements of the planning scheme, and does not have the ability to change them. These rates have been set out across the state of Victoria and cannot be increased.

### ***Bicycle parking***

42. Four submitters raised concerns with the reliance of bicycle parking on the site to justify the reduction in car parking. It was noted by various submitters that residents of the new building would likely be retirees, or holidaymakers from Melbourne who would rely on private vehicles to gain access to the site, and as such the provision of bicycle parking would not be utilised.

### ***Response***

43. Bicycle parking must be provided in accordance with the rates stipulated at Clause 52.34 of the Greater Geelong Planning Scheme. Clause 52.34 requires the development provide a bicycle parking rate of 25 spaces, with 17 for residents and 8 for visitors. This applies regardless of whether a reduction of car parking is sought. The proposal provides for 115 bicycle spaces, with 84 provided for residents, and 31 for visitors to the site.
44. A consideration for granting a reduction to car parking under Clause 52.06 of the Greater Geelong Planning Scheme includes the provision of bicycle spaces at the site. Whilst submitters may disagree with this, it is a consideration of the planning scheme and cannot be disregarded. Based on the concerns raised around the reduction of car parking, which Council as previously noted is willing to conservatively put as 18 spaces, the provision of additional bicycle parking would benefit the proposal. Whilst it may not entirely mitigate the reliance on car usage, additional and convenient bicycle parking would encourage greater uptake in modal shift away from cars, further alleviating car parking issues.
45. The demographic that choose to purchase or rent apartments as a part of Stage 5 is not something that the planning scheme gives particular consideration to. It merely encourages a diversity of housing types to meet differing community needs. The apartment types provided vary with a mixture of one, two and three bedroom dwellings, which, with the inclusion of lifts, can accommodate a wide variety of household types, many of which may utilise alternative modes of transportation, particularly given the sites proximity to public transport, pedestrian and cycling infrastructure, and connections to Central Geelong.

### ***Increased traffic***

46. Many submissions raised concerns with the increase in traffic for the surrounding street network. The proposal according to many submissions has not appropriately addressed both the existing traffic volumes and the anticipated traffic volumes. Request for updated traffic modelling was raised by a number of submitters.
47. Some submissions also raised secondary issues of the capability of the road network to handle the additional traffic volumes, as well as the public transport network.

*Response*

48. Whilst some submissions considered the transport and traffic report to be out of date, Council's Traffic Engineering Team were satisfied that the figures within the report could be appropriately relied upon.
49. Further, Council's Traffic Engineering Team noted that the most recent traffic counts were from April 2014. Whilst these counts were taken a substantial time ago, it was considered that there has been little development in the area since, so they could potentially be used to assist in confirming the capability of the road network even if increases were included. Based on those counts, even with conservative increases to traffic volumes, as the roads are classified as 'Local Roads' they can handle an indicative volume of up to 2500 vehicles per day. Based on the assessment, all traffic volumes will be well within the road capacity at full development.
50. It is recommended that should the amendment proceed to a planning panel, the traffic report and design of the proposal be peer reviewed and considered by an independent traffic expert to address the concerns of the community and determine whether there is consensus amongst Traffic Engineering experts.

***Liverpool Street upgrade***

51. As a part of the original planning permit for the site, the Department of Transport and Planning required improvement works to the intersection of Liverpool Street and Melbourne Road. Some submitters were aware of this and queried when these works would be undertaken. One mentioned the original permit requiring traffic lights at this intersection and requested timing on these works.

*Response*

52. The matter has been discussed with Council's Traffic Engineering team, Statutory Planning Team, and the Department of Transport and Planning (DTP). It has been raised that some works as shown in Figure 6 and Figure 7 below have been undertaken since the original permit PP647/2004. These works appear primarily to relate to the incorporation of a formal bike lane on Melbourne Road and additional line marking.
53. It is noted that the works originally required by Planning Permit PP647/2004 did not include the installation of a traffic light system, but created a slip lane off Melbourne Road to Liverpool Street, with the realignment of the service lane, and installation of a divider that would only allow traffic from Liverpool Street to turn left onto Melbourne Road effectively prohibiting traffic turning right from Liverpool Street onto the service lane in Melbourne Road.
54. In further discussions, DTP has advised that there are no improvement works scheduled or planned at this location currently. They also advised that based on the permit condition requirements, it falls outside DTP's sphere of responsibility, and that Council is the responsible authority for determining the appropriateness of the works.
55. Further discussions with Council's Traffic Engineering team raise concerns with the plans endorsed under Planning Permit PP647/2004, specifically that they do not factor in the bike lane that has since been added, the trees in the outer separator are now mature and would be at risk of being removed, and there may be visibility conflicts for drivers from the endorsed plans. Further, the impact to traffic exiting the service road would be significant, and as such these works should not go ahead as they pose potential vehicle conflict issues.



Figure 6 - Liverpool Street/ Melbourne Road intersection 7 April 2011

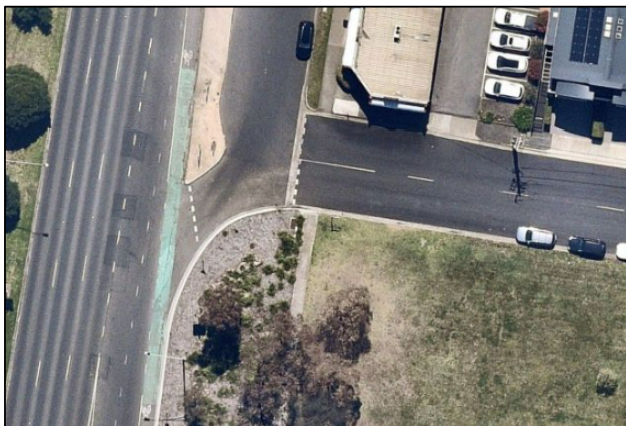


Figure 7 - Liverpool Street/ Melbourne Road intersection 6 October 2023

#### **Yacht Approach and Liverpool Street left turn only works**

56. As a part of the original Planning Permit PP647/2004 for the site, improvement works to Liverpool Street, adjacent to Yacht Approach were endorsed. The plans showed that Yacht Approach would be a left turn only, with a concrete median preventing traffic turning right onto Liverpool Street and continuing onto Balmoral Crescent. Various submitters have queried when these works will be undertaken.

#### **Response**

57. This matter has been discussed with Council's Traffic Engineering team and Statutory Planning Team. Both Liverpool Street and Yacht Approach are Council managed roads and as such it is the relevant authority for these roads.
58. The plans for Planning Permit PP647/2004 were endorsed in 2007, and upon revaluation of these plans concerns have been raised by Council's Traffic Engineering Team. Specifically, that the plans would require a realignment of Yacht Approach that would result in an intrusion into Rippleside Park, and would also require a section of the park to be filled due to the slope to obtain the minimum 1 in 6 slope gradients required by today's standards, which would impact upon at least one tree in the park.

59. It is the opinion of Council's Traffic Engineering Team that a splitter island in Liverpool Street is not required for the above reasons. It would also result in the removal of on-street car parking north of the intersection in an area where car parking is a concern for residents.

### **BUILT FORM RELATED ISSUES**

#### **Character and architectural merit**

60. Concerns for the development being 'out-of-character' for the area was a matter raised by 101 submissions. Most submissions made reference to the nearby residential area to the west of the site and the heritage overlay and controls that affect the land. Many felt that the development needed to be more responsive to the heritage character of the surrounding area.
61. A handful of submissions also raised the development's lack of architectural merit as a concern.

#### *Response*

62. Neighbourhood character is a consideration in the Greater Geelong Planning Scheme as identified at Clause 15.01-5S and Clause 15.01-5L. When considering character, both the existing, and emerging character can be elements drawn upon. It is noted that unlike residential zones, the Comprehensive Development Zone is a specialised zone applied to unique sites, and in this instance requires that development be sympathetic to the surrounding residential and recreational areas.
63. This proposal clearly draws heavily upon the emerging character of the area. It is acknowledged that the development is a departure from the typical single/multi dwelling developments found on the west side of Balmoral Crescent. This does not mean however that it is out-of-character. With more modern three storey development occurring directly north of the site, (see Figure 9) similarly 7 Balmoral Crescent has a permit for a three storey apartment building, albeit with five apartments, the scale is substantially less. These developments, which have been approved much more recently than the remainder of the Balmoral Quay Rippleside site all draw on cuboid modernist designs, with articulated facades and elements, and a mixture of materials. All elements that the proposed design for the planning permit draws upon.
64. The site has a unique context and history, being a former shipyard, it was not previously residential in nature. That said, this proposed design draws its focus on the adjacent residential development to the north and also within the existing Balmoral Quay Rippleside development. In this context, it is not out of character.
65. With regard to the heritage impacts on the area, the site abuts a heritage overlay at its north-west corner. Previous discussions with Council's Heritage advisor noted that advice was only informal as the site itself is not affected by a heritage overlay. With this in mind, the advice provided recommended that the height and articulation of the development be given further consideration. In particular a reduction in scale to a predominantly two-storey principal height with recessive third storey elements.
66. Whilst it is understood that the above is the preference of the heritage advisor, the development presents a specific opportunity for infill development in a highly desirable location with excellent access to services, infrastructure and open space. It is acknowledged that the development could be more cohesive with its eastern heritage context, however the site itself is not subject to heritage controls, and as such the controls are not considered to be applicable to the same degree compared to sites with a Heritage Overlay control applied.
67. It is noted that Council's Urban Design team reviewed the proposal and were supportive of the design.
68. The Comprehensive Development Zone Schedule 2 has a similar purpose to that contained in the Rippleside Urban Design Guidelines 2023. Specifically, that the development is both *sympathetic to the surrounding residential and recreational environment...* and also *contributes towards residential density and housing diversity*. As noted above, the development draws key elements of design from the emerging character of the area, which is considered to be appropriately responsive to the site and its context. Further it provides a reasonable contribution to urban infill demand in Geelong.



Figure 8 - Balmoral Crescent Streetscape Elevation



Figure 9 - Adjacent development to north of site at 5 Balmoral Crescent - image taken from south-east corner

### **Scale/height**

69. The overall height of the proposed Stage 5 development was raised as a concern by 103 submissions. The matter of height/scale was often referenced in relation to many other concerns such as character and overshadowing, matters that have been addressed separately in this report.

### **Response**

70. It is understood why a proposed seven storey development would cause concern within the community. This built form outcome is currently only present in Central Geelong. However, the demand for infill housing in appropriate and desirable locations such as this is resulting in continuous change for the Geelong community.
71. This land is a unique context in that it is substantially lower than the residential dwellings located on Balmoral Crescent and those further west. So, whilst the development is seven storeys, it is only perceivable as this from its southern and eastern vantages. It is noted that when viewed from Rippleside Park the development will appear to be in its full height and scale. Whilst this aspect may be considered daunting, given the embankment and adjacent development at 7 Balmoral Crescent, it's unlikely that the form will appear completely out-of-context as it would if the site and surrounds were all flat. The embankment and adjacent three storey developments give the site a greater opportunity for increased height that can reasonably respond to the context of the area without being monolithic or dominating.
72. Façade articulation, mixture of materials, architectural design and activation of the street frontage are all important elements that will soften the view of the site and encourage pedestrian interaction with the space which will further reduce its perceived scale.
73. The sites visibility on approach from Liverpool Street (see Figure 8) is an increase on the existing scale in this location, however on balance the additional scale can be justified in terms of an integrated planning approach with a net community benefit in terms of availability of housing choice.

**Overdevelopment**

74. Overdevelopment, or density was a matter raised by 30 submissions. Of these, many raised that the density was also incorrectly identified, as the site is not a 'medium density development' as directed by the proposed Rippleside Urban Design Guidelines (March 2023), but a 'high density development'.

*Response*

75. It is acknowledged that the proposed Urban Design Guidelines reference medium density development, and the proposed stage 5 development would classify itself as a high density development. However, this does not preclude the development from meeting the objectives and principles contained within the Urban Design Guidelines.
76. It needs to be acknowledged that the Urban Design Guidelines apply to the entire site, include the already complete and nearing completion stages 1-4 of Balmoral Quay Rippleside, all of which are medium density. To change the density within the Urban Design Guidelines would be retrofitting the controls to allow the development, as opposed to ensuring they accurately reflect the current and envisaged built form outcome.
77. The objectives of relevance in the Rippleside Urban Design Guidelines 2023 are:
- *To consolidate development activity in urban Geelong with medium density housing located within urban Geelong*
  - *To encourage the development of well-designed medium density housing to improve housing choice*
78. Urban design principles of relevance in the Rippleside Urban Design Guidelines 2023 are:
- *Optimise development density within other built form constraints.*
79. Whilst the design of the development is high density, it still meets these objectives by providing development activity within urban Geelong, and provides for well designed housing in a desirable location to improve housing choice. The development has optimised its density whilst giving consideration to the constraints of the site and its context, and on balance is considered to be appropriate.

**Overshadowing to Rippleside Park and surrounding properties**

80. Overshadowing was raised by 56 submitters. Two main overshadowing concerns arose, with 53 mentions of concern for the overshadowing of Rippleside Park, and 21 mentions of concern for overshadowing to neighbouring properties.

*Response*

81. This concern was one initially shared by Council's Open Space Department, who upon reviewing the initial proposal were unsupportive, and requested changes to the design to reduce shadowing impacts and further shadow diagrams, taken at the winter solstice (where overshadowing to the park would be at its worst) to determine whether the overshadowing would be acceptable.
82. The overshadowing to Rippleside Park at the winter solstice is at its worst at 9am, and progressively reduces over the course of the day. When taken at the standard shadow assessment date of the 22 September, shadows are similar to the development approved under the existing Planning Permit PP647/2004 (see Figure 10).
83. Whilst not a consideration of Council's Open Space Department, of general interest the applicant provided a human movement study from January 2016-February 2021 which showed high activation areas for visitors to Rippleside park (see Figure 11). It is noted that the areas that would be overshadowed from the development have relatively low activation levels.
84. Overshadowing to neighbouring dwellings has also been considered and when considered within the standard assessment window of 9am to 3pm at the equinox (September 22), the development is compliant (as shown in Figure 10). Streetscape renders were also provided that show overshadowing to the fence line of the neighbouring property at 41 Liverpool Street, with

these removed by 10am (see Figure 12). Whilst not a requirement of the Greater Geelong Planning Scheme, the applicants overshadowing diagrams from the winter solstice show that while 41 Liverpool Street is overshadowed at 9am, shadows to the dwelling (excluding the fence line) are removed by 10am. This is considered to be acceptable as it is outside the rescode assessment timeframes outlined for overshadowing considerations.

- 85. It is noted that overshadowing to existing apartments in the Balmoral Quay Rippleside area is compliant with the rescode standards of the Greater Geelong Planning Scheme.

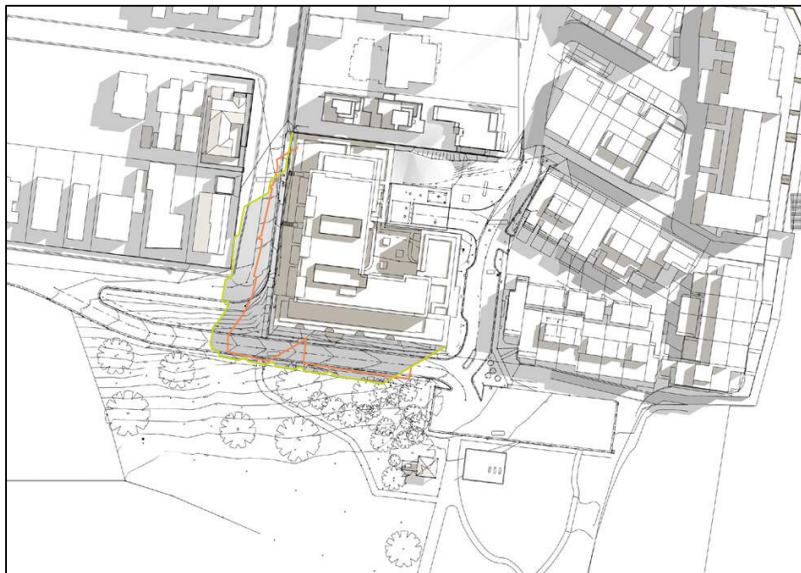


Figure 10 - 9am Sep 22 Shadow Diagram - green line proposed development, orange line PP647/2004 permit

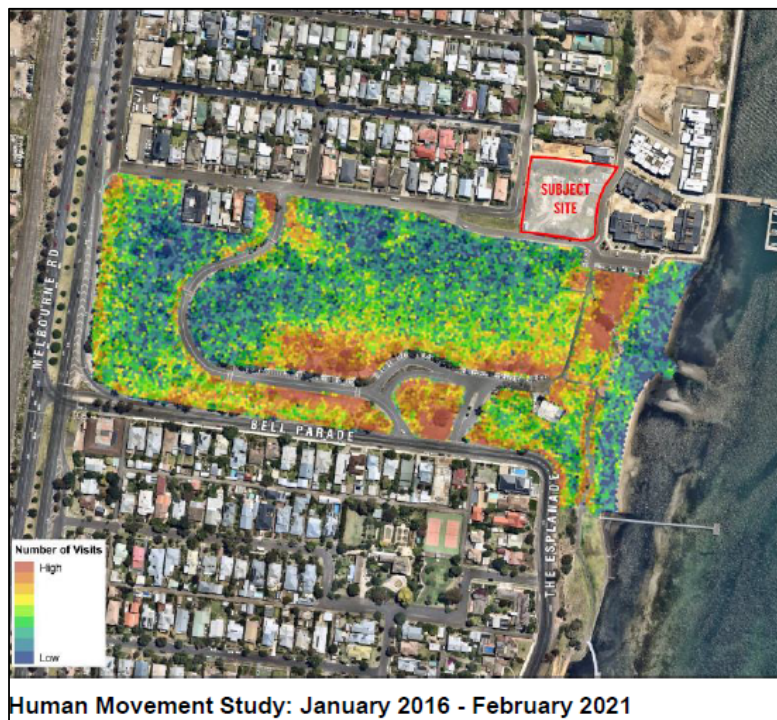


Figure 11 - Human Activity Heatmap

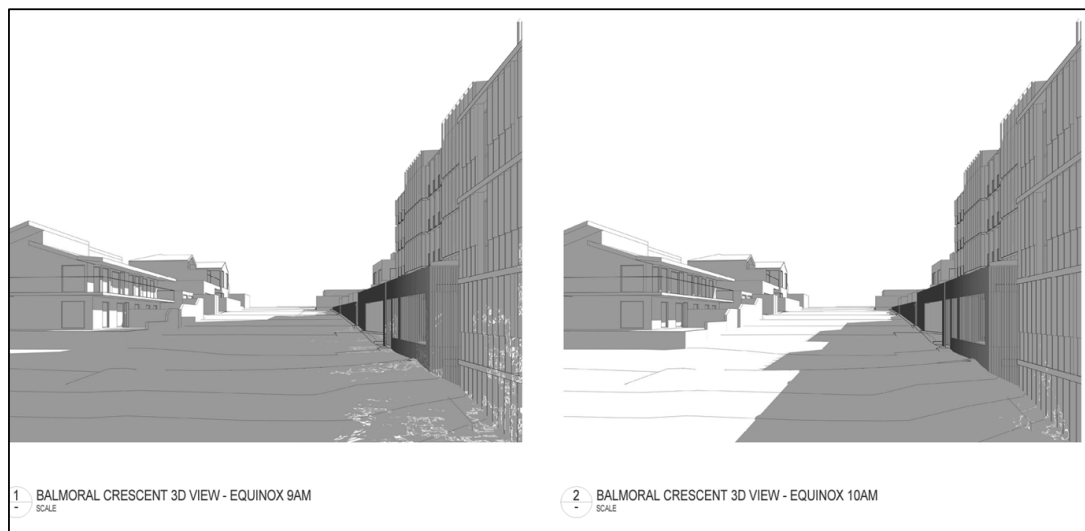


Figure 12 - Overshadowing to 41 Liverpool Street at the equinox. 9am to left - 10am to right

### Infrastructure strain

86. Infrastructure strain was a matter referenced by various submitters. However, the infrastructure referenced differed between submitters. Outside of those concerns with the road and public transportation network that have been addressed previously in this report, some submitters raised concern with power and sewer infrastructure and its capacity to handle the increase demand from the proposal.

### Response

87. The planning permit application was initially referred to the relevant service authorities including Barwon Water, Powercor and the CCMA. Further during the exhibition period these authorities were notified again in case they wanted to provide a submission. It is noted that Barwon Water's original response included permit conditions, and they requested through the exhibition process that these be included on the planning permit, as they were omitted by error previously. No other authorities provided a response, which typically means that they do not object to the granting of a planning permit, and do not require any conditions be imposed on the permit.

### Views

88. Fifteen submitters raised concerns with the impact of the development upon existing views, specifically the obstruction of views to Corio Bay.

### Response

89. It is noted that there are some existing and proposed controls around the sharing of views. The current Rippleside Urban Design Guidelines 2000, and the proposed Rippleside Urban Design Guidelines 2023 both include the same diagram for the protection of views (see Figure 13). It is noted that the original Urban Design Guidelines contemplated that views would be maintained around the Stage 5 area, and that there was no anticipation of views being provided over Stage 5. As such, the increase in height, even if considered against the original Urban Design Guidelines 2000, would still be acceptable.
90. In Figure 13 below, views are only contemplated from dwellings atop the escarpment on the east side of Balmoral Crescent towards Corio Bay, and for two dwellings adjacent to Stage 5 on the west side of Balmoral Crescent that have a side frontage to Balmoral Crescent. Both of

these dwellings have been designed with large balconies to their eastern side presumably to maximise on views to Corio Bay, however the existing Urban Design Guidelines do not contemplate the retention of views in this area.

91. The development will undoubtedly impact upon the views achieved by these dwellings. It is likely based on existing plans that what is currently approved at the site would also impact upon these views, though not as significantly as what is proposed.
92. It doesn't appear that there is any opportunity to mitigate this concern, other than to highlight that the development technically meets both the existing and continued view corridor protection identified in the Rippleside Urban Design Guidelines (2000 and 2023).
93. It is noted that other than the diagram shown in Figure 13 below, there are no other mechanisms within the Planning Scheme that contemplate or require the protection of views and as such is compliant with the Greater Geelong Planning Scheme.

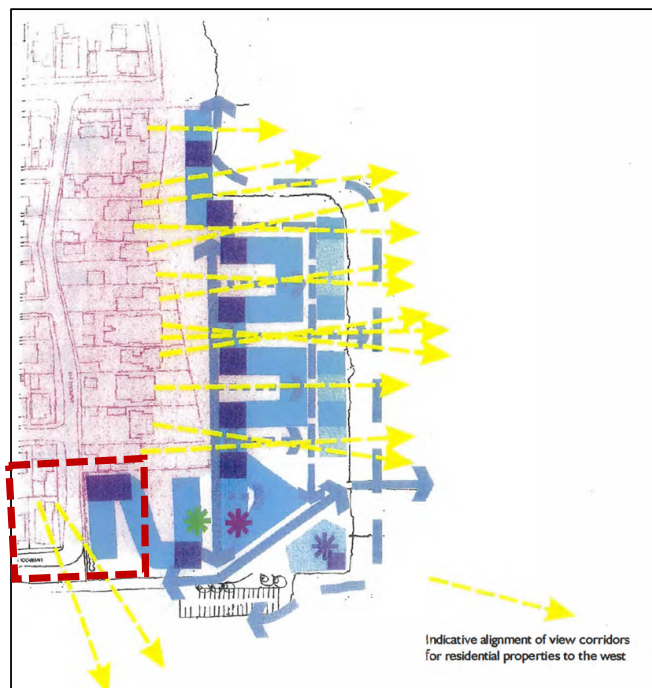


Figure 13 - F7 Implications Buildings – Rippleside Urban Design Guidelines 2000 – Permit area shown Red Dash (added)



Figure 14 - View to eastern elevation of 41 Liverpool Street, taken from Balmoral Crescent adjacent to Stage 5



Figure 15 - View to Eastern side of 52 Walker Street taken from Balmoral Crescent adjacent to Stage 5 area

**OTHER MATTERS**

- 94. Various other issues were raised by submissions that were either raised by one or a small number of submitters, or cannot be categorised into the main theme groups. These matters have been addressed individually below:

***Development should rely on the existing permit***

- 95. Quite a few submitters raised that the existing permit was appropriate and for the most part met community expectations. Whilst there were some submitters that still opposed the original stage 5 design also, the majority who referenced the original permit referenced it as the preferable outcome.

*Response*

96. It is noted that the development, whilst still valid under an existing permit, cannot proceed based on the current endorsed plans.
97. Since the issue of the original permit and endorsement of the plans in 2007, a substantial Barwon Water asset has been constructed in the north-east corner of the site, which would impede on much of the currently endorsed design. Further whilst a full assessment has not been undertaken against the original proposal, since 2007 several requirements have been introduced to the planning scheme that would not have been required to be considered at the issue of the permit. The most notable including Clause 15.01-2L – Environmentally Sustainable Design, and Clause 55.07 Apartment Developments.
98. Regardless of the controls that affected the land at the time, from the sentiment expressed in many of the submissions, it seems that the primary preference for the original design is based on the number of storeys, and number of dwellings. These issues have been addressed earlier in this report.

**Social Housing**

99. A number of submissions made brief reference to the social housing contribution of a cash contribution of 2.2% being unsubstantial and not achieving appropriate outcomes. Another queried if Geelong Affordable Housing Trusts would be subject to the same obligations to share the owners corporations costs and fees. Another, objected to the provision of affordable housing within the development due to the potential safety issues arising from residents.

*Response*

100. To clarify this matter, the applicant has agreed to provide a dwelling contribution, not a 2.2% cash contribution. The dwelling has been identified as a ground floor dwelling on the plans prepared by SJB Town Planning, which is a one-bedroom dwelling at the ground floor. The City agrees with the views of some submitters and considers a physical dwelling being delivered as a positive outcome.
101. With regard to how ownership will operate, the Geelong Affordable Housing Trust as the owner would be subject to the same obligations as any other owner of an apartment in the building. Whilst this is not currently clarified in the Section 173 Agreement, it could be added in to alleviate any concerns for future.
102. The provision of affordable housing occasionally receives objections from the community due to negative perceptions of tenants/residents, however these objections are typically unfounded.

**Noise**

103. Submissions that raised noise as a concern raised three types of noise as an issue. Firstly, noise from the construction of the development. Secondly, noise from an increased number of residents, and finally noise from the increased number of vehicles anticipated from the proposal.

*Response*

104. Noise from construction, both existing and future, cannot be contemplated by the *Planning and Environment Act 1987*. There are current mechanisms in place outside the *Planning and Environment Act 1987*, which require construction to meet various standards and codes, these are typically implemented by the Environmental Protection Authority, which would address any matters during the construction process should they arise.
105. Noise from residents is anticipated in all residential areas. It is not unreasonable that in a residential location residential noise may occur.
106. The road network has been designed to be capable of handling 2500 vehicles per day, any number of vehicles within this limit and their associated noise is considered typical for a residential context.

**Concerns with extent of notice**

107. Approximately three submissions raised concerns with the extent of notice of the amendment and permit not being substantial enough, and that not all affected properties were directly notified.

**Response**

108. The categorisation of 'affected properties' has always been subjective, and as such other mechanisms are utilised to ensure notice is extensive, including newspaper notices and a gazette notice. All properties that abut Liverpool Street, Balmoral Crescent and were accessible of Yacht Approach were notified directly with a letter. The extent of notice must end at some point, and this point may not always be agreed with by the community.

**Image on website**

109. Two submitters raised the issue that the image on the Council website during exhibition was either misleading or an inaccurate representation of the development.

**Response**

110. The Plan shown on Council's website is located on Page 39 of the Plans Package, specifically within Chapter 2 Design Response. It shows the current proposed development.

**Reduction to amenity**

111. Many submitters generally noted that the development would cause a 'reduction in amenity' although few specified exactly which amenity impacts are being impacted.

**Response**

112. The reduction of amenity is a comment made by many submitters, but it is a relatively difficult component to define and can be subjective. This said, almost every submission who raised this concern also spoke of impacts to character and the enjoyment of Rippleside Park. It's considered that this matter isn't required to be specifically addressed as amenity either relates to noise, visual or environmental amenity, and these matters have been addressed elsewhere in this report.

**Privatisation of space**

113. One submitter raised concern that without a roadway between Balmoral quay and Corio Bay this space would be privatised.

**Response**

114. The Balmoral quay development has provided an upgrade to the pedestrian network directly adjacent to Corio Bay connecting St Helens Park and Rippleside Park. As we move away from car dependency, pedestrian activation is more greatly encouraged and valued. The water frontage is not in private ownership and can be enjoyed by the public. Regardless, this matter is not part of the consideration for the existing amendment.

**Street naming and issues with emergency services navigating the site**

115. A number of submissions raised concerns with the existing street arrangement of the Balmoral Quay, Rippleside estate and the naming of the roads creating confusion for emergency services accessing the site. Various submissions recall a particular example where emergency services were unable to find a unit within the site.

**Response**

116. In discussions with the City's Property Department, they have advised that this issue occurred some time ago and has since been addressed by naming Yacht Approach, which previously was not named. The boardwalk, and internal walkways where units are oriented to these were

also named. Previously Yacht Approach was not named, and addressing was to Harbourside Drive. It is noted that the Property Department has numerous landowners also existing in the development that do not want the name or addressing change, however this process has commenced to address the concerns previously mentioned.

117. Currently this process requires signage to be put up internally to the site, and the Property Team can finalise their process. The developer has advised signage is being prepared and is due to be displayed at the end of November 2023, and the property team has advised their process typically takes 2-4 weeks, so in theory this matter should be resolved prior to 2024, or in the early portion of 2024.

***Issues with road widths and emergency services accessing site and blocking access to residents***

118. Two submitters raised issue with the road widths at the site and the ability of emergency services to access the site. Additionally, one raised that during an emergency event because of the single road access, residents would be unable to access their dwellings.

***Response***

119. The matter of road widths and ability of emergency services to access the site was raised by several submitters. Ultimately, the matter of road widths was determined before the current amendment or planning permit, as a part of the original development. There are no changes to the road widths or alignments as a result of the planning permit.
120. With this in mind, when utilising *Clause 53.02 Bushfire Planning Table 5 Vehicle access design and construction*, the minimum standards have been met. Specifically, that a minimum trafficable width of 3.5 metres is provided, which has been achieved. As has the requirements for all-weather construction, load limits, clearance of obstructions to the sides and vertically from the road, and average/maximum grade levels.
121. If an emergency event occurs at the site, and emergency services block access to the site, it would be a similar expectation to that of any other emergency response. Residents having to wait a number of hours to enter their dwellings during an emergency is a minor inconvenience in the context of an emergency.

***Risk of landslip/stability of land***

122. Two submitters raised concerns as to the risk of landslip from the surrounding embankment, and the stability of the land.

***Response***

123. The supporting documents provided with the application include a geotechnical report which contemplates a change to the height of the development, cut into the slope and basement car parking. The report noted that their comments remain supportive of the proposal and that despite difference in development plans from the original Planning Permit PP647/2004, these do not take away from the recommendations or advice previously provided.
124. The report specifically notes that considering the current development plans propose to replace the vast majority of slopes with an engineered retaining wall, and the portion of slope between the Barwon Water Pumping Station and Harbourside Drive would remain untouched, the assessment does not consider a slope stability risk assessment is required. This is supported by the development eliminating potential slope instability via replacement with an engineering retaining wall, which is considered to be an improvement. Further earthworks are considered to be limited, particularly to existing slopes such that these existing slopes would be in no worse condition than at present.

***Issues with Urban Design Guidelines***

125. Six submitters raised issue with the consideration and changes to the Urban Design Guidelines March 2023. Some took specific issue with the interpretation by the officer that the existing

development did not accord with the Urban Design Guidelines, and that the updates reflect the emerging character of the area.

*Response*

126. Where inconsistencies were listed with the original Urban Design Guidelines 2000, these were also reflected in the existing Comprehensive Development Plan 2000. Both documents reference a larger number of non-residential uses that were never realised at the site. Further, the village square components and built form outcomes did not necessarily reflect best practice urban design outcomes, and similarly were not realised in Stages 1 through 4. Elements that remain consistent with the existing Urban Design Guidelines and CDP were the retention of views through the site, the separation of built form, and activation of the waterfront with pedestrian infrastructure/built form. These elements remain in the proposed Urban Design Guidelines and Comprehensive Development Zone.

***Lack of electric vehicle charging spaces***

127. One submitter raised concern about the lack of electric vehicle charging spaces provided at the site, noting that the demand for electric vehicle spaces will increase in the future. It is noted that the plans provide two electric vehicle visitor car spaces for the development.

*Response*

128. At least one electric vehicle charging space is required under the environmentally sustainable design BESS Assessment to claim towards the transport contribution, which has been provided.
129. It is noted that there is no requirement within the Greater Geelong Planning Scheme to provide any electric vehicle charging at a site, but it is an option that can be utilised to increase a developments contribution to Environmentally Sustainable Design. Additional electric vehicle parking cannot be required from the development as there is no minimum requirement in the Planning Scheme.

***Retail premise use***

130. One submission queried what the proposed retail use would be.

*Response*

131. It is understood that without knowing what the use is, it is difficult for the community to comment on it.
132. Whilst this is acknowledged, it is fairly typical for developments to provide retail spaces before obtaining a tenant. At this stage, the tenant for the space is not known which isn't unreasonable or uncommon in the planning process. Should a use seek to operate from the site that is not in accordance with the Comprehensive Development Zone, a permit would be required, and a relevant assessment undertaken.

***Reduction in property values***

133. Three submissions raised concerns with the developments impact on property values in the area.

*Response*

134. The reduction in property values is not a consideration under the *Planning and Environment Act 1987*.

***Precedent***

135. A small number of submissions raised concern about the precedent that a seven-storey development would set in Geelong, and also in locations close to the waterfront.

***Response***

136. It is noted that once Stage 5 is completed, the Balmoral Quay Rippleside development is finished, and there are no further opportunities for development at the site. Further the site is one of few in Geelong that is affected by the Comprehensive Development Zone, which would allow a scale of seven storeys to be contemplated. Any future proposal similar to this would likely be subject to a planning scheme amendment process, or planning permit process that would engage in community consultation, and each be considered on its merits. Another amendment similar in scale has occurred at the Geelong Saleyards, Amendment C434ggee, which incorporated a Comprehensive Development Zone with six storey height preferences and a 10 storey maximum height. Developments of this scale are typically contemplated on unique sites with access to high amenity location, public transportation, and services.

***Mobility around the site***

137. A number of submissions raised concerns with the existing infrastructure and proposed pedestrian paths and their limitations for people with limited mobility.

***Response***

138. Upon visiting the site, it is noted that some footpaths have hard-edge curb at their edges, making them un-navigable for those with limited mobility.
139. Whilst this matter was raised with the City's Traffic and Infrastructure Team, a clear solution has not yet been identified. The existing footpath network is outside the scope for the current amendment and permit, and whilst a condition can be included on the proposed permit to ensure all footpaths are accessible and designed appropriate, retrospective works are limited.
140. It is recommended the submitters who raise this as a concern further follow up with the City's Traffic and Infrastructure Team to see if remediation works can be undertaken through a formal request process.

***Supportive/no objection******Response***

141. The G21 Geelong Regional Alliance, Committee for Geelong and Property Council of Australia all prepared submissions supporting the amendment and planning permit. Many focused on the increased housing demand and substantial growth of Geelong, and highlighted the site's location, nearby open space and public transportation, and connection to Central Geelong as key reasons why the City should support the proposal. More specifically that the amendment would facilitate urban infill at a strategically well located site.
142. All supportive submissions considered the built form to be of a high-quality design.
143. Various servicing authorities were provided the opportunity to comment on the amendment, including Barwon Water, the Corangamite Catchment Management Authority (CCMA), Country Fire Authority (CFA), Department of Environment, Land, Water and Planning (previously DELWP, now Department of Energy, Environment and Climate Action or DEECA), Powercor, Wadawurrung Aboriginal Corporation. Of these authorities, only the CFA, Powercor and DEWLP/DEECA provided commentary, which was either supportive of the development with conditions, or raised no objection or concerns to the amendment or permit.

**ATTACHMENT 2 - AMENDMENT C436ggee - SUMMARY OF SUBMISSIONS****DATE: 06/12/2023**

Certain individual names have been redacted due to privacy permission.

No.	Surname	Postal Address	Suburb	Summary
1	Abikhair	Balmoral Crescent	Rippleside	Scale excessive. Out of character for quiet residential area. Overshadowing to Rippleside park. Increase in traffic will exacerbate existing parking issues. Reduction in car parking unreasonable. Safety concerns with access locations. Loss of views. Construction will cause unreasonable impacts to amenity and function of area.
2	Individual Submitter	Victoria Street	Rippleside	Scale excessive. Increase in traffic will exacerbate existing parking issues. Safety concerns with access location. Overshadowing to neighbouring properties.
3	Individual Submitter	Ryrie Street	Geelong	Supportive of amendment – aligns with G21- Geelong Regional Alliance and delivery of housing supply and choice in a highly accessible location in proximity to central Geelong.
4	Barry	Vincent Avenue	Geelong	Out-of-character. Strain on infrastructure. Safety concerns with access locations. Car parking reduction unreasonable and will exacerbate existing parking issues.
5	Barry	Walker Street	Rippleside	Out-of-character. Safety concerns with access locations. Car parking reduction unreasonable and will exacerbate existing parking issues. Strain on infrastructure.
6	Individual Submitter	Lady Nelson Drive	Rippleside	Increase in traffic and car parking on street. Safety concerns with access location. Pedestrian safety in area a concern.
7	Individual Submitter	Osborne Avenue	North Geelong	Scale excessive. Impact to views. Overshadowing unreasonable to Rippleside Park. Increase in traffic and reduction in car parking and associated safety concerns.
8	Individual Submitter	Edward Street	Rippleside	Scale excessive. Increase in traffic and car parking on street. Safety concerns with access location. Scale excessive. Shadowing to Rippleside Park. Character impacts.
9	Individual Submitter	Liverpool Street	Rippleside	Overshadowing and impact to Rippleside Park. Scale excessive. Detrimental to character. Increase in traffic and car parking on street. Safety concerns with access location.
10	Individual Submitter	Liverpool Street	Rippleside	Insufficient car parking, increase in traffic will exacerbate existing safety and parking issues. Traffic entering from Victoria Street overpass causes back up over bridge. Refurbished Rippleside park will increase parking demand in area. Overshadowing to properties. Safety concerns with access location. Scale excessive.
11	Brown	Victoria Street	Rippleside	Increase in traffic will exacerbate existing safety and parking issues. Infrastructure strain. Overshadowing to Rippleside Park. Increase population cause overcrowding of park/infrastructure. Insufficient attention to sustainable design. Negative impact to view corridors, and visually dominant. Lack of community engagement.
12	Individual Submitter	Margaret Street	Rippleside	Increase traffic strain on existing infrastructure. Street incapable of handling additional vehicles. Safety concerns with access location. Pedestrian safety. Scale excessive and out-of-character.
13	Individual Submitter	PO Box	Essendon Fields	Increase traffic would exacerbate existing parking issues. Streets incapable of handling additional vehicles. Safety concerns with access location.
14	Campbell	Lady Nelson Drive	Rippleside	Oppose reduction of car parking. Increased traffic would exacerbate existing parking issues. There should be 37 separate visitor spaces.
15	Cassar	Margaret Street	Rippleside	Increase traffic would exacerbate existing parking issues. Safety concerns with car parking design and parking locations. Out-of-character.

No.	Surname	Postal Address	Suburb	Summary
16	Cavallo	Holden Avenue	Rippleside	Reduction in visitor parking. Road network cannot handle additional traffic. Scale excessive.
17	Individual Submitter	Lakeside Drive	Burwood East	No objection. The site is outside the Bushfire Prone Area. Advice regarding service delivery contact Fire Rescue Victoria.
18	Individual Submitter	Walker Street	Rippleside	Concern with Traffic analysis, impact not calculated. Increase traffic would exacerbate existing issues and safety issues with access areas. Amenity loss resulting from population and noise. Impacts to views. Character impacts. Scale excessive for context.
19	Individual Submitter	Victoria Street	Rippleside	Scale excessive. Increase in traffic. Out-of-character. Increase in noise and pollution.
20	Collins	Walker Street	Rippleside	Increase traffic and reduction in car parking. Pedestrian safety. Overdevelopment
21	Individual Submitter	Gheringhap Street	Geelong	Supportive of amendment. Meets demand for housing options in suitable infill locations within a walkable catchment of public open space and transportation. Provides high-quality housing choice.
22	Cook	Galley Way	Armstrong Creek	Unaffordable. Likely to provide short term rentals/Airbnb which is detrimental to area. Impact to Rippleside park via overshadowing, character and view. Out of character.
23	Individual Submitter	Margaret Street	Rippleside	Out of character. Scale excessive. Detracts from surrounding heritage. Shadow impacts only show 9am-3pm which is unrealistic. Shadow impacts unreasonable to dwellings on Balmoral Crescent. Rippleside park shadowing also unreasonable. Waste collection and safety an issue in narrow streets. Increase in traffic exacerbate existing parking issues. Pedestrian and cyclist safety concerns. Parking inadequate. Waste collection a concern. Social housing cash contribution of 2.2% lacks community benefit.
24	Cross	Swinburne Street	Rippleside	Pedestrian safety. Intersection between footpath and crossovers is unsafe for cyclists and vehicles also due to lack of sight lines to footpath. Access location of safety concern. Lack of consultation with community. Out-of-character and will negatively impact character. Streets not designed for increase traffic on Victoria Street and Swinburne Street.
25	Individual Submitter	Victoria Street	Rippleside	Overshadowing of Rippleside park. Negatively impact character. Scale excessive. Vehicle access arrangement unsafe, increased traffic of concern. Existing construction traffic causing major hazards in street network.
26	Individual Submitter	Balmoral Crescent	Rippleside	Increase traffic will exacerbate existing issues with safety.
27	Curtis	St David Street	Rippleside	Scale excessive. Negatively impact character and heritage of area. Overdevelopment. Increased population. Increased traffic and associated safety issues. Competition for car parking. Vehicle access arrangement unsafe.
28	Darragh	Liverpool Street	Rippleside	Scale excessive, set detrimental precedent. Increase traffic would exacerbate existing issues. Liverpool Street intersection unsafe. Reduction in parking. Noise. Safety issues for pedestrians and cyclists. Overshadowing to park.
29	Individual Submitter	Backwell Street	North Geelong	Traffic and parking concerns. Unclear how dwellings can increase but a reduction of car parking can be sought.
30	Deam	Balmoral Crescent	Rippleside	Scale excessive, increase in population, safety concerns for access location and emergency services. Lowers value of properties. Increase in traffic exacerbating existing concerns. Overshadowing to Rippleside park.
31	Individual Submitter			No objection.

No.	Surname	Postal Address	Suburb	Summary
32	Edwards	St David Street	Rippleside	Scale excessive. Increase in traffic unreasonable.
33	Individual Submitter	Lumb Place	Rippleside	Scale excessive. Out-of-character. Single access will exacerbate existing traffic issues and parking. Issues with construction process and parking. Emergency services access to site. No commercial component should be included due to issues with parking in the area. The original permit required traffic lights at the end of Liverpool Street, when will this happen? View impacts to neighbours and shadowing impacts.
34	Fagg	Vivian Street	Belmont	Out-of-character, scale excessive. Area does not have a school or supermarket so is car dependent. Increase in traffic would exacerbate existing parking issues. Safety concerns with access location and increased traffic volumes. Overshadowing to neighbouring properties and Rippleside Park. Not affordable housing. Apartments too small. Overdevelopment.
35	Fagg OAM	Vivian Street	Belmont	Issues with explanatory report. Specific concerns with wording used. Explanatory report does not contemplate impact to Rippleside residents. Issues with applicants supporting documents and planning report. Scale excessive and out-of-character for area. Conflicts with planning policy. Unjustified development. Negatively impact neighbourhood, residents, and park users.
36	Farrow	St David Street	Rippleside	Conflicts with objective for medium density in Rippleside. Increase in traffic will exacerbate existing parking issues. Not enough parking has been provided. Associated safety issues with increase in traffic particularly to pedestrians and cyclists. Scale excessive, out-of-character. Negatively impact Rippleside Park. Access location and safety concerns.
37	Individual Submitter	St David Street	Rippleside	Scale excessive. Increase traffic will exacerbate existing issues with parking/traffic flow. Safety for pedestrians and cyclists. Safety and access locations. Out-of-character. Heritage impacts. Trains are overcrowded and cannot handle increased use.
38	Ferguson	Lady Nelson Drive	Rippleside	Scale excessive, out-of-character. Shadow impacts to neighbouring properties and Rippleside park. Overdevelopment. Impact heritage significance of area.
39	Individual Submitter	Lady Nelson Drive	Rippleside	Overdevelopment. Existing issues with current partially completed development. Impacts to character and amenity of area. Increase traffic and exacerbation of existing issues. Concerns with access location and safety. Development potential precedent setting and impact upon heritage significance of area.
40	Ferguson	Lady Nelson Drive	Rippleside	Increase traffic will exacerbate existing issues. Intersection layouts and road network problematic with safety concerns from increased traffic. Unsafe for pedestrians and cyclists. Car parking existing issues will be exacerbated. Scale excessive. Over-development. Increase population place undue strain on existing infrastructure. Out of character.
41	Ferguson	Lady Nelson Drive	Rippleside	Increase traffic will exacerbate existing issues. Road network problematic, increase traffic would cause additional safety concerns. Unsafe for pedestrians and cyclists. Car parking existing issues would be exacerbated. Scale excessive. Over-development. Increase population place undue strain on existing infrastructure. Out of character.
42	Filby	PO Box	Rippleside	Overdevelopment of site. Traffic hazard with single road access. Concern for emergency vehicle access. Existing parking issues will be exacerbated. Concern for pedestrian and cyclists with increase in traffic.
43	Fraser	Drumcondra Avenue	Drumcondra	Overdevelopment, scale excessive, out-of-character. Increase in traffic will exacerbate existing issues with limited car parking and vehicle movements on unsafe road network. Single road access concern for emergency services. Request for updated traffic modelling of area.
44	Individual Submitter	Lady Nelson Drive	Rippleside	Overdevelopment. Scale excessive, out-of-character. Heritage impact and impacts to Rippleside park. Additional commercial premises will create undue competition as there is an existing café. Existing car

No.	Surname	Postal Address	Suburb	Summary
				parking issues will be exacerbated. Concerns with access for emergency services. Restricts access to foreshore for recreational fishing use due to lack of parking. Lack of EV capability. Additional pollution of Corio bay. Storage and collection of additional waste bins not considered. Community concern.
45	Individual Submitter	Melbourne Road	Rippleside	Increase traffic will exacerbate existing parking and traffic management issues and pose safety risk to pedestrians and vehicles. Existing road configuration unsafe for increased traffic.
46	Furneaux	Edward Street	Rippleside	Increase traffic will exacerbate existing issues around parking in the area. Current pedestrian/cycling infrastructure unsafe. Out of character. Excessive scale.
47	Individual Submitter	Mckillop Street	Geelong	Access arrangements unsafe. Increase traffic will exacerbate existing congestion and safety issues.
48	Gibson	St David Street	Rippleside	Excessive scale. Visually obtrusive. Increase to population will strain existing infrastructure. Out-of-character.
49	Glen	Lady Nelson Drive	Rippleside	Rippleside Urban Design Guidelines are inaccurate. Requirements in the Guidelines direct for safe movement for people with limited mobility. Footpath construction as a part of Stage 1 is not ramped for wheelchair access. Incorrect information for Parking and Traffic claims access is from Yacht approach however no access is provided. Proposed entry/exit poses safety issues. Requirement for 154 spaces, with 136 spaces proposed. There is no provision of 16 visitor spaces as there cannot be shared with Marina spaces. Increased traffic would reduce public accessibility to the area due to increase in parking demand. Provision of 90 bicycle spaces will not impact car dependency.
50	Goodear	Po Box	Geelong	Issues with supplied Traffic and Transport Assessment. Underestimates car parking demand of residents. The parking between the marina and visitors for the dwelling should not be shared. Estimated values are not reflected of real life traffic volumes which are higher than indicated when stage 3-4 become operational. Access arrangement via Liverpool St to Harbourside Drive and to Marine car park unsafe. Residences are favoured via retirees who have no desire or need for 115 bicycle spaces and will be car reliant.
51	Goodman	Lothian St	Rippleside	Out of character. Increase traffic would cause safety issues for pedestrians and exacerbate existing parking issues. Cash payment of 2.2% for social housing is inappropriate and housing should be provided.
52	Individual Submitter	Lumb Place	Rippleside	Scale excessive. Out of character for area. Does not consider heritage values of area. Reduction of car parking should not be supported. Increase in traffic demand resulting from the proposal will exacerbate existing parking issues and congestion. Concerns with access arrangement and emergency services accessibility. Impact to Rippleside park. Overdevelopment. Due diligence required for developer due to ongoing issues with construction of Stages 1, 2 and likely 3 and 4.
53	Gorell	Balmoral Cres	Rippleside	Scale excessive. Existing development out of character and too high density. proposal will exacerbate existing issues and is out-of-character.
54	Individual Submitter	Po Box	Geelong	Lack of building inspection for existing Balmoral Quay development resulting in Sewer issues and breaches to the National Building Code. The street names in Balmoral Quay resulting in safety issues for emergency services and inconvenience to residents and visitors. Lack of footpath along Yacht Approach. Single access point to Balmoral Quay unsafe. Removal of parking for existing Stage 1 a concern. Shared visitor spaces with marina birth will exacerbate existing issues. Report does not consider doubling of traffic from Stage 3 and 4. Access arrangement unsafe. 115 bicycle spaces unnecessary as area is car reliant. Stage 1 of Balmoral Quay does not have a waste management plan, Stage 5 should not be able to proceed with existing issues. Issues with sewer in area. Negative impact to character and operation of Rippleside PARK. Scale excessive and out-of-character. Stability of cliff face during construction.

No.	Surname	Postal Address	Suburb	Summary
55	Individual Submitter	Balmoral Crescent	Rippleside	Development is out-of-character and does not consider heritage significance of area. Scale excessive.
56	Individual Submitter	Lumb Place	Rippleside	Reliance on the last traffic study which is over 20 years old should not be relied upon. An updated traffic report should be required. Overshadowing to Rippleside park and surrounding area. Increase traffic will exacerbate existing issues. Concern for emergency vehicle access. Scale excessive and out-of-character. Access arrangement unsafe.
57	Individual Submitter	The Esplanade	Drumcondra	Loss of amenity. Increase to traffic. Reduction in property values. Focus on economic benefit over environmental and social.
58	Individual Submitter	St David Street	Rippleside	Increase in traffic and car parking on street. Safety concerns with access location. Scale excessive.
59	Hannan-Smith	Liverpool Street	Rippleside	Scale excessive. Exceeds the 16m waterfront precinct height limit in the Central Geelong Framework Plan March 2023. Dominant building form, out-of-character. Affordable housing contribution should not include a cash option. Wind tunnel effect, particularly on high wind days as identified in Renzo Tonin assessment unacceptable. The Urban Design Guidelines have not been met in relation to traffic. Increase in traffic will exacerbate existing issues with safety and car parking. Unsafe access arrangement. Errors in supporting amendment documentation Urban Design Guidelines. Issues resulting from ongoing construction at the site. Two access/exit points insufficient and unsafe location.
60	Harry	Muscovy Drive	Grovedale	Demographic utilising the apartments will not assist with alleviating the housing shortage as they are likely to have multiple residences. Negatively impact Rippleside park via overshadowing and scenery. Additional traffic will exacerbate existing car parking issues. Out-of-character.
61	Harry	Margaret Street	Rippleside	Scale excessive. Limits existing views. Increase population will exacerbate noise and traffic congestion in area and result in unsafe traffic volumes.
62	Heriot	PO Box	Lower Sandy Bay	No net-community benefit. Excessive scale, lacks response to key character elements. Out-of-character. Negatively impact neighbourhood character. Increase to traffic exacerbate existing issues with vehicle volumes and car parking. High-density development, cannot be termed 'medium density'. Overshadowing and dominance of Rippleside Park. Lack of response to heritage advice for further articulation. Fails to meet Urban Design Guidelines Section A2.5. No convenience store proposed and fails to meet community needs. Required services such as schools, supermarkets or health services are not located in a walkable catchment of the site. The social housing contribution option to be provided as a cash contribution is of concern.
63	Individual Submitter	Victoria Street	Rippleside	Impact to Rippleside Park amenity and overshadowing. Increased traffic exacerbate existing issues with access arrangements and car parking. Scale excessive. Out-of-character. Traffic likely to cause safety hazards, and risk for pedestrians and cyclists.
64	Horan	Walker Street	Rippleside	Excessive scale. Negative impact to Rippleside park including overshadowing. Out-of-character. Increased traffic and associated issues with safety and parking. Concerns with intersection and access locations.
65	Horan	Walker Street	Rippleside	Excessive scale. Negative impact to Rippleside park including overshadowing. Out-of-character. Increased traffic and associated issues with safety and parking. Concerns with intersection and access locations.
66	Individual Submitter	PO Box	North Geelong	Infrastructure cannot handle increased pressure from increased population from proposal.
67	Humphreys	Victoria Street	Rippleside	Overshadowing to Rippleside Park. Increased traffic and associated issues with safety for pedestrians and parking. Increased congestion.

No.	Surname	Postal Address	Suburb	Summary
68	Individual Submitter	Rix Street	Herne Hill	Excessive scale. Negative impacts to character. Increase traffic will exacerbate existing congestion issues and parking problems.
69	Individual Submitter	Liverpool Street	Rippleside	View impact to existing dwellings nearby. Traffic arrangement cause for safety concern. Parking issues exacerbated.
70	Individual Submitter	Liverpool Street	Rippleside	Dwelling increase unreasonable. Scale excessive. Traffic and Transport Assessment does not consider vehicles impact on road network. Increased traffic will exacerbate existing problems. Questions: - Is the previously proposed 'no right turn' from Yacht Approach intended to apply - Is a slip-lane necessary at Melbourne Road?
71	Jordan	Walker Street	Rippleside	Out-of-character, scale excessive. Impact to heritage area. Over development of site. Infrastructure strain from increased population. Removal of vegetation from site. Increased traffic will exacerbate existing parking issues and cause safety issues for pedestrians and cyclists.
72	Jordan	Walker Street	Rippleside	High density inappropriate. Out-of-character, scale excessive. Impact to heritage area. Over development of site. Infrastructure strain from increased population. Removal of vegetation from site. Increased traffic will exacerbate existing parking issues and cause safety issues for pedestrians and cyclists. Social and affordable housing should not be provided via a cash contribution. Image on website deceptive – shows previous development.
73	Individual Submitter	Fryers Road	Highton	Impact to Rippleside Park amenity and overshadowing. Increased traffic exacerbate existing issues with access arrangements and car parking. Scale excessive. Out-of-character. Traffic likely to cause safety hazards, and risk for pedestrians and cyclists.
74	Individual Submitter	Swinburne Street	Rippleside	Impact to Rippleside Park amenity and overshadowing. Increased traffic exacerbate existing issues with access arrangements and car parking. Scale excessive. Out-of-character. Traffic likely to cause safety hazards, and risk for pedestrians and cyclists.
75	Kent	Victoria Street	Rippleside	Scale excessive. Overshadowing to Rippleside park. Increase in traffic would exacerbate existing safety/congestion/parking issues and roads cannot handle additional volumes. Concern for safety of pedestrians.
76	Individual Submitter	Walker Street	Rippleside	Safety concerns with increased traffic and parking causing issues for emergency services access to area, and site.
77	Individual Submitter	PO Box	Rippleside	Impact to Rippleside Park amenity and overshadowing. Increased traffic exacerbate existing issues with access arrangements and car parking. Scale excessive. Out-of-character. Traffic likely to cause safety hazards, and risk for pedestrians and cyclists.
78	Kiss	Liverpool Street	Rippleside	No architectural merit. Overdevelopment of site, scale excessive. Impact to Rippleside Park. Increasing traffic will exacerbate existing parking issues and detriment the area.
79	Koerntjes	Walker Street	Rippleside	Scale excessive. Overdevelopment, inappropriate density for location. Out-of-character. Overshadowing impacts. Unsympathetic to heritage of area. Increase in traffic will exacerbate existing congestion and parking issues.
80	Individual Submitter	Balmoral Crescent	Rippleside	Reduction to car parking will exacerbate existing parking issues. Reduction to amenity of area. Out-of-character. Not responsive to nearby heritage overlay.
81	Individual Submitter	PO Box	Highton	New height limits do not take into consideration the existing area or scale. Overshadowing to Rippleside Park. Increased traffic will exacerbate existing issues with car parking, and likely to cause safety issues for pedestrians and cyclists. Architectural merit. Incorrect figure or cost.

No.	Surname	Postal Address	Suburb	Summary
82	Kurelja	Walker Street	Rippleside	Scale excessive. Overdevelopment, inappropriate density for location. Out-of-character. Overshadowing impacts. Unsympathetic to heritage of area. Increase in traffic will exacerbate existing congestion and parking issues. Access location unsafe. Infrastructure cannot handle increase demand.
83	Kurelja	Walker Street	Rippleside	Out-of-character. Scale excessive. Overshadowing of neighbouring properties and park. Loss of amenity. Reduction of car parking and increased traffic would exacerbate existing issues with congestion and parking. Resulting safety issues from access location.
84	Lalor	St David Street	Rippleside	Increase in traffic and car parking on street. Safety concerns with access location. Scale excessive.
85	Lodge	Balmoral Crescent	Rippleside	Increase in traffic and car parking on street. Safety concerns with access location. Scale excessive. Pedestrian safety in area a concern.
86	Lowe	Margaret Street	Rippleside	Excessive scale. Over development. Unresponsive to nearby heritage context. Increase in traffic would exacerbate existing issues with congestion and parking. Safety issues for access location and pedestrians/cyclists. Reduction of amenity.
87	Individual Submitter	Margaret Street	Rippleside	Out-of-character. Unresponsive to nearby heritage context. Increase traffic will exacerbate parking issues and will cause safety concerns. Access location a concern for pedestrians.
88	Lyons	Lady Nelson Drive	Rippleside	Increased traffic will exacerbate existing parking issues which is a concern for those with limited mobility. There is no mobility within existing Balmoral quay making it difficult for those with limited mobility to navigate the site.
89	Individual Submitter	Balmoral Crescent	Rippleside	No roadway between balmoral quay and Corio Bay. Excessive scale. Precedent setting. Over-development of the site. Out-of-character, not responsive to context or surrounding heritage values. Impacts to view corridors. Lack of footpath connections around development. Increase traffic generated will exacerbate existing congestion/parking issues. Lack of nearby facilities to cater for needs of residents. Construction issues and traffic generation will be exacerbated. Road should be widened to development. Existing permit was meant to restrict right turns from Liverpool Street. Sharing of marina and visitor spaces a concern. access location unsafe. Footpath infrastructure in area unsafe. Noise during construction.
90	Individual Submitter	Walker Street	Rippleside	Scale excessive. Traffic increase will cause congestion.
91	Mahoney	Balmoral Crescent	Rippleside	Scale excessive and out-of-character. Increase traffic will exacerbate existing congestion and safety issues for vehicles and pedestrians. Sets precedent.
92	Individual Submitter	Balmoral Crescent	Rippleside	Over development of the site. Scale excessive. Out-of-character. Concern for access location and safety of proposed access of Balmoral Crescent.
93	Individual Submitter	St David Street	Rippleside	Increase traffic would exacerbate existing congestion/parking issues.
94	Individual Submitter	Walker Street	Rippleside	Out-of-character. Scale excessive. Overshadowing of neighbouring properties and park. Loss of amenity. Reduction of car parking and increased traffic would exacerbate existing issues with congestion and parking. Resulting safety issues from access location.
95	Individual Submitter	Victoria Street	Rippleside	Scale excessive. Increase in traffic. Noise. Safety concerns. Out-of-character.

No.	Surname	Postal Address	Suburb	Summary
96	Individual Submitter	Margaret Street	Rippleside	Lack of architecture merit. Out-of-character. Scale excessive. Overshadowing of neighbouring properties and park. Loss of amenity. Reduction of car parking and increased traffic would exacerbate existing issues with congestion and parking. Resulting safety issues from access location.
97	Individual Submitter	Liverpool Street	Rippleside	History of Rippleside Park. Impacts to park excessive. Lack of parking. Increase in traffic.
98	McKenzie	Walker Street	Rippleside	Out-of-character. Scale excessive. Overshadowing of neighbouring properties and park. Loss of amenity. Reduction of car parking and increased traffic would exacerbate existing issues with congestion and parking. Resulting safety issues from access location.
99	Mckenzie	Grandview Street	Ballina	Out-of-character. Scale excessive. Overshadowing of neighbouring properties and park. Loss of amenity.
100	McKinnon	Balmoral Crescent	Rippleside	Out-of-character. Scale excessive. Overshadowing of neighbouring properties and park. Reduction of car parking and increased traffic would exacerbate existing issues with congestion and parking. Resulting safety issues from access location. Will set an unreasonable precedent for development in the area.
101	McKinnon	Balmoral Crescent	Rippleside	Reduction of car parking and increased traffic would exacerbate existing issues with congestion and parking. Resulting safety issues from access location. Out-of-character. Scale excessive. Overshadowing of neighbouring properties and park.
102	McManus	Margaret Street	Rippleside	Scale excessive. Increase in traffic and reduction in car parking and associated safety concerns.
103	McNamara	Drumcondra Avenue	Drumcondra	Impact to character of area. Obstruction of views to Bay. Scale excessive for location. Construction impacts from past years will continue.
104	Individual Submitter	Harbourside Drive	Rippleside	Increase in traffic and car parking on street. Safety concerns with access location. Scale excessive. Precinct setting.
105	Individual Submitter	Harbourside Drive	Rippleside	Supportive of amendment subject to increase to car spaces significantly. Concerns were increase in traffic and car parking on street. Safety concerns with access location. Scale excessive. Precinct setting.
106	Individual Submitter	Holden Avenue	Rippleside	Overdevelopment. Scale excessive. Unsafe for pedestrians. Increase in traffic.
107	Mills	Muli Muli Drive	Ocean Shores	Scale excessive. Impact to character of area. Cost of apartments unaffordable and does not address affordable housing issues. Out-of-character. Negatively impact character of area.
108	Individual Submitter	Wattletree Rd	Drumcondra	Scale excessive. Out-of-character. Unsafe/accessible location for emergency services. No consideration for heritage context. Reduction of car parking and increased traffic would exacerbate existing issues with congestion and parking. Resulting safety issues from access location.
109	Modica	Walker Street	Rippleside	Lack of car parking and increased traffic would exacerbate existing issues with congestion and parking. Resulting safety issues from access location for pedestrians and cyclists.
110	Modica	Walker Street	Rippleside	Reduction of car parking and increased traffic would exacerbate existing issues with congestion and parking. Resulting safety issues from access location for pedestrians. Construction issues arising from workers parking and using streets.
111	Individual Submitter	Victoria Street	Rippleside	Out-of-character. Scale excessive. Overshadowing of neighbouring properties and park. Reduction of car parking and increased traffic would exacerbate existing issues with congestion and parking. Resulting safety issues from access location.

No.	Surname	Postal Address	Suburb	Summary
112	Neilson	Walker Street	Rippleside	Out-of-character. Scale excessive. Overshadowing of neighbouring properties and park. Reduction of car parking and increased traffic would exacerbate existing issues with congestion and parking. Resulting safety issues from access location.
113	Neilson	Walker Street	Rippleside	Out-of-character. Scale excessive. Overshadowing of neighbouring properties and park. Reduction of car parking and increased traffic would exacerbate existing issues with congestion and parking. Resulting safety issues from access location.
114	Individual Submitter	PO Box	North Geelong	Car park entry location safety concern for vehicles/pedestrians and queuing of vehicles on road. Increase traffic will exacerbate existing issues with congestion and parking. Emergency services access concern. Yacht approach will need to be modified. Public open space provided only for residents.
115	Individual Submitter	Liverpool St	Rippleside	Scale excessive, out of character. Lack of services in area to cater for additional residents. Existing issues with development management. Increase traffic and access arrangements pose safety concerns. Increased population cause for safety concerns.
116	Individual Submitter	PO Box	Rippleside	Scale excessive and out-of-character. Lack of services in area to service additional residents which will require vehicles and vehicle movements. Waste management. Emergency services access. Concerns with current construction. Increased traffic will exacerbate existing congestion and parking issues. Access location for vehicles to site is unsafe. Safety concerns around increase population nearby. Non compliant with urban design.
117	Individual Submitter	Margaret Street	Rippleside	Scale excessive. Increase traffic will exacerbate existing congestion/safety/parking issues.
118	Individual Submitter	Liverpool Street	Rippleside	Will exacerbate existing traffic and parking issues. Access locations/arrangement unsafe.
119	Individual Submitter	Lumb Place	Rippleside	Overdevelopment of the site. Excessive scale. Out-of-character. Increase traffic will exacerbate existing parking/congestion/safety issues.
120	Individual Submitter	St David Street	Rippleside	Increased traffic will exacerbate existing parking/congestion/safety issues.
121	Perks	St David Street	Rippleside	Out-of-character. Increase traffic will exacerbate existing parking/congestion/safety issues.
122	Perks	St David Street	Rippleside	Excessive scale. Out-of-character. Increase traffic will exacerbate existing parking/congestion/safety issues.
123	Individual Submitter	Balmoral Crescent	Rippleside	Overdevelopment of the site. Excessive scale. Out-of-character. Increase traffic will exacerbate existing parking/congestion/safety issues. Overshadowing and impact to Rippleside Park.
124	Individual Submitter	Walker Street	Rippleside	Out-of-character for both surrounding heritage area and existing Rippleside development. Visible location. Social housing contribution should be greater than 2.2 percent. Lack of consideration for previous Panels recommendations. Scale excessive, and highly visible. Over-development of the site. Negatively impact character of the area. Increase traffic will exacerbate existing traffic issues around car parking/congestion/safety and traffic management. Masterplan referenced by Cardno Traffic and Transport Assessment not available. FIA application yet to be received. Traffic calculations are flawed as they do not account for where there may be more than one visitor to multiple dwellings. Traffic access location a concern. Has VicRoads/VicPolice been considered. Emergency services been contacted. Safety concerns for pedestrians in the area with vehicle access location. Disability mobility around the site.

No.	Surname	Postal Address	Suburb	Summary
				Boundary fence height not shown. Overshadowing to park and impact on surrounding residents.
125	Individual Submitter	Walker Street	Rippleside	Overdevelopment of the site. Excessive scale. Out-of-character. Increase traffic will exacerbate existing parking/congestion/safety issues. Overshadowing and impact to Rippleside Park.
126	Individual Submitter	Walker Street	Rippleside	Overdevelopment of the site. Excessive scale. Out-of-character. Increase traffic will exacerbate existing parking/congestion/safety issues. Overshadowing and impact to Rippleside Park.
127	Individual Submitter	Locked Bag	Melbourne	Supportive subject to conditions.
128	Individual Submitter	Walker Street	Rippleside	Out-of-character, does not consider heritage context of the site. Common elements not incorporated. Increase in traffic will exacerbate existing congestion/parking/safety issues. Access locations and increase population cause concern for safety of pedestrians. Lack of mobility consideration.
129	Individual Submitter	Walker Street	Rippleside	Obscures views to bay for existing dwellings. Out-of-character, does not consider heritage context of the site. Will negatively impact the heritage significant of the area and set an inappropriate precedent. Increase in traffic will exacerbate existing congestion/parking/safety issues. Access locations and increased population cause concern for safety of pedestrians.
130	Quayle	The Esplanade	Portarlington	Out-of-character and will negatively impact the character of the area. Excessive scale. Fire risk.
131	Raglan Ridge Advisors	Raglan Street	South Melbourne	Does not comply with Rippleside Urban design guidelines – nothing specific mentioned. Over development and out-of-character. Increased traffic will exacerbate existing congestion/parking/safety issues. Traffic management plan insufficient, further work should be done to consider existing context. Site access arrangement unsafe. Traffic assessment last updated in July 2022, and therefore out of date. Engineering not reflective of lived experience at site. Sharing marina spaces and visitor spaces as well as a reduction in car parking exacerbates existing parking issues. Safety and access for those with limited mobility not considered. Retail space use not confirmed. Unclear if Geelong Affordable Housing Trusts obligations to share the owners corporations costs and fees are not defined.
132	Individual Submitter	Victoria Street	Rippleside	Impact to Rippleside Park amenity and overshadowing. Increased traffic exacerbate existing issues with access arrangements and car parking. Scale excessive. Out-of-character. Traffic likely to cause safety hazards, and risk for pedestrians and cyclists.
133	Rivers	Victoria Street	Rippleside	Increase traffic will exacerbate existing safety issues with road locations. Access location unsafe. Concern for pedestrian safety. Exacerbate existing parking problem. Additional vehicle create increase traffic noise. Lack of architectural merit. Out-of-character. Does not address housing crisis, likely used for short-term stay.
134	Rivers	Victoria Street	Rippleside	Will exacerbate existing congestion/parking/traffic/safety issues.
135	Individual Submitter	The Esplanade	Geelong	Increase traffic will exacerbate existing congestion/parking/safety issues. Scale excessive. Does not give consideration to heritage context.
136	Schultink	St David Street	Rippleside	Excessive scale. Out-of-character. Environmentally destructive.
137	Individual Submitter	The Esplanade	Geelong	Scale excessive. Increase in traffic and parking issues. Foundation concerns with land.
138	Smith	Walker Street	Rippleside	Excessive scale. Out-of-character. Increase traffic will exacerbate existing congestion/parking/traffic issues. Safety concern with access arrangements.

No.	Surname	Postal Address	Suburb	Summary
139	Individual Submitter	Mowlamein Court	Hamlyn Heights	Out-of-character, scale excessive.
140	Smith	Liverpool Street	Rippleside	Lack of appropriate road infrastructure to handle increased traffic. Increase traffic will exacerbate existing congestion/safety/parking issues. Safety concern for pedestrians.
141	Smith	Cavendish Street	Geelong	Increased traffic will exacerbate existing safety issues. Access location unsafe. Fire risk and concern for emergency vehicles access.
142	Snook	Walker Street	Rippleside	Out-of-character. Scale excessive. Lack of appropriate infrastructure and car parking.
143	Snow	Holden Avenue	Rippleside	Scale excessive. Out-of-character and not considerate of nearby heritage context. Increase in traffic detrimental.
144	Snow	Walker Street	Rippleside	Scale excessive and out-of-character for suburb. Access arrangements unsafe. Overshadowing to neighbouring properties. Will obstruct exiting views to Bay from neighbouring properties.
145	Individual Submitter	Lady Nelson Drive	Rippleside	Existing parking issues will be exacerbated with a further reduction. Unsafe vehicle access arrangements. Emergency services unable to navigate existing site. Lack of pedestrian infrastructure fit for those with limited mobility.
146	Speirs	PO Box	Geelong	Set poor precedent in regards to scale and form. Excessive scale, exacerbate car parking and congestion issues. Out-of-character. Not responsive to existing context. Density excessive, over-development. Visitor car parking cannot be shared with marina use. Safety issues with access arrangements. Lack of pedestrian infrastructure. Liverpool Street exit works not undertaken, either has work to Balmoral Cres left-only turn. Shadowing to Rippleside park. Emergency vehicle access.
147	Squires	Bell Parade	Drumcondra	Scale excessive. Increased traffic will exacerbate existing congestion/parking/safety issues. Overshadowing to houses and park. Out-of-character. Not responsive to heritage context.
148	Squires	Bell Parade	Drumcondra	Out-of-character, not responsive to heritage context. Traffic will exacerbate existing congestion/parking/safety issues. Development unsympathetic for highly visible location.
149	Stagnitti	Grandview Grove	Drumcondra	Excessive scale. Out-of-character. Overshadowing to neighbouring dwellings and Rippleside Park.
150	Individual Submitter	Victoria Street	Rippleside	Additional traffic will negatively impact neighbourhood and surrounding street network.
151	Individual Submitter	Holden Avenue	Rippleside	Out-of-character. Scale excessive. Increase in traffic and reduction in car parking and associated safety concerns.
152	Individual Submitter	Liverpool Street	Rippleside	Scale excessive. Impact to views. Obscuring of views. Overshadowing of Rippleside Park. Traffic increase will exacerbate existing congestion and parking issues. Road network unable to cater for traffic volumes safely.
153	Individual Submitter	Liverpool Street	Rippleside	Scale excessive. Increase in cars will exacerbate existing parking issues.
154	The Property Council Of Australia	Exhibition Street	Melbourne	Supportive of amendment. Compliments evolving character of Geelong and responds to housing demand and need for housing supply in desirable locations close to infrastructure and services.
155	Tilley	Edward Street	Rippleside	Excessive scale. Set inappropriate precedent for waterfront development. Out-of-character and unresponsive to heritage context.

No.	Surname	Postal Address	Suburb	Summary
156	Individual Submitter	St David Street	Rippleside	Overdevelopment. Excessive scale. Out-of-character. Will exacerbate existing parking issues and safety concerns from increase in traffic.
157	Urbis Pty Ltd	James Street	Geelong	Supportive of amendment. Identifies relevant strategic and planning policy support for the proposed development and planning scheme amendment.
158	Van Doornik	PO Box	Rippleside	Out-of-character, excessive scale. Increase in traffic will exacerbate existing parking/congestion/safety issues, with concern for safety of road network with increase traffic volumes.
159	Walker	Margaret Street	Rippleside	Over-development, out-of-character. Negatively impact environment for residents and visitors. Will obstruct and monopolise views to the bay. Overshadowing to Rippleside Park. Increase in traffic will exacerbate existing congestion and safety issues, including for pedestrians and cyclists.
160	Individual Submitter	Liverpool Street	Rippleside	Will exacerbate existing safety issues for pedestrians. Increase traffic will increase noise in the area. Access arrangement insufficient and unsafe.
161	White	Bell Parade	Drumcondra	Overdevelopment, excessive scale. Lack of adequate vehicular access to site. Lack architectural merit. Lack of on-site recreational space for residents means they will rely on park for use. No additional expenditure to improve Rippleside park. Overshadowing to Rippleside Park. Lack of revised traffic counts. Increased traffic will exacerbate existing issues with congestion/safety/parking. Access arrangements unsafe. Emergency services access. Lack of parking. Visitor parking shared with Marina spaces.
162	Individual Submitter	Balmoral Crescent	Rippleside	Excessive scale, overshadowing to adjacent properties. Out-of-character. Overdevelopment/ excessive density. Increase in traffic will exacerbate existing issues with congestion/parking/safety. Car parking access arrangement unsafe.
163	Williams	Margaret Street	Rippleside	Out-of-character, unresponsive to heritage context of broader area. Increase in traffic will exacerbate existing safety/congestion/parking issues. Overshadowing to park.
164	Individual Submitter	Rix Street	Herne Hill	Concern for precedent set for scale in unique location. Impact to use and enjoyment of park. Reduction in car parking and increase in traffic will exacerbate existing issues with parking/safety.
165	Individual Submitter	Balmoral Crescent	Rippleside	Increase traffic cannot be catered for in existing road network. Access arrangements unsafe. Will exacerbate existing parking issues. Scale excessive.
166	Individual Submitter	Stradling Avenue	Geelong	Scale excessive. Impact to views of Corio Bay and detracting from waterfront amenity. Shadowing to surrounding area and open space. Obstruction of views. Precedent setting. Lack of architectural merit.
167	Individual Submitter	Walker Street	Rippleside	Excessive scale. Overshadowing to Rippleside Park. Increase to traffic will exacerbate existing congest/parking/safety issues. Concern with safety of access locations.
168	Yee	Lady Nelson Drive	Rippleside	Increase in traffic will exacerbate existing issues with access arrangements and increase safety hazards in the area. Overshadowing to Rippleside park. Construction impacts will be extensive.
169	Yenik	Liverpool Street	Rippleside	Increase in traffic will exacerbate existing safety concerns/parking issues/congestion. Height and scale excessive. Overdevelopment of site. Overcrowding, noise pollution.
170	Yenik	Liverpool Street	Rippleside	Out-of-character, sale excessive. Increase traffic will exacerbate existing safety/congestion/parking issues. Sharing of marina and visitor spaces and reduction in car parking should not be supported. Pedestrian safety with access location.
171	Individual Submitter	Liverpool Street	Rippleside	Increased traffic will exacerbate existing issues with parking/safety/congestion. Concern for emergency services access.
172	Individual Submitter	Liverpool Street	Rippleside	Increase in traffic will exacerbate existing congestion and safety issues. Concern with access arrangement traffic hazard. Concern for emergency services access.

No.	Surname	Postal Address	Suburb	Summary
173	Petition Smith	Walker Street	Rippleside	Petition signed by 419 signatories. Excessive scale, out of character. High density over-development not responsive to heritage context or highly visible location. Will overshadowing park and neighbouring properties. Increased traffic and reduction in car parking will exacerbate existing congest/parking issues. Safety concern for access location and traffic hazard. Request expert reports for urban design.

## 2.3. South-West Geelong Employment Land Review

**Source:** Planning & Design  
**Acting Executive Director:** Joanne Van Slageren

*Cr Aitken re-joined the meeting at 7.51pm*

*Cr Kontelj declared a Conflict of Interest in Item 2.3 – South-West Geelong Employment Land Review in that Boral is a customer of the Company which Cr Kontelj is a Director and remained out of the meeting room during discussion.*

### Purpose

1. To adopt the South-West Geelong Employment Land Review (the Review) final report and support the preparation of an amendment to facilitate planning for the precinct.

### Background

2. The Review (see **Attachment 1**) is a result of recommendations in Amendment C395 Settlement Strategy Panel Report (2020) in relation to the future use and development of the former Boral quarry at Waurm Ponds and the Western Industrial Precinct (WIP) in the Armstrong Creek Growth Area.
3. These sites are currently nominated for future employment uses and should be planned holistically with regards to the broader Armstrong Creek growth corridor and regional employment land needs.

### Key Matters

4. The Review recommends the Boral and WIP sites form a single investigation area to deliver approximately 170 hectares of employment land (net developable area), provides options on how the employment land could be delivered and that any land surplus to the employment needs can be considered for other strategic uses such as residential or tourism.
5. A planning scheme amendment is required to introduce the planning principles and directions for the investigation area (**Attachment 2**).
6. The preparation of a precinct structure plan (or similar mechanism) will set out the detailed land use and development requirements alongside a development contributions plan.

### RESOLUTION - Item 2.3

**Cr Nelson moved, Cr Harwood seconded -**

#### **That Council:**

1. **Adopt the South-West Employment Land Review, April 2023; and**
2. **Request the Minister for Planning authorise the preparation and exhibition of a planning scheme amendment to implement the recommendations of the South-West Geelong Employment Land Review, April 2023 as described in this report.**

**Carried**



### ***Financial Sustainability***

7. There are no significant financial implications to Council beyond that usually associated with the planning scheme amendment process.
8. There is a separate process for Council to consider the timing, process and resource implications to deliver the identified planning outcomes through a precinct structure plan or similar mechanism. The City has had initial discussions with the Victorian Planning Authority about preparing the precinct structure plan for this area following the proposed amendment. This would be subject to a future Council decision.
9. In the long term, development contributions will be included as part of the planning for the area.

### ***Community Engagement***

10. The draft review was circulated to the relevant agencies, major landholders and adjoining neighbours in December 2022 to January 2023. Eight submissions were received.
11. Barwon Water and Department of Jobs, Skills, Industry and Regions provided servicing and strategic employment land advice. Feedback has been included in the final report where relevant.
12. The Wadawurrung Traditional Owners Aboriginal Corporation were notified of the project. They will continue to be engaged in the planning scheme amendment process.
13. The landowners interested in developing the precinct were supportive of the key recommendations with an additional development option provided in the final report to address the feedback. Both submissions noted the need to progress the planning for the area as soon as possible and recommended a memorandum of understanding be considered to support the preliminary technical work being undertaken concurrently with the planning scheme amendment to get the investigation area and high-level planning principles into the planning scheme.
14. The policy amendment to set the strategic direction will be undertaken first then the detailed precinct planning will commence. There is zoned employment land in the Armstrong Creek North East Industrial Precinct to meet short term demand and progressing the detailed planning for this precinct is not urgent relative to other priorities across the City.
15. A submission from a landholder on the west side of Draytons Road requested consideration to be included in the investigation area. This request has not been included in the final report. Draytons Road provides a logical edge to the employment precinct and incorporates the land already identified for employment purposes. The land already identified more than meets the land area requirements so additional land does not need to be identified at this time. A transition between the employment land and farming zoned land west of Draytons Road will be considered in the future planning.

16. A submission from a landholder on McPhersons Road requested consideration be given to how the proposed employment precinct will interface with the rural living precinct to the north, including the protection of the rural living amenity residents currently enjoy. This is important and a transition/buffer between the employment land and rural living land north of McPhersons Road will be considered in the future planning.
17. A submission for a landholder on Whites Road wanted more information about how the future land uses would be determined and the planning process. This information was provided.
18. A query relating to potential opportunities to purchase employment land in the precinct was also received. This was passed onto the landholder and the Business and Industry Experience department.
19. As a result of submissions, an additional development option was included in the final report and other minor text changes and corrections were made. These changes did not substantially change the content or directions of the final report.
20. If Council resolves to support exhibition, nearby landowners and occupiers, prescribed ministers and other relevant agencies will be directly notified during the exhibition period. The broader community will be notified through notices in the local newspaper and the City of Greater Geelong website.

#### **Social Equity and Sustainability**

21. The outcome of this report will deliver employment land and ensure communities in south-west Geelong have convenient access to employment land close to where they live.
22. The preparation of the PSP will need to address the culturally significant 3.6-hectare Duneed Reserve off Ghazeepore Road site owned by the Wadawurrung Traditional Owners Aboriginal Corporation. This site abuts the investigation area and an appropriate interface will need to be determined in consultation with the Wadawurrung Traditional Owners.
23. Consultation has aimed to allow those potentially affected to have their say. There will be another round of public notice and invitation to provide feedback as part of the planning scheme amendment process.

#### **Relevant Law/Policy/Legal Implications**

24. The Boral and WIP land were subject to discussions at the Amendment C395 Settlement Strategy Panel prior to Council adoption in 2020. The WIP proponents sought to have the land designated for residential rather than employment purposes and Boral sought to have their land rezoned to Urban Growth Zone and included within the settlement boundary.
25. Based on submissions the panel concluded:
  - 25.1 *Any redesignation of the WIP for residential use would be premature and without sufficient certainty of the adjacent land use and employment land requirements in Greater Geelong.*
  - 25.2 *Any review of the WIP should not be considered in isolation of the Boral land, and the broader ACUGA [Armstrong Creek Urban Growth Area].*
  - 25.3 *There is insufficient strategic justification for the Boral land to be identified as a growth area or rezoned to Urban Growth Zone as part of this amendment.*
  - 25.4 *The Boral land could be designated in the Settlement Strategy for further investigation to meet the municipality's future housing needs at the end of its extractive use and resolution of the DAL process.*

26. This report addresses the matters raised by the panel and provides a holistic planning approach to this area with consideration of the employment land requirements.
27. The planning scheme amendment will be carried out in accordance with the *Planning and Environment Act 1987*.
28. A summary of changes to the Greater Geelong Planning Scheme is provided in **Attachment 2**.

#### ***Alignment to Community Plan and Vision***

29. This report aligns with Our Community Plan 2021-2025 strategic priority:  
Sustainable growth and environment.
30. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration:  
Sustainable development that supports population growth and protects the natural environment.

#### ***Conflict of Interest***

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

#### ***Risk Assessment***

32. There are no notable risks associated with implementing the recommendations contained in this report.
33. There is a risk if the recommendations are not accepted, there could be a shortage of employment land in the south-west of Greater Geelong.

#### ***Environmental Sustainability***

34. This area is already identified for long term urban development in the Greater Geelong Planning Scheme and G21 Regional Growth Plan.
35. The future detailed planning for the area will include environmental considerations such as native vegetation, biodiversity, water, servicing, transport and environmentally sustainable design consistent with precinct structure plan and other legislative requirements.

#### **Attachments**

1. South West Geelong Employment Land Review April 2023 adoption [2.3.1 - 89 pages]
2. Attachment 2 Council Report SW Geelong Employment Land Planning Scheme Changes [2.3.2 - 3 pages]



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## South West Employment Land Review

Prepared for City of  
Greater Geelong

Final – April 2023

**HIIPDA**  
CONSULTING

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## 1.0 INTRODUCTION

### 1.1 Context and Purpose

The City of Greater Geelong accommodates a significant amount of land zoned for employment uses (defined here as industrial and related commercial zones). South west Geelong - which includes the suburbs of Armstrong Creek, Waurin Ponds and Marshall - has existing industrial zoned land at Marshall (called North East Industrial Precinct) and a future employment precinct called Western Industrial Precinct. The area to the west of Armstrong Creek (Boral land) accommodates an extractive industry area which has recently ceased mining and is being considered for mixed-use employment development by the land owner.

The primary land owner of the proposed Western Industrial Precinct is seeking diversification of land use including residential and accommodation uses and non-industrial commercial uses.

Boral also proposes a change to land use on some of its land holdings from extractive industry to a mix of employment, residential and tourism uses.

In this context, the City of Greater Geelong commissioned this report to provide information on the state of the employment land sector in south west Geelong so as to inform land use planning decisions for the area. A specific focus is to review employment land requirements for:

- Boral quarry site (Boral land), which is 1,030 hectares (ha) of Special use Zone 7 (SUZ7) land for Earth and Energy Resources Industry (this allows industrial uses, leisure and recreation and place of assembly activities)
- Armstrong Creek Western Industrial Precinct (WIP), which is a proposed 140 ha industrial area nominated for general and local industrial uses targeting 7,350 jobs.

This review considers those precincts in the context of the overall property market and seeks to identify options for amount of land needed by type over a nominal 20+ year period having regard to potential business type by sub-area and associated lot size guidance and urban design guidance in terms of road hierarchy, layout and other transport connections. The review takes into account attributes of land including topography, transport linkages and potential buffer requirements.

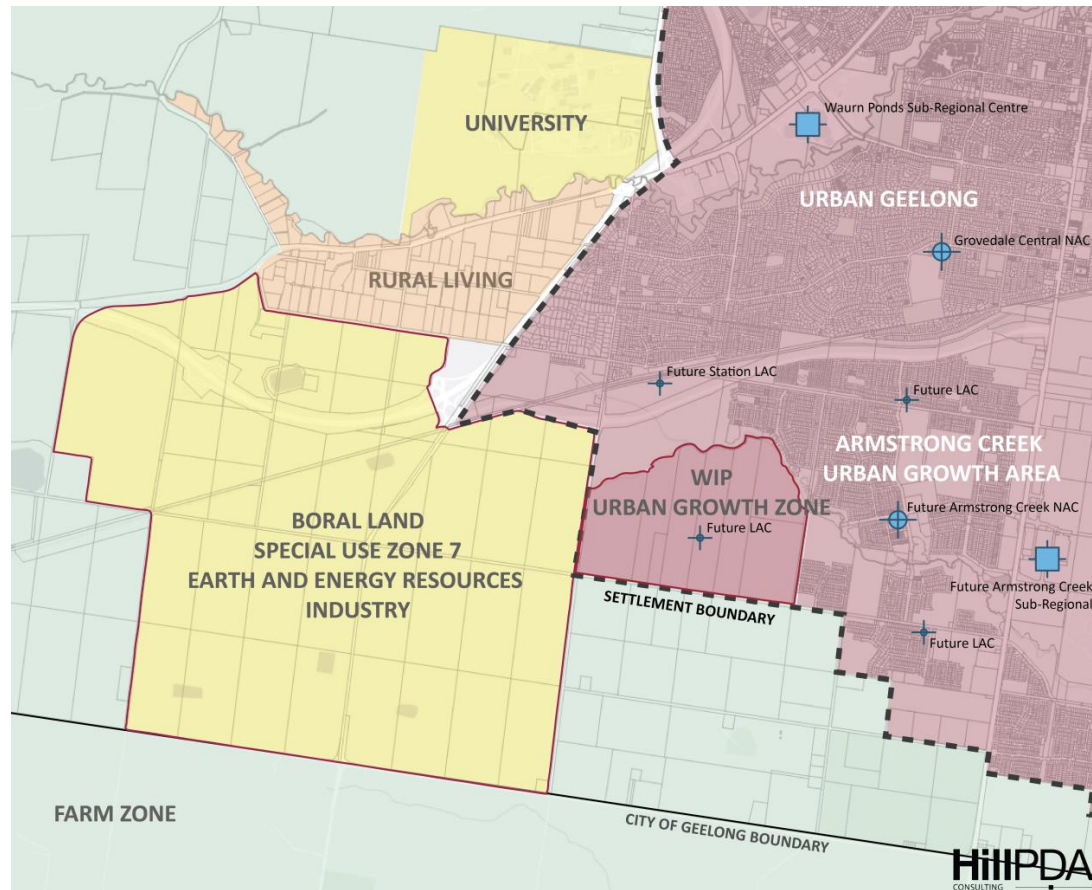
### 1.2 Scope and Land Uses

The focus of this study is employment land in south west Geelong (urban area) and land that is predominantly used for industrial or commercial uses but not focusing on activity centres. The primary zones within the scope of the report are:

- Industrial 1, 2 and 3 zones (generally for manufacturing, logistics, service industry and associated commercial uses)

- Commercial 2 zone (generally for office, industry and large format retail)
- Special use zones that have an employment role.

**Figure 1: Employment Land Focus Area - Boral And WIP Sites**



### 1.3 Report Structure

This report is structured as follows.

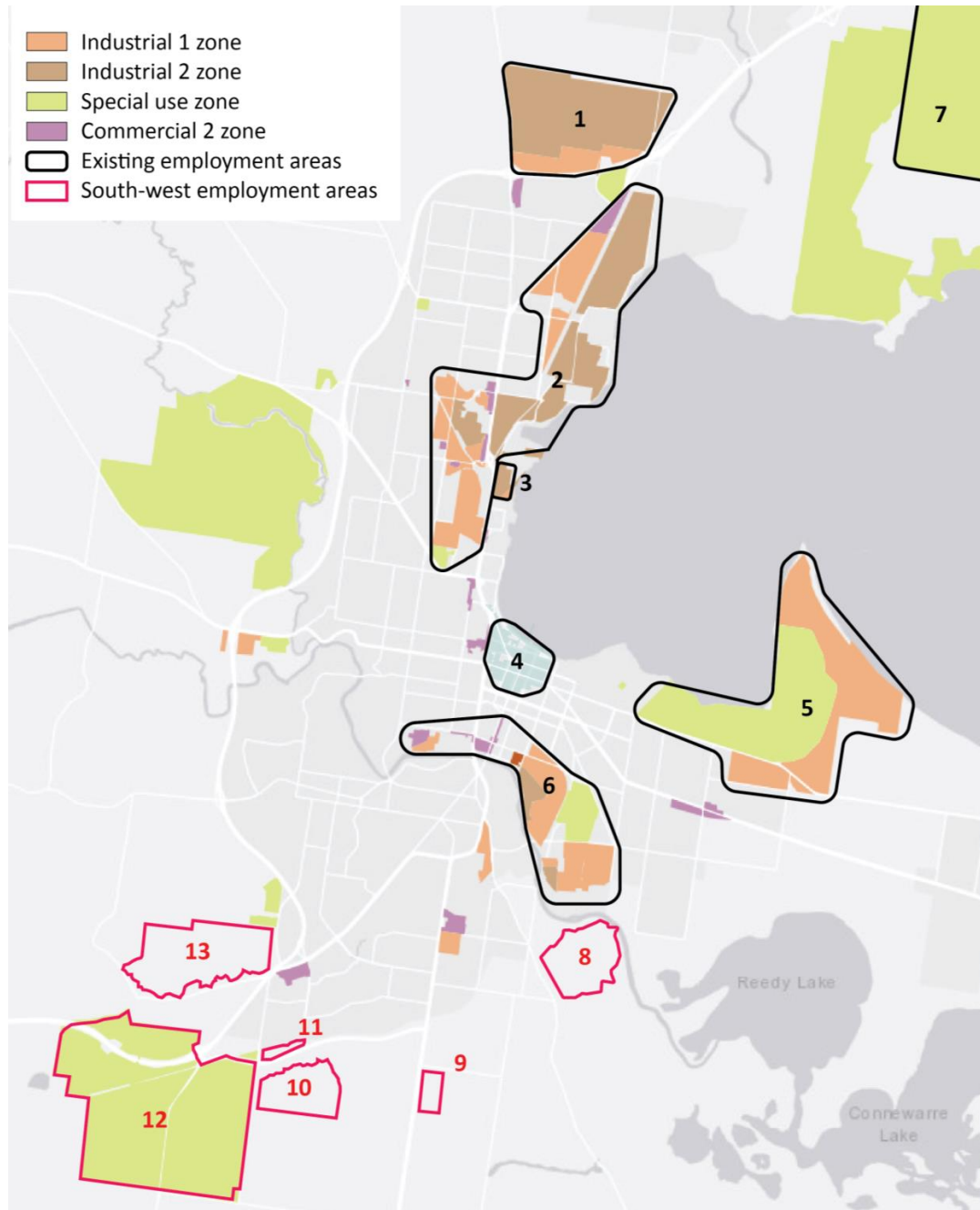
- Section 2: Study area in context
- Section 3: Transport context
- Section 4: Policy and research context
- Section 5: Economic context
- Section 6: Market research
- Section 7: Employment land supply and demand
- Section 8: Views of stakeholders
- Section 9: Study area precincts
- Section 10: Options for consideration.

## 2.0 STUDY AREA IN CONTEXT

### 2.1 Major Employment Precincts in Geelong

Geelong has a number of diverse employment precincts (existing and planned). The following figure and table provide an overview of employment land in Geelong.

**Figure 2: Strategic Context**



**Table 1: List of Major Employment Precincts in Geelong**

ID	Precinct name	Overview (additional information on land available for future development is provided in Section 7)
1	Geelong Ring Road Employment Precinct (GREP) (Corio / Lara)	<p>A large proportion of the GREP is for heavier industry uses (Industrial 2 Zone) that require substantial amenity buffers for safe operations. The remaining area provides for manufacturing, storage and goods distribution land uses (Industrial 1 Zone).</p> <p><b>491 ha of gross land area (approx.) for industrial and related business uses.</b></p>
2	Geelong North/Geelong Port	<p>Logistics, manufacturing, storage and distribution of goods requiring access to key export markets. Also includes population/servicing industrial activities in Geelong North.</p> <p>According to data on geelongport.com.au, GeelongPort is a major driver of Victoria's economy, managing over \$7 billion of trade and supporting more than 1,800 jobs across the state. As Victoria's second largest port, GeelongPort handles close to 12 million tonnes of cargo and more than 600 vessel visits each year.</p> <p><b>778 ha of gross land area (approx.) for industrial and related business uses. Total site is 1,755 ha gross.</b></p>
3	Pivot City Innovation Precinct (North Geelong)	<p>Technology precinct of approximately 30 hectares within which an 11 hectare site is called Pivot City, which accommodates 50,000 sqm of workspaces for over 50 organisations with more than 1,000 on-site employees (pivotcity.com.au).</p> <p><b>30 ha of gross land area (approx.) for industrial and related commercial uses.</b></p>
4	Central Geelong	<p>The primary activity centre for the region. Primary retail, hospitality, commercial, civic, community services and cultural centre. Includes a key education and study precinct (Deakin University Waterfront Campus, the Gordon TAFE City Campus and Geelong Tech School) and the region's major University Hospital and St John of God Hospital.</p> <p><b>354 ha of gross land area (approx.) for CBD uses.</b></p>
5	Moolap Industrial Area	<p>Population-servicing industrial uses with saltworks and decommissioned refinery along the bay. Also includes the Alcoa/Point Henry land which is identified for rezoning and redevelopment as outlined under the Moolap Coastal Strategic Framework Plan.</p> <p><b>399 ha of gross land area (approx.) for industrial and related commercial uses.</b></p>
6	South Geelong/Breakwater	<p>Mixed employment precinct with a focus on population-servicing industrial uses.</p> <p><b>246 ha of gross land area (approx.) for industrial and related commercial uses.</b></p>

ID	Precinct name	Overview (additional information on land available for future development is provided in Section 7)
7	Avalon Employment Precinct	<p>Planned to be developed into a freight hub and business park. Designed to support Geelong and western Melbourne logistics functions as part of the draft Avalon Corridor Strategy. The draft strategy establishes a high-level framework plan to guide land use decision making in the Avalon Corridor, such as the location and extent of future development.</p> <p><b>780 ha of gross land area (approx.) for proposed industrial and related commercial uses.</b></p>
8	North East Industrial Precinct (Armstrong Creek)	<p>One of the two designated employment precincts within the Armstrong Creek Growth Area. Designated as a local precinct serving primarily future residents in southern Geelong and Armstrong Creek. The Precinct Structure Plan was approved in 2010 although development yet to commence.</p> <p><b>95 ha of gross land area (approx.) for industrial and related commercial uses.</b></p>
9	Armstrong Creek Town Centre	<p>Major Activity Centre of Armstrong Creek Growth Area, likely to accommodate a sub-regional retail centre and associated office and community uses.</p> <p><b>93 ha of gross land area (approx.) for planned major activity centre.</b></p>
10	Western Industrial Precinct (WIP)	<p>Land subject to review in this report. Designated as an employment precinct within Armstrong Creek. The precinct structure planning process has not commenced.</p> <p><b>158 ha of gross land area (approx.) for planned industrial and related commercial uses. Note: in some documents this is quoted as 140 ha of gross land area (approx.).</b></p>
11	Waurm Ponds Train Station Precinct	<p>Planned for transit oriented development with a small retail/commercial node and a variety of residential uses. The precinct structure planning process has commenced but is not complete.</p> <p><b>Proposed small-scale activity centre within residential development.</b></p>
12	Boral site	<p>Land subject to review in this report. Former quarry site is being remediated and owner has proposed a mixed use employment precinct within parts of the land.</p> <p><b>1,040 ha of gross land area (approx.) with concept for an industrial and related commercial precinct on part of the site.</b></p>
13	Geelong Future Economy Precinct (Waurm Ponds)	<p>The Geelong Future Economy Precinct is an innovation precinct aimed at commercialising research through public and private partnerships.</p> <p><b>Part of 543 ha university campus.</b></p>

## 3.0 TRANSPORT CONTEXT

### 3.1 Transport

The City of Greater Geelong has strong links with Victoria's wider transport networks and it is a major Victorian transport hub (see figure below). The Integrated Comprehensive Transport Plan (2015) provided a high level summary of the City of Greater Geelong transport network.

### 3.2 Roads

Geelong's main road link to the wider region is the Princes Freeway (M1), which links the Geelong road network to Melbourne and western Victoria. Many of the region's highways converge in Geelong, including:

- Princes Highway
- Geelong-Bacchus Marsh Road
- Midland Highway
- Hamilton Highway
- Surf Coast Highway
- Bellarine Highway.

All these regional level highways link with the M1 (Geelong Ring Road), providing through access to Melbourne. Geelong is also the gateway to the Great Ocean Road.

The G21 Regional Growth Plan identifies a number of matters for review:

- Increasing congestion on the M1 corridor arising from continued urban growth is a constraint on travel between Geelong and Melbourne, especially during peak periods.
- Growth to the south of Geelong and on the Bellarine Peninsula will increase pressure on the existing road network in these areas.
- East-west routes containing freight traffic within the Geelong CBD are in conflict with high pedestrian volumes.
- The rural road network plays an important role in the region's economy, providing links between the farm gate and market.

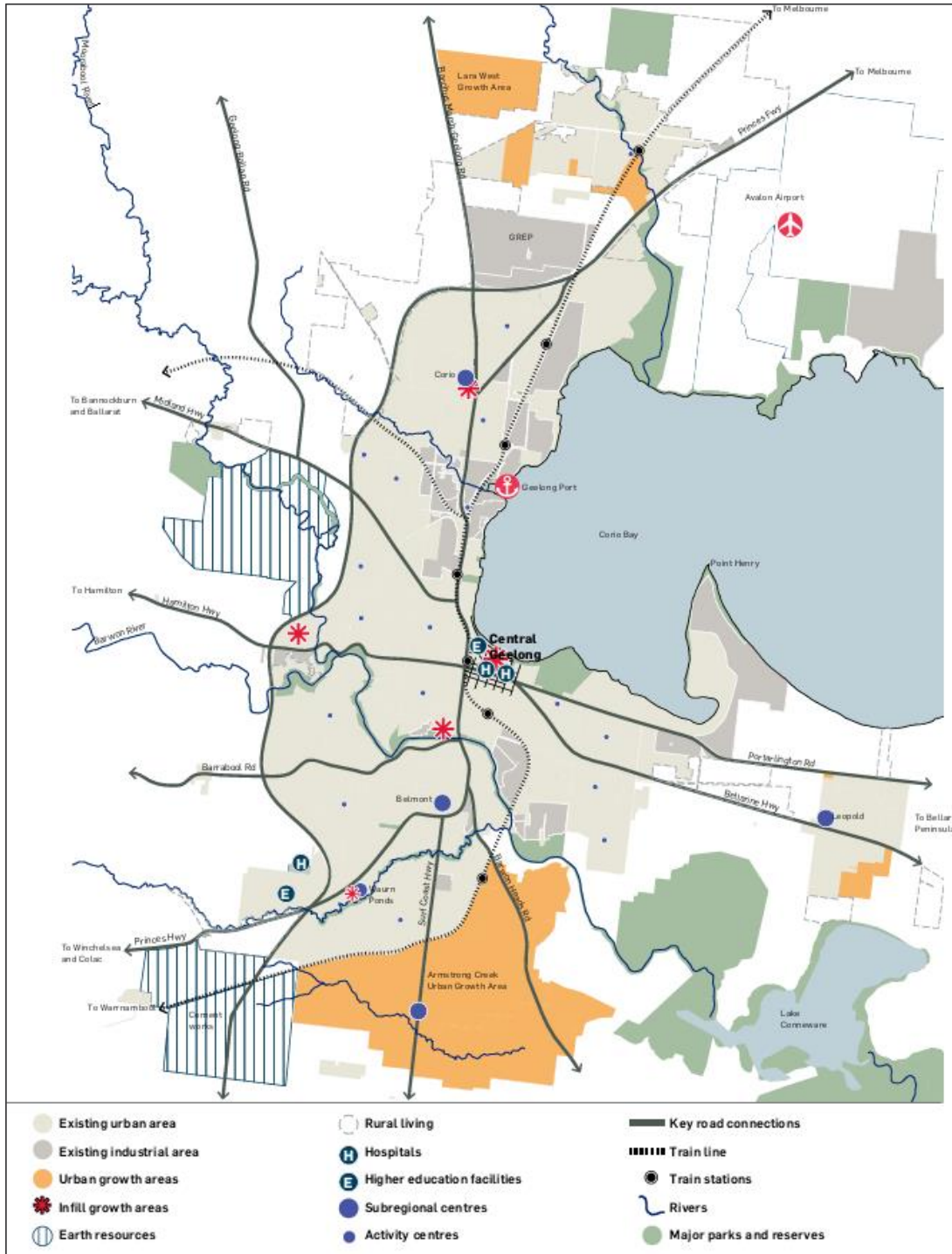
### 3.3 Rail

Geelong is linked by passenger rail to Melbourne and Warrnambool.

Passenger services are provided by V/Line trains through the municipality's eight stations.

Geelong also lies on the standard gauge network providing the main rail link between Melbourne and South Australia, Western Australia and the Northern Territory, with additional links to the Mallee grain lines. This rail link is used mostly by freight services, although it also carries some passenger services linking from Melbourne to Adelaide.

Figure 3: Transport Network



Source: G21 Regional Growth Plan



The G21 Regional Growth Plan states that there are gaps in the broad and standard gauge freight network, limited peak passenger rail services to Melbourne, capacity issues within the Geelong-Armstrong creek corridor (with a single line tunnel and stabling yard location) and issues with the extent of bus network coverage and its frequency.

The rail line to Waurn Ponds Station is currently being duplicated, which will increase service capacity. The state government states that South Geelong to Waurn Ponds Duplication project is underway to enable more services and improved reliability on the Geelong Line. The project will deliver the critical upgrades needed between South Geelong and Waurn Ponds to enable five train services per hour during the peaks and three per hour between the peaks for Marshall and Waurn Ponds stations<sup>1</sup>.

The Regional Rail Link project, along with the investigation of a rail connection to Avalon Airport, will enable significant network improvements, support growth and drive economic activity. Further opportunities could be explored for the rail revival of passenger services to Ballarat and stabling yard relocation to support growth.

### **3.4 Bus**

Timetabled local bus services provide 1,198 services each weekday across 30 routes operating throughout the City of Greater Geelong metropolitan region and the Bellarine Peninsula.

The majority of bus routes provide access to the central area of Geelong, with some providing links between towns within the region. The Moorabool Street bus interchange operates as a CBD terminus for Geelong bus routes and also provides for transfer opportunities between these bus routes.

The bus interchange at Geelong Railway Station provides a transfer opportunity between Geelong town bus routes and regional V/Line coach and train services.

The 2022/23 Victorian State Budget provided funding for service uplifts for bus routes in the growth areas of Torquay and Armstrong Creek. The state government is looking to upgrade the local bus network to connect growth areas in Torquay and Armstrong Creek to key destinations including to rail services and to Geelong<sup>2</sup>.

### **3.5 Ports**

The City of Greater Geelong is home to Victoria's second largest port, after the Port of Melbourne. The Geelong Port mainly exports raw materials including petroleum products, bulk grain and woodchips. The Port handles around 12 million tonnes of cargo and more than 600 vessel visits each year. The Port operates over 90 hectares of land and comprising of 15 berths over two primary precincts, Corio Quay and Lascelles.

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<sup>1</sup> [bigbuild.vic.gov.au/projects/geelong-line-upgrade/projects/geelong-line-duplication](https://bigbuild.vic.gov.au/projects/geelong-line-upgrade/projects/geelong-line-duplication)

<sup>2</sup> [engage.vic.gov.au/ArmstrongCreekandTorquay](https://engage.vic.gov.au/ArmstrongCreekandTorquay)



Geelong became the Victorian port for the Spirit of Tasmania ferry service in 2022, at Spirit of Tasmania Quay.

### **3.6 Airports**

Avalon Airport is a commercial aviation aerodrome situated on 1,753 hectares, 15 kilometres north east of Geelong. The airport provides domestic passenger and freight services.

The Avalon Airport Master Plan (2015) provides direction for the future development of the airport and sets out the development objectives for the airport, together with concepts for individual precincts. The timing and form of development will be influenced by a multitude of factors. The masterplan includes the following:

- The expansion of the existing domestic terminal to accommodate international operations (up to 10,000 square metres)
- The provision to construct a new international terminal
- The establishment of airfreight terminals
- The provision to lengthen the existing runway to up to 4,000 metres
- The development of residential hotels
- The development of the site to accommodate retail, commercial and industrial uses
- The continuation of the Australian International Airshow until at least 2025
- The reservation of the rail reservation
- The provision for recreational and sporting facilities.

A dedicated airfreight facility is planned near the Eastern Apron to facilitate the transfer of freight to and from the road and any future rail network.

Victoria - The Freight State: The Victorian Freight and Logistics Plan acknowledges Avalon Airport as having the potential to become the preferred gateway for freight into Victoria due to its “excellent land transport connections, land availability and accessibility for high value regional produce exports to the Asian markets.”

### **3.7 Study Area Linkages**

Boral land is adjacent to and traversed by three major regional transport linkages: Geelong Ring Road, Princes Highway and the rail line (see Figure 3 above).

The Western Industrial Precinct is accessed by the secondary road network and has no direct interface with major regional transport linkages.

## 4.0 POLICY AND RESEARCH CONTEXT

### 4.1 Overview

This section provides a summary of policy and research documents that are of relevance to employment land in the south west Geelong.

### 4.2 G21 Regional Growth Plan (2013)

The G21 Regional Growth Plan provides a strategic planning framework for the Greater Geelong region. The G21 Regional Growth Plan covers the municipalities of City of Greater Geelong, Colac Otway Shire, Surf Coast Shire, Borough of Queenscliff and the southern portion of Golden Plains Shire.

The vision for the G21 region is as Australia's most desirable destination for living, visiting, working and investing and being renowned for its vibrant cohesive community, exceptional physical environment and vigorous economy. Principles to achieve the vision are:

- Optimise infrastructure and consolidate strengths
- Diversity, knowledge and innovation
- Unique and connected communities
- Protect, restore and enhance our unique environment
- Food, water and energy security
- Live, work and participate locally
- Build our economy
- Accessible transport choices
- Balanced, consistent and collaborative approach.

To build the G21 region's economy, a broad range of employment options will support the development of a resilient and robust economy.

Economic and employment growth in the region is expected to focus on existing core infrastructure strengths and vocational opportunities, including the following sectors:

- Education, research and health with a focus on Deakin University and primary health providers
- Services, freight and logistics based around Geelong Port, Avalon Airport and the Geelong Ring Road Employment Precinct
- Agriculture and food processing
- Advanced manufacturing
- Tourism
- The emerging low carbon/sustainability sector.



Future directions and initiatives include:

- Strengthen and protect existing and planned employment areas including tourism precincts and district town activity centres
- Identify new employment nodes, including a new Education, Health and Research Hub at Deakin University, a long term potential employment hub at Waurin Ponds South (subject to further investigation). The Blue Circle, Waurin Ponds employment node (Boral) is identified as a long-term investigation area.
- Industrial land supply information indicates that the majority of the G21 region's industrial land stocks are located in Geelong.
- There are a variety of existing zoned industrial precincts and a significant future (unzoned) industrial supply identified to meet future needs. Within urban Geelong, existing and planned supply levels are healthy for the medium to longer term.
- Across the G21 region, the majority of vacant industrial land has historically been consumed in the City of Greater Geelong.
- A significant proportion of Greater Geelong's vacant land supply lies in fringe developing precincts.
- There is a need to avoid oversupply of active growth fronts so as not to adversely impact economies of scale.
- Land supply should be regularly monitored to respond to changes in population and housing growth.
- An Education, Health and Research Hub is being developed at Deakin University.
- There is long-term potential for an employment hub at the Boral site subject to further investigation.

### **4.3 Greater Geelong Planning Scheme**

The Greater Geelong Planning Scheme and incorporated documents include the following directions of relevance to this report.

#### **Armstrong Creek:**

- The economic plan is to create an economic and employment structure that complements the broader Geelong region while providing employment areas, business opportunities and local jobs.
- The overall concept is for an economic plan that strives to deliver one job for every household in a range of activity centres, employment areas and within residential areas.

- The indicative job mix was envisaged as follows:

Major Activity Centre*	3,540
North Eastern Neighbourhood Activity Centre*	248
South Eastern Neighbourhood Activity Centre*	213
Local Shops (Residential)*	214
North Eastern Industrial Precinct	8,000
Western Industrial Precinct	7,350
Home Based Business	2,200
Specialised Local Centres in Industrial Zones	190
Other	1,000
Total Jobs	22,955

#### **Western Industrial Precinct (WIP):**

- The plan identifies the WIP as a key future employment area for Geelong. It is expected to be developed across 140 hectares and host approximately 7,350 jobs. The job mix is anticipated to primarily comprise managerial, professional, technical, trades, transport and labouring jobs.

#### **North East Industrial Precinct (NEIP):**

- The primary role of the NEIP is to be the home of businesses that serve the regional population and business base with light industry and trade supplies. This area can expect to hold approximately 8,000 jobs. The proposed job mix will be focused on technical, trades, transport and labouring jobs.

#### **Boral land:**

- The Boral site is zoned Special Use Zone Schedule 7 'earth and energy resources industry'. The objectives of the zone are:
  - To recognise or provide for the use and development of land for earth and energy resources industry.
  - To encourage interim use of the land compatible with the use and development of nearby land.
  - To encourage land management practice and rehabilitation that minimises adverse impact on the use and development of nearby land.
- The range of uses permitted on the Boral site includes some employment uses, however some intensive uses may require an amendment to the planning scheme.



#### 4.4 Research Reports

##### **Geelong Economic Profile (Informed Decisions for City of Greater Geelong, 2021)**

This is an economic development advisory report that provides a high-level statement that employment floorspace in Geelong should increase as population growth continues.

The report found that over last decade, Greater Geelong experienced a significant increase in service sector jobs, especially in Geelong CBD. This trend is potentially likely to continue into the future and will require more commercial floorspace that meets modern amenity demands to accommodate the increasing service jobs.

##### **Industrial Land Supply Report (City of Greater Geelong, 2018)**

This report provides an update to 2015 land supply estimates. The report used the land consumption method to identify future demand. The report states:

- In total, there is approximately 21 years industrial zoned land across Greater Geelong based on the average annual rate of land consumption in the period 2015 to 2018 excluding Avalon SUZ and the Western Employment Precinct. In terms of future (unzoned) industrial land stocks it is estimated that there is 7 years of additional supply. However, state and local government investment facilitation units report that businesses have had difficulty in finding appropriate industrial land for investment.
- There is a current shortfall of industrial land to meet local servicing requirements in Lara and Ocean Grove. There are planned employment precincts in both of these areas but they are currently not available to the market, leading to a shortage of immediate supply.
- In order to meet ongoing demand, additional land supply is proposed for northern Geelong and south west Geelong.
- A confirmed plan for employment generating uses is required for the south west Geelong region having regard to Deakin University, Armstrong Creek precincts and Boral land.

##### **Armstrong Creek Growth Area – Employment Forecast Review Final Report (SGS Economics and Planning for City of Greater Geelong, July 2018)**

The purpose of the report was to undertake an employment forecast review for the Armstrong Creek Growth Area and to articulate the assumptions that underpinned the employment forecasts for the plan in 2008, and to update these assumptions and recommendations.

The report found that the amount of land allocated for long term employment in the WIP is ‘about right’ with an estimated 180 ha required to accommodate 9,100 jobs over time.

The SGS report utilises a metropolitan Melbourne-based set of ratios to inform employment area jobs and projections. The types of employment uses are nominated as local, district-level activities and strategic economic activities. The report provides a recommendation that a further review of the employment land should be conducted in 10 years’ time.

## 5.0 ECONOMIC CONTEXT

### 5.1 Economic Context Themes

This section provides a summary of the key factors influencing the development of employment land in Victoria and Greater Geelong. These trends are incrementally shifting the type and amount of zoned employment land required and changing how existing employment land is used.

Within this context, the City of Greater Geelong seeks to expand the services, knowledge, innovation and advanced manufacturing sectors of the economy. This aligns with a long term structural shift in the economy away from traditional heavy industry to a more diversified services and knowledge based economy.



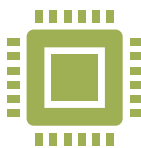
Globalisation and the free movement of people, goods and services has increased competition and has resulted in a decline in the proportion of jobs within manufacturing in Australia.



The introduction of automated technology is reducing job density of employment land and creating the need for upskilling of the workforce.



Sectors involved in logistics such as transport, storage and wholesale trade have become significant drivers of industrial land demand. These sectors tend to have low employment densities.



Manufacturing growth has been focused in advanced manufacturing, where use of new technologies support competitive production. Growth sectors may include those that draw on local advantages in agriculture, mineral goods and environment (e.g. advanced fibres and battery technology).



Many high tech modern industrial sectors are low-impact and compatible with other employment generating uses, including large-format retailing and standalone office. Some required dedicated and specialises buildings and precincts.



The proximity of employment precincts to key transport routes has emerged as a key priority for industrial occupiers. This stems from transport costs typically comprising a large share of operational cost, compared to rental cost.



Health care and social assistance are among Geelong’s biggest and fastest growing sectors. The Central Geelong Medical Health Cluster is the spatial focus for this sector.

As an example, Epworth Geelong has grown from 350 employees to 1,100 to meet growing demand.



Education is Geelong’s fifth largest industry and has grown strongly in recent years. Deakin University is a key anchor for high tech businesses as part of the Geelong Future Economy Precinct.



The economic development strategy seeks to expand the services, knowledge, innovation and advanced manufacturing sectors. This aligns with a long term structural shift in the economy away from traditional heavy industry to a more diversified services and knowledge based economy.



Population-servicing industrial uses - such as automotive, construction and trade supplies - are important to support the local economy. These firms tend to occupy small-scale factoryettes and main road based commercial precincts.

According to the City of Greater Geelong, there are more than 19,000 small businesses in Greater Geelong that account for 97% of all businesses. They generates around \$7 billion or 30% of the total annual revenue in Greater Geelong.



Activity centres accommodate a mix of commercial, civic and retail uses and higher density housing. High amenity employment precincts (such as PivotCity) are emerging as new types of employment precinct.



Major port and airport assets linked to major road and rail networks support regional-scale logistics and related industries in the north, including in Lara and Corio.

The Avalon Airport precinct is planned to accommodate a major industrial, commercial and business park for long term employment growth in the north.

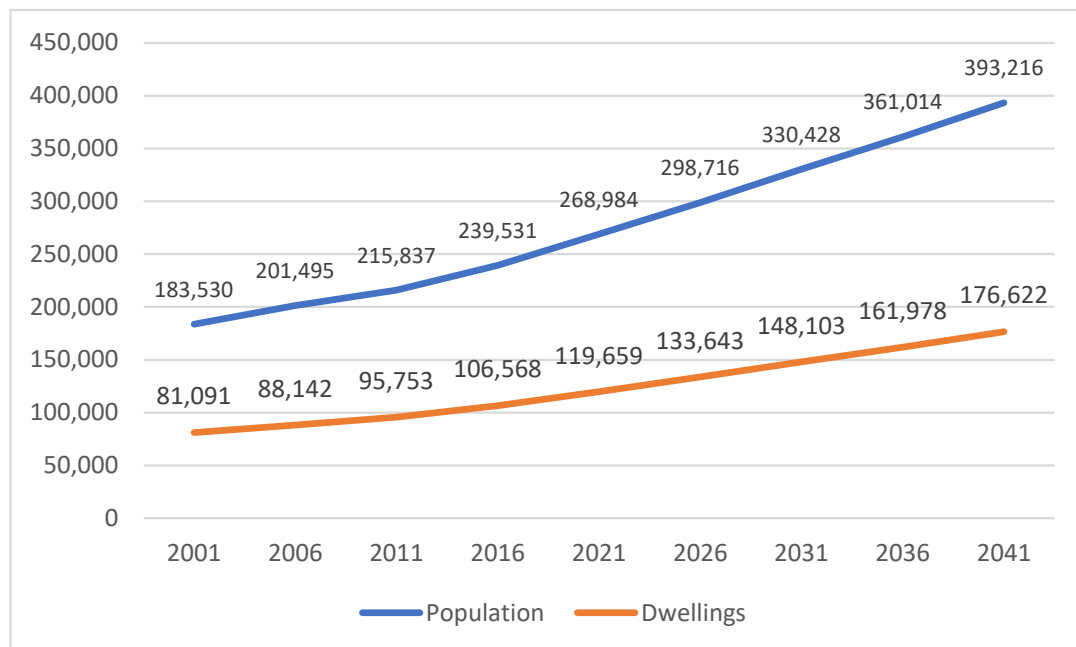


### 5.2 Population and Dwellings

The City of Greater Geelong had an estimated population of 271,057 as at 2021 (Australian Bureau of Statistics). The population has grown by approximately 87,500 over the past 20 years at a rate of 1.97% per annum.

The latest available forecast data suggests the population may continue to grow at a similar rate and increase by 124,300 over the next 20 years to reach 393,300 by 2041. Dwelling growth rates are similar to population on an annual average change basis (i.e. around 2% per annum). Greater Geelong had 81,100 dwellings in 2001, 119,700 dwellings in 2021 and is expected to have 176,700 dwellings in 2041.

**Figure 4: Population Trends and Projections, Greater Geelong, 2001-2041**



Source: Derived from forecast.id online for City of Greater Geelong, May 2019

Note: These population forecasts were undertaken in 2019 prior to the COVID-19 pandemic. Future updates may change the data.

The City of Greater Geelong has developed a range of population growth scenarios in the Geelong Settlement Strategy, which provides alternative scenarios for growth. The figures are given in annual average change terms for 2016 and 2036. This provides a rate of up to 3.2% per annum for the purposes of sensitivity testing in planning projects.

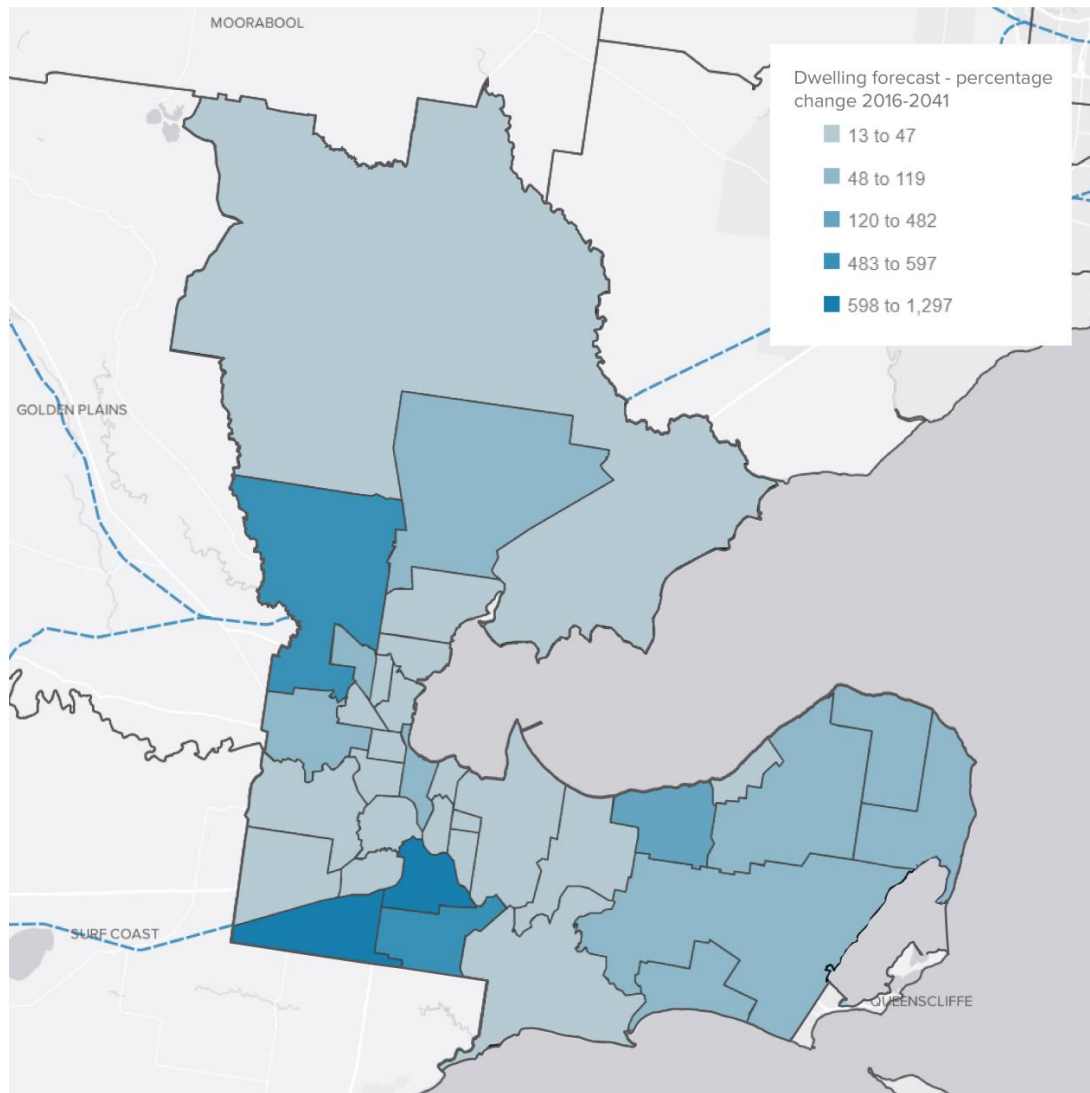
**Table 2: Population Growth Scenarios**

Scenario A	Scenario B	Scenario C	Scenario D	Scenario F
Long term historic	Current/official	Strong growth	G21 aspirational	Growth surge
1.5%	1.7%	2.2%	2.7%	3.2%

Source: Spatial Economics, November 2017 in Geelong Settlement Strategy

A breakdown of the forecast.id population projections by small areas is provided in the map below, which highlights the south west Geelong area (around Armstrong Creek) as a growth node.

**Figure 5: Dwelling Forecast by VIFSA Small Area, 2016-2041**



Source: forecast.id, dated 2019



### 5.3 Industry Structure Trends

The following table and figure show the ABS Census count of jobs within the City of Greater Geelong by industry sector between 2001 and 2021 at five year intervals. Total population is also shown.

Overall, the industry of employment data provides a very positive picture of the Greater Geelong economy. Highlights of the data are:

- The overall growth in jobs has consistently outpaced population growth, particularly in the five years to 2021 (4.4% p.a. versus 2.5% p.a.).
- The structural shift in the economy that led to job losses in manufacturing over 20 years has now stabilised (i.e. no net growth or decline in the five years to 2021). The decline in the early part of the data period relates primarily to closure of heavy industries such as Ford manufacturing<sup>3</sup> and Point Henry aluminium smelter and rolling mill. Ford still conducts Research and Development in Geelong employing a significant cohort of staff.
- The industrial land using wholesale trade sector boomed in the five years to 2021 at 9.3% p.a. growth. Transport, postal and warehousing has consistently grown over the past two decades.
- Strong economic and population growth is reflected in significant growth in the construction sector (9.8% p.a.) and to a lesser extent utilities.
- The structural economic shift towards service sectors is reflected in the data. Overall, service sectors have grown above population growth rates over 20 years and at a high 4.2% p.a. over the five years to 2021.
- The highest growth service sectors in the five years to 2021 have been population-driven sectors like health care and social assistance and public administration and safety, and business services like professional, scientific and technical services and financial and insurance services.
- The retail trade sector has been relatively sluggish for an extended period of time due to historic high rates of retail provision and industry-wide pressures from online and e-commerce formats. Jobs growth in the sector remains below population growth.

For this employment land review, the implications include:

- Growth in logistics activity, which is strategically planned to be primarily located in the northern Geelong region and the Avalon Airport precinct
- Growth in service sectors, which support commercial office developments of various formats in activity centres and business parks
- Growth in businesses that serve and support population catchments, like light industry, trade supplied and related commercial uses.

<sup>3</sup> The Ford engine plant was purchased by a developer, who is developing an Advanced Manufacturing Hub at the site.

**Table 3: Jobs by Industry Sector and Population, Greater Geelong, 2001-2021**

Sector / Year	2001	2006	2011	2016	2021	5 year change p.a.	10 year change p.a.	20 year change p.a.
<b>Primary Industry</b>								
Agriculture, Forestry and Fishing	887	738	670	954	1,086	2.6%	4.9%	1.0%
Mining	73	94	106	142	176	4.4%	5.2%	4.5%
<b>Sub-Total</b>	<b>960</b>	<b>832</b>	<b>776</b>	<b>1,096</b>	<b>1,262</b>	<b>2.9%</b>	<b>5.0%</b>	<b>1.4%</b>
<b>Core Industrial Land Sectors</b>								
Manufacturing	12,235	11,924	10,155	7,558	7,542	0.0%	-2.9%	-2.4%
Wholesale Trade	2,804	2,562	2,357	2,002	3,124	9.3%	2.9%	0.5%
Transport, Postal and Warehousing	2,117	2,822	2,765	3,305	3,850	3.1%	3.4%	3.0%
<b>Sub-Total</b>	<b>17,156</b>	<b>17,308</b>	<b>15,277</b>	<b>12,865</b>	<b>14,516</b>	<b>2.4%</b>	<b>-0.5%</b>	<b>-0.8%</b>
<b>Utilities and Construction</b>								
Electricity, Gas, Water and Waste Services	481	702	911	1,210	1,443	3.6%	4.7%	5.6%
Construction	3,670	4,777	5,327	7,101	11,329	9.8%	7.8%	5.8%
<b>Sub-Total</b>	<b>4,151</b>	<b>5,479</b>	<b>6,238</b>	<b>8,311</b>	<b>12,772</b>	<b>9.0%</b>	<b>7.4%</b>	<b>5.8%</b>
<b>Service Sectors</b>								
Retail Trade	12,686	11,384	11,354	12,851	13,730	1.3%	1.9%	0.4%
Accommodation and Food Services	3,211	5,005	5,440	7,303	8,636	3.4%	4.7%	5.1%
Information Media and Telecommunications	802	980	830	853	803	-1.2%	-0.3%	0.0%
Financial and Insurance Services	1,399	1,584	2,358	2,580	3,158	4.1%	3.0%	4.2%
Rental, Hiring and Real Estate Services	829	1,008	1,090	1,264	1,382	1.8%	2.4%	2.6%
Professional, Scientific and Technical Services	2,877	3,496	3,954	4,973	6,619	5.9%	5.3%	4.3%
Administrative and Support Services	1,759	2,138	1,868	2,357	2,760	3.2%	4.0%	2.3%
Public Administration and Safety	1,860	3,692	4,093	5,248	6,960	5.8%	5.5%	6.8%
Education and Training	6,284	7,331	8,481	10,302	12,404	3.8%	3.9%	3.5%
Health Care and Social Assistance	8,454	10,005	12,587	16,428	22,818	6.8%	6.1%	5.1%
Arts and Recreation Services	1,418	1,006	1,187	1,511	1,638	1.6%	3.3%	0.7%
Other Services	2,462	2,931	3,040	3,556	4,208	3.4%	3.3%	2.7%
<b>Sub-Total</b>	<b>44,041</b>	<b>50,560</b>	<b>56,282</b>	<b>69,226</b>	<b>85,116</b>	<b>4.2%</b>	<b>4.2%</b>	<b>3.3%</b>
<b>Other</b>								
Inadequately described/Not stated	459	465	586	3,569	4,226	3.4%	21.8%	11.7%
<b>Total Jobs</b>	<b>66,767</b>	<b>74,644</b>	<b>79,159</b>	<b>95,057</b>	<b>117,909</b>	<b>4.4%</b>	<b>4.1%</b>	<b>2.9%</b>
<b>Population</b>	<b>186,889</b>	<b>201,495</b>	<b>215,837</b>	<b>239,529</b>	<b>270,776</b>	<b>2.5%</b>	<b>2.3%</b>	<b>1.9%</b>

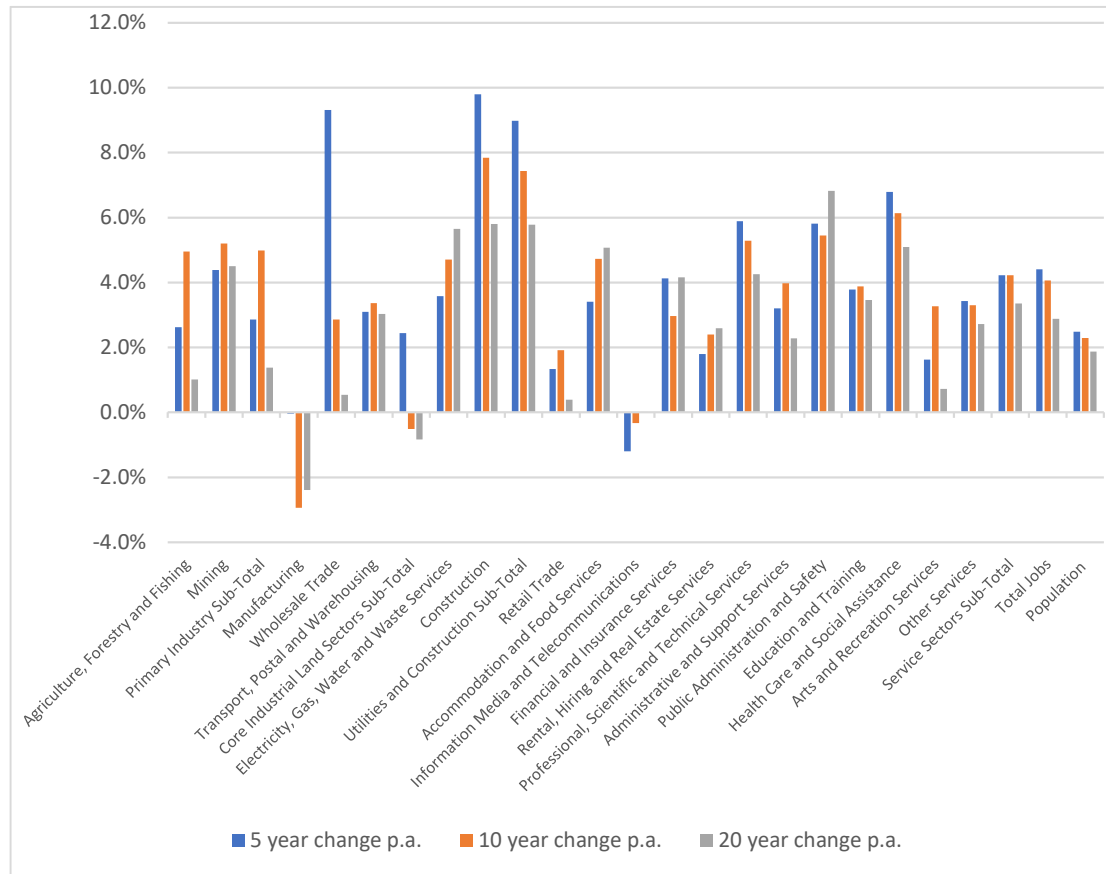
Source:

Jobs data: ABS Census 2001 - 2021, Working Population Profile, Place of Work; 2001 modified to fit categories on a best fit basis

Population data: Estimated Residents Population for 2006 to 2021; Usual Resident Population for 2001



**Figure 6: Jobs by Industry Sector and Population, Greater Geelong, 2001-2021**



Source:

Jobs data: ABS Census 2001 - 2021, Working Population Profile, Place of Work; 2001 modified to fit categories on a best fit basis  
 Population data: Estimated Residents Population for 2006 to 2021; Usual Resident Population for 2001

### 5.4 Unemployment

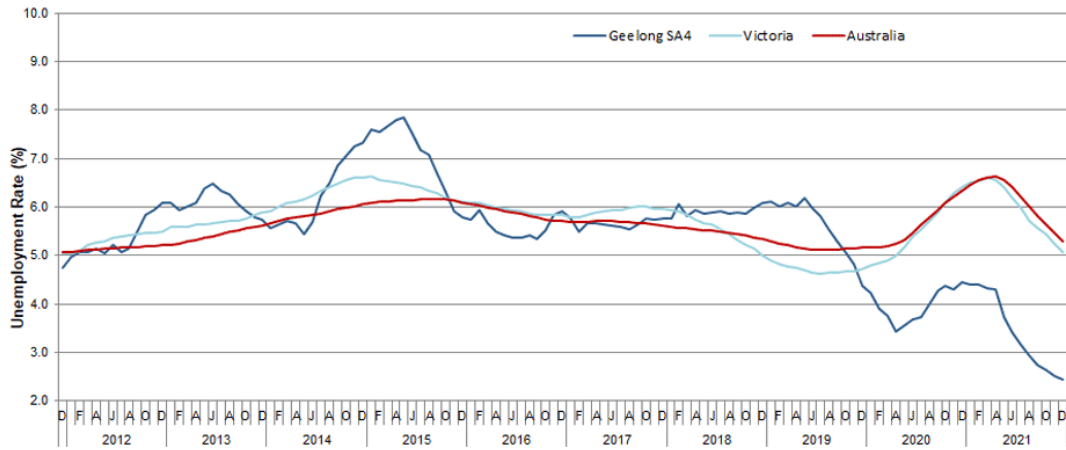
The unemployment rate in Geelong is at an historic low, which indicates a strong level of employment and business activity.

The 12-month average unemployment rate to December 2021 was 2.4% in Geelong, a decrease of 0.1 percentage points from the previous month and 2.1 points lower than the same time a year earlier.

The 12-month average unemployment rate to December 2021 for Geelong was 2.7 points lower than the Victorian unemployment rate (5.1%) and 2.9 points lower than the Australian unemployment rate (5.3%).



**Figure 7: Geelong Unemployment Trend**



Source: City of Greater Geelong

## 6.0 MARKET RESEARCH

### 6.1 Overview

This section provides market research information for the industrial and related commercial property market in Geelong. The focus of the information is:

- Overview of the industrial market in Victoria
- Investment activity trends in Geelong
- Sales transaction trends.

### 6.2 Market Context

The industrial market in Victoria has gone through a period of high demand leading to rapidly increasing prices for industrial land over the past three years.

Drivers have included rapid growth in logistics in part driven by a boom in online retail and eCommerce (boosted by COVID-19 restrictions on in-person shopping during 2020 and 2021) and the ongoing consolidation of Victoria as the nation's leading logistics hub.

Long term population growth (albeit with a pause during the pandemic) and high levels of residential and non-residential construction have supported the industrial sector. The sector has also been supported by ongoing investment from institutional investors.

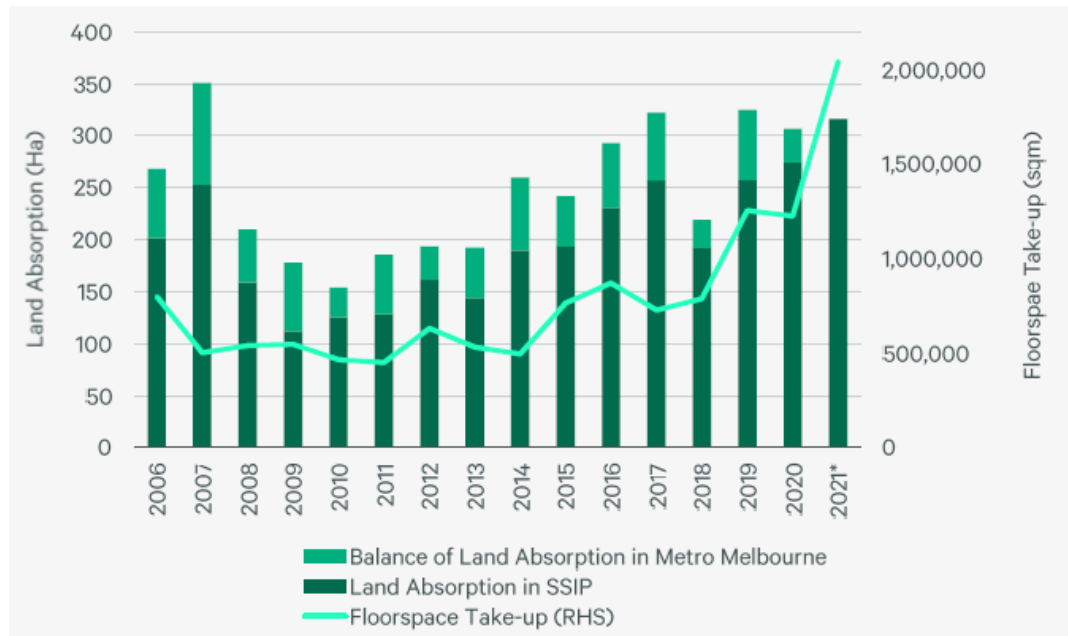
Zoned land supply is being taken-up at a record pace, for both development and land banking.

A shift of people out of parts of Melbourne to lifestyle locations and regional areas during the pandemic has facilitated increased demand in the Geelong region, which is benefitting from population driven growth and due to its proximity to the nation's biggest industrial hub.

The following graphic by CBRE summarises trends in industrial land take-up and floorspace absorption to 2021 in metropolitan Melbourne. This provides evidence of strong demand for industrial land in recent years. The data shows an upward trend over the past decade in terms of land and floorspace take up by businesses, particularly in the state's most significant industrial precincts (called SSIP).



**Figure 8: Industrial Land Take-up and Floorspace Absorption in Metropolitan Melbourne**



Source: CBRE & Urban Development Program

### 6.3 Investment Activity

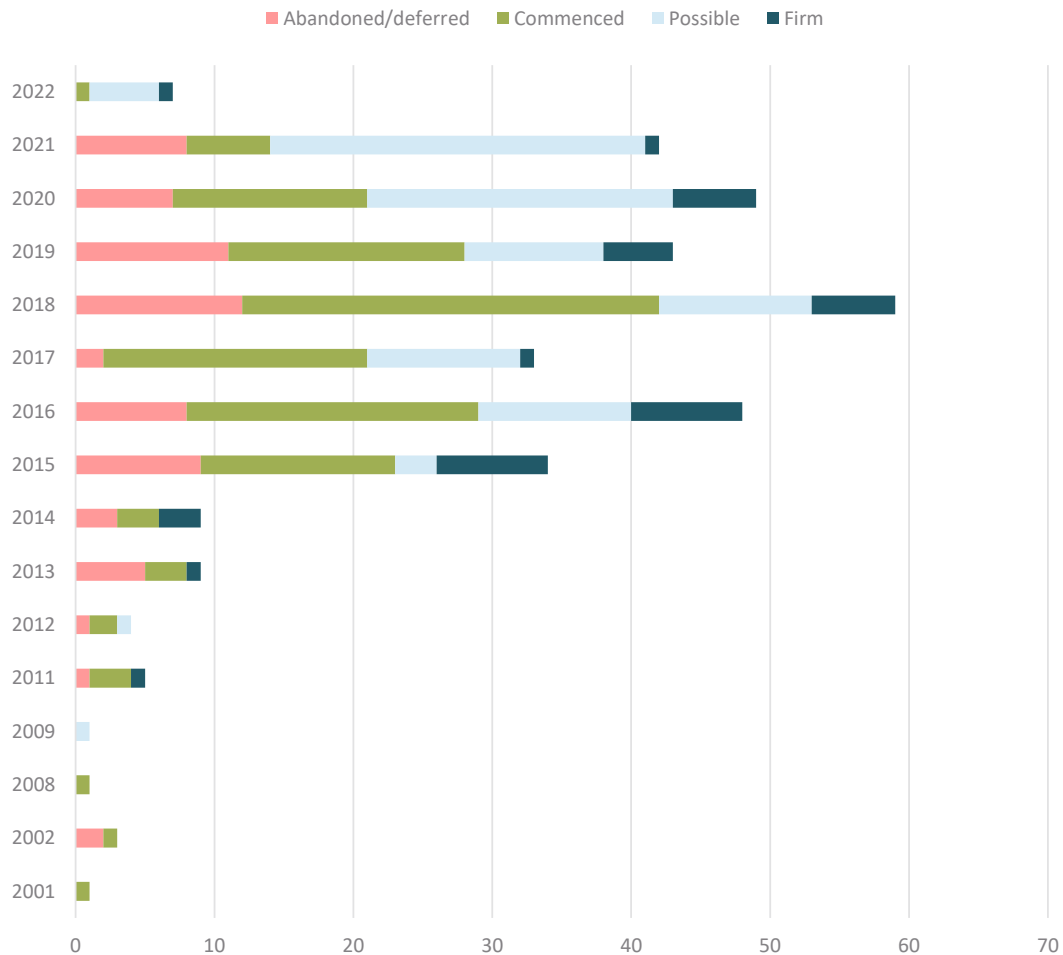
Investment data indicates significant industrial investment activity in the Geelong region.

There were approximately 350 projects identified across Greater Geelong from the past 5-10 years according to the Cordell Connect data base. This includes refurbishment/additions.

A summary of the projects by their year of first reporting is shown below. The table below indicates a boom in construction activity from 2016-2019. There are still some projects from the late 2010s with development approval.



**Figure 9: Project Status as of May-22 by Year First Reported**



Source: CoreLogic Cordell Connect, 2022

Below is the number and total value of projects by their project status in more detail. Key findings are as follows:

- On average there were 44 industrial projects submitted per year between 2015-2020, including 76% new developments, 20% additions and 4% renovations.
- Around 40% of projects submitted have commenced/completed construction – over 2015-2020 this represents around 19 projects per year valued on average \$37m per year.
- There are around 143 projects that are possible or highly likely to go ahead.
- There are a small number of projects that were first reported in 2015 that are in the planning stages.
- The South Geelong Breakwater areas had the greatest number of projects submitted over the data period however the estimated value of the projects were comparatively



low – indicating they were mostly smaller scale factoryette developments and additions.

- The Geelong Port/North Geelong industrial area had a large volume of warehouse and factoryette development activity.
- Some high monetary value projects are occurring in the outer north of Geelong, such as the defence manufacturing hub, a waste to energy plant and ongoing development expansion of the Barwon Prison Precinct..
- An application to develop a 56 ha site homemaker’s centre in Armstrong Creek has received development approval but the site has been listed for sale.
- The Armstrong Creek North East Industrial Precinct is yet to activate industrial and related investment.

**Table 4: Projects by Project Status**

Project status	Number of projects	Total estimated value
Building application	2	\$2,800,000
Building approval	23	\$34,765,000
Completed	152	\$262,315,000
Construction	9	\$19,790,000
Contract let	1	\$200,000
Development application	43	\$437,150,000
Development approval	93	\$144,005,000
Development/town planning application refused	2	\$800,000
Early planning	3	\$350,000,000
More than half way through but not yet completed	1	\$9,000,000
No tender accepted tenders to be recalled	2	\$695,000
Site acquisition	2	\$1,002,000,000
Site Preparation in Progress	2	\$10,300,000
Sketch plans	2	\$190,000,000
Subdivision application	1	\$1,000,000
Tenders called/regns advertised	8	\$138,450,000
Tenders/submn of props for design construct	1	\$1,000,000
Tenders/submn of props for development	1	\$500,000



Project status	Number of projects	Total estimated value
<b>Total</b>	<b>348</b>	<b>\$2,604,770,000</b>

Source: CoreLogic Cordell Connect, 2022

A breakdown of all the projects by employment precinct is provided below.

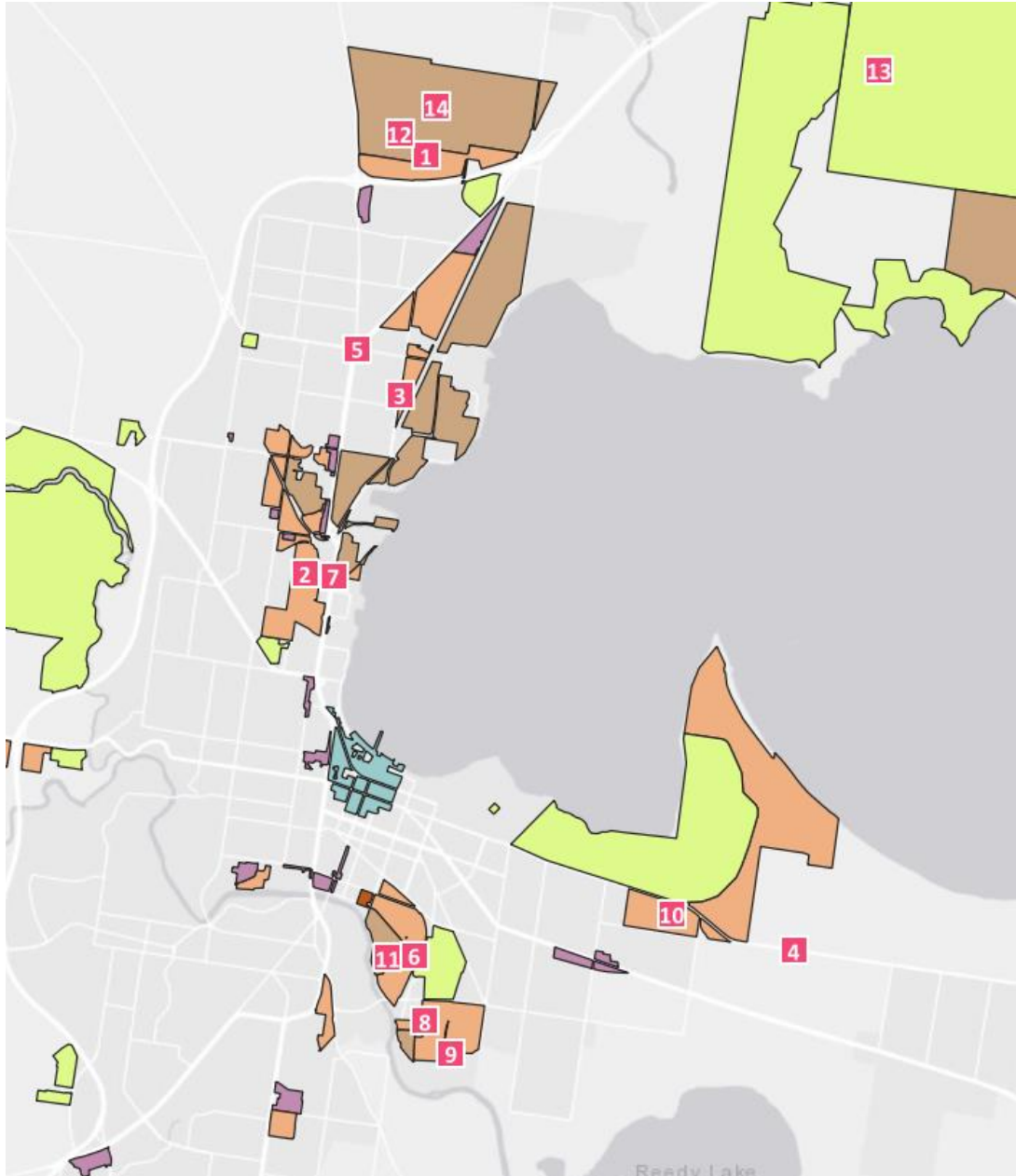
**Table 5: Projects by Location**

Precinct	Number of projects	Total estimated value of projects
Geelong Ring Road Employment Precinct (GREP) (Corio / Lara)	62	\$664,640,000
Geelong Port/ North Geelong Industrial Area	70	\$217,570,000
Central Geelong	17	\$154,475,000
Moolap Industrial Area	28	\$27,305,000
South Geelong Breakwater Industrial Area	76	\$88,265,000
Avalon Employment Precinct	6	\$1,060,600,000
North East Industrial Precinct (Armstrong Creek)	2	\$60,750,000
Other precincts	87	\$331,165,000
<b>Total</b>	<b>348</b>	<b>\$2,273,605,000</b>

Source: CoreLogic Cordell Connect, 2022

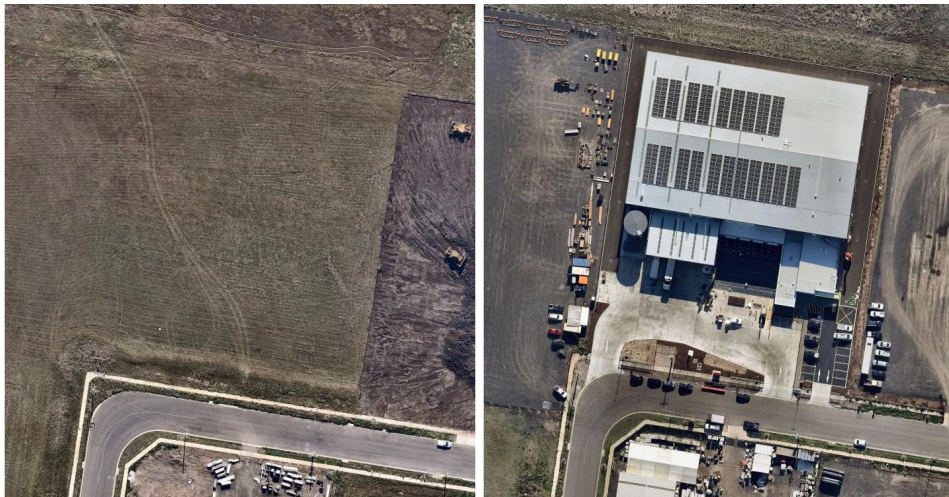
The following figure and case studies provides a guide to the type of investment occurring and the location of investment.

**Figure 10: Recent Industrial Projects**



Map ID | Industrial Investment Examples

1



Employment area GREP	Project description Single-storey warehouse with 454sqm ancillary office	Estimated value \$9,000,000	Estimated commence 30/07/2021	Project status Complete
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2



Employment area Geelong North	Project description 6 warehouses with car parking and landscaping	Estimated value \$300,000	Estimated commence 22/09/2021	Project status Commenced - construction in progress
----------------------------------	--	------------------------------	----------------------------------	--

**Map ID Industrial Investment Examples**

3



Employment area Geelong Port	Project description 4 warehouses with car parking and landscaping	Estimated value \$1,000,000	Estimated commence 21/10/2021	Project status Commenced - construction in progress builder & building surveyor named
---------------------------------	--	--------------------------------	----------------------------------	--

4



Employment area Moolap	Project description 10 warehouses with car parking and landscaping	Estimated value \$1,500,000	Estimated commence 9/02/2022	Project status Abandoned - town planning application withdrawn
---------------------------	---	--------------------------------	---------------------------------	---

**Map ID Industrial Investment Examples**

5



Employment area Geelong Port	Project description Construction of a truck depot including ancillary offices. Associated car parking and landscaping.	Estimated value \$800,000	Estimated commence 22/02/2022	Project status Abandoned - site for sale with town planning approval marketing agent named
---------------------------------	---	------------------------------	----------------------------------	---

6



Employment area South Geelong Breakwater	Project description 2 warehouses with car parking and landscaping	Estimated value \$400,000	Estimated commence 23/12/2021	Project status Deferred - working drawings completed
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**Map ID Industrial Investment Examples**

7



Employment area	Project description	Estimated value	Estimated commence	Project status
Geelong Port	FORTEK project: subdivision & retrofit of former Ford manufacturing site to accommodate new manufacturing & innovative tech tenants.	\$20,000,000	18/05/2020	Possible - pre lease commitment marketing in progress, marketing agent named

8



Employment area	Project description	Estimated value	Estimated commence	Project status
South Geelong Breakwater	14 warehouses with car parking and landscaping	\$1,500,000	12/08/2021	Completed

Map ID Industrial Investment Examples

9



Employment area	Project description	Estimated value	Estimated commence	Project status
South Geelong Breakwater	4 warehouses with car parking and landscaping	\$1,000,000	28/04/2021	Abandoned - project abandoned

10



Employment area	Project description	Estimated value	Estimated commence	Project status
Moolap	Construction of a warehouse & office. Associated car parking & landscaping.	\$800,000	1/08/2020	Commenced - construction in progress by undisclosed builder

**Map ID | Industrial Investment Examples**

11




Employment area South Geelong Breakwater	Project description 7 warehouses with car parking and landscaping	Estimated value \$1,500,000	Estimated commence 21/10/2019	Project status Completed
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12




Employment area GREP	Project description Construction of a new storage facility.	Estimated value \$4,500,000	Estimated commence 16/03/2021	Project status Completed
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**Map ID Industrial Investment Examples**

13



Employment area	Project description	Estimated value	Estimated commence	Project status
Avalon	Construction of the Hanwha Armoured Vehicle Centre of Excellence (32,000sq m) for manufacture of vehicles for the Australian Army	\$170,000,000	27/06/2022	Possible - site announced design in progress construction expected soon

14



Employment area	Project description	Estimated value	Estimated commence	Project status
GREP	Construction of a single storey reclaimed asphalt plant to include 2 storey office/workshop building, production plant, storage and parking.	\$500,000	5/01/2023	Possible - town planning application submitted



#### 6.4 Sales Transactions Overview

The table on the following page provides a snapshot of the property sales across Greater Geelong on industrial zoned land.

There were around 100 transactions reported in the employment precincts of Greater Geelong between January 2021 and May 2021. This indicates around 6 or 7 sales per month during this period which reflects a robust industrial property market.

Around one quarter of the transactions were englobo land sales. A summary of these transactions is shown in the table below. A full list of the transactions is provided in Appendix A.

Key findings are as follows:

- Greater Geelong employment land prices have increased significantly and are in the vicinity of \$230/sqm to \$350/sqm, which is similar to parts of western Melbourne.
- In the major existing employment precincts, most sales transactions are for improved land; that is, properties that have warehouses or factories on site.
- The Geelong Ring Road Employment Precinct (GREP) provides short to medium term large lot development opportunities on land with a lower price per square metre.
- South Geelong Breakwater is the closest industrial area to large residential catchments in Geelong and has the highest land price. It is capturing factoryette development which intensifies uses on site. It is nearing full development.
- The Avalon Employment Precinct has the capacity to be a regionally significant employment area.
- The Armstrong Creek NEIP has not seen industrial development yet however there has been some transactions with land prices reflecting future industrial uses. It is expected that the NEIP will host medium to long term local industrial needs for Geelong's south-west.
- The Armstrong Creek Town Centre is under development. The 20.6 ha Coles site transacted for \$55,600,000. The activity centre could host office uses in the medium to long term.

**Table 6: Greater Geelong Employment Land Property Transactions Summary (Jan-21 to May-22)**

Precinct name	Number of transactions	Average property sale price (\$/sqm)	Property sale price range (\$/sqm of land area)	Englobo land price average (\$/sqm)	Land area (sqm)
Geelong Ring Road Employment Precinct (GREP) (Corio / Lara)	6	\$176	\$23 - \$329	\$230	5,000 – 263,100
Geelong Port/ North Geelong Industrial Area	20	\$990	\$315 - \$2,443	\$336	200 – 7,700
Pivot City Innovation Precinct (North Geelong)	NA	NA		NA	NA
Central Geelong	21	\$4,286	\$400 - \$13,356	\$2,731	100 – 3,000
Moolap Industrial Area	21	\$465	\$73 – 1,925	\$328	500 – 34,000
South Geelong Breakwater Industrial Area	22	\$1,561	\$23 - \$6,197	\$350	100 – 30,500
Avalon Employment Precinct	2	\$4	\$1 - \$7	\$4	334,100 – 8,431,100
North East Industrial Precinct (Armstrong Creek)	2	\$154	\$136 - \$172	\$154	22,000 – 92,500
Armstrong Creek Town Centre	1	\$2,699	\$2,699	\$2,699	20,600
Western Industrial Precinct (WIP)	7*	\$23	\$6 - \$44	\$23	163,600 – 305,300

\*Seven sales over the past ten years. Purchased by development firms with price reflecting long term development opportunity.

Source: CoreLogic RP Data, 2022



## 7.0 EMPLOYMENT LAND SUPPLY AND DEMAND

### 7.1 Overview

This section provides data on land supply and demand in Greater Geelong and makes an assessment of future need for the population of south west Geelong taking a quantitative approach.

Note that qualitative information and opinions on land supply is provided in the following section of this report (i.e. views of stakeholders). That section provides a discussion on land supply issues and shortages for business types.

### 7.2 Supply Analysis

The table overleaf provides land supply information by precinct. The data is primarily based on Greater Geelong's Land Supply Report.

This shows that Greater Geelong has a potential existing and future employment land supply of 4,622 ha, noted as 3,014 ha as unavailable or occupied land and 1,608 ha as supply or potentially developable land.

Available data trends indicate a take-up rate of approximately 23 hectares per annum.

Based on the above supply figure and assuming the take up trend continues in the future, Greater Geelong has 70 years of employment land supply.

#### **Current INZ1, INZ2 and INZ3 Zoned Land**

If future areas are excluded - that is Avalon Airport land, North East Industrial Precinct and Western Industrial Precinct - the municipality has 2,614 ha of zoned employment land, of which 307 ha may be available for development.

On this basis, the municipality has approximately 13 years of zoned land supply. This is defined as land having no improvements (buildings) and is capable of being developed for business activity.

#### **Future Areas with Firm Proposals**

Both Avalon Airport and the North East Industrial Precinct have firm development proposals for employment uses. When these two precincts are included in the supply analysis, Greater Geelong has 4,464 ha of employment land of which 1,450 ha may be available for development. On this basis, the municipality has approximately 63 years of land supply.

While the Greater Geelong municipality has a significant zoned land supply overall, further consideration is required on the suitability for different employment land uses and sub-area and whether sufficient supply of various sized lots is available for industry.



**Table 7: Employment Land Supply (Gross Hectares)**

Industrial area	IN1Z			IN2Z			IN3Z			PZ			SUZ11			UGZ			Total zoned stocks		
	Unavailable	Supply	Land area vacancy rate %	Unavailable	Supply	Land area vacancy rate %	Unavailable	Supply	Land area vacancy rate %	Unavailable	Supply	Land area vacancy rate %	Unavailable	Supply	Land area vacancy rate %	Unavailable	Supply	Land area vacancy rate %	Unavailable	Supply	Land area vacancy rate %
Armstrong Creek NEIP																2	93	98%	2	93	98%
Armstrong Creek WIP																0	158	100%	0	158	100%
Avalon Airport													705	1050	60%				705	1050	60%
Geelong Central	258	15	5%	402	9	2%													660	24	4%
Geelong Port										86	8	9%							86	8	9%
Geelong South	194	18	8%	31	3	9%	4	0	0%										229	21	8%
GREP	50	26	34%	229	185	45%													279	211	43%
Lara	1	0	0%				12	1	8%										13	1	7%
Moolap	369	30	8%																369	30	8%
Ocean Grove	9	0	0%				0	8	100%										9	8	47%
Point Wilson				660	0	0%													660	0	0%
Portarlington	2	4	62%																2	4	62%
<b>Total 2022</b>																			<b>3,014</b>	<b>1,608</b>	<b>35%</b>
<b>Total 2018</b>																			<b>2,919</b>	<b>1,680</b>	<b>37%</b>

Source: City of Greater Geelong Land Supply Report; HillPDA



### 7.3 Substitutability and Specialisation

Whilst there is a significant amount of substitutability between many employment precincts, there are differences between them based on location attributes, zoning and planning controls, buffer requirements, infrastructure connections, lot size, built form character, precinct amenity and customers serviced by the businesses.

Industrial precincts can be summarised as:

- Heavy industry zone (significant land supply and proposed future zoned land in northern region of Geelong)
- Large lot industrial precinct (significant land supply and proposed future zoned land in northern region of Geelong)
- General industrial area (supply across municipality)
- Small lot factoryette precinct (supply across municipality)
- Mixed use commercial and industrial precinct (supply across municipality)
- Business park (limited supply in Geelong; some emerging clusters in north on former manufacturing land)
- Technology park (Deakin Future Economy Precinct).

The planned role of employment land in the south west Geelong sub-region is to meet local and sub-regional needs for a growing population.

Higher order and large lot industry would continue to be focused in the north.

Deakin University has existing and potential future land stocks to accommodate technology park uses associated with university research and development. This area is different from general employment land because land and buildings are provided by the university and leased to businesses that have a relationship with the university.

### 7.4 Need in South West Geelong

The method adopted to assess local and sub-regional employment land needs is to review utilisation of industrial land relative to population, and apply a selected land need rate to the projected future population of the Geelong south west sub-region.

The table below shows utilised (occupied) industrial land relative to population for Greater Geelong and for metropolitan Melbourne. The metropolitan Melbourne data is available for what is called here 'higher order' uses and 'local / sub-regional' uses.

Higher order is defined as State Significant Industrial Precincts (SSIPs), and local /sub-regional is defined as all other occupied industrial land excluding SSIPs.

This approach provides a guide to current conditions and historic trends. Greater Geelong's rate of 86 sqm of occupied industrial land per person is in part based on its manufacturing history. The future is likely to be different as the economy continues to change, although significant growth is expected in the logistics sector.



The metropolitan Melbourne rate of 41 sqm of occupied industrial land per person reflects the structure of a diversified economy and significant additions and deletions to industrial land supply over the past two decades.

It is the view here that the local / sub-regional metropolitan rate provides a sound guide to potential future need in south-west Geelong, which is primarily a residential based growth area.

**Table 8: Occupied Industrial Land to Population Ratios**

Scenario	Description	Occupied Industrial Land (Ha)	Estimated Population at Data Point	Square Metres of Occupied Industrial Land Per Person
Greater Geelong (2021) Total Industrial	Geelong Historic Rate	2,307	268,984	86
Greater Melbourne (2018) Total Industrial	Metro Melbourne Historic Rate	19,843	4,870,000	41
SSIP in Greater Melbourne (2018)	Higher Order Metro Melbourne Rate	10,343	4,870,000	21
Greater Melbourne (2018) Industrial Excluding SSIP	Local / Sub-Regional Metro Melbourne Rate	9,500	4,870,000	20

Source: HillPDA derived from: Greater Geelong Land Supply Report 2018; Department of Environment, Land, Water and Planning, Urban Development Program – Melbourne Metropolitan Industrial; ABS Estimated Resident Population; forecast .id 2018

Note: SSIP = State Significant Industrial Precincts as defined in Plan Melbourne 2017-2050.

The table below shows all of the ratios applied to the south west region of Geelong from 2021 to 2041 and a future total population of 125,600 for some point beyond 2041. This higher population scenario includes full development of Armstrong Creek. South west Geelong is defined as (using forecast .id areas):

- Armstrong Creek
- Grovedale
- Highton - Wandana Heights - Ceres
- Marshall - Charlemont
- Mount Duneed
- Waurn Ponds.

The recommended local / sub-regional rate provides a planning guide for approximately 245 hectares of employment land by 2051 of net developable area.

**Table 9: Scenarios of Industrial Land Need in South West Geelong (Hectares)**

Year	South West Sub-Region Population	Geelong Historic Rate	Metro Melbourne Historic Rate	Higher Order Metro Melbourne Rate	Local / Sub-Regional Metro Melbourne Rate
<i>SQM / Person</i>		86	41	21	20
2021	62,400	535	254	133	122
2026	78,794	676	321	167	154
2031	92,531	794	377	197	181
2036	102,359	878	417	217	200
2041	109,580	940	446	233	214
<b>Assumed 2051 Scenario*</b>	<b>125,586</b>	<b>1,077</b>	<b>512</b>	<b>267</b>	<b>245</b>

Source: HillPDA derived from: Greater Geelong Land Supply Report 2018; Department of Environment, Land, Water and Planning, Urban Development Program – Melbourne Metropolitan Industrial; ABS Estimated Resident Population; forecast .id 2018

\*2036-2041 rate (1.37% p.a.) applied to 2051

## 7.5 Overview of Need and Timing

The table below provides a summary of assessed long term employment land needs in south west Geelong that fits within the overall economic plan for the city as a whole.

It is assessed that approximately 245 net developable hectares of employment land is needed to meet needs by 2051. This refers to industrial and related commercial land not including core activity centre land, which is separate and in addition to this estimate.

The North East Industrial Precinct is being established to meet part of this need. It is estimated the precinct has 95 ha of gross land and 76 ha of net developable land (using an 80% efficiency ratio assumption). This precinct could be fully developed somewhere between the years 2030 and 2038.

It would be prudent to activate additional employment land in approximately five years' time, preferably by 2027. The additional land area need (i.e. total need minus existing supply) is rounded to 170 hectares (net developable area).

**Table 10: Overview of Employment Land Need and Timing**

Area	Gross / Net Hectares (at 80%)	Estimated Commencement	Estimated Completion
North East Industrial Precinct	95 / 76	Current	2030 to 2038
Additional South West Employment Land	211 / 169	2027	2051
<b>Total South West Geelong Target</b>	<b>306 / 245</b>	-	-



### 7.6 Estimated Job Generation

The figure below shows indicative jobs per hectare by major land use group in a suburban context. This data relates to net developable area, which includes lots used for business purposes and local roads and open space.

Overall, for mixed commercial and industrial precincts - such as Commercial 2 zoned areas or general industrial areas in established settings - a typical job yield is 30 jobs per hectare.

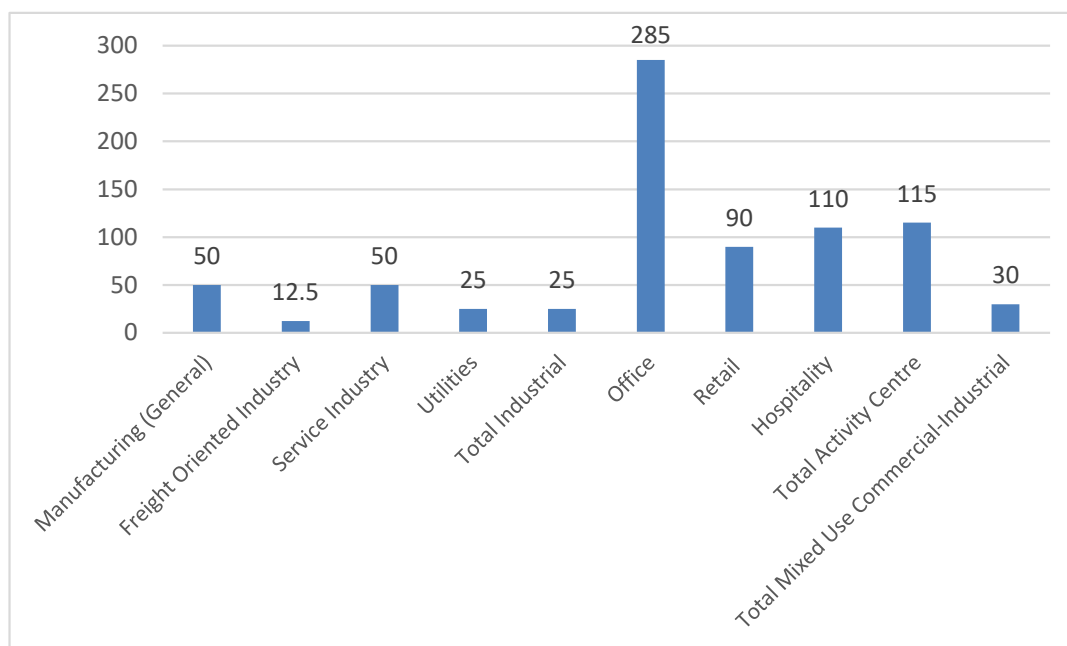
The job yield can vary widely depending on the land use mix and industry sector mix. If a greater share of development is commercial office based, the job yield will be greater. If the share is more focused on industrial logistics activities, the job yield will be lower.

Assuming some of the land in south west Geelong is used for business park purposes in addition to industrial activities of various types, an aspirational job target is assessed to be 60 jobs per hectare overall.

That is, for 254 hectares of net developable employment land, the estimated job yield is:

- Typical mix of uses: 7,350 jobs at 30 jobs per hectare
- Aspirational jobs target: 14,700 jobs at 60 jobs per hectare.

**Figure 11: Indicative Jobs Per Hectare (NDA) in Suburban Context by Land Use**



Source: HillPDA

Appendix B shows a sample of four modern employment precincts and provides an estimate of their job yield and business mix. The cases are: Scoresby: 8,100 jobs on 165 ha at 48 jobs/ha; Ravenhall: 10,200 jobs on 223 ha at 45 jobs/ha; Epping: 13,200 jobs on 374 ha at 35 jobs/ha; and Dandenong South (LOGIS): 3,800 jobs on 142 ha at 26 jobs/ha.

## 8.0 VIEWS OF STAKEHOLDERS

### 8.1 Overview

This section provides:

- A summary of preliminary opinions provided by selected property industry, government and land owner stakeholders regarding employment land in Geelong and the south west employment precincts
- A summary of proposals prepared by primary land owners of the Western Industrial Precinct, Boral land and North East Industrial Precinct regarding potential future investment aspirations and issues.

### 8.2 Stakeholder Views

Land holders and their representatives were consulted as well as government agencies and business leaders. The contacts were selected in collaboration with the City of Greater Geelong.

The stakeholders who provided preliminary opinions for this report are as follows:

- Colliers
- Barwon Water
- Gartland Property
- Committee for Geelong
- Regional Development Victoria
- Geelong Manufacturing Council
- WIP Landowners and representatives
- Boral Landowners and representatives
- NEIP Landowners and representatives
- Deakin University Geelong Future Employment Precinct.

The main themes of the consultation are as follows.

#### Geelong Industrial Market

- A consensus among stakeholders is that industrial land in Geelong is at historically high demand – the cost of industrial land has doubled in recent years, the number of sales enquiries is high, and properties sell quickly.
- Smaller factoryette developments under 350sqm have made up a large portion of recent developments because they are a more profitable way to undertake industrial subdivision and development projects.
- Some participants indicated that there is not one particular area with demand greater than others – there are interested potential land users across Geelong.
- Some participants highlighted interest from businesses in the Avalon employment area due to the large potential lot sizes and proximity to airport/ports/rail/road.



- There were mixed and unclear opinions on how and where regional employment uses in Geelong should be located. Some stakeholders mentioned Avalon, the WIP, or Geelong CBD.
- Some key industrial land users are seeking direction on where the next major industrial precinct beyond GREP will be located. For similar reasons, stakeholders were interested in an LGA-wide strategic perspective on employment land.

### **Demand Sectors**

- Industrial land is the leading commercial property sector at the current time.
- Most demand is for small sites, such as 250 sqm to 500 sqm, is strong. Warehouse sites of 1,000 sqm closer to the centre are also required. Demand also exists for 1,000 sqm to 2,500 sqm sites. One hectare sites are also popular.
- Demand for larger sites, such as five hectares, is more limited.

### **Supply Issues**

- Limited supply of industrial land leads to a high price point and limited choice for businesses.
- Some land holdings that are zoned and have infrastructure are not being developed or not offered for sale, or only available for leasing, which can limit business appeal. This is defined as 'land banking'.
- Some existing industrial sites have development constraints. This means that actual useable supply is less than reported supply.
- There is a need to active new supply of industrial land in the Geelong region.
- Geelong generally has a limited amount of property suited for advanced manufacturing firms. Most industrial property tends to be in warehousing or small scale factoryettes. A precinct that accommodates advanced manufacturers is required to support the economy's growth and evolution. The precinct would need flat land, access to quality roads and public transport to connect to skilled workers, and specific infrastructure and amenity features such as high load electricity supply and buildings that have purpose-built design elements.

### **Location**

- The demand context presents an opportunity for the strategic development of new employment precincts in the south west region of Geelong.
- Armstrong Creek will likely suit some businesses, such as those that serve the local south west region.
- NEIP has an advantage over the WIP due to its proximity to central Geelong. Both precincts require road access to support investment.
- Avalon has a significant amount of interest and opportunity.
- Most demand for industry is focused on northern Geelong at the current time.
- Avalon has a significant amount of interest and opportunity.



### Infrastructure

- The south west precincts require enabling infrastructure to be delivered, particularly major road connections.
- Major infrastructure upgrades include Barwon Heads Road duplication, Bellarine Link, duplication of the tunnel to south Geelong and a train station at Avalon.
- The G21 region needs an integrated transport strategy and significant investment to support population and economic growth that is occurring.

### Sectors

- Sectors that are seeking industrial property at the current time include warehousing, large format retail, trade supplies and large scale manufacturing needing greater than 4,000 sqm or greater than five hectares in some cases.
- Growth sectors could include social service and caring economy activities, sustainable growth and environment sectors, advanced manufacturing, tourism, and population driven sectors.
- The northern Geelong precincts will accommodate larger scale industry and warehouse and logistics functions for the region.
- Larger land holdings are needed if Geelong is to attract larger firms in advanced manufacturing for example.
- It is reported by local and state investment facilitation units that businesses have found it challenging to find appropriate industrial sites due to limited supply.

### Armstrong Creek and Waurn Ponds Planning

- The basis for planning the Western Industrial Precinct as an industrial node has changed since the Armstrong Creek growth area plan was prepared. The Western Industrial Precinct was in part predicated on being a buffer between future residential areas and an active quarry, which has now ceased extractive operations. It is understood that quarry will not resume extraction. However, the basis for an employment role has not changed. The target of one job per household in the growth area remains in place.
- Industrial land uses in the Western Industrial Precinct would benefit from direct access to a major road connection to the Surf Coast, Geelong or the Geelong Ring Road. The level of road infrastructure currently planned for the WIP is not adequate for large format industrial uses.
- One participant reiterated that the development of Armstrong Creek from the outset was meant to host a proportionate amount of employment land as compared to residential, and that has not occurred.



- The Armstrong Creek corridor is a unique and high quality environment that has had significant rehabilitation and upgrade investment made. Industrial development will not maximise this locational opportunity.
- Planning for the North East Industrial Precinct is advancing. The precinct requires public investment to support activation. A key issue is investment in the Bellarine Link project, which is needed to connect and activate the precinct.
- Real estate agents indicated that industrial land in the North East Industrial Precinct would sell easily on the market due to the latent demand, and its location in proximity to residential areas.
- Larger industrial land users such as heavy industry or large manufacturing are less interested in the North East Industrial Precinct due to access and land constraints.
- North East Industrial Precinct stakeholders do not want significant direct competition being enabled in competing employment areas that perform the same role, before it has had a chance to establish.
- Since the Armstrong Creek growth area plan was prepared, the Boral site has identified opportunities to develop land for a range of employment and tourism uses. This would capitalise on provision of existing road, rail and utility infrastructure within the precinct.
- Boral sees its proposed employment uses performing a regional function whereas the WIP and North East Industrial Precinct would be more locally focussed.

#### **Future Economy Precinct**

- The Geelong Future Economy Precinct is located at Deakin University's Waurin Ponds Campus.
- The precinct is positioned to be a centre of world-leading research and innovation, with a focus on commercialising research in partnership with industry. Sectors of focus include advanced manufacturing, materials, energy, sustainability, technology, health and high-value agricultural activities.
- The precinct is part of a 543 ha campus site. The precinct intends to showcase leadership in sustainable infrastructure design via low energy and water use technology in its built form.
- The precinct is differentiated from the general property market offering as it accommodates businesses that meet criteria including working the university in nominated fields of research and commercialisation.
- The land and buildings are owned and constructed by the university and leased to businesses.
- Typical business floorspace sizes are generally less than 1,000 sqm, with a small selection larger.
- A challenge is lack of supply of business space firms can 'graduate into' as they grow bigger and need more space. This is a role precincts in the vicinity of the Future Economy Precinct could potentially perform.



- The Future Economy Precinct may have approximately 10 years supply of space available within its existing footprint. However, a greenfield area that would require rezoning may be activated for development in the future.

### 8.3 Documents Relating To South West Geelong Precincts

A summary of proposals prepared by primary land owners of the Western Industrial Precinct, Boral land and North East Industrial Precinct regarding potential future investment aspirations and issues is provided below.

#### Redefining the Armstrong Creek WIP Submission (Urbis for Warralily, 2021 and 2022)

According to the 2008 Urban Growth Plan, the WIP is identified to become a future high amenity business park, primarily to accommodate advanced manufacturing firms. The preliminary job target for the WIP was set at 7,300 jobs.

This Urbis paper provides a case for alternative land use planning concept for the WIP. The submission is accompanied by the WIP Armstrong Creek Economic and Market Assessment (Urbis for Warralily, 2021). This report provides a market assessment for the uptake of land across Geelong and the likely uptake of the WIP. The report states that:

*'... it will likely be many years before substantial demand for industrial land could emerge in Armstrong Creek. Such demand would also be catered to at NEIP first, given its status as an approved precinct.'* (p 19)

The report provides an estimate of industrial land take-up, supply and years' supply, estimated as 16 years supply if excluding future Avalon Airport employment land from the analysis and 34 years if Avalon land is included.

The conclusions of the report are as follows.

*'The WIP is not considered a suitable location for large format industrial uses, due to unfavourable site attributes and competition from other better located precincts, such as GREP and Geelong Central (North Geelong).*

*While there would likely be some demand for small format industrial uses from the local market, the competition from precincts serving a similar purpose is nonetheless high; recent market activities also suggest such demand has been limited, with no recorded development activity south of the Barwon River (the NEIP was approved more than a decade ago and the precinct remains largely vacant).*

*On the other hand, our analysis of industrial precinct land use requirement also suggests that the 140 ha of land would be way too big for small format industrial uses, as such precincts typically only need up to 40 ha of land.*

*With traditional industrial uses generating low job densities, there is little chance that the original jobs target could be achieved ...*

*The answer is not to provide more land to get job estimates higher – the market will dictate that the WIP will not support a major industrial precinct, while a small industrial offer would only consume a limited land area. Setting aside too much land will just see that land sit vacant over the long-term. Vacant land does not support jobs.*

*There might be an opportunity to meet the jobs target by providing a differentiated offer targeting the more niche market, such as the high-tech sectors, which could deliver higher job density.*

*In summary, a smaller, more compact employment area targeting higher employment density would appear a more appropriate development outcome for the future Western Industrial Precinct.'*

The submission states the entirety of the WIP is not required as employment zoned land to meet employment targets and not all the land is suitable for employment uses due to topography and being on the creek corridor. A smaller area but higher job density precinct should be explored in planning, as shown in the figure below. The bulk of the area would be primarily residential.

**Figure 12: Concept for Revised WIP Employment Area**



Source: Urbis for Warralily, November 2021

**Boral Former Quarry Employment Strategy (MacroPlan et al for Boral, 2021)**

MacroPlan, Grimshaw and CJ Arms have undertaken high level strategic planning for the Boral site. The site area of the Boral owned land is 1,035 ha.

The vision for the site is to leverage the site’s topography and existing and future infrastructure connections for a mix of employment, adventure and environmentally distinct uses.

Some of the uses are consistent with the permitted uses of the Special Use Zone Schedule 7, however others are not and would require rezoning.

**Figure 13: Boral’s Indicative Land Uses**



Source: MacroPlan for Boral, 2021

**Boral Waurn Ponds: South West Geelong Employment Study Submission to City of Greater Geelong Council (MacroPlan for Boral, August 2022)**

This submission builds on previous work by MacroPlan for Boral regarding future opportunities for Boral’s 1,030 ha Waurn Ponds property. The submission states the site could be developed into a regionally significant employment & tourism precinct that could support approximately 3,000 to 5,000 jobs.

The following contextual points regarding the Boral site are made in the submission:

- Large sections of Boral’s property have undergone remediation and rehabilitation works and Boral is seeking to cater for future urban development.
- Boral’s Waurn Ponds property comprises significant existing infrastructure, power, water, gas and direct access to freeways and major roads.



- The site is located on a passenger rail line with the potential for a future railway station on site with train stabling facilities being constructed on land to the west of Boral's property.
- Waurm Ponds South, which includes the western portion of Boral's land was identified in G21 Regional Plan (2013) as forming part of a future employment precinct.

The following contextual points regarding the context for employment land are made in the submission:

- There has been a long term shift away from manufacturing towards services industries in Geelong and elsewhere.
- There is estimated to be less than 15 years of available zoned industrial land in Greater Geelong.
- Greater Geelong has no dedicated business parks.
- The supply of employment land in Geelong's south west region is significantly constrained .
- Other employment areas in south west Geelong will most likely cater for local employment needs and Deakin University will most likely service research and technology activities.

The following planning and development concepts are nominated for the Boral site:

- Industrial Precinct / Modern Business Park Concept 250 ha (gross), comprising:
  - 140 ha (gross) of industrial uses, warehouses and offices supporting many employment opportunities across a wide range of industries such as construction, advanced manufacturing, transport and logistics, warehousing and wholesale, innovation and technology, and business services
  - 110 ha (gross) of transit oriented activity / mixed use with commercial office, retail / convenience / tourism uses, marketplace / worker accommodation.
- Tourism Gateway / Regional Parkland & Open Space 125 ha (gross)
- The northern and central precincts totalling approximately 375 ha (gross) can support development in the short term.

#### **North East Industrial Precinct (NEIP) - Ongoing Assessment (Urbis for Re-Grow Finance Pty Ltd, August 2022)**

This letter states that ongoing assessment of the employment land in Geelong is required in the context of increased population growth, new industrial land supply and emerging development proposals.

Re-Grow Finance Pty Ltd has control of the site previously known Keystone Business Park and seeks to develop employment uses at the site consistent with planning directions. The latter makes four points:



‘1. We strongly support the existing mix of land uses proposed in the gazetted NEIP Precinct Structure Plan (PSP), noting the general capacity of the site to deliver opportunities for highly-accessible, large-format retail along the duplicated Barwon Heads Road frontage, as well as much-needed areas for light industrial and trade services.

2. To ensure that the NEIP’s development is hastened and comprehensive, we strongly oppose the identification of additional land in Geelong’ south-west (e.g., the Boral Waurn Ponds site) to cater for the mix of land uses already proposed in the NEIP on the basis that it will dilute the current demand for this type of employment land.

3. We reiterate the importance of the Bellarine Link project, both the current planning area between the Surf Coast Highway and Barwon Heads Road and the future planning area to connect the road to Portarlington Road. We request that renewed commitment from the Victorian Government to the future delivery of Bellarine Link (in full) is highlighted as a recommendation of the report.

4. We are committed to unlocking development in the NEIP as soon as possible and seek support from Council for a fast-tracked and streamlined planning process, including serious consideration of Ministerial amendment pathways and concurrent planning permit processes to deliver this outcome.’

#### **8.4 Waurn Ponds Strategic Extractive Resource Assessment**

The land owned by Boral is subject to an Extractive Industry Interest Area designation by the state government.

The Extractive Industry Interest Area designation is applied to land that has been identified as being likely to contain stone resources of sufficient quantity and quality to support a commercial extractive industry operation.

The purpose of Extractive Industry Interest Areas are to:

- Provide a basis for the long term protection of stone resources from sterilisation by other land uses
- Provide a basis for ensuring the long term availability of stone resources for use by the community and at minimal detriment to the environment
- Assist in considering extractive industry values in long term strategic planning
- Ensure that planning or responsible authorities consult with all relevant agencies about land use proposals which may impact on the reduction of stone resources within these areas
- Create an awareness that extractive industry is a possible land use in these areas.

Extractive Industry Interest Areas do not:

- Provide statutory protection for stone resources
- Allow extractive industry as-of-right, unless specified in a planning scheme



- Imply that future extractive industry will be confined to these areas
- Preclude the use and development of land for other purposes, or
- Provide direction regarding approval of specific extractive industry projects.

The state government has undertaken an assessment of Boral land and has concluded that the limestone resources located north of Whites Road are no longer strategic extractive resource supplies.

Further assessment of the strategic importance of the southern portion of the work authority and adjacent land are recommended before making a final determination whether to maintain this site as an Extractive Industry Interest Area.

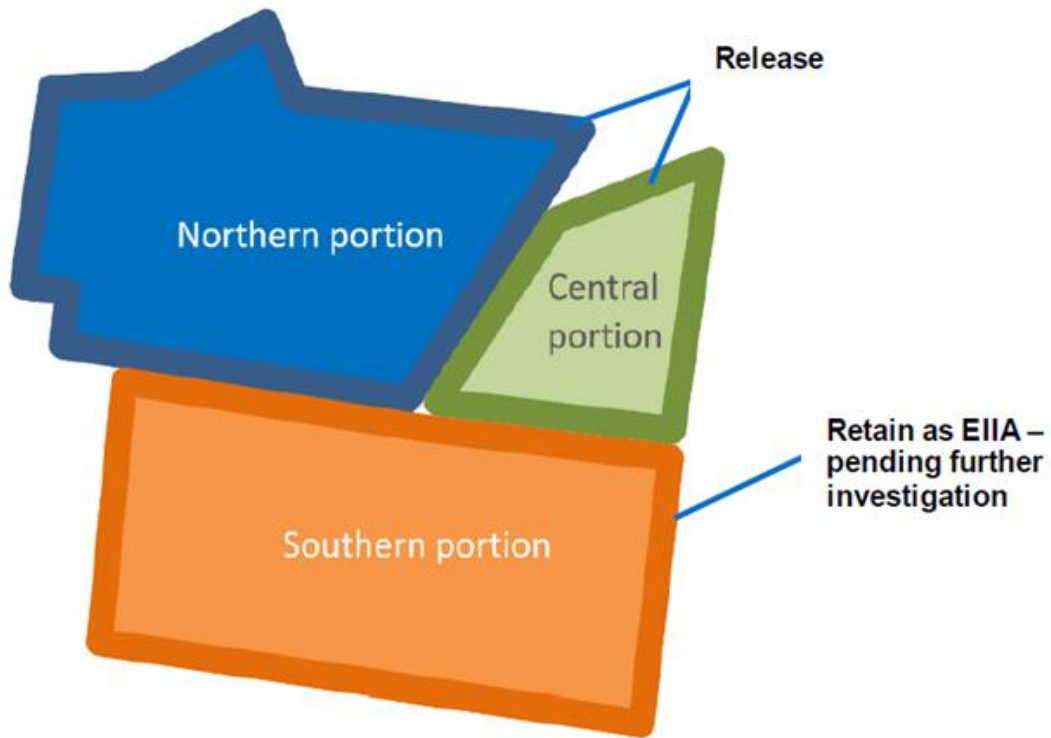
The state government is currently developing a Strategic Extractive Resources Roadmap which will identify priority areas to help secure long-term supply of quarry materials to meet growing demand. There are 12 priority areas for investigation, and Greater Geelong is one of them.

Under the current scenario and any future scenario where the southern portion of the Boral land is subject to an Extractive Industry Interest Area, development on the land would require consultation with the Secretary of the Department administering the Extractive Industries Development Act 1995 and would unlikely be permitted to host urban uses.

Under these scenarios, development in the Boral land to the north of Whites Road would require consideration of buffer requirements and land use suitability given the southern portion's potential future use as a quarry.

If the entirety of the Boral land were released from the Extractive Industry Interest Area, a range of land use options could be explored.

Figure 14: Assessment of Boral Land



Source: State of Victoria, 2021

## 9.0 STUDY AREA PRECINCTS

### 9.1 Overview

This section of the report provides information on study area features after contextual matters to do with transport, the 2026 Commonwealth Games and extractive industry are introduced.

### 9.2 Major Transport Linkages

Boral land has is adjacent to or traversed by three major regional transport linkages: Geelong Ring Road, Princes Highway and the rail line.

The Western Industrial Precinct is accessed by the secondary road network and has no direct interface with major regional transport linkages.

### 9.3 2026 Commonwealth Games

The state government has nominated areas near the study area precincts - in Waurm Ponds and Armstrong Creek - for major investment relating to the 2026 Commonwealth Games. The plan includes:

- An athletes' village at the Waurm Ponds Station Precinct to accommodate approximately 2,500 people
- An artistic gymnastics and weightlifting venue in Waurm Ponds, to be converted into multi-sport courts, a dance studio, and a regional-level gymnastics centre after the games
- An aquatics centre in Armstrong Creek, to be converted into a community pool with multi-purpose courts and open space after the games.

These projects will be catalysts for other residential and business investment in the area.

### 9.4 Extractive Industry at Boral Land

Boral land located north of Whites Road/Reservoir Road is no longer assessed as a strategic extractive resource area and can be considered for alternative land uses.

The Boral land parcels south of Whites Road/Reservoir Road will be subject to further assessment in the future.

Development of land north of Whites Road/Reservoir Road will require consideration of buffer requirements and land use suitability given the southern portion's potential future is yet to be determined.



### 9.5 Barwon Water

Barwon Water has undertaken a preliminary review of servicing potential (for potable water supply, recycled water supply and sewerage services) in the investigation area, and found there is potential for servicing. Details will need to be developed in a servicing strategy via a Precinct Structure Plan process.

### 9.6 Precinct Features

Notable features of the Western Industrial Precinct are:

- The precinct is within a rapidly growing residential catchment in Armstrong Creek, near the Waurin Ponds Train Station precinct
- Armstrong Creek is a significant natural environment corridor along the precinct's northern boundary
- The precinct is part of Mount Duneed terrain, falling from south to north
- The precinct is served by arterial and local roads; it is not directly accessible by primary roads in the region
- Boral land immediately to west has been released from an extractive industry designation; this impacts the potential buffer role the precinct was once intended to perform between Boral land and sensitive land uses
- Boral land south of Whites Road/Reservoir Road may continue to have a buffer impact on the precinct; this is yet to be determined
- All environmental and site constraints have not been identified in this report.

Boral land has four sub-areas north of Whites Road/Reservoir Road: north of freeway, between freeway and rail line, between rail line and Anglesea Road and east of Anglesea Road.

Notable features of Boral land north of Whites Road/Reservoir Road are:

- Direct access to the freeway and railway lines, including potential future train station investigation
- Vehicular connections across the freeway and railway line already exist
- Existing provision of utilities to the site
- Relatively hilly terrain to the west of the area and relatively flat towards the east
- Central and western portions have been subject to extractive industry and require remediation and / or redevelopment
- Significant landscape overlay in the north- western portion
- Native vegetation clusters in north
- Creek corridor through precinct
- Potential topographic / environmental constraints - unknown development capacity
- All environmental and site constraints have not been identified in this report.

The portion of Boral land south of Whites Road/Reservoir Road is not considered in detail in this report due to it being subject to future investigation for extractive industry or other uses.



Figure 15: Study Area Features

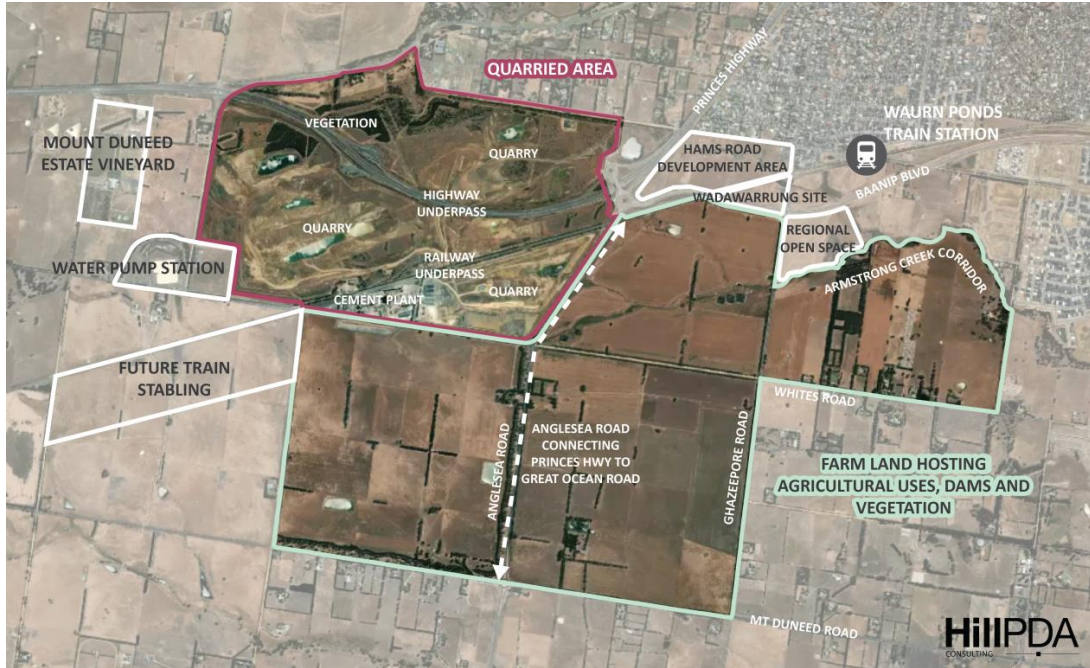


Figure 16: Major Transport Features

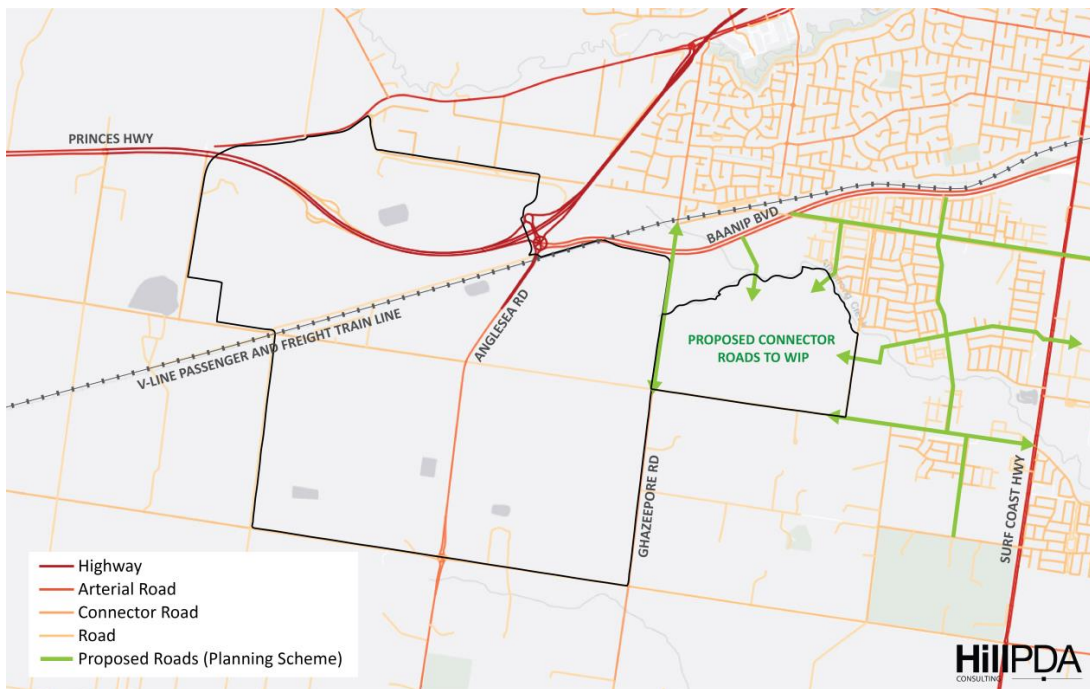


Figure 17: Planning Scheme Overlays

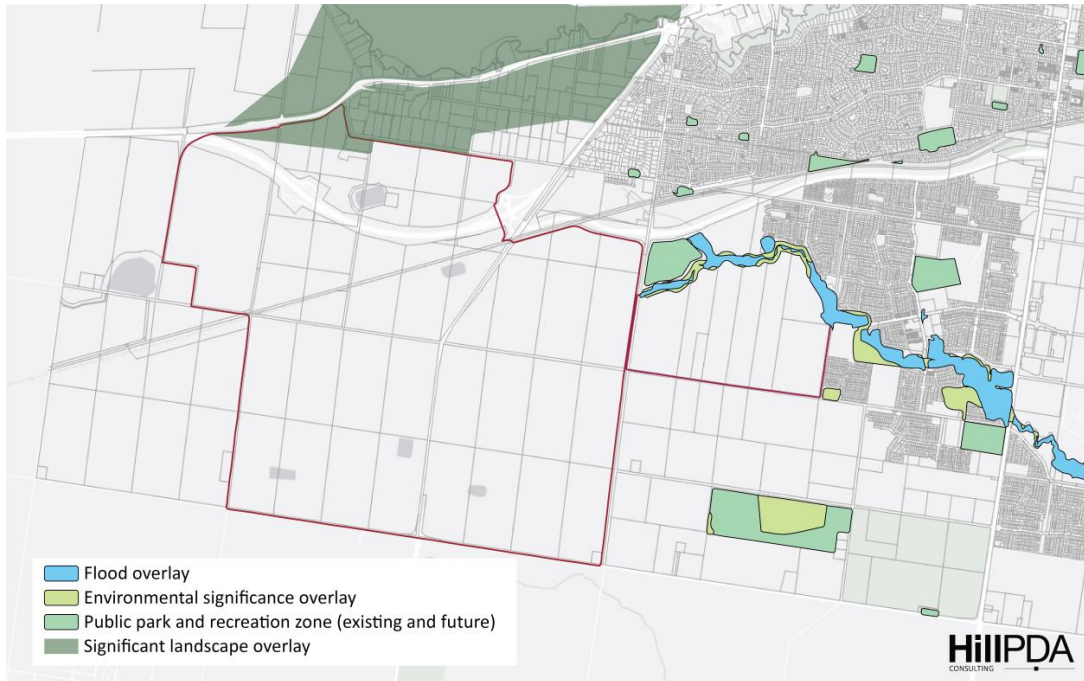
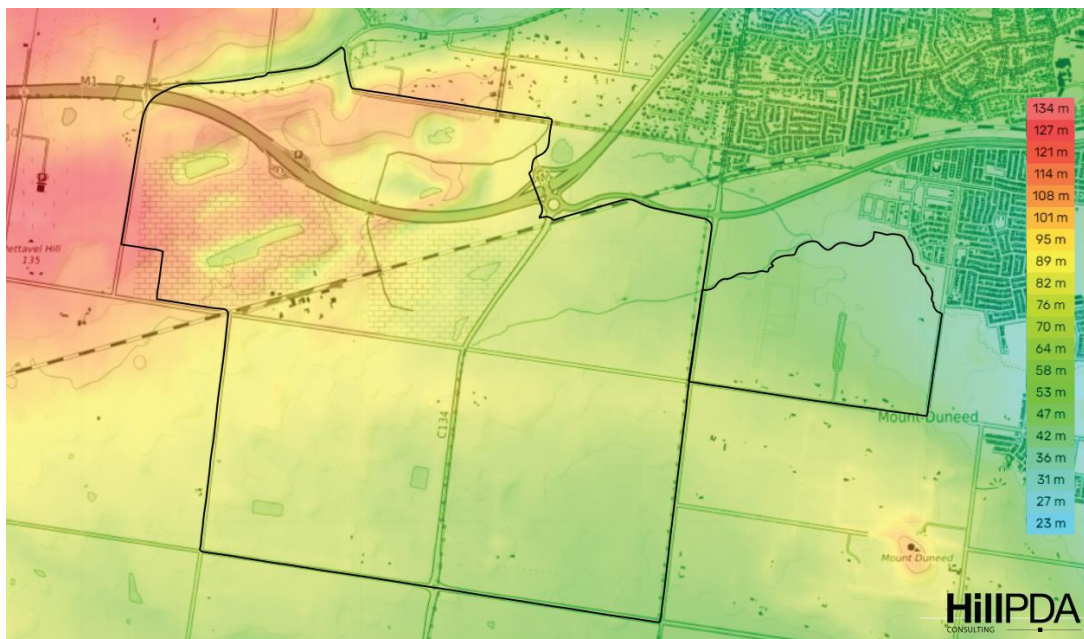


Figure 18: Topography



## 10.0 OPTIONS FOR CONSIDERATION

### 10.1 Recap of Need and Timing

It is assessed that a target provision of approximately 245 hectares of employment land (net developable area) be established for the south west Geelong region for a 2051 time horizon (in addition to activity centre land).

This means that approximately 170 hectares of additional employment land is needed in south west Geelong by 2051, in addition to the North East Industrial Precinct, which is estimated to provide approximately 76 hectares.

The job yield of the assessed need of 245 hectares is estimated to be between 7,350 to 14,700 jobs, depending on the ultimate land use and business mix.

Activation of the additional employment land is recommended for approximately 2027. The North East Industrial Precinct is currently in the planning and development process.

### 10.2 Potential Investigation Area and Development Cells

The following figure shows the employment land investigation area and potential development cells that have been identified for consideration. A number of options are presented in the following pages.

**Figure 19: Investigation Area and Development Cells**



**Table 11: Land Area Estimates: Potential Development Cells**

Development cell	Estimated gross area (ha)	Estimated net developable area assuming 80% developability (ha)
Boral North	124.4	99.5
Boral West	181.8	145.4
Boral Central	71.1	56.9
Boral East	138.3	110.6
Western Industrial Precinct	157.7	126.1
Western Industrial Precinct South West	36.7	29.4

The Western Industrial Precinct is currently nominated as a future employment area in the Greater Geelong Planning Scheme. Any proposal to change this designation will first require verification that an alternative option can be delivered from a land use planning, environmental and infrastructure perspective.

The Western Industrial Precinct alone cannot fully deliver employment land needs as estimated in this report. More land needs to be found for a 2051 outlook period.

Between the Western Industrial Precinct and Boral land, adequate employment land can be provided.

A flexible approach can be applied across the study area to explore how employment land can be delivered across the potential development cells.

The delivery of employment land in the study area is a priority given a growing population and policy to provide jobs under the Armstrong Creek Framework Plan.

Employment land must be able to be delivered in the short-medium term. While the North East Industrial Precinct is underway, more land will be needed to be provided to address demand in the next five years.

The Boral land offers a variety of options for employment land. Given the assessed need, it must be demonstrated the land considered for employment use is free of major constraints and can be delivered to market in a timely manner. Significant remediation requirements may impact delivery timeframes.

### **10.3 Employment Land Options for Consideration**

The following table nominates options for consideration. Images of the options are presented in the pages that follow.

**Note:**

Aa draft version of this report (which included the first six options listed below) was presented to stakeholders for comment in December 2022. The two investigation area land holders provided the following feedback (summary):

- Warralily (via Urbis) is supportive of key directions and calls for a Precinct Structure Plan approach to be used for the strategic planning of the investigation area including Boral land south of Whites Road/Reservoir Road. The submission identifies the need for a range of technical studies to be undertaken to inform the planning process.
- Boral (via MacroPlan) is generally supportive of directions and calls for a seventh option to be recognised in this report.
  - State that the central, western and northern portions of Boral’s property can be used to maximise employment potential and accommodate 170 ha (net) for employment and enterprise uses, together with major regional tourism uses and short-stay accommodation.
  - The land can be activated by approximately by 2027, with capacity to achieve an aspirational target of 60 jobs per hectare.
  - Boral land south of Reservoir Road and White’s Road and east of Anglesea Road have not been used for quarrying and Boral maintains this land is surplus to its resource requirements and therefore not required for earth resources extractive industries in the future.
  - Boral’s preferred option is called a ‘centralised employment and enterprise scenario’ and is included below.



**Table 12: Employment Land Supply Options for Consideration**

Option name	Estimated gross area (ha)	Estimated net developable area (ha)	Maximises access to major road(s)	Potential direct access to rail	Potential buffer role for Boral south*^	Other comments
Western Industrial Precinct	157.6	126.1	x	x	✓	<ul style="list-style-type: none"> <li>- Basis for industrial designation has changed</li> <li>- Land owner seeks alternative plan</li> <li>- Does not offer direct major road or rail access</li> <li>- Has limited potential buffer role should Boral south be activated for quarrying</li> <li>- Does not fully meet estimated employment land need</li> </ul>
Western Industrial Precinct South West and Boral East	175.0	140.0	✓	✓	✓✓	<ul style="list-style-type: none"> <li>- Partly consistent with land owner concept</li> <li>- Does not fully capitalise on rail based potential</li> <li>- Provides partial buffer to Boral south should that be needed</li> <li>- Does not fully meet estimated employment land need</li> </ul>
Boral Central and Boral East	209.4	167.5	✓✓	✓✓	✓✓✓	<ul style="list-style-type: none"> <li>- Partly consistent with land owner concept</li> <li>- Does not fully capitalise on rail based potential</li> <li>- Provides best buffer to Boral south should that be needed</li> <li>- Provides land to meet estimated need</li> </ul>
Boral North and Boral Central	195.5	156.4	✓✓✓	✓	✓	<ul style="list-style-type: none"> <li>- Partly consistent with land owner concept</li> <li>- Does not fully capitalise on rail based potential</li> <li>- Provides most land to meet estimated need</li> </ul>
Boral West (Portion), Boral Central and Boral East (Portion)	169.6	135.7	✓✓	✓✓✓	✓✓✓	<ul style="list-style-type: none"> <li>- Consistent with land owner concept</li> <li>- Provides rail and road based employment precinct options</li> <li>- Does not fully meet estimated employment land need</li> </ul>
Boral North (Portion), Boral West (Portion), Boral Central and Boral East (Portion)	246.5	197.2	✓✓✓	✓✓✓	✓✓✓	<ul style="list-style-type: none"> <li>- Partly consistent with land owner concept</li> <li>- Provides rail and road based employment precinct options</li> <li>- Provides more land than estimated need</li> </ul>
Boral's Option: 'Centralised Employment and Enterprise Scenario'	199.7	159.8	✓✓✓	✓✓✓	✓✓	<ul style="list-style-type: none"> <li>- Land owner concept (Boral option via MacroPlan)</li> <li>- Provides rail and road based employment precinct options</li> <li>- Provides approximate required land need</li> <li>- Land owner states option maximises employment potential for a commercial precinct</li> <li>- Land owner states option enables practical sequencing of land to market and infrastructure coordination</li> </ul>

\* South of Whites Road/Reservoir Road

^ Boral state that land south of Whites Road/Reservoir Road is not required for extractive industry. If this is confirmed, the buffer role consideration is not relevant in the options analysis.

### Western Industrial Precinct



### Western Industrial Precinct South West and Boral East



### Boral Central and Boral East



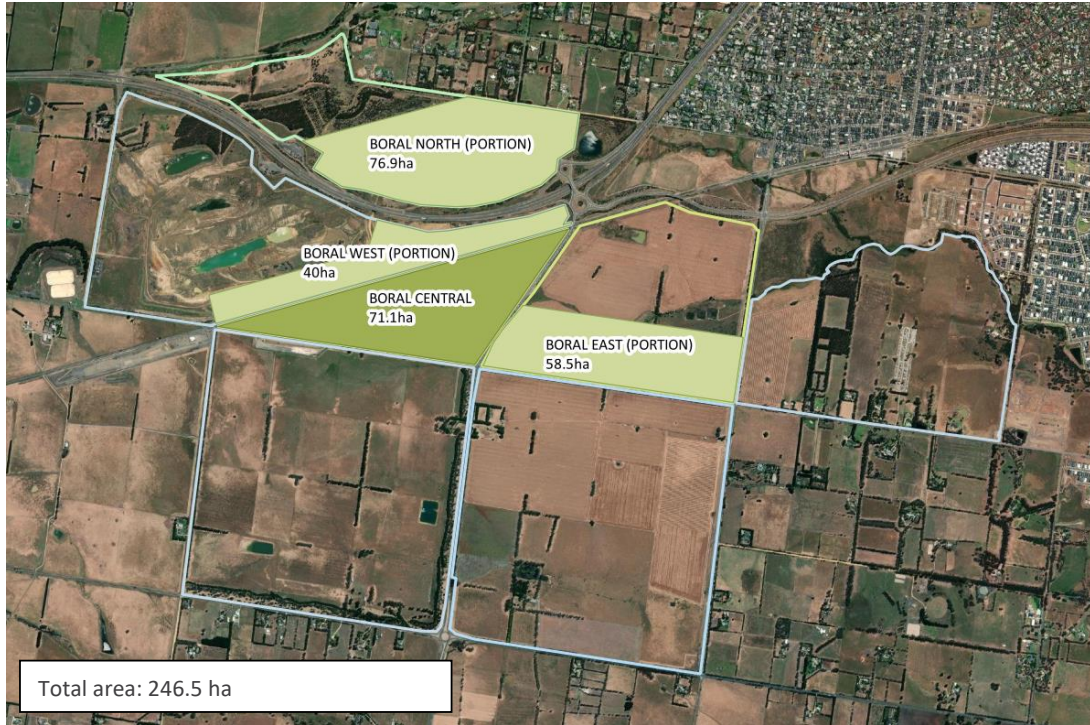
### Boral North and Boral Central



**Boral West (Portion), Boral Central and Boral East (Portion)**



**Boral North (Portion), Boral West (Portion), Boral Central and Boral East (Portion)**



**Boral's Option: 'Centralised Employment and Enterprise Scenario'**



Note: Derived from Boral option; area estimate by HillPDA



#### 10.4 Recommendations

It is recommended that:

- The Western Industrial Precinct and Boral land be defined as one 'investigation precinct'.
- The City of Greater Geelong work with land stakeholders to explore and test an employment land option that delivers approximately 170 hectares of employment land (net developable area). Activation of the additional employment land is recommended for approximately 2027.
- An aspirational job target of up to 60 jobs per hectare overall be proposed for the 'investigation precinct', noting the original employment target for Armstrong Creek was one job per household.
- The 'investigation precinct' should focus on meeting local and sub-regional needs.
  - A range of lot sizes is needed to meet demand from 250 sqm up to 1 ha and consideration should be given to large format manufacturing with needs of 4,000 sqm to five hectares.
  - The 'investigation precinct' should meet existing market demand for warehousing, large format retail and trade supplies and growth sectors such as social service and caring economy activities, sustainable growth and environment sectors and advanced manufacturing.
- Once short-medium term employment land is catered for, and Council is satisfied it can realistically be delivered to the market in a timely manner, other land uses can be considered.
- To determine appropriate land uses across the precinct, considerations should include (see also Appendix C for Features, Opportunities and Constraints Plan):
  - Connections back to the existing or planned urban areas
  - Maximise proximity to arterial roads
  - Maximise proximity to the train station and rail corridor
  - Opportunities to enhance the Armstrong Creek open space corridor
  - Optimise access to regional open space
  - Provision of an attractive western entrance to Geelong
  - Opportunities to build on the existence and history of the quarry site including any limitations posed by site remediation
  - Maximise elevated positions and attractive view lines
  - Have regard to Wadawurrung living cultural heritage
  - Consider interfaces with existing and planned uses
  - Address site remediation and contaminated land issues
  - Consider a 'value capture' contribution if land is rezoned to a higher value in the investigation area. The contribution could be calculated as a share of the land value uplift generated by a planning change, with the proceeds invested in local community facilities and / or open space.

# APPENDICES



## APPENDIX A: SALES DATA

**Table 13: Employment Lands Property Sales (Jan-21 to May-22)**

Street Address	Suburb	Precinct	Land Size	Building Area	Sale Price	Land Sale Price (\$/sqm)	GFA Sale Price (\$/sqm)	Sale Date	Land Use 1	Zoning
84 Heales Road	Lara	GREP	6,072	-	\$2,000,000	\$329		22/11/2021	General Purpose Factory	Industrial 2 Zone
220 Heales Road	Lara	GREP	263,092	-	\$6,000,000	\$23		16/04/2021	Open Area Storage	Industrial 2 Zone
185-205 Obriens Road	Corio	GREP	29,670	-	\$4,200,000	\$142		28/10/2021	Industrial Dev Site	Industrial 2 Zone
330 Forest Road South	Corio	GREP	11,584	-	\$2,300,000	\$199		18/06/2021	General Purpose Factory	Industrial 2 Zone
45-55 Obriens Road	Corio	GREP	113,096	-	\$36,000,000	\$318		30/03/2021	General Purpose Factory	Industrial 2 Zone
124-128 Broderick Road	Corio	GREP	5,027	1,650	\$220,000	\$44	\$133	18/02/2022	General Purpose Factory	Industrial 1 Zone
1C Seaforth Street	North Shore	Geelong Port	696	190	\$520,000	\$747	\$2,737	31/03/2022	General Purpose Factory	Industrial 2 Zone
5-7 Seaforth Street	North Shore	Geelong Port	1,041	685	\$1,300,000	\$1,249	\$1,898	26/11/2021	General Purpose Factory	Industrial 2 Zone
24-26 Seaside Parade	North Shore	Geelong Port	1,378	-	\$770,000	\$559		13/10/2021	General Purpose Factory	Industrial 2 Zone
18 Walchs Road	North Shore	Geelong Port	661	661	\$207,900	\$315	\$315	4/02/2021	Industrial Dev Site	Industrial 2 Zone



Street Address	Suburb	Precinct	Land Size	Building Area	Sale Price	Land Sale Price (\$/sqm)	GFA Sale Price (\$/sqm)	Sale Date	Land Use 1	Zoning
11 Foch Street	North Shore	Geelong Port	645	-	\$290,000	\$450		4/01/2021	General Purpose Warehouse	Industrial 2 Zone
10-12 Donga Road	North Geelong	Geelong Port	2,476	149	\$980,000	\$396	\$6,577	11/01/2021	General Purpose Factory	Industrial 2 Zone
83 Douro Street	North Geelong	Geelong Port	535	-	\$190,000	\$355		21/06/2021	General Purpose Factory	Industrial 1 Zone
117-119 Douro Street	North Geelong	Geelong Port	1,226	149	\$600,000	\$489	\$4,027	11/06/2021	General Purpose Warehouse	Industrial 1 Zone
257 Melbourne Road	North Geelong	Geelong Port	3,000	500	\$1,550,000	\$517	\$3,100	25/02/2021	Vehicle Sales Centre	Industrial 2 Zone
104-106 Mornington Street	North Geelong	Geelong Port	1,349	-	\$600,000	\$445		11/06/2021	General Purpose Warehouse	Industrial 1 Zone
20-22 Rodney Road	North Geelong	Geelong Port	1,298	-	\$1,500,000	\$1,156		8/12/2021	General Purpose Warehouse	Industrial 1 Zone
20 Roseneath Street	North Geelong	Geelong Port	747	121	\$1,825,000	\$2,443	\$15,083	23/12/2021	Mixed Use Occupation	Industrial 1 Zone
15-17 Saunders Street	North Geelong	Geelong Port	1,176	789	\$1,650,000	\$1,403	\$2,091	16/11/2021	General Purpose Factory	Industrial 2 Zone
7/6-8 Shepherd Court	North Geelong	Geelong Port	427	422	\$935,000	\$2,190	\$2,216	24/03/2021	General Purpose Factory	Industrial 1 Zone
35 Separation Street	North Geelong	Geelong Port	7,695	7,694	\$2,750,000	\$357	\$357	16/07/2021	Ground Level Parking	Commercial 2 Zone
7 Slevin Street	North Geelong	Geelong Port	363	-	\$630,000	\$1,736		25/08/2021	General Purpose Factory	Industrial 1 Zone



Street Address	Suburb	Precinct	Land Size	Building Area	Sale Price	Land Sale Price (\$/sqm)	GFA Sale Price (\$/sqm)	Sale Date	Land Use 1	Zoning
137-139 Victoria Street	North Geelong	Geelong Port	2,430	2,400	\$1,402,500	\$577	\$584	13/04/2021	Fuel Outlet/Garage/Service Station	Industrial 1 Zone
8/156 Victoria Street	North Geelong	Geelong Port	214	205	\$450,000	\$2,103	\$2,195	12/11/2021	General Purpose Warehouse	Industrial 1 Zone
62-66 Cowie Street	North Geelong	Geelong Port	4,873	-	\$3,100,000	\$636		7/04/2021	General Purpose Factory	Industrial 2 Zone
1/156 Victoria Street	North Geelong	Geelong Port	208	202	\$350,000	\$1,683	\$1,733	15/03/2021	General Purpose Factory	Industrial 1 Zone
16 Wood Street	South Geelong	South Geelong	1,018	-	\$2,000,000	\$1,965		25/01/2022	General Purpose Factory	Industrial 1 Zone
7 Haworth Court	Breakwater	South Geelong	3,524	-	\$1,250,000	\$355		7/04/2021	General Purpose Warehouse	Industrial 1 Zone
8 Haworth Court	Breakwater	South Geelong	3,624	130	\$1,250,000	\$345	\$9,615	7/04/2021	Industrial Dev Site	Industrial 1 Zone
9 Haworth Court	Breakwater	South Geelong	1,293	678	\$1,250,000	\$967	\$1,844	7/04/2021	General Purpose Warehouse	Industrial 1 Zone
78-108 Gravel Pits Road	South Geelong	South Geelong	30,454	-	\$705,000	\$23		15/03/2021	Open Area Storage	Industrial 1 Zone
7/5 Bridge Street	Newtown	South Geelong	101	78	\$495,000	\$4,901	\$6,346	3/06/2021	Warehouse/Show room	Commercial 2 Zone
11/5 Bridge Street	Newtown	South Geelong	71	70	\$440,000	\$6,197	\$6,286	28/07/2021	Warehouse/Show room	Commercial 2 Zone
13/5 Bridge Street	Newtown	South Geelong	77	77	\$400,000	\$5,195	\$5,195	10/08/2021	Warehouse/Show room	Commercial 2 Zone



Street Address	Suburb	Precinct	Land Size	Building Area	Sale Price	Land Sale Price (\$/sqm)	GFA Sale Price (\$/sqm)	Sale Date	Land Use 1	Zoning
26 Rutland Street	Newtown	South Geelong	417	348	\$1,750,000	\$4,197	\$5,029	5/08/2021	General Purpose Warehouse	Industrial 1 Zone
32-35 Industrial Place	Breakwater	South Geelong	1,589	947	\$1,975,000	\$1,243	\$2,086	13/07/2021	General Purpose Warehouse	Industrial 1 Zone
28 Lambert Avenue	Newtown	South Geelong	554	130	\$275,000	\$496	\$2,115	14/12/2021	General Purpose Factory	Commercial 2 Zone
30 Lambert Avenue	Newtown	South Geelong	551	230	\$800,000	\$1,452	\$3,478	23/04/2021	General Purpose Warehouse	Commercial 2 Zone
80 Barwon Terrace	South Geelong	South Geelong	3,264	3,390	\$2,576,000	\$789	\$760	15/01/2021	General Purpose Factory	Industrial 2 Zone
9 Birkett Place	South Geelong	South Geelong	1,040	-	\$1,450,000	\$1,394		8/04/2021	General Purpose Warehouse	Industrial 1 Zone
1 Crown Street	South Geelong	South Geelong	11,292	-	\$5,400,000	\$478		16/09/2021	Major Indoor Sports Complex	Industrial 1 Zone
20 Dowsett Street	South Geelong	South Geelong	1,198	-	\$1,200,000	\$1,002		19/10/2021	General Purpose Factory	Industrial 1 Zone
143 Fyans Street	South Geelong	South Geelong	1,500	-	\$2,530,000	\$1,687		12/11/2021	General Purpose Factory	Industrial 1 Zone
32-34 Gravel Pits Road	South Geelong	South Geelong	7,793	-	\$875,000	\$112		23/02/2021	General Purpose Factory	Industrial 2 Zone
35 Gravel Pits Road	South Geelong	South Geelong	20,345	-	\$785,000	\$39		15/03/2021	General Purpose Factory	Industrial 1 Zone
36-38 Gravel Pits Road	South Geelong	South Geelong	5,907	-	\$235,000	\$40		15/03/2021	General Purpose Factory	Industrial 2 Zone



Street Address	Suburb	Precinct	Land Size	Building Area	Sale Price	Land Sale Price (\$/sqm)	GFA Sale Price (\$/sqm)	Sale Date	Land Use 1	Zoning
44-76 Gravel Pits Road	South Geelong	South Geelong	19,682	-	\$635,000	\$32		20/10/2021	General Purpose Factory	Industrial 2 Zone
14 Hede Street	South Geelong	South Geelong	868	682	\$1,250,000	\$1,440	\$1,833	2/07/2021	General Purpose Warehouse	Industrial 1 Zone
40 Main Street	Armstrong Creek	Armstrong Creek MAC	20,600	-	\$55,600,000	\$2,699		1/07/2021	Vacant land	Urban Growth Zone
300 Whites Road	Armstrong Creek	WIP	305,300	-	\$5,600,000	\$18		1/06/2019	Vacant land	Urban Growth Zone
280-290 Whites Road	Armstrong Creek	WIP	165,100	-	\$5,040,000	\$31		1/07/2019	Vacant land	Urban Growth Zone
260 Whites Road	Armstrong Creek	WIP	212,100	-	\$3,500,000	\$17		1/06/2019	Vacant land	Urban Growth Zone
250 Whites Road	Armstrong Creek	WIP	216,900	-	\$3,150,000	\$15		1/09/2015	Vacant land	Urban Growth Zone
210 Whites Road	Armstrong Creek	WIP	223,300	-	\$1,312,000	\$6		1/03/2004	Vacant land	Urban Growth Zone
190 Whites Road	Armstrong Creek	WIP	245,300	-	\$7,200,000	\$29		1/06/2019	Vacant land	Urban Growth Zone
100 Airport Road	Armstrong Creek	WIP	163,600	-	\$7,150,000	\$44		1/09/2019	Vacant land	Urban Growth Zone
255-275 Avalon Road Avalon VIC 3212	Avalon	Avalon	8,431,100	-	\$5,000,000	\$1		1/06/2021	Vacant land	Special use zone
285 Avalon Road Avalon VIC 3212	Avalon	Avalon	334,100	-	\$2,310,000	\$7		1/09/2020	Vacant land	Special use zone



Street Address	Suburb	Precinct	Land Size	Building Area	Sale Price	Land Sale Price (\$/sqm)	GFA Sale Price (\$/sqm)	Sale Date	Land Use 1	Zoning
283-289 Bellarine Highway	Moolap	Moolap	9,579	-	\$1,300,000	\$136		1/02/2022	Display Yard	Rural Living Zone
291 Bellarine Highway	Moolap	Moolap	7,266	-	\$1,600,000	\$220		1/02/2022	Display Yard	Rural Living Zone
42 Grandview Parade	Moolap	Moolap	614	328	\$622,051	\$1,013	\$1,896	1/07/2021	General Purpose Warehouse	Industrial 1 Zone
13 Nobility Street	Moolap	Moolap	1,888	-	\$740,000	\$392		13/04/2021	General Purpose Factory	Industrial 1 Zone
35 Sun Street	Moolap	Moolap	808	420	\$980,000	\$1,213	\$2,333	28/09/2021	Warehouse/Office	Industrial 1 Zone
281-289 Bellarine Highway	Moolap	Moolap	9,579	-	\$1,300,000	\$136		1/02/2022	Display Yard	Rural Living Zone
31-33 Buckley Grove	Moolap	Moolap	7,643	7,647	\$2,250,000	\$294	\$294	29/10/2021	Concrete Batching Plant	Industrial 1 Zone
61-65 Buckley Grove	Moolap	Moolap	6,070	288	\$900,000	\$148	\$3,125	8/01/2021	General Purpose Factory	Industrial 1 Zone
1 Coppards Road	Moolap	Moolap	6,420	-	\$1,950,000	\$304		15/11/2021	Crematorium/Funeral Services	Low Density Residential Zone - Schedule 1
57 Essex Street	Moolap	Moolap	516	-	\$250,000	\$484		12/06/2021	Industrial Dev Site	Industrial 1 Zone
212 Portarlington Road	Moolap	Moolap	4,065	-	\$445,000	\$109		9/08/2021	Vacant Res Rural / Rural Lifestyle	Low Density Residential Zone - Schedule 1
395 Portarlington Road	Moolap	Moolap	9,081	1,300	\$2,200,000	\$242	\$1,692	2/12/2021	General Purpose Factory	Industrial 1 Zone



Street Address	Suburb	Precinct	Land Size	Building Area	Sale Price	Land Sale Price (\$/sqm)	GFA Sale Price (\$/sqm)	Sale Date	Land Use 1	Zoning
38 Essex Street	Moolap	Moolap	629	175	\$305,000	\$485	\$1,743	10/02/2021	General Purpose Factory	Industrial 1 Zone
39-55 Moon Street	Moolap	Moolap	7,167	-	\$1,200,000	\$167		4/06/2021	General Purpose Warehouse	Industrial 1 Zone
37 Nobility Street	Moolap	Moolap	629	189	\$385,000	\$612	\$2,037	17/05/2021	General Purpose Factory	Industrial 1 Zone
21 Point Henry Road	Moolap	Moolap	1,278	315	\$1,600,000	\$1,252	\$5,079	21/10/2021	General Purpose Factory	Industrial 1 Zone
32-40 Point Henry Road	Moolap	Moolap	34,075	-	\$3,050,000	\$90		1/02/2022	Open Area Storage	Industrial 1 Zone
42 Sun Street	Moolap	Moolap	657	-	\$1,265,000	\$1,925		14/09/2021	General Purpose Warehouse	Industrial 1 Zone
20 Wattlepark Avenue	Moolap	Moolap	633	-	\$220,000	\$348		24/05/2021	General Purpose Factory	Industrial 1 Zone
11-19 Wills Crescent	Moolap	Moolap	8,211	-	\$600,000	\$73		23/02/2021	Open Area Storage	Industrial 1 Zone
142-150 Woods Road	Moolap	Moolap	8,162	-	\$955,000	\$117		26/06/2021	Mixed Use Occupation	Farming Zone
184 Bellerine Street	Geelong	VIC	146	106	\$605,000	\$4,144	\$5,708	6/03/2021	Office Premises	General Residential Zone - Schedule 1
79B Carr Street	Geelong	VIC	133	-	\$322,500	\$2,425		13/01/2021	Vacant Residential Dwelling Site/Surveyed Lot	
83 Carr Street	Geelong	VIC	134	-	\$322,500	\$2,407		31/12/2021	Vacant Residential	



Street Address	Suburb	Precinct	Land Size	Building Area	Sale Price	Land Sale Price (\$/sqm)	GFA Sale Price (\$/sqm)	Sale Date	Land Use 1	Zoning
									Dwelling Site/Surveyed Lot	
4/1-3 Clare Street	Geelong	VIC	394	-	\$1,332,500	\$3,382		19/06/2021	Single Strata Unit/Villa Unit/Townhouse	Activity Centre Zone - Schedule 1
8 Forrest Street	Geelong	VIC	150	-	\$395,000	\$2,633		31/03/2021	Vacant Residential Dwelling Site/Surveyed Lot	
18 Forrest Street	Geelong	VIC	131	-	\$465,500	\$3,553		20/01/2022	Vacant Residential Dwelling Site/Surveyed Lot	
2/23-31 Gheringhap Street	Geelong	VIC	1,005	90	\$401,500	\$400	\$4,461	24/11/2021	Shopping Centre	Activity Centre Zone - Schedule 1
43 Gheringhap Street	Geelong	VIC	73	65	\$975,000	\$13,356	\$15,000	23/04/2021	Office Premises	Activity Centre Zone - Schedule 1
36 Little Myers Street	Geelong	VIC	1,039	106	\$2,860,000	\$2,753	\$26,981	3/09/2021	Office Premises	Mixed Use Zone
15 Little Ryrie Street	Geelong	VIC	601	650	\$2,910,000	\$4,842	\$4,477	31/03/2021	Office Premises	Activity Centre Zone - Schedule 1
16 Little Ryrie Street	Geelong	VIC	1,827	1,130	\$5,300,000	\$2,901	\$4,690	9/06/2021	Day Care Centre for Children	Activity Centre Zone - Schedule 1
112 McKillop Street	Geelong	VIC	464	190	\$945,000	\$2,037	\$4,974	31/01/2022	Detached Dwelling	General Residential Zone - Schedule 1
1 McLarty Place	Geelong	VIC	73	73	\$550,000	\$7,534	\$7,534	6/12/2021	Shopping Centre	Activity Centre Zone - Schedule 1



Street Address	Suburb	Precinct	Land Size	Building Area	Sale Price	Land Sale Price (\$/sqm)	GFA Sale Price (\$/sqm)	Sale Date	Land Use 1	Zoning
12 Merchant Place	Geelong	VIC	136	-	\$358,500	\$2,636		31/03/2021	Vacant Residential Dwelling Site/Surveyed Lot	
130 Moorabool Street	Geelong	VIC	232	840	\$1,600,000	\$6,897	\$1,905	3/03/2021	Office Premises	Activity Centre Zone - Schedule 1
2 Powell Place	Geelong	VIC	172	350	\$500,000	\$2,907	\$1,429	3/10/2021	Mixed Use Occupation	Activity Centre Zone - Schedule 1
153-155 Ryrie Street	Geelong	VIC	181	40	\$1,155,000	\$6,381	\$28,875	6/02/2021	Shopping Centre	Activity Centre Zone - Schedule 1
194-204 Ryrie Street	Geelong	VIC	2,916	4,701	\$19,775,000	\$6,782	\$4,207	23/12/2021	Cinema Complex	Activity Centre Zone - Schedule 1
77-79 Swanston Street	Geelong	VIC	921	220	\$2,596,000	\$2,819	\$11,800	15/10/2021	Health Surgery	General Residential Zone - Schedule 2
61 Yarra Street	Geelong	VIC	543	-	\$2,150,000	\$3,959		1/04/2021	Office Premises	Activity Centre Zone - Schedule 1
95 Yarra Street	Geelong	VIC	186	122	\$979,000	\$5,263	\$8,025	5/03/2022	Office Premises	Activity Centre Zone - Schedule 1

Source: CoreLogic RP Data, 2022

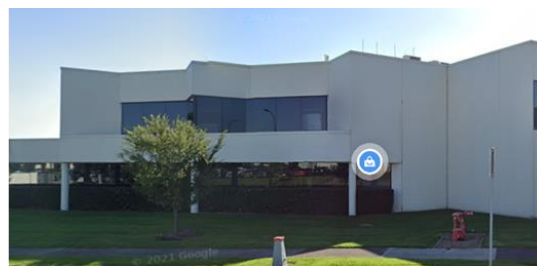


## APPENDIX B: EMPLOYMENT PRECINCT PROFILES

### SCORESBY



Land area	Zoning	Total number of jobs	Number of jobs per hectare
165ha	C22	8,060	48 jobs/ha
Lot sizes	Number of lots	Top 5 local industries	Number of jobs
0-500sqm	69	Wholesale Trade	1,650
501-2,000sqm	7	Manufacturing	1,300
2,001-5,000sqm	14	Professional, Scientific and Technical Services	834
5001sqm+	35	Retail Trade	605
Total	125	Financial and Insurance Services	598





**RAVENHALL**



Land area	Zoning	Total number of jobs	Number of jobs per hectare
223ha	IN3Z, C2Z	10,198	45 jobs/ha
Lot sizes	Number of lots	Top 5 local industries	Number of jobs
0-500sqm	1276	Construction	2,249
501-2,000sqm	482	Retail Trade	1,320
2,001-5,000sqm	162	Wholesale Trade	1,111
5001sqm	122	Other Services	799
Total	2042	Transport, Postal and Warehousing	763



**EPPING**



Land area	Zoning	Total number of jobs	Number of jobs per hectare
374ha	IN1Z, CDZ, ACZ	13,212	35 jobs/ha
Lot sizes	Number of lots	Top 5 local industries	Number of jobs
0-500sqm	1,445	Manufacturing	2,987
501-2,000sqm	454	Construction	2,502
2,001-5,000sqm	305	Transport, Postal and Warehousing	1,185
5001sqm+	160	Retail Trade	1,166
Total	2,364	Inadequately described	1,073



**DANDENONG SOUTH (LOGIS)**



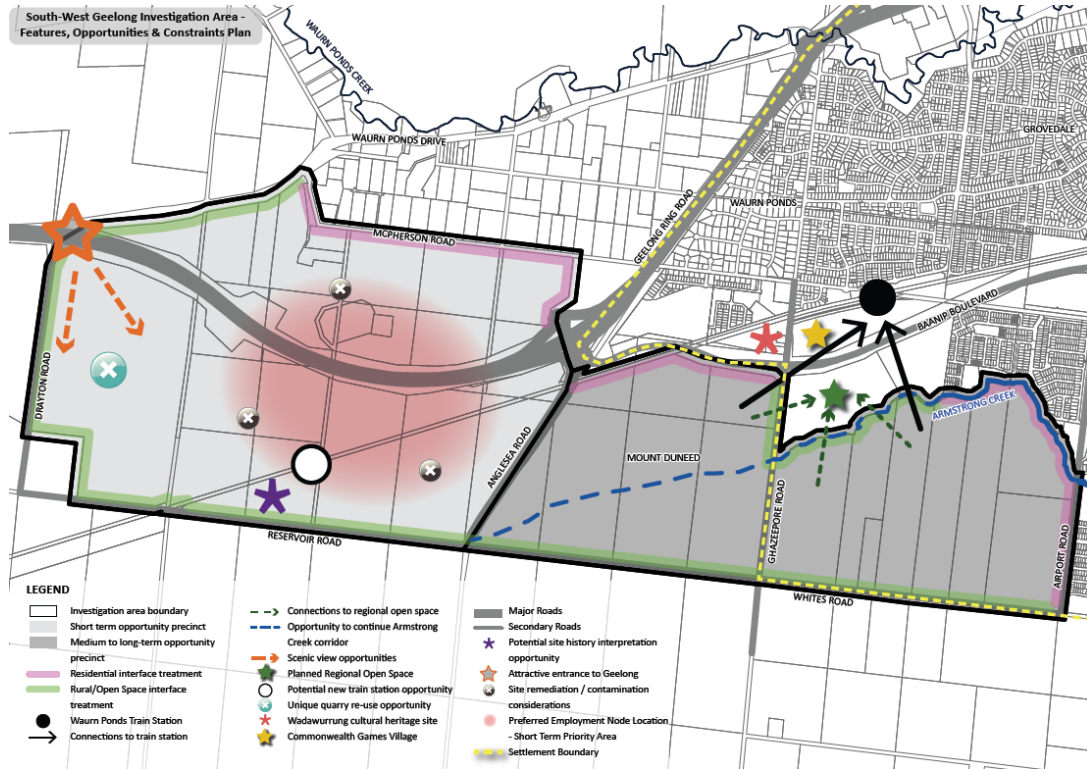
Land area	Zoning	Total number of jobs	Number of jobs per hectare
142ha	IN1Z, IN3Z	3,816	26 jobs/ha
Lot sizes	Number of lots	Top 5 local industries	Number of jobs
0-500sqm	324	Manufacturing	1,028
501-2,000sqm	46	Construction	548
2,001-5,000sqm	101	Wholesale Trade	478
5001sqm+	61	Inadequately described	353
Total	532	Transport, Postal and Warehousing	330



## APPENDIX C: FEATURES PLAN

The following plan was provided by Council following the draft report consultation process.

### City of Greater Geelong - Features, Opportunities and Constraints Plan



Source: City of Greater Geelong



## Disclaimer

1. This report is for the confidential use only of the party to whom it is addressed ("Client") for the specific purposes to which it refers and has been based on, and takes into account, the Client's specific instructions. It is not intended to be relied on by any third party who, subject to paragraph 3, must make their own enquiries in relation to the issues with which this report deals.
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4. This report and its attached appendices are based on estimates, assumptions and information provided by the Client or sourced and referenced from external sources by HillPDA. While we endeavour to check these estimates, assumptions and information, no warranty is given in relation to their reliability, feasibility, accuracy or reasonableness. HillPDA presents these estimates and assumptions as a basis for the Client's interpretation and analysis. With respect to forecasts, HillPDA does not present them as results that will actually be achieved. HillPDA relies upon the interpretation of the Client to judge for itself the likelihood of whether these projections can be achieved or not.
5. Due care has been taken to prepare the attached financial models from available information at the time of writing, however no responsibility can be or is accepted for errors or inaccuracies that may have occurred either with the programming or the resultant financial projections and their assumptions.
6. This report does not constitute a valuation of any property or interest in property. In preparing this report HillPDA has relied upon information concerning the subject property and/or proposed development provided by the Client and HillPDA has not independently verified this information except where noted in this report.
7. In relation to any valuation which is undertaken for a Managed Investment Scheme (as defined by the Managed Investments Act 1998) or for any lender that is subject to the provisions of the Managed Investments Act, the following clause applies:

This valuation is prepared on the assumption that the lender or addressee as referred to in this valuation report (and no other) may rely on the valuation for mortgage finance purposes and the lender has complied with its own lending guidelines as well as prudent finance industry lending practices, and has considered all prudent aspects of credit risk for any potential borrower, including the borrower's ability to service and repay any mortgage loan. Further, the valuation is prepared on the assumption that the lender is providing mortgage financing at a conservative and prudent loan to value ratio.
8. HillPDA makes no representations or warranties of any kind, about the accuracy, reliability, completeness, suitability or fitness in relation to maps generated by HillPDA or contained within this report.

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**Attachment 2****Greater Geelong Planning Scheme Proposed Changes**

The following key changes have been identified to the Greater Geelong Planning Scheme.

Note: Additional changes may be identified when the statutory amendment documentation is prepared.

**Municipal Map 02-04-1**

- Remove 'major resources' nomination on northern portion of the Boral land
- Remove the 'growth area' hatching from the WIP land
- Add an 'South-West Geelong Employment Investigation Area' hatching to the Boral and WIP land.
- See Appendix A for copy of the draft Municipal Map with the above changes.

**Strategic Directions 02.03**

Add strategic directions for the 'South-West Geelong Investigation Area':

- Deliver approximately 170 hectares of employment land (net developable area).
- Deliver a job target of 60 jobs per hectare or one job per household for the Armstrong Creek growth area.
- Ensure the area meets local and sub-regional employment needs.
- Provide a range of industrial lot sizes to meet latent demand from 250sqm up to 1ha and 5+ ha for larger manufacturing.
- Provide a range of development options including warehousing, large format retail and trade supplies to cater for growth sectors such as social service and caring economy activities, sustainable growth and environment sectors and advanced manufacturing.
- Strategically plan other land uses on the balance of the land within the investigation area as part of the precinct structure planning process.

Considerations to determine the appropriate land use mix and location include:

- Connections back to the existing or planned urban areas
- Proximity to arterial roads
- Optimise access to the train station and rail corridor
- Opportunities to enhance the Armstrong Creek open space corridor
- Optimise access to regional open space
- Provision of an attractive western entrance to Geelong
- Opportunities to build on the existence and history of the quarry site including any limitations posed by site remediation
- Maximise elevated positions and attractive view lines
- Have regard to Wadawurrung living cultural heritage
- Consider interfaces with existing and planned uses including the protect of neighbouring residential amenity
- Address site remediation and contaminated land issues

**Background Document**

Add:

South-West Geelong Employment Land Review (April 2023) as a Background Document

**Amend the strategic directions for the urban growth areas (Armstrong Creek)**

Update the Incorporated Document 'Armstrong Creek Urban Growth Plan – Framework Plan November 2008, Updated September 2012 and June 2015' to:

- Amend the employment section '*an employment precinct in or on the edge of the western part of the growth area in close proximity to the Geelong Ring Road and future East-West link road, with a focus on hi tech manufacturing; and*'
- Removal of the 'employment land' hatching and replace with 'South-West Geelong Investigation Area' hatching
- Removal of the 'specialised local centre' hatching from the WIP land

**17.01-1L-01 Diversified economy – Greater Geelong**

Encourage regional and national scale industrial businesses to locate in the southern part of the Geelong Ring Road Employment Precinct and in the South-Western ~~Armstrong Creek Employment Area~~ South-West Geelong Investigation Area.

Support the development of a technology/business park in the South-Western ~~Armstrong Creek Employment Area~~ South-West Geelong Investigation Area.

**17.03-2L 07 Sustainable industry in Greater Geelong**

Add:

Develop the South-West Geelong Investigation Area to accommodate a range of industrial lot sizes over a 170 hectares total developable area to provide for a diverse range of uses including sites capable of accommodating large scale manufacturing operations.

APPENDIX A – DRAFT MUNICIPAL MAP WITH INVESTIGATION AREA ADDED (BLUE HATCHING)



## **2.4. Northern Aquatic and Community Hub (NACH) - Facility Naming - Release for Engagement**

**Source:** Community Service Delivery  
**Executive Director:** Robyn Stevens

*Cr Kontelj re-joined the meeting at 7.58pm.*

### **Purpose**

1. To seek Council endorsement to release two names for the new Northern Aquatic Community Hub (NACH) for community consultation and feedback.

### **Background**

2. The facility is currently operating under the project name Northern Aquatic Community Hub (NACH). This name does not meet the naming rules under section 5 of the *Geographic Place Names Act 1998 (Vic)*.
3. Workshops were held with members of the NACH Community Liaison Reference Group (CLRG) to come up with a shortlist of two names. A traditional name was considered however the preference of the CLRG was to identify a name that empathises with both the area and the nature of the activities held within the facility.

### **Key Matters**

4. Geographic Names Victoria (GNV) who oversees the naming and registration of facilities have confirmed that the shortlist of two names meet the requirements of the naming rules.
5. The shortlisted names put forward by the CLRG for community feedback are:
  - (a) Norlane ARC (Aquatic Recreation Centre); and
  - (b) Aquatic Centre of Norlane (ACON).
6. Community consultation will occur via the City's 'Have Your Say' webpage and through local engagement activity for a minimum of six weeks.
7. Following community consultation, a facility name will be recommended for endorsement by Council before being submitted to GNV for approval. The project name (NACH) will be used until this approval is granted.

## ORIGINAL RECOMMENDATION

### That Council:

1. Endorse (a) Norlane ARC (Aquatic Recreation Centre) and (b) Aquatic Centre of Norlane (ACON) as the two shortlisted facility names to replace the working name 'Northern Aquatic Community Hub';
2. Approve the release of the shortlisted names for community consultation for a minimum of six weeks; and
3. Note that a further report will be provided to Council to formally adopt the preferred name for the facility (subject to approval from Geographic Names Victoria).

## AMENDMENT

### RESOLUTION - Item 2.4

Cr Aitken moved, Cr Hathway seconded -

### That Council:

1. Endorse the below **four** shortlisted facility names to replace the working name 'Northern Aquatic Community Hub';
  - 1.1. Norlane ARC (Aquatic Recreation Centre);
  - 1.2. Norlane ARC (Aquatic Recreation Complex);**
  - 1.3. Aquatic Centre of Norlane (ACON); and
  - 1.4. Aquatic Complex of Norlane (ACON).**
2. Approve the release of the shortlisted names for community consultation for a minimum of six weeks; and
3. Note that a further report will be provided to Council to formally adopt the preferred name for the facility (subject to approval from Geographic Names Victoria).

Carried

### ***Financial Sustainability***

8. There are no financial implications to this process. The capital project budget for facility signage will be carried over until the final name has been approved.

### ***Community Engagement***

9. The NACH CLRG have been consulted to generate two proposed facility names.
10. The two shortlisted names will be put out for broader community consultation via the City's 'Have Your Say' website and local listening posts.

### ***Social Equity and Sustainability***

11. The preference of the CLRG was to use a name that was empathetic to and reflected both the geographic area and the nature of the activities to be held in the centre.

### ***Relevant Law/Policy/Legal Implications***

12. The proposed facility name must meet the naming rules requirements under section 5 of the *Geographic Place Names Act 1998 (Vic)*. GNV oversees the naming and registration of facilities. The current GNV statutory requirements for naming include:
  - 12.1 One registered name for the whole facility (i.e. no registered names for facility components such as the community hall/aquatic and leisure facilities);
  - 12.2 No more than three words and 25 characters;
  - 12.3 Names cannot include a direction (e.g. North/ern); and
  - 12.4 The feature type should be included in the feature name and located after the feature name e.g. the feature name is 'Waterworld', and the feature type is 'Aquatic Centre'.

### ***Alignment to Community Plan and Vision***

13. This report aligns with Our Community Plan 2021-2025 strategic priority: Healthy, caring and inclusive community.
14. 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.

### ***Conflict of Interest***

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

### ***Risk Assessment***

16. The project team have liaised extensively with GNV to ensure the facility name shortlist and process meets their requirements.

### ***Environmental Sustainability***

17. Not Applicable.

### **Attachments**

Nil

## 2.5. Ocean Grove District Ride Centre

**Source:** Planning and Design  
**Acting Executive Director:** Joanne Van Slageren

### Purpose

1. To note the outcomes of the Community Reference Group input into the Ocean Grove District Ride Centre, and that the project is continuing with detailed design.

### Background

2. In November 2022, Council resolved to '*Note the submissions and the minutes of the Ocean Grove District Ride Centre Submission Review Panel, held on 12 October 2022; Note Kingston Park, Ocean Grove as the preferred location for the proposed District Ride Centre; and Establish a Community Reference Group to progress detailed design of the Ocean Grove District Ride Centre at Kingston Park to better understand how the matters raised in the Submissions Review Panel process can be addressed.*'
3. A Community Reference Group (CRG) was formed via a public expression of interest process and 11 community members, and one youth council member were appointed in April 2023.

### Key Matters

4. The CRG was established to progress detailed design of the Ocean Grove District Ride Centre at Kingston Park to better understand how the matters raised in the Submissions Review Panel process can be addressed. The CRG attended three workshops from May 2023 to August 2023.
5. The CRG provided feedback on two iterations of the facility design. Issues addressed included the size and space of the bike facility, safe pedestrian and cycling connections, traffic and car parking, toilets, course design, amenity design and impacts, gender impacts, user conflicts, signage, fencing extent, path locations and surfaces. Refer to Outcomes of Community Reference Group (attached).
6. The CRG was generally satisfied that the key issues had been discussed and explored. Where possible, the design has responded to the identified issues. Refer to Preliminary Detailed Design (attached).
7. Cost estimates for the initial concept plan prepared in 2022 were anticipated to exceed \$1 million. An October 2023 cost plan for the attached design indicates a likely construction cost in excess of \$2.6 million. This is due in part to cost escalations, but also because of greater clarity and detail of scope, materials, and construction methods.

**RESOLUTION - Item 2.5**

**Cr Mason moved, Cr Wilkinson seconded -**

**That Council:**

- 1. Note the report on outcomes of the Ocean Grove District Ride Centre Community Reference Group and how the matters raised in the Submissions Review Panel process were considered and addressed within the preliminary detailed design;**
- 2. Thank the members of the Ocean Grove District Ride Centre Community Reference Group for their time and contributions; and**
- 3. Note that detailed design is anticipated to be completed by mid-2024.**

**Carried**

### ***Financial Sustainability***

8. Finalisation of the detailed design will be funded through the existing design budget allocation.
9. A Quantity Surveyor prepared cost plan on the attached design indicates a construction cost in the order of \$2.6 million plus an allowance of \$975k for contingencies, escalations, and non-construction costs.
10. There is currently no budget allocated for construction of the proposed facility. Finalising detailed design will progress the project to a shovel-ready state and be well positioned for future budget consideration and external funding opportunities such as grants and election commitments.
11. The safe cycling and pedestrian connections to Kingston Park have been identified as essential to support safe community access to the reserve. These improvements have not been costed or included as part of the attached design. These will be delivered as part of the Principal Pedestrian Network and through advocacy to the Department of Transport for their future upgrades to Grubb Road and Shell Road.
12. The City is currently spending an increasing amount of time and funding on assessing, managing, and removing makeshift jumps throughout the municipality. This project should reduce the amount of makeshift bike jumps created throughout the municipality by providing a fit for purpose bike jumps for all skills levels.

### ***Community Engagement***

13. Community feedback was sought on the proposed location in Kingston Park, Ocean Grove, and a draft concept plan in July/August 2022. As part of this process public notices were published in the Geelong Advertiser, Bellarine Times and Ocean Grove Voice, letters were delivered to adjoining residents, signs were installed on site, and a *Have Your Say* page was created on the Geelong Australia website. The engagement period was promoted on social media, and two onsite face-to-face sessions were held.
14. Through Council's *Have Your Say* page, 351 quick poll responses and 203 surveys were received. Quick poll results included 88.6 per cent of respondents were supportive of the location of the Ocean Grove District Ride Centre in Kingston Park. The survey received 86.7 per cent of responses in support of the location.
15. Twenty-seven formal submissions were received through the *Have Your Say webpage* via email and letter. This comprised 14 submissions supportive of the proposal, 10 formal submissions in objection, one submission was unclear whether it was in support or objection, one that was withdrawn and one submission unrelated to the proposal.
16. In accordance with Council's Approval Procedure for Open Space Development Projects 2008, a mediation meeting was convened on 19 September 2022 to understand the nature of the objections received.
17. On 12 October 2022, a Submissions Review Panel comprised of seven Councillors was convened and conducted to hear from submitters wishing to speak to their formal submissions.
18. Council, at its 22 November 2022 meeting, noted that Kingston Park, Ocean Grove, is the preferred location for a District Ride Centre. Council resolved at this meeting that a CRG be convened to assist the City during the District Ride Centre detailed design phase.

19. The CRG was advertised for a one month period in January and February 2023. Community members could submit an Expression of Interest and 20 applications were received. Applicant data was deidentified and a panel of officers undertook assessment of applications, with consideration given to achieving a balance of gender and diversity of members, as per the CRG Terms of Reference. Eleven applicants and one Youth Council member were recommended for appointment to the Community Reference Group. The recommended applicants were appointed by the CEO.

### ***Social Equity and Sustainability***

20. Planning for a mountain biking facility in Ocean Grove was initiated in response to a growing number of unsafe makeshift jumps that were being removed by the City during the Covid pandemic. Through this period over 60% of all unauthorised jumps reported to the City were within Ocean Grove and Barwon Heads.
21. Feedback received from riders identified lack of available facilities, lack of opportunity for rider skill progression and poor construction and maintenance as primary reasons for constructing makeshift jumps.
22. Australian Sports Commission data shows mountain biking participation has increased more than 100 per cent over the past five years.
23. There are no alternate mountain bike facilities nearby to this area and if built, the Ride Centre will have capacity to service a large and growing community catchment. Its location addresses a key limitation for young riders in the area who currently rely on vehicle transport to get their bikes to the nearest alternate facilities including the You Yangs, The Hill in Newtown or Surf Coast bike trails and jump parks.
24. The attached design caters for all skill levels, all ages, all abilities, different styles of riding, and allows for progression of riders.
25. Provision of the district ride centre in Kingston Park is a significant change to the existing use. The design occupies approximately 50 per cent of the open grassy area within the reserve. The design has been intentionally configured to retain continued access to unprogrammed open space for dog walkers and other reserve users.
26. Further approaches to minimise potential user conflicts were considered as part of the development of the design including designated paths through the reserve directing cyclists to the bike facility, signage to help users understand what activities occurred in each area and to be aware of other users and retaining a large unprogrammed area for off leash dog walking and other passive recreation activities.
27. A gender impact assessment in accordance with the Gender Equity Act 2020 identified recommendations for post construction activation and evaluation programs. These should be considered for funding and implementation if the project proceeds to construction.

### ***Relevant Law/Policy/Legal Implications***

28. There are no known policy or legal implications for this project.

### ***Alignment to Community Plan and Vision***

29. This report aligns with Our Community Plan 2021-2025 strategic priority: Healthy, caring and inclusive community.
30. 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.

***Conflict of Interest***

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

***Risk Assessment***

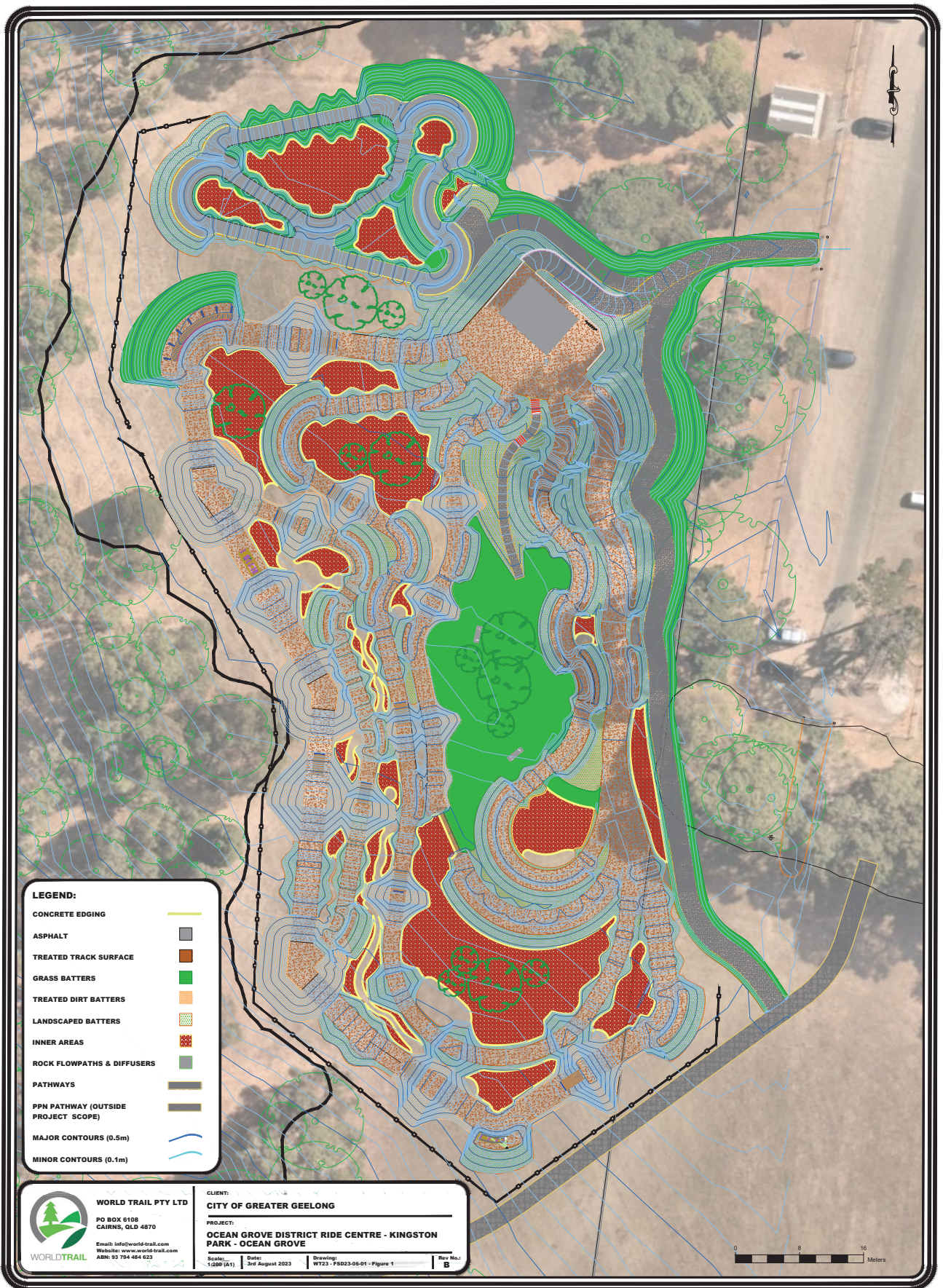
32. Note that there is no immediate funding available for the construction of the Ocean Grove District Ride Centre however, it will be considered as part of Council's future Capital Works planning and annual budget processes.
33. Engagement data indicates a high level of community support for the construction of the facility at Kingston Park, and the design has been guided by community feedback to minimise impacts on other values and uses within the reserve. Despite this, it is likely that some existing park users will remain opposed to the construction of this facility.

***Environmental Sustainability***

34. The development of the design included avoiding the identified Biosites and remnant trees. Further tree assessments would be undertaken as the project continues with detailed design to ensure impacts on sensitive vegetation are avoided or minimised.

**Attachments**

1. Preliminary Detailed Design [2.5.1 - 7 pages]
2. Outcomes of Community Reference Group [2.5.2 - 31 pages]

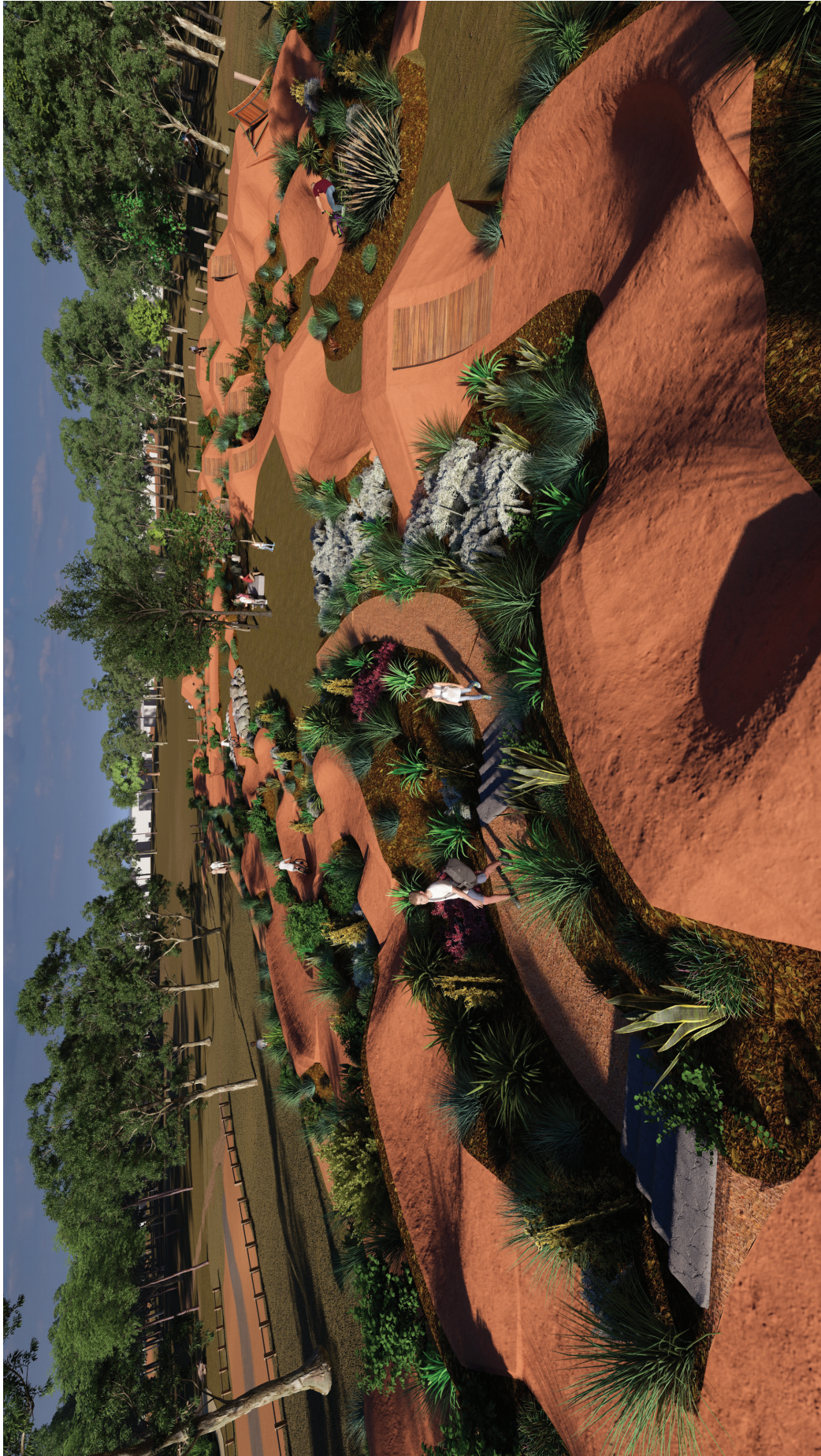














CITY OF GREATER GEELONG

# Ocean Grove District Ride Centre

Report on outcomes of Community  
Reference Group

August 2023

## Contents

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## Background

In 2022 City of Greater Geelong commissioned Synergy Trails to prepare a site investigation report for a district ride centre in Ocean Grove and to prepare a draft concept plan. Synergy Trails identified and assessed the following eight sites in Ocean Grove:

- Kingston Park
- Bonnyvale Road Reserve
- Collendina Recreation Reserve
- Lake Avenue Reserve
- Barwon Water Site Wallington
- Emperor Drive Reserve
- Coastal Avenue Reserve
- Begola Wetlands Reserve.

It determined that the most suitable site was Kingston Park based on:

- Usable size
- Topography
- Potential neighbourhood amenity impact
- Primary Ocean Grove catchment.
- Existing amenities
- Complementary infrastructure
- Opinion of probable cost

Subsequently, community feedback was sought on the proposed location and the draft concept plan in July / August 2022. Community feedback indicated an 88.6% support rate for Kingston Park as the site to develop a ride centre as determined through a quick poll featuring 351 respondents. A further 203 people completed a survey to provide feedback on the draft concept design and proposed site. This indicated a support rate of 86.7% for Kingston Park. However, there were 27 formal submissions received in relation to the ride centre (14 submissions supportive of the proposal, 10 formal submissions in objection, one submission was unclear whether it was in support or objection, one that was withdrawn and one submission unrelated to the proposal). The 10 objections primarily related to the loss of open space, lack of safe pedestrian and cycling connections to the site, traffic impacts and potential impacts from overspill activities on the site. Further, a petition containing approximately 140 signatures was presented to Council objecting to the location of the ride centre.

In accordance with Council's Approval Procedure for Open Space Development Projects 2008, a mediation meeting was convened on 19 September 2022 to understand the nature of the objections received. Then on 12 October 2022 a Submissions Review Panel, comprising of seven Councillors, was convened and conducted to hear from submitters wishing to speak to their formal submissions.

The Synergy Trails report, along with an officer report were then presented to a Council meeting on 22 November 2022. The resolution from Council was as follows:

That Council:

- Note the submissions and the minutes of the Ocean Grove District Ride Centre Submission Review Panel, held on 12 October 2022;
- Note Kingston Park, Ocean Grove as the preferred location for the proposed District Ride Centre; and

- Establish a Community Reference Group to progress detailed design of the Ocean Grove District Ride Centre at Kingston Park to better understand how the matters raised in the Submissions Review Panel process can be addressed; and
- Receive a further report by August 2023.

The City developed a terms of reference document for the Community Reference Group which identified the group’s role as:

- To progress detailed design of the Ocean Grove District Ride Centre at Kingston Park and to better understand how the matters raised in the Submissions Review Panel process can be addressed.

Subsequently, the City called for expressions of interest from Ocean Grove residents to form the Community Reference Group. Applicants were assessed and 12 nominations were accepted. It was agreed that the Community Reference Group would meet three times as follows:

Workshop 1 – May 2023	Workshop 2 – June 2023	Workshop 3 – August 2023
<ul style="list-style-type: none"> <li>• Set the scene</li> <li>• Develop a shared understanding of the group’s role</li> <li>• Review and confirm key issues raised during the submissions review process.</li> </ul>	<ul style="list-style-type: none"> <li>• Design consultant (World Trail) to present the draft detailed design</li> <li>• Review and discuss the draft detailed design</li> <li>• Provide initial comments on the draft detailed design.</li> </ul>	<ul style="list-style-type: none"> <li>• Design consultant (World Trail) to present the revised draft detailed design</li> <li>• Review and discuss the draft detailed design</li> <li>• Provide final comments on the draft.</li> </ul>

An independent external meeting facilitator, Communityvibe was appointed to work in partnership with City officers, the newly appointed trail design consultant (World Trail); and the Community Reference Group.

City officers took minutes at each of the meetings and forwarded these minutes to participants, including those who were absent from the meetings, afterwards.

## Workshop One

### Attendees

The first workshop with the Community Reference Group was held on Saturday 27 May 2023 from 1.00pm to 3.30pm at Bellarine Training and Community Hub in Ocean Grove. 10 reference group members attended, supported by four officers from City of Greater Geelong and the meeting facilitator (Communityvibe). Members introduced themselves and explained their existing or future connection to Kingston Park.

### Background information

City of Greater Geelong officers and the meeting facilitator provided some background and contextual information, regarding the site, i.e.:

- The concept plans have a footprint of 0.753 hectares (1.86 acres) within the broader 12.5 hectares (30.8 acres) reserve.
- The concept plans are for a fully fenced district ride centre that occupies approximately 50 per cent of the open grassy area within the reserve.
- The concept plans have been intentionally configured to retain continued access to unprogrammed open space for dog walkers and other reserve users.
- Safe cycling connections to the park are recognised as important and were not costed as part of the concept plan development.
- There is currently no budget allocated for construction of the proposed facility.

### Eight key design issues

Workshop attendees then broke out into three groups to discuss the following key design issues identified through the Submission Review process and to identify potential solutions:

1. Loss of open space for activities such as dog walking, jogging / walking, picnics, kicking a football, flying a kite and passive recreation
2. Lack of safe pedestrian and cycling connections to the site
3. Traffic impacts, e.g. intersection of Grubb Road and Adco Grove
4. Potential impacts from overspill activities on the site, e.g. between cyclists and children at the playground and between cyclists and dog walkers
5. Concern that riders will not be confined to designated areas
6. Concerns about anti-social behaviour, increased noise and litter
7. Concern that parking and toilets are not adequate for the additional usage that the facility will bring
8. Concerns that the facility predominantly appeals to males (it becomes a gendered facility).

### Feedback on eight key design issues

Feedback from Community Reference Group members includes:

Actual / perceived issue	Details / discussion points	Possible design solutions
1. Loss of open space for activities such as dog walking, jogging / walking, picnics, kicking a football, flying a kite and passive recreation	<ul style="list-style-type: none"> <li>Some people feel that loss of open space is an issue, but others don't.</li> <li>As Ocean Grove is growing quickly, we need to preserve passive open space so that it is not lost</li> <li>This proposed development doesn't result in a loss of open space, it's just a change from passive open space to active open space</li> <li>Kingston Park is centrally located and ideal for this type of active open space use</li> <li>There are many public open spaces in Ocean Grove such as the beach, nature reserves and Blue Waters, but not many options for a ride park</li> </ul>	<ul style="list-style-type: none"> <li>Reduce the size of the ride park footprint</li> <li>Don't allow any vehicular access through the park</li> <li>Ensure that fencing is low around the ride park – not cyclone fencing</li> <li>Provide good / improved pedestrian connections to Shell Road Reserve and schools so people can access nearby open space</li> <li>Develop facilities such as picnic tables at the southern end of the site around the Brownies Hall area, as well as around the play area to better activate these areas for passive recreation</li> </ul>
2. Lack of safe pedestrian and cycling connections to the site	<ul style="list-style-type: none"> <li>The roundabout on the intersection of Grubb Road and Shell Road is dangerous</li> <li>There is a blind spot at the Adco Grove and Grubb Road intersection</li> <li>Schools are located on the wrong side of Kingston Park for easy and safe access</li> <li>There is no cycling corridor/ infrastructure from the west of town</li> <li>Concern that VicRoads pedestrian upgrades are not planned to occur for another 10 years.</li> </ul>	<ul style="list-style-type: none"> <li>Require a pedestrian crossing over Grubb Road and Shell Road</li> <li>Need to establish a shared walking / cycling path network to access the site</li> <li>Need to support access paths with maps and wayfinding</li> <li>City of Greater Geelong needs to advocate to VicRoads to prioritise the development of a safe pedestrian crossing over Grubb Road.</li> </ul>
3. Traffic impacts, e.g. intersection of Grubb Road and Adco Grove	<ul style="list-style-type: none"> <li>There is a blind spot at Adco Grove</li> <li>Concern over ride park users mixing with industrial traffic on Adco Grove</li> <li>Concern that bike riders may have a physical impact on</li> </ul>	<ul style="list-style-type: none"> <li>Encourage district ride centre users to ride to the park on established bike paths</li> <li>Provide a clear map of bike paths and wayfinding signage</li> </ul>

Actual / perceived issue	Details / discussion points	Possible design solutions
	<p>traffic flow in surrounding streets, i.e. slowing it down and causing congestion</p> <ul style="list-style-type: none"> <li>• Will the site generate peak traffic periods?</li> <li>• Will the site impact peak traffic periods, e.g. 8am-9.30am and after school times?</li> </ul>	<ul style="list-style-type: none"> <li>• We need traffic data / surveys on traffic typically generated by a district ride centre.</li> </ul>
<p>4. Potential impacts from overspill activities on the site, e.g. between cyclists and children at the playground and between cyclists and dog walkers</p>	<ul style="list-style-type: none"> <li>• Overspill between activities is already an issue at Kingston Park at present</li> <li>• Bike riders are not likely to ride deep into the park as it's not accessible (i.e. it's a grassed surface)</li> <li>• Dogs off leash may cause an accident with a bike rider</li> <li>• Bike riders may collide with children in the park</li> <li>• Increased cars at the site could create more hazards for children in the park</li> </ul>	<ul style="list-style-type: none"> <li>• Construct a designated bike path between the ride centre to Adco Grove</li> <li>• Reduce car park spaces</li> <li>• Enforce speed limits for cyclists within the park</li> </ul>
<p>5. Concern that riders will not be confined to designated areas</p>	<ul style="list-style-type: none"> <li>• Concern about conflict with other users, e.g. dogs, walkers and children</li> <li>• Concern about environmental damage, i.e. riding through nature reserve and the treed area</li> <li>• Concern about damage to the playground</li> <li>• Concern about traffic safety in the car park and access points</li> <li>• Concern re surface drainage – the area is often wet / soaked and may result in grass damage</li> <li>• Concern about risk of losing access to dog off lead areas due to conflicts with bike riders</li> <li>• Concern that bike riders will use the remaining grass area for socialising</li> </ul>	<ul style="list-style-type: none"> <li>• Need to create good path / access and identify these as shared paths</li> <li>• Provide walking and cycling access through the site, as per the initial draft concept plan</li> <li>• Provide signage at the entry to designate dog off-lead areas</li> <li>• District ride centre footprint will be designated and fenced off, thereby ensuring that riders will be confined to the specified area</li> <li>• Drainage needs to be considered in the ride park plan / design</li> <li>• Identify operational hours of the facility</li> <li>• Surveillance and visibility will be critical</li> <li>• Will the fence be adequate to prevent users from jumping it and using the</li> </ul>

Actual / perceived issue	Details / discussion points	Possible design solutions
		<p>district ride centre outside designated hours?</p>
<p>6. Concerns about anti-social behaviour, increased noise and litter</p>	<ul style="list-style-type: none"> <li>• Some people feel that problems with anti-social behaviour, increased noise and litter is an assumption, not reality</li> <li>• Some people feel that anti-social behaviour, noise and litter is not currently an issue, but feel that it may become so during summer months, particularly by people visiting the area from elsewhere</li> <li>• Question about the maximum capacity of the ride centre at any time</li> <li>• Potential concerns include:                             <ul style="list-style-type: none"> <li>○ substance abuse (drugs and alcohol)</li> <li>○ noise from bigger groups of people and parties at night at the site</li> <li>○ damage to property (private, playground, toilets and ride facility itself)</li> <li>○ litter / food wrappers.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• A good waste management strategy, e.g. provision of e-bins which signal when they are full is needed</li> <li>• Need lighting at night that is designed to ensure that the area is not an attractor</li> <li>• Need regular monitoring by police to ensure issues don't arise</li> <li>• Need surveillance cameras</li> <li>• Provide a contribution to neighbouring property fences to ensure property security</li> <li>• Having an active open space is likely to be less conducive to anti-social behaviour occurring</li> <li>• Counteract negative behaviours by consciously nurturing good social behaviour through use of positive role models and mentors</li> </ul>
<p>7. Concern that parking and toilets are not adequate for the additional usage that the facility will bring</p>	<ul style="list-style-type: none"> <li>• Two toilets are not enough</li> <li>• Unsure how many car parks are needed (and how many already exist)</li> <li>• Concern that the green zone will be used as a toilet</li> <li>• Don't believe that the green zone will be used as a toilet</li> </ul>	<ul style="list-style-type: none"> <li>• Upgrade the car park near the Girl Guides Hall and develop a toilet block there</li> <li>• Construct access tracks from the ride park to the Girl Guide's Hall and car park area</li> <li>• Create road access to the Mex carpark for overflow from the Girl Guide's Hall area (note that Mex carpark is Council owned, but need to avoid a 'rat run' between Grubb Road and Shell Road by vehicles)</li> <li>• Expand / upgrade existing toilet facilities in the park</li> <li>• Duplicate toilets in the playground area</li> </ul>

Actual / perceived issue	Details / discussion points	Possible design solutions
<p>8. Concerns that the facility predominantly appeals to males (gendered facility)</p>	<ul style="list-style-type: none"> <li>Concerns that highly gendered groups can put others off from using a site</li> <li>Gender in sport is a big issue, and bigger than the proposed facility</li> </ul>	<ul style="list-style-type: none"> <li>Need to implement strategies that encourage mixed gender usage</li> <li>Hold girls' and women's events / ride days</li> <li>Create good separation between levels of use, i.e. don't mix beginner and expert lines</li> <li>Create jump in / out points on lines so different abilities can avoid each other</li> <li>Install signage that clearly identifies beginner, medium and expert lines and articulates the behaviour expected on each line, e.g. 'please ride slowly' on beginner lines and 'parents, please keep young children away' on expert lines</li> <li>Encourage diverse demographic use</li> <li>Establish a formal Ocean Grove district ride centre club to encourage diverse usage</li> <li>Establish a behaviour code of conduct</li> <li>Collaborate to encourage women</li> <li>Ensure that the ride centre provides a safe space for young women to develop in cycling</li> </ul>

**Site walk**

A site walk followed to further explore some of the issues raised during the Submission Review process (e.g. car parking, pathways, fences and the amount of space to be used in the ride centre) and to discuss potential design responses.

**Follow up meetings**

Following this workshop, a number of meetings were held involving City of Greater Geelong officers, World Trail (the design consultant) that will produce the designs for the Ride Centre) and the meeting facilitator to discuss the findings of the workshop and to translate the ideas of Community Reference Group members into a draft concept plan for discussion at workshop two.

## Workshop Two

### Attendees

The second workshop with the Community Reference Group was held on Tuesday 13 June from 5.00pm to 8.00pm at Bellarine Training and Community Hub in Ocean Grove. Seven members of the Community Reference Group attended, supported by three officers from City of Greater Geelong, two staff from World Trail and the meeting facilitator (Communityvibe).

### Recap of issues from workshop one

The meeting facilitator provided a recap of issues and potential design solutions discussed at the previous workshop, i.e.:

ISSUE	SUMMARY OF POTENTIAL SOLUTIONS DISCUSSED
1. Loss of open space for passive recreation	More picnic facilities, low fence, smaller site, paths
2. Lack of safe pedestrian / cyclist access to site	Crossing over Grubb and Shell Rd, path network, map, signs
3. Traffic impacts, e.g. Grubb Rd and Adco Grove	Traffic data, paths, maps, wayfinding
4. Potential impacts from overspill activities on site	Path to Adco Grove, reduce car parks, speed limits
5. Concern riders not confined to district ride centre area	Paths, signage, fence around district ride centre, visibility
6. Concern about anti-social behaviour, noise, litter	E-bins, no lights, cameras, activated mentors
7. Concern about lack of parking and toilets	Access paths, toilets near hall and play, expand, Mex car park
8. Concern about gendered activity and space.	Programs, code of conduct, signage, skills areas, gender impact assessment.

### City response to four issues outside the scope of World Trail

City officers provided some clarification on points 1, 2, 3 and 7, noting that these issues are outside the scope of World Trail to address through their planning. The City's response to these issues is as follows:

1. Loss of passive open space – the City has given a brief to the designers for a facility of this size that will be fit for purpose. The facility will take up space and the City acknowledges that, but as part of this process the CRG can look at the implications of shifting boundaries and potentially reducing the features.

2. Safe connections to the park – this is beyond the scope that World Trail will address. The City is liaising with the Department of Transport and their work on Shell Rd, Grubb Road and Adco Grove and advocating for safe pedestrian and cyclist connections. The project team are also engaging with other City departments / officers who are delivering the Principal Pedestrian Network.

3. Traffic impacts – As above, the City is working through this with the above authorities and its internal traffic engineers.

7. Car parking and toilets – The City doesn’t support an expansion of car parking as it would take up more open space but will look at opportunities to formalise the existing car parking which will create additional parking spaces. The advice provided from World Trail and the project team’s experience with other district level play spaces suggests that the existing toilet and parking facilities will generally be adequate to cater for the anticipated increase in demand / usage at this site. At this stage the preferred approach is to monitor usage and demand for parking and toilet facilities and respond to any unexpected excessive demand if there is a future demonstrated need.

**Response by CRG to information supplied by City officers**

In response to this information provided by City officers, Community Reference Group members noted:

- as part of looking at the traffic impacts the City should consider all entries, exits and roads including Shell Road, Mirrabooka Lane, Coolamon Close, a crossing point at Shell Road, and consideration to potential path connections crossing in front of the fire station and any connections through the Mex car park.
- that the provision of toilets can be a barrier to female users of these types of facilities and also discussed the need for landscaping to incorporate the facility into the surrounding landscape.

A City officer stated that other existing District level facilities typically provide only two toilets and in the City’s experience this is adequate for even very high use parks.

**Design objectives and principles identified by World Trail**

World Trail presented some design objectives and principles to address several of the issues and to provide the best possible experience for bike riders and other users of Kingston Park:

Issue	Design objective	Design principles
<b>Potential spillover and conflict between bikes and other users.</b>	Manage user movement to ensure a safe environment for all users of the precinct.	<ul style="list-style-type: none"> <li>• A well-designed network of paths for users to access and move between areas.</li> <li>• Landscaping treatments to help delineate areas, slow bikes, and direct user movement.</li> <li>• Incorporate fencing where necessary to prevent unintended access.</li> <li>• Clear, inclusive signage to educate and inform.</li> <li>• Maintain rider engagement by providing opportunity for progression.</li> </ul>
<b>Concerns about littering, noise and gendered activity</b>	Integrate district ride centre with the broader	<ul style="list-style-type: none"> <li>• Ensure facility caters to all age groups and skill levels.</li> <li>• Ensure all areas of facility have good passive surveillance.</li> <li>• Incorporate seating and furniture/picnic nodes within and around facility.</li> </ul>

Issue	Design objective	Design principles
	precinct to create a welcoming and inclusive environment for all community.	<ul style="list-style-type: none"> <li>• Shared use trail around perimeter to enhance access and increase general activation around site.</li> <li>• Positive messaging including imagery and code of conduct.</li> </ul>

**Benchmarking with other ride centres**

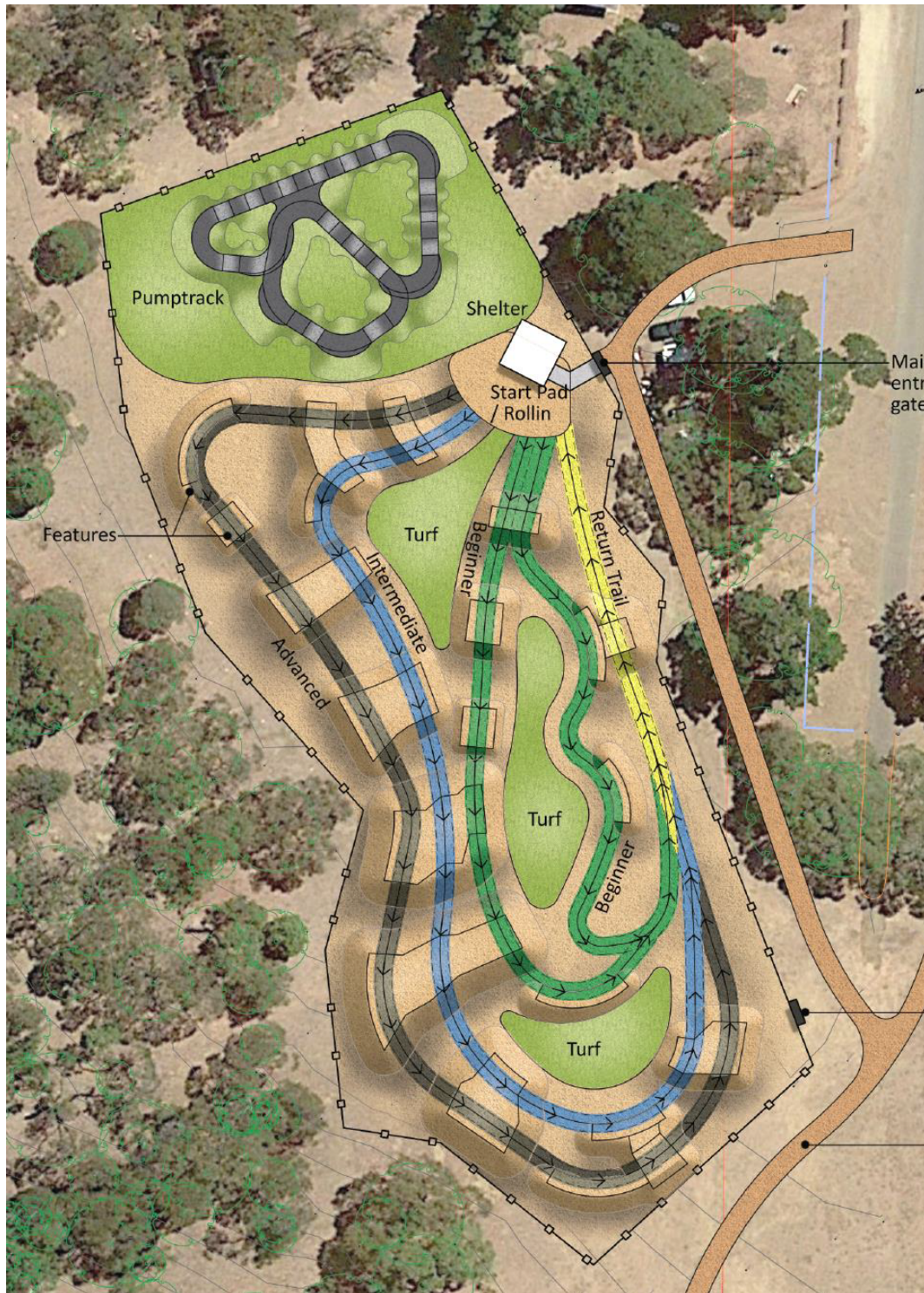
World Trail also presented some imagery and information from other ride centres around Australia for the purpose of benchmarking and discussions.

<b>Ride Centre</b>	<b>Key discussion points</b>
<i>Hammon Park, Creswick</i>	<ul style="list-style-type: none"> <li>• The images presented demonstrate the scale of a facility with similar elements</li> <li>• Capacity for 48 car parking spaces which is smaller than the current parking provision at Kingston Park.</li> <li>• This facility includes informal grassed areas with seating for parents and spectators to help integrate the site into the surrounding context and enhance passive surveillance.</li> <li>• Pump track is located immediately off the car park, with large boulders used to mark the entry and exits to the facility and deliberately slow rider speeds.</li> <li>• Clear signage at the entry with the layout of the park and code of conduct.</li> <li>• Community Reference Group Members discussed the location of passive seating next to the pump track and how it can be used by parents and riders, and other park users who might want to watch the riding.</li> </ul>
<i>DM Henderson Park, QLD</i>	<ul style="list-style-type: none"> <li>• Good examples of landscaping and use of natural materials to blend into the environment.</li> <li>• The car parking at this facility only caters for 15 vehicles and has a single male and single female toilet with no capacity issues reported.</li> <li>• This facility uses Polymer stabilized surfacing and timber jump lips which assist with reducing maintenance.</li> <li>• This facility includes clear signage showing difficulty of ride lines.</li> </ul>
<i>John Dunn Challenge Park, WA</i>	<ul style="list-style-type: none"> <li>• Different types of surfacing and the different maintenance benefits were discussed.</li> </ul>

**Draft concept plan (20% completed)**

World Trail then presented a draft concept plan for discussion (20% completed), specifically requesting feedback on:

- access paths and movement through the site
- signage
- landscaping.
- furniture type and location
- fencing and access points



### Initial feedback from CRG

Initial feedback from the Community Reference Group regarding the World Trail presentation included discussion about the existing toilet locations, the existing number of car parks, the size of the footprint and the extent of existing trees.

### Q&A Session

A question and answer segment followed. The following issues and opportunities were discussed:

Topic	Details
Gender	<ul style="list-style-type: none"> <li>It was acknowledged that the number of girls participating in all sports decreases as they get older – it's not only a cycling issue.</li> </ul>
Paths	<ul style="list-style-type: none"> <li>Members queried where the southern path may be situated.</li> </ul>
Car parking	<ul style="list-style-type: none"> <li>It was noted that the car park can be full during busy periods at Kingston Park (this is outside the scope of the World Trail design).</li> </ul>
Traffic	<ul style="list-style-type: none"> <li>It was noted that there can be heavy traffic in Adco Grove (this is outside the scope of the World Trail design).</li> </ul>
Design of district ride centre	<ul style="list-style-type: none"> <li>Members queried and discussed if the intermediate and advanced lines were on the same feature</li> <li>Members noted that it would be good to have berms going in different directions</li> <li>The group discussed features that could be used to separate beginner and intermediate riders to make the space more welcoming</li> <li>Members queried whether the beginner trail would be inviting to people of all abilities and cater to disabled riders</li> <li>Members asked if the single return trail will cater to everyone</li> <li>Members discussed the extent of fencing in particular along the car parking edge</li> <li>Members discussed improving access to the site from the car park and playground</li> <li>Members were keen to open the facility up to the north-east to allow for spectators to sit under the existing trees,</li> <li>Members asked how to prevent alternative long run ins to the jumps being created</li> <li>Members discussed drainage of the facility,</li> <li>Members discussed the polymer surfacing and extent of turf</li> <li>Members discussed how riders would use this facility.</li> <li>Members discussed the incorporation of A and B lines on the jump lines into the design more effectively.</li> </ul>
Location of district ride centre	<ul style="list-style-type: none"> <li>One member stated that they don't believe that the district ride centre should be situated in Kingston Park due to traffic and car parking issues (the location of the district ride centre is not part of the scope of the Community Reference Group nor of World Trail).</li> </ul>

**Feedback on draft concept plan**

Community Reference Group members then broke into two groups to discuss the following three statements:

1. Identify what features if any you like and why, (not just from the perspective of riders).
2. Rate how effectively each of the issues were resolved as part of the design.
3. Identify aspects of the design that we would like to see changed or added to.

<b>STATEMENT</b>	<b>RESPONSE</b>
<i>Identify what features if any you like and why, (not just from the perspective of riders).</i>	<ul style="list-style-type: none"> <li>• Like the open fencing</li> <li>• Like the pump track being near the trees and providing shade</li> <li>• Liked the natural look</li> <li>• Simplicity of the path network</li> <li>• Central turf area between beginner lines</li> <li>• Good maintenance design solutions</li> <li>• Shark fins and walls</li> <li>• Appealed to a diverse user group</li> <li>• Like the fencing</li> <li>• Had good access to toilets and car park and BBQ area, good access points</li> <li>• Use of the existing assets such as the BBQ area and the trees around the boundary</li> <li>• Thought the passive surveillance was a key feature</li> <li>• Liked having the beginners’ lines close to the entry and the perimeter as it would make it more inviting and not intimidating, handy for looking after kids</li> <li>• Like the idea of having permanent surfaces, liked the low maintenance.</li> </ul>
<i>Rate how effectively each of the issues were resolved as part of the design – Group one (1= doesn’t address well, 2= somewhat addresses, 3= addresses well)</i>	<ul style="list-style-type: none"> <li>• Overspill potential – 2 - somewhat addresses</li> <li>• Riders not confined – 2 - somewhat addresses, noted that there are limited advanced feature configurations</li> <li>• Anti-social behaviour – 3 - addresses well, noted that bad people are going to do bad things either way</li> <li>• Gendered activity - 3 - addresses well, noted the design as long as it meets diversity and inclusion requirements then it can be supplemented with programs.</li> </ul>
<i>Rate how effectively each of the issues were resolved as part of the design – Group two (1= doesn’t address well, 2= somewhat addresses, 3= addresses well)</i>	<ul style="list-style-type: none"> <li>• Overspill potential – 3 - addresses well, due to good access/egress and fencing</li> <li>• Riders not confined – 3 - addresses well, due to fencing</li> <li>• Anti-social behaviour – 3 - addresses well, due to passive surveillance, wide user ability</li> <li>• Gendered activity - 3 - addresses well, due to passive surveillance, wide user ability, includes pump track and two beginner lines.</li> </ul>

STATEMENT	RESPONSE
<i>Identify aspects of the design that we would like to see changed or added to.</i>	<ul style="list-style-type: none"> <li>• Minimal fencing – could be addressed through removing fencing from next to low-risk areas and use of landscaping elements. This will open up the facility more so families can access it.</li> <li>• Directing all users to the right space (dog walkers, pedestrians, cyclists) – could be addressed through trailhead signage and path signage.</li> <li>• Creating more advanced lines to keep advanced riders interested – look at other configurations.</li> <li>• Berm directions – include turns in both directions.</li> <li>• Paths - consider location of the PPN path location to use less open space to the south.</li> <li>• Pump track – move closer to the start mound and formalise starting points. Better incorporate to start area and viewing area.</li> <li>• Fence distance from track – move out to a safe distance to allow access for accidents.</li> <li>• Beginners start – separate start to allow parents access to central turf area.</li> <li>• Start pad – modify access points and increase size of start pad.</li> <li>• Northern turf area in jump lines – create a walk through to this area and make it a central viewing area.</li> <li>• Path to Mirrabooka – tuck back to tree line so it imposes less on the grass area.</li> </ul>

## Workshop Three

### Attendees

The third workshop with the Community Reference Group was held on Tuesday 1 August from 5.00pm to 7.30pm at Bellarine Training and Community Hub in Ocean Grove. Seven members of the Community Reference Group attended, supported by four officers from City of Greater Geelong, two staff from World Trail and the meeting facilitator (Communityvibe).

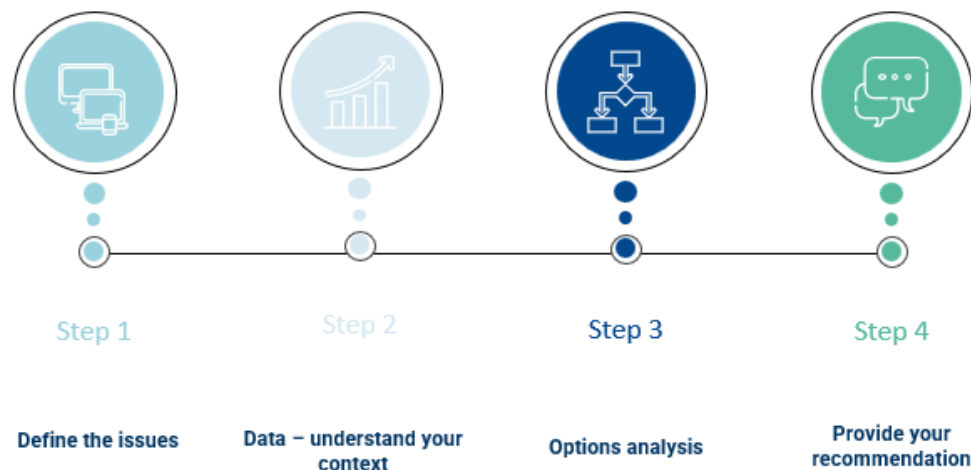
### Recap of feedback from workshop one

The meeting facilitator provided a recap of the meetings to date and what their purpose was. Then the facilitator recapped issues and potential design solutions discussed at workshop one, i.e.:

ISSUE	SUMMARY OF POTENTIAL SOLUTIONS DISCUSSED
1. Loss of open space for passive recreation	More picnic facilities, low fence, smaller site, paths
2. Lack of safe pedestrian / cyclist access to site	Crossing over Grubb and Shell Rd, path network, map, signs
3. Traffic impacts, e.g. Grubb Rd and Adco Grove	Traffic data, paths, maps, wayfinding
4. Potential impacts from overspill activities on site	Path to Adco Grove, reduce car parks, speed limits
5. Concern riders not confined to district ride centre area	Paths, signage, fence around district ride centre, visibility
6. Concern about anti-social behaviour, noise, litter	E-bins, no lights, cameras, activated mentors
7. Concern about lack of parking and toilets	Access paths, toilets near hall and play, expand, Mex car park
8. Concern about gendered activity and space.	Programs, code of conduct, signage, skills areas, gender impact assessment.

### Gender + Impact Assessment

A City officer outlined the process currently being undertaken to prepare a Gender+ Impact Assessment:



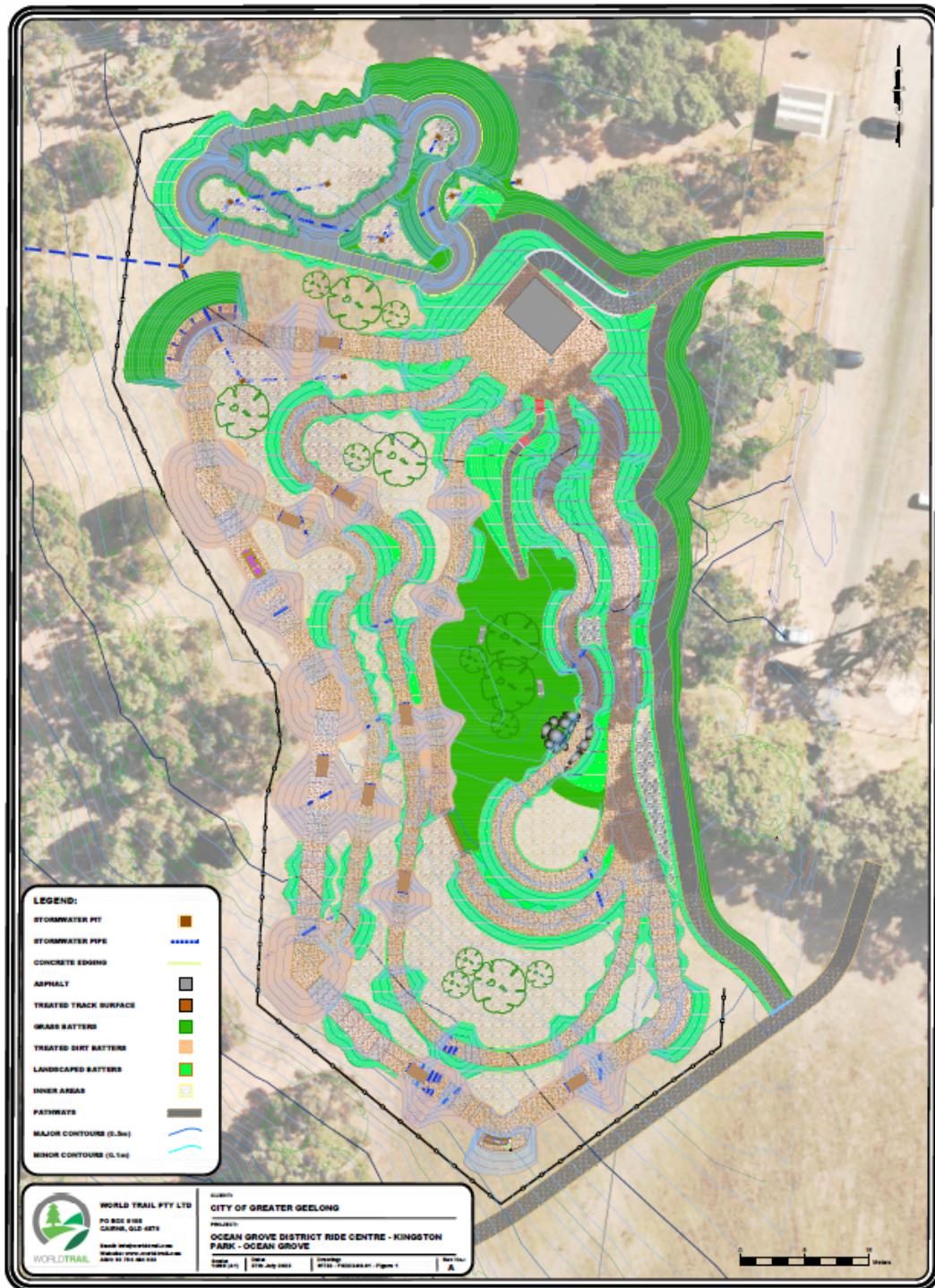
### Recap of feedback from workshop two

The meeting facilitator then presented a recap of feedback provided by participants on the draft design following workshop two:

Potential changes to the overall site / footprint	Potential changes to the design of the ride park
Minimise <b>fencing</b>	Create more <b>advanced lines</b> to keep advanced riders interested
Direct all users (riders, dog walkers, etc) to the right area for their activity (through <b>signage</b> )	Include both left and right hand <b>berms</b>
Consider location of <b>PPN path</b> location to minimise loss of open space	Move <b>pump track</b> closer to start mound and formalise starting points
Move the <b>fence</b> further away from the track to minimise injuries	Separate the <b>beginner start area</b> to allow parents access to central turf area
Tuck the <b>Mirrabooka path</b> back near the tree line	Modify <b>start pad</b> – modify access points and increase size of start pad
	Create a <b>walk through</b> the northern turf area jump lines and make it a central viewing area
	Incorporate <b>A and B lines</b> on the jump lines into the design more

**Presentation of Draft Concept Plan**

World Trail presented the updated plan for consideration, specifically noting how feedback from the Community Reference Group had been incorporated into the new plan. World Trail also showed a range of different 3D views of the district ride centre and its surrounds:



**Initial feedback on Draft Concept Plan**

Discussion arose around the potential to use artificial turf instead of natural turf in the centre of the district ride centre. A City officer informed the group that the City's preference is for natural turf, however they said that if the facility goes ahead, turf condition will be monitored and if it is getting worn out consistently then other options such as artificial turf can be considered. This is an approach undertaken on open spaces across the municipality.

**A Q&A Session**

Community Reference Group members queried what the surface of the jumps would be and were advised by World Trail that it will be a polymer surface. World Trail responded to queries from members around the durability, safety and rideability of the proposed polymer surface. World Trail stated that a polymer surface provides good grip for tyres and a more consistent surface. It noted that scooters could potentially damage the surface. The group then discussed how to prevent scooters from using the bike jumps, and how this could be achieved through signage, other users assisting with explaining rider etiquette, etc. Members queried whether shade was provided in the spectator area. It was clarified by World Trail that trees were proposed throughout the design, including over the spectator area.

**Most liked features of the Draft Concept Plan**

Community Reference Group members were asked to identify what they like most about the plan. Their answers included:

- Multiple options for all ages and abilities.
- Variety of activities for people to take part in.
- That a variety of bikes can be used and that people will have fun and enjoy the park.
- The inviting nature of the trails, with easy runs located at the entrance.
- Passive flow into the open space areas.
- Passive surveillance, the district ride centre will be highly visible, and you can see in from all sides.
- A good design which includes easy progression.
- The easy to maintain asphalt pump track surface and the polymer surface on the jumps.
- That there is the option for transitions and the ability to create more transfers/links in the design.

**Aspects of the Draft Concept Plan that need to be altered**

Next, the Community Reference Group was asked if there was anything they thought needed tweaking with the plan. Responses included:

- Continue emphasis on the soft green landscaping to make sure the site is attractive.
- Believe the district ride centre is in the wrong location (should be in a different open space in Ocean Grove) but it looks like a well-designed facility.
- Concern over loss of passive open space.
- Concern that there may not be enough toilets, in particular during peak periods.

- Can incorporate more transitions into the design.
- A gate on the western side for emergency access.
- There is a lot of 'dead' space in the beginner area at the south of the design which could potentially be better utilised.

#### **How well design issues have been addressed through the updated concept plan**

Members voted on a scale from 1- 5 on how satisfied they were that each issue was resolved. Scoring only occurred for the four issues that were within the scope for World Trail. Members gave their own individual score out of 5, where 5 equalled 5 points. There was a total of seven members present and each score was a maximum of 30 or 35, depending on how many people voted for each item:

<b>Issue No.</b>	<b>Potential issue</b>	<b>Score</b>
#4	Potential impact from overspill activities on the site	26/35
#5	Concern riders not confined to the district ride centre area  (note that one member abstained from voting as they did not agree it was an issue)	24/30
#6	Concern about anti-social behaviour, noise, litter	23/35
#8	Concern about gendered activity and space  (note that one member abstained from voting as not sure the design can address this issue).	24/30

#### **Items failed to be considered by the Community Reference Group or design process**

Members discussed if there was anything the Community Reference Group and the design process had failed to consider. The discussion included:

- The evolution of the district ride centre in terms of the development of a club and associated storage sheds should be considered.
- Failed to consider the impact on informal groups of people (and the social connections and networks they make) who meet regularly at Kingston Park (some of whom are dog walkers and some of whom are not).
- Impact on adjacent properties.
- Traffic levels.
- How transferrable is this concept plan for another area? – the designers discussed how there were a lot of factors that would need to be considered such as grades, shape, size, existing waterways and vegetation.
- Need Council and City Officers to advocate to the Department of Transport to install improved road crossings to district ride centre before the centre is built.

- Estimated costs for the district ride centre are required.
- Bins needed on the start mound near the shelter.
- Whether the design was blue sky thinking (i.e. the best possible design for the site, not taking into consideration the potential cost), and whether or not Council's budget would stretch to include all aspects of the design.

A City officer noted that part of the brief was to design the best facility for the site, to ensure it was fit-for-purpose for riders. If there were budget issues moving forward, then the City would seek a staged approach rather than the scale and scope of the district ride centre.

#### **Additional feedback**

One member who was not able to attend the third workshop sent their feedback via email. This feedback was presented to the group and included:

- Seal Mirrabooka Lane to reduce impact from dust.
- Install no standing signage on the corner of Shell Road and Mirabooka Lane to prevent impact on privacy for local residents.
- Concerns for safety of children crossing Shell Road and cars entering Mirabooka Lane off Shell Road at high speed which could be resolved with a speed sign of 10km/hour and a speed camera.
- Install speed bumps on Mirabooka Lane.
- Provide funding to construct fences for residents on Mirabooka Lane.
- Plant trees on Mirabooka Lane once fencing is constructed.

Some members thought that these requests sounded reasonable. Members discussed the need to be careful of unintended consequences, e.g. if roads are sealed around the southern edge of the park it may encourage faster traffic speeds, instead consider the installation of a low dust gravel which was used on Coolman Close. Members discussed whether it was the group's remit to look into the future to mitigate potential future issues, which may or may not materialise. They presumed that Council and City officers are looking at the broader issues.

#### **Future use of Kingston Park**

Members were asked how likely they would be to use Kingston Park in the future (in any capacity e.g. ride your bike, watch your children, visit the playground, have a BBQ, walk a dog, jog, etc)? Will the usage be more or less than it is now?

- 5 members said that their usage would increase.
- 1 member said that their usage would remain about the same.
- 1 member stated that they don't know as yet – will be dependent on what occurs at the site, whether it was a nice and welcoming space or if it became a space full of antisocial behaviour etc.

**Overall feedback on Community Reference Group Process**

Members were asked how they found the Community Reference Group Process for this project and comments included:

- It draws expertise from the community.
- It was a good process.
- It should happen more often.
- Need to question whether people / CRG is representing broad community sentiment or just representing individual views.
- There should be a maximum number of 12 people on the CRG.
- Could establish sub-committees if need be.
- The first workshop (held on a weekend) attracted the highest number of participants, so perhaps weekends may be best.

## Conclusions

### Overview

It was established that of the eight key issues identified through the submission process, only four could potentially be resolved through the design process. The following table identifies each of the eight actions and its associated response:

ISSUE	DESIGN SOLUTION
1. Loss of open space for passive recreation	<ul style="list-style-type: none"> <li>Loss of open space is outside the scope of World Trail to address as it was given a brief by the City to design a district ride centre within a specific footprint or a certain size.</li> <li>The City acknowledges that there will be a loss of passive open space, however a reduction in size of the footprint of the district ride centre would limit its ability to provide for users of all ages and abilities.</li> <li>Whilst there is a loss of passive open space, there is no net loss of open space for recreational activities. The open space that will be developed as a district ride centre is likely to attract more usage than the current area of open space does.</li> <li>The district ride centre needs to be designed within a cleared area so that no vegetation removal is required. This restricts the location of the footprint.</li> <li>Linkages to other areas of open space via linear pathways will be important to create a sense of connected open spaces.</li> <li><b>RESULT</b> – <i>There will be a loss of passive open space, but the resultant gain in active recreation space is likely to attract more usage than the existing space does and provide new recreational opportunities for a broad range of people.</i></li> </ul>
2. Lack of safe pedestrian / cyclist access to site	<ul style="list-style-type: none"> <li>Pedestrian and cyclist access to and from Kingston Park is outside the scope of World Trail to address.</li> <li>The City is liaising with the Department of Transport regarding works on Shell Rd, Grubb Road and Adco Grove and is advocating for safe pedestrian and cyclist connections to Kingston Park.</li> <li>The project team is also engaging with other City departments / officers who are delivering the Principal Pedestrian Network.</li> <li>In addition to safe crossings, City officers will ensure that maps, signs and promotional materials identify the safest way to access Kingston Park.</li> <li><b>RESULT</b> – <i>The City acknowledges that safe pedestrian / cyclist access to the park is critical and is working with relevant agencies, departments and officers to achieve this.</i></li> </ul>
3. Traffic impacts, e.g. Grubb Rd, Shell Rd and Adco Grove	<ul style="list-style-type: none"> <li>Traffic impacts associated with more cars visiting Kingston Park is outside the scope of World Trail to address</li> <li>The City is liaising with the Department of Transport regarding works on Shell Rd, Grubb Road and Adco Grove and is also working with its internal traffic engineers to plan for a</li> </ul>

ISSUE	DESIGN SOLUTION
	<p>potential increase in traffic (both vehicles and bicycles) once the district ride centre is established.</p> <ul style="list-style-type: none"> <li>It is anticipated, providing that there are safe paths to and from Kingston Park in the future, that many park users will travel by bicycle rather than by car, thereby minimising traffic impacts.</li> <li><b>RESULT</b> – <i>Given that many people are likely to access the district ride centre by bicycle (providing that there are safe routes to Kingston Park), traffic levels may not increase significantly. Nevertheless, the City is still working in partnership with relevant agencies, departments and officers to ensure that traffic impacts are minimised.</i></li> </ul>
4. Potential impacts from overspill activities on site	<ul style="list-style-type: none"> <li>World Trail intends to minimise the impact of overspill activities on site, e.g. dogs in the district ride centre area and bike riders in the dog walking area or play space by provision of a well-designed network of paths for users to access and move between areas.</li> <li>World Trail will also undertake landscaping treatments to help delineate areas, slow bikes, and direct user movement.</li> <li>Low fences will be incorporated where necessary to keep dogs out of the district ride centre area and prevent cyclists from exiting the district ride centre area at high speed</li> <li>Clear, inclusive signage will be installed to educate and inform park users of activity zones.</li> <li><b>RESULT</b> – <i>the provision of clear paths, landscaping, fencing and signage is likely to ensure that park users are aware of and directed to the zones where their activity will primarily be catered for, thereby reducing the likelihood of spill overs into other areas and user conflicts.</i></li> </ul>
5. Concern riders not confined to district ride centre area	<ul style="list-style-type: none"> <li>World Trail intends to confine cyclists to the district ride centre area by developing a clear network of access paths to and from the district ride centre, which are well signed and incorporated into any maps and promotional materials developed.</li> <li>It will also provide landscaping treatments to help delineate areas, slow bikes, and direct user movement.</li> <li>Fences will be strategically placed in key locations to confine bike riders within the district ride centre precinct (although some parts of the precinct will not have fences).</li> <li>Riders will be encouraged to stay within the district ride centre precinct rather than other areas of Kingston Park as the pump track and lines (from beginner to advanced level) will provide engaging experiences and the opportunity for skill progression.</li> <li><b>RESULT</b> – <i>the quality of experiences available for all ages and abilities within the district ride centre, coupled with appropriate signage, landscaping and fencing, will encourage</i></li> </ul>

ISSUE	DESIGN SOLUTION
	<p><i>cyclists to remain within the district ride centre rather than in other areas of Kingston Park.</i></p>
<p>6. Concern about anti-social behaviour, noise, litter</p>	<ul style="list-style-type: none"> <li>• World Trail aims to reduce concern about anti-social behaviour and noise by ensuring that all areas of the district ride centre have clear sight lines to provide good levels of passive surveillance.</li> <li>• Positive messaging around appropriate behaviours will be provided by including suitable imagery and by developing a code of conduct.</li> <li>• A shared use trail through Kingston Park will help to increase general activation of the site.</li> <li>• The facility will be designed to cater for all age groups and skill levels, so is likely to attract a broad range of users as opposed to one dominant group.</li> <li>• Seating and furniture / picnic nodes will be placed around the district ride centre precinct to encourage people to socialise and watch others riding, thereby providing passive surveillance.</li> <li>• Bins will be provided in suitable locations.</li> <li>• Lighting will not be provided so usage of the district ride centre will primarily be contained to daylight hours.</li> <li>• The establishment of a bike club and mentoring programs will be encouraged by the City to promote positive experiences and to model appropriate behaviours.</li> <li>• <b>RESULT</b> - <i>The site activation, code of conduct, modelling of appropriate behaviours, passive surveillance, lack of lighting at night time and rubbish collection processes suggested by World Trail are likely to help reduce anti-social behaviour, noise and litter.</i></li> </ul>
<p>7. Concern about lack of car parking and toilets</p>	<ul style="list-style-type: none"> <li>• The provision of car parking and public toilets is outside the scope of World Trail to include in the district ride centre design</li> <li>• The City doesn't support an expansion of car parking as it would take up more open space but will look at opportunities to formalise the existing car parking which will create additional parking spaces.</li> <li>• Advice provided from World Trail and the project team's experience with other district level play spaces suggests that the existing toilet and parking facilities will generally be adequate to cater for the anticipated increase in demand / usage at this site.</li> <li>• At this stage the preferred approach is to monitor usage and demand for parking and toilet facilities and respond to any unexpected excessive demand if there is a future demonstrated need.</li> <li>• <b>RESULT</b> – <i>Based on the City's policy of provision at other district level parks and benchmarking against other facilities, the number of car parks and toilets is considered to be</i></li> </ul>

ISSUE	DESIGN SOLUTION
	<p><i>adequate, however, this provision will be monitored and responded to as required.</i></p>
<p>8. Concern about gendered activity and space.</p>	<ul style="list-style-type: none"> <li>• District ride centres, and pump tracks in particular, attract users of all genders.</li> <li>• It is acknowledged that girls typically drop out of sport (including activities such as mountain bike riding) in their early teens.</li> <li>• A key design objective of World Trail is to integrate the district ride centre with the broader precinct to create a welcoming and inclusive environment for the community.</li> <li>• World Trail aims to address concerns about gendered activity by designing facilities that are accessible to users of all genders and provide opportunities for skill progression.</li> <li>• World Trail and the City will develop a code of conduct which can clearly spell out that the facility is designed for all genders.</li> <li>• Many of the initiatives that will need to be implemented to attract females to use facilities will include programming, e.g. girls come and try days, girls skills clinics, etc. It will also involve the provision of any imagery related to the district ride centre featuring an equal representation of photos of females. These programs and initiatives are not part of the World Trail scope, but may instead be undertaken by the City or a mountain bike club.</li> <li>• City officers are currently undertaking a gender impact assessment to understand the impact of the district ride centre on genders and underrepresented groups and work through potential design or program improvements to ensure the facility is accessible to all potential users.</li> <li>• It is possible that some existing users of Kingston Park, particularly older women, may feel disconnected from the park once the district ride centre is constructed. It will be important to ensure that they feel welcome and safe.</li> <li>• <b>RESULT</b> – <i>The district ride centre will be designed to appeal to all genders and code of conduct signage will reflect the desire for use by all. Many of the other initiatives required to ensure equity of access for all genders and to reduce the likelihood of displacement relate to the outcomes of the Gender Impact Assessment, programs and marketing.</i></li> </ul>

## Opinion

It is the opinion of Communityvibe that the four key areas outside of World Trails scope to address, i.e.

1. Loss of open space for passive recreation
2. Lack of safe pedestrian / cyclist access to site
3. Traffic impacts, e.g. Grubb Rd and Adco Grove
4. Concern about lack of parking and toilets;

could be addressed by the City in an appropriate manner through:

- Increasing activation of the existing open space at Kingston Park through the development of a district ride centre
- Creating pathway linkages to other areas of open space
- Promotion of the site as an inclusive and welcoming facility
- Ensuring equity of access to people of all ages, genders and abilities through programming, club establishment and communications
- Working in partnership with Department of Transport and the City's traffic engineers to improve pedestrian / cyclist crossings and traffic issues
- Installing bins in suitable locations
- Monitoring and reviewing toilet and car park usage.

It is also the opinion of Communityvibe that the four key issues to be addressed by World Trail through the design process, i.e.

1. Potential impacts from overspill activities on site
2. Concern riders not confined to district ride centre area
3. Concern about anti-social behaviour, noise, litter
4. Concern about gendered activity and space;

Could be addressed through the proposals put forward around:

- Creation of an engaging and exciting district ride centre which offers skill progression for all ages, genders and abilities
- Development of a clear network of paths to and from the district ride centre and through Kingston Park
- Installation of clear, inclusive and educative signage
- Installation of suitable landscaping and fencing treatments
- Provision of clear lines of site, thereby offering good passive surveillance of the site
- Increasing activation of the site through the development of a shared use path around the perimeter and by creating spaces for people to socialise.

Utilising the Community Reference Group to question, challenge and add value to the design process has been of immense value to project. It not only gives the broader community confidence that the issues raised during the Ocean Grove District Ride Centre submission process have been carefully considered by local residents from a broad range of backgrounds and experiences but will also give

the community and the City confidence that the design process has been positively influenced and enhanced through the engagement process.

***It is the opinion of Communityvibe therefore, that each of the eight key issues have been, or could be addressed adequately through the revised concept plan and the initiatives to be undertaken by the City.***

#### **Recommendations**

Based on assessment of the feedback received from the community through the Community Reference Group process and the changes made to the concept plan as a result, the following recommendations have been made:

1. Progress to detailed design of a district ride centre at Kingston Park, Ocean Grove, taking into consideration changes made to the initial design by the Community Reference Group, City officers and World Trail.
2. Continue to work with the Department of Transport and the City's traffic engineers to plan for improved pedestrian /cyclist access and appropriate traffic treatments prior to the establishment of the district ride centre.
3. Encourage programming, events and the development of a club to ensure quality experiences and inclusion.
4. Create linkages to and from Kingston Park to other areas of open space.
5. Monitor usage of toilet and car park once the district ride centre is established to determine if additional toilets or car parking is required or if increased maintenance is required.
6. Provide a budget allocation in the future to allow for evaluation and activation programs.

## 2.6. Bellarine Art Centre Community Asset Committee

**Source:** Community Service Delivery  
**Executive Director:** Robyn Stevens

### Purpose

1. To adopt the updated Bellarine Arts Centre Community Asset Committee (Committee) Terms of Reference (**Attachment 1**).
2. To note the updated Instrument of Delegation (**Attachment 2**) to be approved by the Chief Executive Officer and the 2022 Annual Report (**Attachment 3**) on activities for the Bellarine Arts Centre (also known as the Potato Shed).

### Background

3. The Committee was established by Council as a Community Asset Committee in accordance with section 65 of the *Local Government Act 2020* (the Act) on
4. 1 September 2020.
5. Section 47 (1)(b) of the Act provides for the Chief Executive Officer to sub-delegate powers, duties and functions to the members of a community asset committee and section 47 (6) requires an annual report to Council on the activities and performance of the Committee.
6. The Committee manages the Bellarine Arts Centre under a Joint User Agreement in partnership with Bellarine Secondary College, St Ignatius College Geelong and the community.

### Key Matters

7. The Committee Terms of Reference have been reviewed and updated as follows:
  - 7.1. Change of name from Bellarine Multi-arts Facility to Bellarine Arts Centre;
  - 7.2. Correct reference for the Roman Catholic Trusts Corporation to the Melbourne Archdiocese Catholic Schools Limited Corporation; and
  - 7.3. Remove reference to Manager Arts & Culture.
8. The Instrument of Delegation will be remade to update correct name of the facility.
9. The Annual Report for 2022 (**Attachment 3**) includes a number of highlights:
  - 9.1. Season highlights of the year were performances of Rebel, Chameleon, Margaret Fulton the Musical, Women of Wit, Relate, Barbaroi and Mayor for a Day;
  - 9.2. Visitation returned to pre covid numbers with 38,640 students and 64,388 from the general public; and
  - 9.3. In March 2023 the Committee of Management endorsed the return of Mr Christopher Reynolds and the appointment of Mr Paul Watson as the Community Members to the Committee.

10. COVID-19 had a major impact on the facility along with many of the hiring groups and community organisations operating out of the venue. Several dance groups ceased operations along with other groups cutting back operations and group participation. New groups have formed and are returning to use the facility and the two resident theatre groups are becoming active again with regular meetings, training, and performances. Audiences are becoming more confident with returning to indoor activities and attending with other community members.

**RESOLUTION - Item 2.6**

**Cr Wilkinson moved, Cr Mason seconded -**

**That Council:**

- 1. Adopt the updated Bellarine Arts Centre Terms of Reference (Attachment 1);**
- 2. Note the Instrument of Delegation to be approved by the Chief Executive Officer (Attachment 2); and**
- 3. Note the 2022 Annual Report on activities for the Bellarine Arts Centre (Attachment 3).**

**Carried**

***Financial Sustainability***

11. Financial delegations for the Committee will be specified in the Instrument of Delegation set by the Chief Executive Officer.

***Community Engagement***

12. There are no proposed changes to the Committee that effect existing community engagement practices.
13. Updated Terms of Reference have been prepared in consultation with the Committee's secretariat.

***Social Equity and Sustainability***

14. There are no social equity or sustainability considerations relative to this report.

***Relevant Law/Policy/Legal Implications***

15. This report has been prepared to comply with section 47 of the Act.

***Alignment to Community Plan and Vision***

16. This report aligns with Our Community Plan 2021-2025 strategic priority: Healthy, caring and inclusive community.
17. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration: Creative and diverse culture.

***Conflict of Interest***

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

***Risk Assessment***

19. Reviewing and updating the Terms of Reference and Instrument of Delegation minimises the likelihood of the Committee acting outside their powers and exposing Council to unacceptable risk.

***Environmental Sustainability***

20. There are no environmental implications relative to this report.

**Attachments**

1. Bellarine Arts Centre Terms of Reference 2023 [2.6.1 - 6 pages]
2. Instrument of Delegation Bellarine Arts Centre Community Asset Committee [2.6.2 - 2 pages]
3. Bellarine Arts Centre Annual Report 2022 - Activities and Highlights [2.6.3 - 5 pages]

THE CITY OF  
GREATER GEELONG

# BELLARINE ARTS CENTRE COMMUNITY ASSET COMMITTEE (POTATO SHED)

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COMMUNITY ASSET COMMITTEE  
TERMS OF REFERENCE

VERSION:02

<b>Approval Date</b>	12 December 2023
<b>Approved by</b>	Council
<b>Review Date</b>	12 December 2026
<b>Responsible Officer</b>	Rob MacLeod POTATO SHED Manager
<b>Authorising Officer</b>	Chief Executive Officer

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## 1. BACKGROUND

- 1.1 Greater Geelong City Council (Council) has established the Bellarine Arts Centre (Potato Shed) Community Asset Committee (Committee) pursuant to section 65 of the Local Government Act 2020 (LGA) for the purpose of managing the Potato Shed.
- 1.2 On 28 March 2000, the City of Greater Geelong entered into a Development and Joint Use Agreement for the development of a multi-arts facility at the Bellarine Sub-Regional Centre, Drysdale, now known as the Potato Shed. Joint venture partners are the Bellarine Secondary College and the Melbourne Archdiocese Catholic Schools Limited Corporation,
- 1.3 The Agreement makes provision for the establishment of a Committee of Management for the facility.
- 1.4 The Terms of Reference reflect the Joint Use Agreement, however, due to a number of practical constraints in exercising the exact terms of the Agreement, appropriate measures to operate the facility have been developed in consultation with the Committee. Where necessary, the administration process currently undertaken by Council on behalf of the Committee, is noted in brackets.
- 1.5 The Committee has the powers, duties and functions of Council as set out in these Terms of Reference and its Instrument of Delegation. These Terms of Reference set out the structure and basis on which the Committee can make decisions for and on behalf of members of the Joint User Agreement.

## 2. PURPOSE

The Committee is established for the purpose of:

- 2.1 The management and promotion of the Bellarine Arts Centre known as Potato Shed (the Facility).

## 3. OBJECTIVES

The objectives of the Committee are to ensure:

- 3.1 the operation of the facility in a reputable manner.
- 3.2 responsible scheduling of its use.
- 3.3 establishment and maintenance of operating and capital reserve accounts; and
- 3.4 financial powers and obligations are in accordance with the Agreement.

## 4. ROLES AND RESPONSIBILITY

The role of the Committee is to (20):

- 4.1 to exercise Council's powers and carry out Council's duties and functions, in accordance with these Terms of Reference and as permitted by the Instrument of Delegation, for the management of the Facility;
- 4.2 operate the Facility in a reputable manner appropriate to a facility in the nature of the Facility, and not permitting it to be used for any purpose other than a Permitted Use (*undertaken by Council and reported to the Committee*);
- 4.3 promote and market the Facility (*recommended by the Committee and undertaken by Council*);
- 4.4 fix the terms and conditions for the use of the Facility including, but not limited to, the general fees for its use and requiring that all users leave the Facility in a tidy condition (*undertaken by Council and reported to the Committee*);
- 4.5 hire the Facility out for use by members of the public (*undertaken by Council and reported to the Committee*);
- 4.6 collect fees for the use of the Facility (*collected by Council through the City of Greater Geelong's standard invoicing processes or in accordance with cash management protocols, reported back to Finance Subcommittee and then to Committee*);

- 4.7 pay all costs in respect of the Facility, including Operating Costs and Capital Costs (*undertaken by Council, reported back to Finance Sub-committee and then to Committee*);
- 4.8 employ staff and engage contractors to provide services for the purposes of the Facility. (*Administered by Council. Appointment of key staff ie Project Officer, undertaken by Council representative and the School*);
- 4.9 ensure the general operating, cleaning, maintenance, repair and security of the Facility, and for the landscaping and cleanliness of the area immediately surrounding the Facility, to meet a standard not less than that generally considered appropriate for a facility in the nature of the Facility (*undertaken by Council, reported to the Committee*);
- 4.10 comply with and observe all statutes, ordinances, proclamations, orders and regulations, present or future, and all notices, orders, demands, directions, requests or requirements made by any authority having jurisdiction or authority over or in respect of the Facility, including all health and safety policies and guidelines of the Department of Education, which apply in respect of a facility in the nature of the Facility;
- 4.11 approve the establishment of a kiosk or other facilities to sell food and beverages, if thought appropriate, provided that the operation of those facilities during School Hours is:
  - 4.11.1 approved by the Principals; and
  - 4.11.2 in accordance with all relevant legal requirements, including necessary municipal and other approvals for operating those facilities and selling food and beverages.
- 4.12 encourage the discretionary use of the Facility by user groups, with such use to be administered by the Committee, provided that such use does not conflict with any curricular activities of the College or Catholic Schools and that reasonable fees are charged in respect of such use, subject to the overriding obligations in the Agreement (*administered by Council*).

## **5. DELEGATION OF POWERS, DUTIES AND FUNCTIONS**

- 5.1 In order to fulfil and carry out its purposes and objectives Council's Chief Executive Officer has delegated to the members of the Committee, pursuant to section 47(1)(b) of the LGA, the powers, duties and functions set out in the Instrument of Delegation made by the Chief Executive Officer.

## **6. MEMBERSHIP**

- 6.1 The Committee will consist of (16.2):
  - 6.1.1 two representatives of Council (one of which is a Councillor as Chair);
  - 6.1.2 Bellarine Secondary College Principal or nominee;
  - 6.1.3 one member of the College Council nominated by the Bellarine Secondary College;
  - 6.1.4 two persons nominated by the most senior officer of the Association of Conical Administrators for the St Ignatius College Geelong, one of whom must be the Principal of St Ignatius College; and
  - 6.1.5 no more than two community representatives appointed by Council.
- 6.2 The parties to the Agreement shall each notify the secretariat of the committee of the persons nominated for or appointed to the Committee (16.3).

- 6.3 Venue staff who attend the meetings of the Committee are to provide advice and support to the Committee and are not considered Committee members and do not have voting rights.
- 6.4 Each member of the Committee has and may exercise one equal vote on any question before the Committee for determination.
- 6.5 A member of the Committee being a person nominated under 6.1.5 will hold office for a period not exceeding 2 years but will be eligible for reappointment.
- 6.6 Appointments may be revoked or terminated in accordance with the Agreement (16.8, 16.9, 16.10).

## **7. MEETINGS**

- 7.1 Unless Council resolves otherwise, Committee meetings must be conducted in accordance with:
  - 7.1.1 Council's Governance Rules; and
  - 7.1.2 the Committee's discretion, as exercised from time to time.
- 7.2 The Committee will meet at least four times each financial year as agreed by the Committee from time to time (16.4).
- 7.3 The Secretariat will provide written notice of each meeting to each member of the Committee at least 72 hours prior to the meeting (16.11).
- 7.4 A quorum of the Committee will be half of the members plus one, comprising at least one of the members referred to in 6.1.1, 6.1.2, 6.1.3 and 6.1.4 (16.13).
- 7.5 Voting will be by a majority of votes by a show of hands. Only members in attendance are entitled to vote. The Chairperson shall have the casting vote in the event of an equality of votes (16.14).
- 7.6 Sub committees may be appointed by the Committee and meet between general meetings and as authorised by the full Committee. Sub committees do not have any delegated powers.

## **8. FACILITIES AND RESOURCES**

- 8.1 This document provides guidelines for the Committee; however, the Agreement sets out the detailed obligations and responsibilities of the Committee in performing its functions under the Agreement.
- 8.2 The responsible Council department will provide the secretariat to the Committee.

## **9. FINANCIAL RECORDS**

- 9.1 The Committee will keep books of account and such records will form part of the accounts of Council and therefore be subject to audit to the Municipal Auditor.
- 9.2 The Committee will prepare an annual financial statement as part of the audit process.
- 9.3 The Committee will immediately comply with any request from Council to provide access to, or copies of, the Committee's books of account.

## **10. REPORTING**

- 10.1 The Committee is responsible for taking proper minutes of all meetings and preparing reports for the Committee's consideration in accordance with:
  - 10.1.1 Council's Governance Rules; and
  - 10.1.2 the Committee's discretion, as exercised from time to time.
- 10.2 The Secretariat shall keep minutes of meetings and circulate copies to members within one month of each meeting (16.19).
- 10.3 Minutes of all Committee meetings will be published on Council's website and must be forwarded to Council's Governance Services as soon as practicable after adoption by the Committee.

10.4 The Committee must prepare and present to Council, at least once per year.

## **11. STANDARD OF CONDUCT**

11.1 Committee members act in the public interest at all times and in the best interests of managing the Facility.

11.2 Each member of the Committee is required to:

11.2.1 act honestly, with integrity, in a financially responsible manner, with a reasonable degree of care, diligence and skill, and in good faith in the best interests of managing the Facility;

11.2.2 maintain confidentiality, even after their appointment expires or otherwise terminates; and

11.2.3 avoid improperly using their position or any information acquired in their role as a Committee member to gain advantage for themselves or another person or to cause detriment to the Committee.

11.3 The committee must:

11.3.1 inform Council of any known major risks (existing or emerging) to the effective management of the Facility; and

11.3.2 unless prohibited by law, provide Council with any information relating to the Committee and its operations that is requested.

## Attachment 2

**Greater Geelong City Council****Instrument of Delegation****by the Chief Executive Officer****to the Bellarine Arts Centre Community Asset Committee**

In exercise of the power conferred by s 47(1)(b) of the *Local Government Act 2020 (Act)*, I, as Chief Executive Officer of Greater Geelong City Council, by this Instrument of Sub-Delegation –

1. delegate to each person who is from time to time appointed as a member of the Community Asset Committee, established by resolution of Council passed on **1 September 2020** and known as the Bellarine Arts Centre Community Asset Committee (**Community Asset Committee**), each power and/or function and/or duty set out in the Schedule;
2. declare that a delegate can only exercise the delegations contained in this Instrument of Sub-Delegation while acting as a member of the Community Asset Committee at a meeting of the Community Asset Committee;
3. declare that this Instrument of Sub-Delegation –
  - 3.1 comes into force immediately upon its execution;
  - 3.2 remains into force until varied or revoked; and
  - 3.3 is subject to the conditions and limitations set out in paragraph 4 and 5, and in the Schedule;
4. declare that the delegate must comply with specified governance requirements to ensure appropriate standards of probity are met and monitor and report on the activities and performance of the Community Asset Committee;
5. declare that the delegate must not determine the issue, take action or do the act or thing if the determining of the issue, the taking of the action or the doing of the act or thing cannot be the subject of a lawful delegation, whether on account of s 47 of the Act or otherwise.

**This Instrument of Sub-Delegation** is dated **12 December 2023** and is made by the Chief Executive Officer.

Signed by Ali Wastie, Chief Executive Officer

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Chief Executive Officer

## **SCHEDULE**

### **Powers and functions**

To manage the Bellarine Arts Centre Community Asset

And for that purpose:

1. to exercise the powers, duties and functions that are necessary for the Committee to perform its duties under the Development and Joint Use Agreement (the **Agreement**) dated 28 March 2000.
2. to do all things necessary or convenient to be done for or in connection with the performance of those functions, duties and powers.

### **Requirements**

The members of the Community Asset Committee must, when exercising the powers, functions and duties delegated to them:

3. comply with the Terms of Reference and the Agreement.

### **Exceptions, conditions and limitations**

The Community Asset Committee is not authorised by this Instrument to:

4. operate outside the terms of the Agreement; and
5. enter into contracts, or incur expenditure, for an amount which exceeds the approved budget.

THE CITY OF  
GREATER GEELONG

# BELLARINE ARTS CENTRE (POTATO SHED)

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ANNUAL REPORT 2022

ACTIVITIES AND HIGHLIGHTS

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# POTATO SHED HIGHLIGHTS 2022-23

# 103,028 SHED VISITORS

# 21 YEARS OF OPERATION

# 38,640 SCHOOL STUDENT VISITS



# 97

DANCE, THEATRE, CIRCUS,  
MUSIC, COMEDY  
PERFORMANCES

## SEASON HIGHLIGHTS

Rebel, Chameleon, Relate, Barbaroi,  
Margaret Fulton the Musical,  
Women of Wit, Mayor for a Day,  
Melbourne Theatre Company





# SELL OUT MORNING SHOWTIME SERIES



# INCREASE IN SCHOOL HOLIDAY AUDIENCES



# POTATO SHED ANNUAL EVENTS

**SPOOKFEST 2022 – SATURDAY INTERACTIVE FILM & HAUNTED HOUSE  
SUNDAY FAMILY DAY ATTRACTED OVER 2000+ ATTENDEES.**



## SUMMER SERIES

### OUTDOOR SHOW

Bring a blanket or picnic

**JANUARY 2023 - OUTDOOR TICKETED EVENTS - DAY & NIGHT  
FAMILY DAY MIK MAKs – NIGHT EVENTS - PINEAPPLE HEAD - SUN RISING**



## 2.7. Tourism Greater Geelong and the Bellarine Annual Report

**Source:** Customer, Community and Economy  
**Acting Executive Director:** Tennille Bradley

### Purpose

1. To provide Council with an update on the performance of Tourism Greater Geelong and The Bellarine Inc (TGGB) and local visitor economy, as per the 2022-23 Annual Report recently adopted at TGGB's Annual General Meeting on 26 October 2023.

### Background

2. The City of Greater Geelong has long recognised the importance of the visitor economy in strengthening and diversifying the economic base of the municipality since 1993. Council continues to support the tourism sector through a formal partnership with the industry via a four-year Memorandum of Understanding (MOU), with the current agreement active through to 2024-25.
3. As per the MOU, TGGB's 4-year Corporate Plan sets the vision, opportunities and priorities relating to destination marketing, sustainable destination development, strengthening industry capability and active collaboration. An Annual Action Plan is developed and implemented to guide the activities of the organisation that corresponds to the results of the 2022-23 Annual Report (**Attachment 1**).

### Key Matters

4. Greater Geelong's visitor economy bounced back ahead of predictions, surpassing pre-pandemic highs to be worth \$1.6 billion to the local economy attracting 6.2 million people who stayed 4.4 million nights in the region during 2022-23.
5. TGGB delivered the 2032 Sustainable Destination Master Plan, a 10-year vision for the region which will strengthen and build a more resilient visitor economy, attract investment, and create a skilled local workforce. This will form the foundations of all TGGB advocacy efforts.
6. Fuelled by local and state government funding, TGGB delivered six major programs to help rebuild the industry ranging from business support and training programs, business events attraction and collaborative regional marketing campaigns.
7. TGGB supported the arrival of new major transport links to the region including the Spirit of Tasmania and Bonza airlines, which have transformed the destination profile of Geelong and The Bellarine nationally.

### RESOLUTION - Item 2.7

**Cr Aitken moved, Cr Mason seconded -**

**That Council note the performance of the Regional Tourism Board - Tourism Greater Geelong and The Bellarine Inc. and local visitor economy as per the 2022-23 Annual Report.**

**Carried**

**Financial Sustainability**

8. Funding for Tourism Greater Geelong and The Bellarine (TGGB) is agreed via Council's annual budget process. As per the MOU, Council funds the staffing and administration, Business Events and Visitor Services functions.
9. The City's financial contribution to TGGB for 2022-2023 was \$2.25 million.
10. TGGB's total income for 2022-23 inclusive of Council, State Government and Industry contributions totalled \$4.750 million with non-Council revenue of \$2.211 million to support the Annual Action Plan.

**Community Engagement**

11. As of 30 June 2023, TGGB represented and engaged with 941 businesses who support and operate within the local visitor economy.
12. As a recognised Regional Tourism Board, TGGB participate in and engage with Visit Victoria, Regional Development Victoria, Victorian Tourism Industry Council, Tourism Australia and relevant State and Federal Government departments.
13. TGGB has sought broad community engagement via City of Greater Geelong channels to inform several initiatives throughout the 2022-23 year including the Sustainable Destination Master Plan.

**Social Equity and Sustainability**

14. Greater Geelong's visitor economy has returned to pre-pandemic highs, contributing \$1.6 billion to the local economy directly employing 6,410 people in a diverse range of jobs across the region in the tourism and hospitality sector.
15. The tourism workforce demand in Greater Geelong and The Bellarine is expected to grow significantly over the next 10 years in line with visitation growth.
16. TGGB has been a key driver in the development of the Destination Accessible program with the Australian Federation of Disability Organisations (AFDO).
17. TGGB has led the continued development of Study Geelong to connect with international students living in Geelong.

**Relevant Law/Policy/Legal Implications**

18. There is no policy, legal or statutory implications resulting from this report.
19. The partnership arrangement between Council and the tourism industry via Tourism Greater Geelong and The Bellarine Inc. is consistent with Council's Tourism Policy.
20. As an Incorporated Association, TGGB Inc. complies with the legislation and management principles that govern incorporated associations in Victoria, namely the *Associations Incorporation Reform Act 2012*.

***Alignment to Community Plan and Vision***

21. This report aligns with Our Community Plan 2021-2025 strategic priority:  
Healthy, caring and inclusive community.  
Strong local economy.
22. 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.

***Conflict of Interest***

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

***Risk Assessment***

24. TGGB plays a pivotal role in advocating on tourism related issues and opportunities in a variety of settings and at different levels of government.
25. TGGB finalised the 10-year Sustainable Destination Master Plan to guide advocacy efforts and prioritise visitor economy projects.
26. TGGB has continued to evolve its corporate risk management including via a Board Governance Evaluator process conducted by external governance consultants.

***Environmental Sustainability***

27. Sustainable Destination Development is a strategic priority in the TGGB Corporate Plan.
28. The 2022-23 Annual Report highlights TGGB’s environmental sustainability achievements.

**Attachments**

1. 2023 Annual Report [2.7.1 - 44 pages]

# **ANNUAL REPORT**

**2022-23**





## **ACKNOWLEDGEMENT OF COUNTRY**

**We acknowledge Geelong and The Bellarine is Wadawurrung country.**

We welcome visitors to our region, a place we acknowledge has been cared for by the Wadawurrung people of the Kulin Nation for thousands of years. The environment is a key reason visitors choose this destination.

Traditional Owners sharing the beauty and joy of these lands and waterways is a privilege, one we repay with respect for their country, Elders and people.



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# WHO WE ARE

Tourism Greater Geelong & The Bellarine is the regional tourism organisation spanning from Werribee to Armstrong Creek including Geelong, The Bellarine, Queenscliff and the Moorabool Valley.

## OUR VISION, PURPOSE AND MISSION

### OUR VISION

For Geelong and The Bellarine to be a world-class, inclusive destination that inspires visitors to create memories and depart with a desire to return.

### OUR PURPOSE

To build a resilient, sustainable and valued visitor economy that celebrates the character and identity of the region.

### OUR MISSION

To provide exceptional service to our visitors, members, industry and community so they have the knowledge, tools and capability to rebuild and enjoy a resilient visitor economy.

# A NOTE FROM THE CHAIR AND EXECUTIVE DIRECTOR

**As we look back on our organisation's achievements over the past year, one thing has become abundantly clear: our industry's ability to not only adapt to challenges but thrive in the face of them knows no bounds.**

Perhaps one of the biggest challenges we were dealt this year came in the form of the shock cancellation of the 2026 Commonwealth Games. While disappointing, the news did not break us.

Instead, we refocussed our efforts on the legacy benefits the Games would've given us and are working with the relevant agencies to offer input on the delivery of the promised \$150m Tourism and Events Fund and how best to invest in our region.

Yes, the Games presented an excellent opportunity to show off our region on an international stage, but we want to be clear: it was not our only one.

While we're on the topic of international exposure, we couldn't be prouder of the work our business events team has done this year to keep our region top of mind. They spruiked our destination to both domestic and international buyers resulting in a conversion rate of 58% of enquiries and 24 confirmed events amounting to approximately \$2.4m in economic impact; with 99 percent of those events held midweek and outside of holiday periods. A monumental effort.

This year, we've seen confidence in our region skyrocket, evident through some of the world-class investments that have emerged. Since commencing its service from Geelong in late October 2023, the Spirit of Tasmania has been an amazing addition to our region's visitor economy, exposing over 160,000 people to our region in such a short period who we know, through our research, would not have ventured our way previously. Spend by Tasmanians has doubled, interstate visitation increased by double digits, with 10% of travellers opting to overnight pre- or post their sea journeys. Best of all, these visitors are dispersed widely throughout the region like never before to experience our amazing offerings.

On The Bellarine, we saw the opening of Searoad Ferries' state-of-the-art terminal, Tarra Queenscliff. And of course, works for the the Nyaal Banyul Geelong Convention and Event Centre finally commenced, ushering in a new era of business events for the region.

But with major investments comes major responsibility to ensure that our industry operates with sustainability at its core. The release of our Sustainable Destination Master Plan (SDMP) this year addresses this concern and provides several recommendations to address the challenges our ever-evolving industry is predicted to face over the next 10 years.

The SDMP also anticipates future target markets and proposes priority investment projects that will boost visitation to the region. If you haven't taken the time to familiarise yourself with the Plan, we would encourage that you hop on our website and take a look.

It's important to note that the success of this plan hinges on our region's willingness to collaborate and present a united front to deliver on the objectives. But we know how well our industry plays together. Together we are confident that we can build a resilient visitor economy we can all be proud of.

On the topic of pride, we are thrilled to share that we have successfully delivered on 7 major projects over the last year, winding up \$2 million in jointly funded initiatives between State and Local Government to support COVID recovery of the industry.

The completed projects include the Visiting Friends and Relatives campaign, the Domestic Short Break campaign, the rebuild of the Visitgeelongbellarine website, Brand Geelong, Business Events Procurement, Destination Master Planning, and the Industry Strengthening program.

Despite the challenges the pandemic has presented over the last few years, we have seen positive signs that the visitor economy is bouncing back.

When compared to the year ending June 2019, visitation saw a modest bump of 4.8% to 6.2m; nights increased by 8% to 4.41m and spend has also skyrocketed 45% to \$1.6b. While workforce remains a challenge for our industry, we are pleased to see direct employment grow back to 6,410.

It goes without saying that these achievements could not have been possible without the hard work and dedication of our Board, our Staff and of course, our Members.

We couldn't be prouder of your collective efforts in positioning Geelong and The Bellarine as a world-class destination that leaves an impression on all those who visit.

Finally, we wanted to take a moment to farewell Brett Ince, our former Executive Director who has sat at the helm of our organisation since 2019. We are immensely grateful for his service, contributions, and commitment to TGGB, an organisation he has been part of for more than 16 years in various roles.

As we bid farewell to Brett, it created the opportunity for Tracy Carter, a familiar face to members, to take up the position of Executive Director in this enormously exciting time for the region. Tracy's arrival marks the beginning of a new chapter, and we are excited to see where her leadership will take us.



**BILL MITHEN**  
Chairperson



**TRACY CARTER**  
Executive Director

# MEET THE BOARD

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**BILL MITHEN**  
*Give Where You Live CEO*  
Chairperson



**HELEN BUTTERIS**  
*Bellarine Business Advisors*  
Skills-based Finance



**CONNIE TRATHEN**  
*Portarlinton Mussel Tours*  
Skills-based Marketing



**KAREN JACKSON**  
*Novotel Geelong*  
Skills-based Business Events



**SOPHIE BONE**  
*BIG4 Bellarine Holiday Park*  
Bellarine



**LISA CUNNINGHAM**  
*Mustang and Co*  
Geelong



**TERRY JONGBLOED**  
*Clyde Park Vineyard*  
Geelong



**JAMES MURPHY**  
*Sea All Dolphin Swims*  
Bellarine



**CR BRETT  
CUNNINGHAM**  
Golden Plains Shire



**CR ROSS EBBELS**  
Borough of Queenscliffe



**CR TRENT SULLIVAN**  
City of Greater Geelong

# MEET THE TEAM

## EXECUTIVE



**TRACY CARTER**  
Executive Director



**BRENDAN SANDERS**  
Business Manager



**CARLA GARNER**  
Industry Strengthening  
Officer



**BONNIE TAI-VAN  
DORP**  
Industry Communications  
Officer



**FELICITY MCKENZIE**  
Senior Administration  
Officer

## STRATEGY AND DEVELOPMENT

## VISITOR INFORMATION CENTRES



**JOSHUA HARRIS**  
Visitor Services  
Coordinator



**ANNIE ZHANG**  
Visitor Services Officer



**FIONA RUSHBROOK**  
Visitor Services Officer



**ABBEY JONES**  
Membership Engagement  
Officer



**FIONA TUDDENHAM**  
Membership Engagement  
Officer

## MEMBERSHIP

## STUDY GEELONG



**ISLA FOY**  
Student Engagement and  
Project Officer



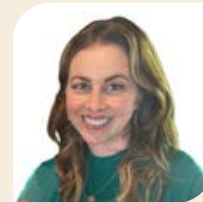
**AMANDA SHERRING**  
Marketing and  
Communications Manager



**CHESS DAMANT**  
Digital Marketing Officer



**ELISE RIGA**  
Digital Marketing Officer



**YAS PATON**  
Tourism Marketing and  
Communications Officer

## MARKETING AND PR

## BUSINESS EVENTS GEELONG



**TAMIE RYAN**  
Business Events and  
International Manager



**CLAUDIA BARANSKI**  
Business Development  
Manager



**BROOKE JAWORSKI**  
Trade and Partnerships  
Manager



**CLAIRE STEELE**  
Marketing and  
Communications  
Coordinator



# VISITOR ECONOMY SNAPSHOT

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# THE STATS 2022-23



## VISITORS

2023 | 2022  
**6.2M** | **4.3M**

**▲ 41.8%**



## NIGHTS

2023 | 2022  
**4.4M** | **3.8M**

**▲ 15.9%**



## EXPENDITURE

2023 | 2022  
**\$1.574B** | **\$1.079B**

**▲ 45.5%**

DOMESTIC OVERNIGHT VISITORS			DOMESTIC DAY VISITORS		
2023	2022	CHANGE	2023	2022	CHANGE
1.6M Visitors	1.3M Visitors	▲ 22.4%	4.5M Visitors	3.0M Visitors	▲ 50.4%
4.4M Nights	3.8M Nights	▲ 15.9%	-	-	-
\$951M Spend	\$665M Spend	▲ 43%	\$624M Spend	\$415M Spend	▲ 50.3%

	YE JUNE 2019 (PRE-COVID)	TARGETS FOLLOWING SLOW RECOVERY ASSUMPTIONS	YE JUNE 2023
Direct Tourism Spending	\$1.1B	▼ 11% to \$990M	▲ 45% to \$1.6B
Visitor Economy total jobs	7,551	▼ 5% to 7,191	▼ 15% to 6,410
Visitor to Resident local Spend ratio	3:7	3:7	3:7
Visitor spend on dining and entertainment	\$230M equalling 20% of total visitor spend	\$396M equalling 40% of total visitor spend	\$395M equalling 24% of total visitor spend

# OPERATING WITH PURPOSE



## **WITH ITS NATURAL BEAUTY, ARTISANAL DELIGHTS AND CULTURAL RICHNESS – WHAT’S NOT TO LOVE ABOUT GEELONG AND THE BELLARINE?**

To ensure we preserve and enhance what makes our region special, it'll require a collective approach.

We've been working hard over the past 12 months to make sure we're making a positive impact and that our region can be enjoyed for the long haul.

**82%**

**OF PROGRAM FUNDING REINVESTED INTO LOCAL TALENT, VENUES AND RESOURCES**



**67%**

**OF MEMBERS TRAVELLED LESS THAN 15KM TO OUR EVENTS**



**121**

**STAFF VOLUNTEER HOURS IN OUR REGION**



# THINKING GLOBALLY

**WE ARE COMMITTED TO THINKING SUSTAINABILITY IN EVERYTHING WE DO, A FOCUS AREA OF GROWING IMPORTANCE IN OUR DAILY OPERATIONS AND PLANNING FOR THE FUTURE.**

Supported by global leaders, the United Nation's 17 Sustainable Development Goals (SDGs) serve as a global roadmap towards ending poverty, protecting the planet, and creating a peaceful and prosperous world.

To help do our bit to contribute to these global goals, we've aligned our own initiatives and actions to the SDGs.



# SUSTAINABLE DEVELOPMENT GOALS





**GOAL 3**  
**GOOD HEALTH AND WELLBEING**

Ensure healthy lives and promote well-being for all at all ages

**Our initiatives:**

- > Committed to supporting Active Geelong’s objectives to make Geelong Australia’s most physically active city.



**GOAL 4**  
**QUALITY EDUCATION**

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

**Our initiatives:**

- > Supported community members to undertake the Gordon TAFE’s accredited courses, providing a pathway into hospitality employment.
- > Provided direct access to globally accredited and respected programs to promote career growth opportunity within the hospitality sector.



**GOAL 8**  
**DECENT WORK AND ECONOMIC GROWTH**

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

**Our initiative:**

- > Invest in local economy through local staff employment, contractors, and venue-hire.



**GOAL 10**  
**REDUCED INEQUALITIES**

Reduce inequality within and among countries

**Our initiatives:**

- > Provided industry with a free toolkit on improving accessibility within their business.
- > Provided training and development opportunities free or low-cost to staff within member businesses, limiting financial barriers to strengthening skills and capability.



**GOAL 12**  
**RESPONSIBLE CONSUMPTION & PRODUCTION**

Ensure sustainable consumption and production patterns

**Our initiatives:**

- > All venues required to use eco-friendly catering equipment and avoid use of single-use plastics.
- > Digital-first approach to marketing, with 96% of all marketing, promotion and review material digitised.



**GOAL 13**  
**CLIMATE ACTION**

Take urgent action to combat climate change and its impact

**Our initiatives:**

- > Reduced food miles by using local catering with local produce strongly encouraged.
- > Rolled out new bins in TGGB office spaces, for designated paper, green waste and recycling.
- > Decreased carbon impact of activity by supporting members and staff to travel less through sub-region events and online attendance.

# 2022-2023 IN REVIEW

## JULY

### VISITOR ECONOMY BOUNCES BACK AHEAD OF PREDICTIONS

Tourism Research Australia unveils a 66% increase in spend in Greater Geelong and The Bellarine, returning the Visitor Economy to its pre-pandemic value of \$1.1bn.



## SEPTEMBER

### SUSTAINABLE DESTINATION MASTER PLAN

Coordinated an extensive stakeholder engagement and consultation program relating to the SDMP, which included calling on community feedback through *Have Your Say*, drop-in sessions around the 6 sub regions and workshops with key regional stakeholders.



## NOVEMBER

### TOURISM SENTIMENT FOR OUR REGION ON THE UP

Greater Geelong and The Bellarine received a tourism sentiment score of 28.2, up 17% compared to the last quarter, and up 34% over Q3 in 2021.



2022



## AUGUST

### GEELONG SMALL BUSINESS FESTIVAL

Supported the Geelong Small Business Festival through promotion via our newsletter and social networks.



## OCTOBER

### SPIRIT OF TASMANIA COMMENCED SERVICES

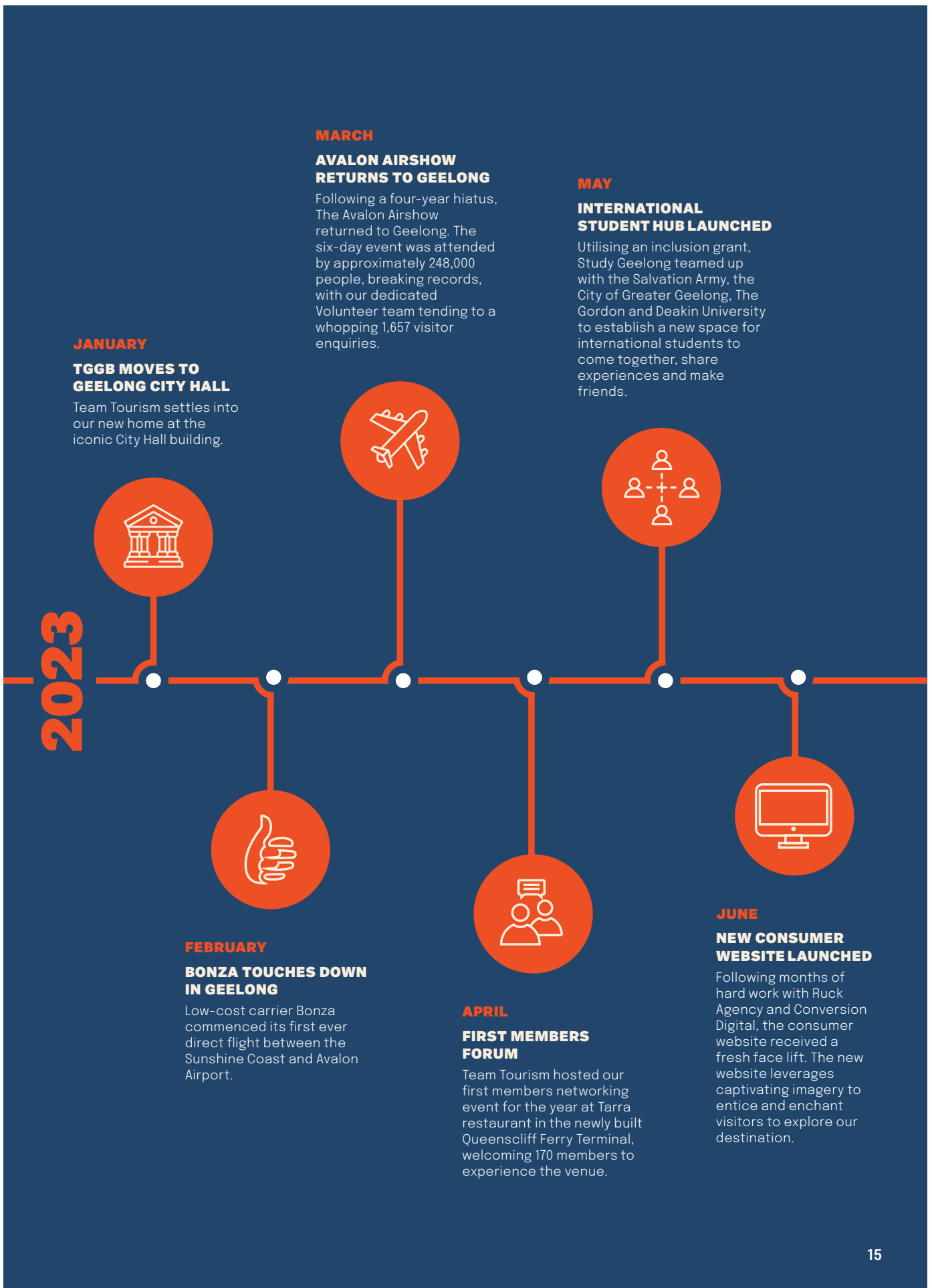
The *Spirit of Tasmania* commenced its first full month of services from its new terminal in Geelong Port.



## DECEMBER

### NEW EXECUTIVE DIRECTOR APPOINTED

Tracy Carter takes the reins as Executive Director at Tourism Greater Geelong and The Bellarine following a competitive recruitment process.



2023

**JANUARY**

**TGGB MOVES TO GEELONG CITY HALL**

Team Tourism settles into our new home at the iconic City Hall building.



**MARCH**

**AVALON AIRSHOW RETURNS TO GEELONG**

Following a four-year hiatus, The Avalon Airshow returned to Geelong. The six-day event was attended by approximately 248,000 people, breaking records, with our dedicated Volunteer team tending to a whopping 1,657 visitor enquiries.



**MAY**

**INTERNATIONAL STUDENT HUB LAUNCHED**

Utilising an inclusion grant, Study Geelong teamed up with the Salvation Army, the City of Greater Geelong, The Gordon and Deakin University to establish a new space for international students to come together, share experiences and make friends.



**FEBRUARY**

**BONZA TOUCHES DOWN IN GEELONG**

Low-cost carrier Bonza commenced its first ever direct flight between the Sunshine Coast and Avalon Airport.



**APRIL**

**FIRST MEMBERS FORUM**

Team Tourism hosted our first members networking event for the year at Tarra restaurant in the newly built Queenscliff Ferry Terminal, welcoming 170 members to experience the venue.



**JUNE**

**NEW CONSUMER WEBSITE LAUNCHED**

Following months of hard work with Ruck Agency and Conversion Digital, the consumer website received a fresh face lift. The new website leverages captivating imagery to entice and enchant visitors to explore our destination.



# A YEAR OF MAJOR PROJECTS

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## INVESTING IN THE FUTURE OF OUR REGIONAL TOURISM INDUSTRY.

Fuelled by local and state government funding, we were able to deliver a range of programs to help rebuild our industry. One training program, business event and marketing campaign at a time.

Collaboration has also been key to delivering many of these programs, and we've partnered with our neighbours at Great Ocean Road Regional Tourism and leading Geelong institutions to make them happen.

### VISITING FRIENDS AND RELATIVES CAMPAIGN - \$100,000

*Multi-year campaign – total budget \$250,000 – Supported by City of Greater Geelong*

Final year of campaign activity aligned to funding agreement.

Deliver marketing programs that leverage the opportunity for Geelong region residents to be advocates and hosts in growing visitation.



### DOMESTIC SHORT-BREAK CAMPAIGN - \$100,000

*Multi-year campaign – total budget \$200,000 – Supported by City of Greater Geelong*

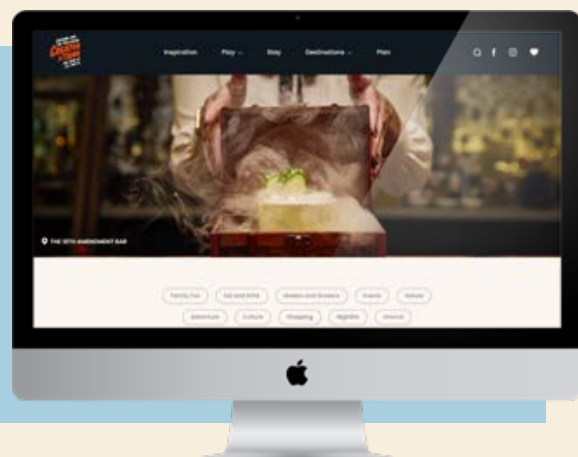
Final year of campaign activity aligned to funding agreement.

Implement brand activities targeting short break leisure visitors in Melbourne and regional cities.

### VISITGEELONGBELLARINE.COM.AU REBUILD - \$90,000

*Multi-year rebuild – total budget \$110,000 – Supported by industry via Tourism Greater Geelong and The Bellarine*

Rebuild visitgeelongbellarine.com.au with a fresh focus on user experience and new technologies that become tools for greater visitor engagement, inspiration, and connection with experiences.



**BRAND GEELONG - \$80,054**

*Multi-year campaign - total budget \$300,000 - Supported by City of Greater Geelong and Victorian Government*

Deliver on Brand Geelong through a concise and collaborative campaign to position Greater Geelong as a destination of choice for travellers, new residents, students, workforce, and investors.



**BUSINESS EVENTS PROCUREMENT - \$192,325**

*Multi-year campaign - total budget \$555,000 - Supported by City of Greater Geelong and Victorian Government*

Final year of campaign activity aligned to funding agreement to secure MICE activity for the region, providing direct incentives for conference organisers to host events in Geelong and The Bellarine, paid direct to local venues and suppliers.

**DESTINATION MASTER PLANNING - \$134,584**

*Multi-year development - total budget \$280,000 - Supported by Victorian Government and Industry via Tourism Greater Geelong and The Bellarine*

Due for completion in 2022-23.

Finalise the development of a 10-year Destination Master Plan for Greater Geelong and The Bellarine which will highlight the investment, experiences, and workforce development needs of the region to best support visitor demand by 2032.



**INDUSTRY STRENGTHENING PROGRAM - \$146,916**

*Multi-year program - total budget \$264,000 - Supported by Victorian Government*

Support the businesses and workforce who deliver our amazing visitor experiences with a series of professional, cultural, and personal development opportunities to increase capability to rebuild and enjoy a resilient visitor economy into the future.



# TGGB STRATEGIC PRIORITIES

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# DESTINATION MARKETING

**STRENGTHEN THE BRAND AND PEOPLE'S CONNECTION TO THE REGION TO INSPIRE A GREATER JOURNEY.**

## OBJECTIVE 1:

Develop our reputation as a distinctive and desirable destination that inspires the world to visit.



**1.8M**  
USERS REACHED  
**\$3.9M**  
ESTIMATED  
MEDIA VALUE

## HIGHLIGHTS:

- > Worked with *Australian Traveller* to promote Geelong and The Bellarine nationally as a road trip destination and foodie lovers' haven, reaching 336,000 readers across two print editions and over 1.5M through digital channels.
- > Continued to partner with Visit Victoria to target state and national markets through campaigns with *TimeOut*, *Urban List*, *We Are Explorers* and Visit Victoria channels.
- > Highlighted the region through visitor publications to a circulation of 1.5 million outside the region, and 110,000 locally
- > Implemented a PR strategy targeting niche markets, new products and sub-region's strengths resulting in coverage across 30 mainstream toptier media publications and broadcasters.
- > Reached 300,000 Tasmanians as part of a targeted digital campaign to coincide with the arrival of the *Spirit of Tasmania*

## RESULTS:

- > We reached 1.8M users via social media channels
- > 30% average growth in social media followers across Facebook and Instagram channels
- > An increase of 13% visitors to [visitgeelongbellarine.com.au](http://visitgeelongbellarine.com.au) than the previous year, with 164,000 unique users
- > Hosted 15 media visits and famils
- > \$3.9M earnt in estimated media value
- > 90,000 emails delivered to inspire potential visitors
- > Ranked in the Top 100 in TSI's Most-Loved Global Destinations 2022



## OBJECTIVE 2:

Capitalise on the region's strong visiting friends and relatives' market to drive greater yield.

### STUDY GEELONG HIGHLIGHTS

- > Engaged 373 international students through events, including famils experiencing Geelong and The Bellarine
- > Supported the launch and funding application of The Lounge International Student Space in Geelong
- > Connected students and locals to support cultural exchange and exploration of the region through the International Friends Program

### RESULTS

- > 480,000 students and stakeholders reached on social media
- > 2,500 emails delivered to international students
- > Followers increased 20% on Instagram and 13% on Facebook

### MARKETING HIGHLIGHTS

- > Launched the Everyone's an Influencer campaign to capitalise on the visiting friends and relatives market by encouraging locals to use their influence and bring their loved ones to the region.

## OBJECTIVE 3:

Grow the mid-week and shoulder seasons to reduce the impacts of seasonality.

### BUSINESS EVENTS GEELONG RESULTS

- > 24 confirmed events with an economic impact of \$2,364,370.
- > Converting 58% of enquiries, eclipsing the initial goal of 40%
- > 99% of business events happened midweek outside holiday periods and weekends.
- > To drive this market the Business Events Geelong team attended 7 trade shows, showcasing the region to Domestic and International Buyers. They also hosted several events in the region, showcasing the destination to more than 80 decision makers.



**24**  
**CONFIRMED**  
**BUSINESS EVENTS**  
**\$2,364,370**  
**ECONOMIC IMPACT**

## OBJECTIVE 4:

Engage with the region's strong domestic and seasoned visitor markets to stay longer and experience more.

### HIGHLIGHTS

- > Volunteers supported the return of events to the region, assisting and greeting visitors at inaugural cruise ship visits, The City of Greater Geelong Open Day and over a full six-day program at Avalon Airshow.
- > The VIC team and volunteers ran two tours for Spirit of Tasmania, with VIS staff taking them around Geelong and The Bellarine, Moorabool Valley, Queenscliff and Werribee. There were six days of famils in total.
- > VIS staff made progress on key actions under the VIS strategy which included sign-off of the changes to Market Square Visitor Information Booth, closure of Bellarine Visitor Information Centre and approvals towards opening of key Geelong Visitor Information Centre at City Hall.

### RESULTS

- > 63 Volunteers invested over 6,600 hours in the Geelong and Bellarine Visitor Information Centres.
- > Geelong and The Bellarine Volunteers serviced 56,500 visitors in our visitor centres as well as almost 10,000 visitors at events Additionally, Queenscliff VIC assisted over 21,500 visitors.
- > The Geelong Waterfront assisted three times as many face-to-face visitors as the previous year.
- > Five volunteers will reach 30 years of service.



# SUSTAINABLE DEVELOPMENT

**PLAN FOR GROWTH THAT DELIVERS EQUITABLE ECONOMIC, SOCIAL, AND ENVIRONMENTAL BENEFIT FOR FUTURE GENERATIONS TO ENJOY.**

## OBJECTIVE 5:

Ensure the region's visitor economy supports the collective interests of the community.

### HIGHLIGHTS

- > Created a Professional Development Policy for Board members, reaffirming Tourism Greater Geelong and The Bellarine's commitment to ensuring Board Members have tools and knowledge to effectively represent the broad interests of the industry.

### RESULTS

- > **A new independent Chair of TGGB was appointed following the conclusion of the second term of service for the former Chair.**
- > **The 2022-23 audited financial statements have been completed by LBW Chartered Accountants.**

## OBJECTIVE 6:

Strengthen the connection to the history and culture of the region's traditional owners with visitors and industry alike.

### HIGHLIGHTS

- > Delivered a training and education program in partnership with Wadawurrung Traditional Owners Aboriginal Corporation focusing on tourism development and cultural awareness strengthening for the local tourism industry and staff of TGGB.
- > Delivered On Country education site tours, hosted by Corrina Eccles, Manager Cultural Education.
- > Developed a video featured at our conference in June highlighting a collaboration between the National Wool Museum and Wadawurrung traditional Owners Aboriginal Corporation.

### RESULTS

- > **24 members attended the On Country education experience.**
- > **41 members attended the Wadawurrung Education Workshop.**
- > **Showcased a successful collaboration between the Traditional Owners Group and an operator to 150 members at our annual conference, plus distributed online via socials and digital communication channels.**

## OBJECTIVE 7:

Enable businesses to succeed and grow, which benefits locals through stable, year-round employment.

### HIGHLIGHTS

- > 15 major tourism infrastructure projects set to be completed by 2026 around the region.
- > Identified the need for 1,500 rooms to be added by 2032 to existing stock to meet demand.
- > Partnered with the Gordon TAFE, to provide local community with access to accredited courses specialising in basic hospitality and kitchen skills, leadership and mentoring.

### RESULTS

- > **\$1.713 Billion in major tourism enabling infrastructure projects are in the pipeline for completion over the next 3 years.**
- > **23 people enrolled in upskilling courses delivered by The Gordon and employed locally.**



## OBJECTIVE 8:

Ensure tourism continues to be a significant contributor to the local economy that celebrates the unique social and environmental fabric of the region.

### HIGHLIGHTS

- > Delivered the 2032 Sustainable Destination Master Plan for the Greater Geelong region, providing a shared vision between industry, stakeholders and community for tourism in the region.
- > The SDMP was the largest community engagement activity TGGB has ever carried out and embraced the views of the whole region.
- > Identified top 10 demand-driving projects for the region to deliver on by 2032.

### RESULTS

- > 38 stakeholder holder interviews carried out.
- > 4 group workshops.
- > 51 people engaged through online workshops.
- > 58 submissions from community members.



# STRATEGIC ENGAGEMENT

**WORKING TOGETHER, DELIVER EXCEPTIONAL VALUE AND BENEFIT TO OUR MEMBERS, VISITORS, COMMUNITY, AND DESTINATION.**



24

## OBJECTIVE 9:

**Operate as the peak tourism organisation for Geelong and The Bellarine.**

### HIGHLIGHTS

- > Represent, celebrate and support 941 members, our largest member-base since TGGB was founded.
- > Engaged 65 members through six coffee catch ups rotating through the region.

### RESULTS

- > **17 local businesses opted into the Tourism Greater Geelong and The Bellarine premium partnership program after a two-year hiatus.**
- > **Tourism membership growth target exceeded by 5% following several challenging pandemic years for the industry.**



**EDUCATED  
300+**



**INTERNATIONAL  
AUSSIE SPECIALIST  
PROGRAM AGENTS**

**OBJECTIVE 10:**

**Maximise opportunities through strategic partnerships that provide value for industry and support the growth of the local visitor economy.**

**HIGHLIGHTS**

- > Strengthened the region’s positioning and brand equity with health and wellbeing, joining Bathing Australia as a founding member.
- > Partnered with Great Ocean Road Regional Tourism to address several region-wide challenges including workforce attraction and interstate resurgence.
- > In partnership with our close regional tourism board partners and Visit Victoria via the touring route collectives of Great Southern Touring Route and Go Beyond Melbourne, we recommenced promotional activities to our key international markets.

- > Through continued advocacy and support at local, State and Federal levels, we supported our industry in accessing grants and funding allocations throughout 2022-23.
- > Delivered a cooperative marketing campaign in partnership with Visit Victoria targeting intrastate audiences.

**RESULTS**

- > **Provided 41 letters of support for funding opportunities.**
- > **Provided 35 people with access to employment through the Tourism Job Bank.**
- > **Educated over 300 international Aussie Specialist Program agents from India, Southeast Asia, UK and America in a virtual briefing series hosted by Tourism Australia.**
- > **168,000+ potential visitors reached through a partnership with *Australian Traveller*.**



# INDUSTRY CAPABILITY

**STRENGTHEN THE CAPABILITY OF OUR REGION TO FLOURISH THROUGH A 'NEW NORMAL'.**

## OBJECTIVE 11:

**Support the growth and breadth of exceptional product and experiences to support visitor demand and market trends.**

### HIGHLIGHTS

- > Partnered with a range of market insight sources to ensure qualified strategic decisions are made that best support our industry and service the visitor.
- > Delivered customised event and business impact reporting to members, providing intel on who their visitors are, how much they spend in the region and where they come from.
- > Delivered a series of hands-on, industry-led front line training, raising the skills and expertise of hospitality staff around the region.

### RESULTS

- > **40% staff retention rate 12 months post completion of the accredited wine appreciation course**
- > **170 hospitality staff participated in hands-on learning experiences**
- > **12 tailored event economic impact reports delivered**

## OBJECTIVE 12:

**Ensure businesses have the knowledge and resources they need to meet the challenges of tomorrow.**

### HIGHLIGHTS

- > 172 people attended the 'Lunch and Learn' session ahead of the Spirit of Tasmania service arriving in Geelong with presentations on traveller insight research and the Spirit of Tasmania CEO.
- > Hosted three key member networking events with record attendance numbers of around 150-190 pax per event.
- > Delivered our bi-annual conference in June 2023 at GHMBA Stadium, providing members with insights from those delivering on some of the region's most significant developments impacting the visitor economy over the next 3 years.
- > Supported the opening of Searoad Ferry's new terminal building Tarra in Queenscliff, inviting over 150 members along to celebrate.
- > In Partnership with the City of Greater Geelong, we supported local businesses to build resilience and find new growth opportunities by participating in RunwayHQ's Ready Set Grow (RSG) program.

- > Provided mental health and wellbeing programs for staff working in the local visitor economy including workshops in partnership with Beyond Blue and off-site day wellness programs led by renowned positive psychology practitioner, Mel Neil.
- > Supported 11 businesses to complete the 'Tourism Trade Ready' training program delivered in partnership with ATEC.

### RESULTS

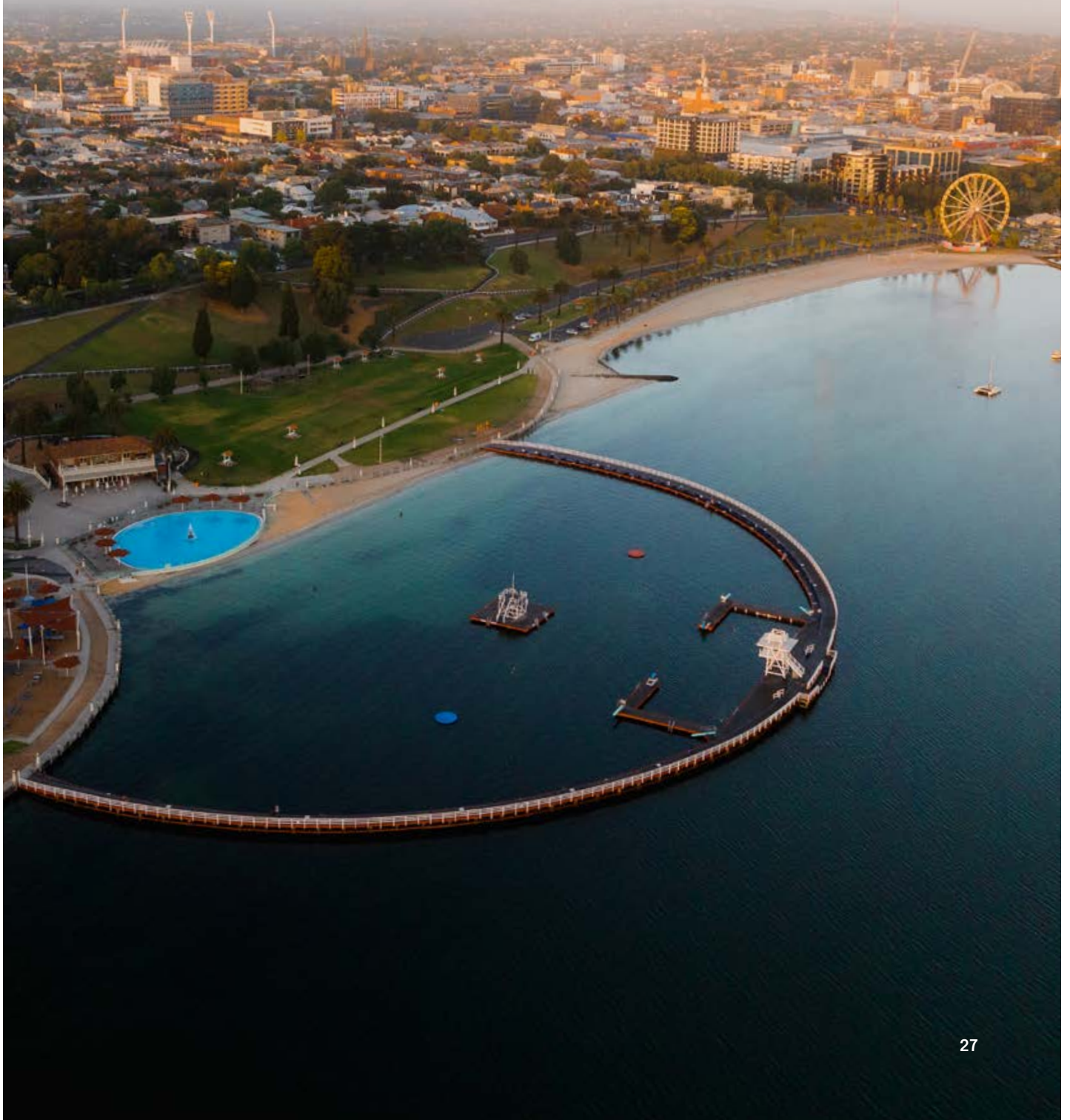
- > **Welcomed 1,010 people to our training and networking opportunities in the last year.**
- > **40 people joined our Lunch and Learn session online.**
- > **Achieved record sales, with events selling out within 2-5 days.**

**WELCOMED**  
**1,010**  
**PEOPLE TO TRAINING AND NETWORKING EVENTS**



# REPORTS

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## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF TOURISM GREATER GEELONG AND THE BELLARINE INC.

### Report on the Audit of the Financial Report

#### Opinion

We have audited the financial report of Tourism Greater Geelong And The Bellarine Inc. (the association), which comprises the statement of financial position as at 30 June 2023, the statement of profit or loss and other comprehensive income, the statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the certification by members of the committee on the annual statements giving a true and fair view of the financial position and performance of the association.

In our opinion, the accompanying financial report Tourism Greater Geelong And The Bellarine Inc. is in accordance with the requirements of the *Associations Incorporation Reform Act 2012* (Vic), including:

- (i) giving a true and fair view of the association's financial position as at 30 June 2023 and of its performance for the year then ended; and
- (ii) that the financial records kept by the association are such as to enable financial statements to be prepared in accordance with Australian Accounting Standards.

#### Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the association in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110: *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the association to meet the requirements of the *Associations Incorporation Reform Act 2012* (Vic). As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

#### Responsibilities of the Committee for the Financial Report

The committee is responsible for the preparation and fair presentation of the financial report in accordance with the financial reporting requirements of the *Associations Incorporation Reform Act 2012* (Vic) and for such internal control as the committee determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the committee is responsible for assessing the association's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the committee either intends to liquidate the association or to cease operations, or has no realistic alternative but to do so.

The committee is responsible for overseeing the association's financial reporting process.



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### Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the committee.
- Conclude on the appropriateness of the committee's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the committee regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

### LBW CHARTERED ACCOUNTANTS

#### SRIPATHY SARMA

Principal

Dated this 30th day of August 2023



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# FINANCIAL STATEMENTS

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## FINANCIAL STATEMENTS

### BOARD OF MANAGEMENT'S REPORT

Your committee members submit the financial report of Tourism Greater Geelong and the Bellarine Inc. for the financial year ended 30 June 2023.

### BOARD OF MANAGEMENT MEMBERS

The names of committee members from 1 July 2022 to 30 June 2023 were:

**Mr Bill Mithen**  
- *Independent Chair*

**Cr Trent Sullivan**  
- *City of Greater Geelong*

**Cr Ross Ebbels**  
- *Borough of Queenscliff Representative*

**Ms Karen Jackson**  
- *Skills Based Business Events Representative*

**Ms Connie Trathen**  
- *Skills Based Marketing Representative*

**Mr Terry Jongebloed**  
- *Geelong Representative*

**Mr James Murphy**  
- *Bellarine Representative*

**Cr Brett Cunningham**  
- *Golden Plains Representative*

**Ms Helen Butteriss**  
- *Skills Based Finance Representative Treasurer*

**Ms Sophie Bone**  
- *Bellarine Representative*

**Ms Lisa Cunningham**  
- *Geelong Representative*

There were no general elections held in the financial year ending 30 June 2023.

### PRINCIPAL ACTIVITIES

The principal activities of the association during the financial year were to market, promote and develop tourism businesses in the Greater Geelong and The Bellarine in partnership with Local Government Stakeholders, Tourism Members and State/Federal Tourism Organisations.

### SIGNIFICANT CHANGES

The period ending 30 June 2023 marked the first full year of Tourism Greater Geelong and The Bellarine operating a financial membership and partnership model following two years of alternative processes due to COVID-19.

The recommencement of this as a critical funding stream to the associations activity budget has been positively reflected in the audited financial statements.

### OPERATING RESULT

A surplus of \$35,918 was recorded for the association after ordinary activities for the year ended 30 June 2023, \$36,511 over budget.

The deficit for the association year for the year ended 30 June 2022 was \$13,643.

Signed in accordance with a resolution of the Members of the Committee.



**Mr Bill Mithen**  
(Independent Chair)



**Helen Butteriss**  
(Treasurer)

Dated this 30th day of August 2023

## FINANCIAL STATEMENTS

### STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the year ended 30 June 2023

	NOTE	2023 \$	2022 \$
<b>INCOME</b>			
Memberships & Partnerships		346,800	209,805
Marketing & Communication		592,859	698,848
Business Events Attraction		443,161	619,632
Visitor Servicing		52,170	43,003
Strategy & Development		730,383	1,183,668
Business Management		45,558	40,262
<b>TOTAL REVENUE</b>		<b>2,210,931</b>	<b>2,795,218</b>
<b>EXPENDITURE</b>			
Memberships & Partnerships Expenses		243,184	149,568
Marketing & Communication Expenses		827,368	905,995
Business Events Attraction Expenses		393,883	652,150
Visitor Servicing Expenses		52,162	42,911
Strategy & Development Expenses		578,695	997,189
Business Management Expenses		79,721	61,048
<b>TOTAL EXPENSES</b>		<b>2,175,013</b>	<b>2,808,861</b>
(Deficit) / Surplus for the year before income tax		<b>35,918</b>	<b>(13,643)</b>
Income Tax	1b	-	-
(Deficit) / Surplus for the year after income tax		<b>35,918</b>	<b>(13,643)</b>
<b>Other Comprehensive Income</b>		-	-
<b>Total Comprehensive Income after income tax</b>		<b>35,918</b>	<b>(13,643)</b>

The accompanying notes form part of this financial report.

## FINANCIAL STATEMENTS

### STATEMENT FINANCIAL POSITION

As at 30 June 2023

	NOTE	2022 \$	2021 \$
<b>CURRENT ASSETS</b>			
Cash	2	575,971	1,163,874
Receivables	3	52,799	176,810
<b>TOTAL CURRENT ASSETS</b>		<b>628,770</b>	<b>1,340,684</b>
<b>TOTAL ASSETS</b>		<b>628,770</b>	<b>1,340,684</b>
<b>CURRENT LIABILITIES</b>			
Payables	4	-	293,981
Deferred Membership Fees		-	954
Deferred Marketing Income		-	62,722
Carryover Projects		336,474	726,649
<b>TOTAL CURRENT LIABILITIES</b>		<b>336,474</b>	<b>1,084,306</b>
<b>TOTAL LIABILITIES</b>		<b>336,474</b>	<b>1,084,306</b>
<b>NET ASSETS</b>		<b>292,296</b>	<b>256,378</b>
<b>MEMBERS' FUNDS</b>			
Accumulated Surplus Brought Forward	5	256,378	270,021
Deficit for the year		35,918	(13,643)
<b>TOTAL MEMBERS' FUNDS</b>		<b>292,296</b>	<b>256,378</b>

The accompanying notes form part of this financial report.

## FINANCIAL STATEMENTS

### STATEMENT OF CHANGES IN EQUITY

For the year ended 30 June 2023

	<b>RETAINED SURPLUS \$</b>	<b>TOTAL \$</b>
Balance at 1 July 2021	270,021	270,021
Deficit for the year	(13,643)	(13,643)
<b>Balance as at 30 June 2022</b>	<b>256,378</b>	<b>256,378</b>
Balance at 1 July 2022	256,378	256,378
Surplus for the year	35,918	35,918
<b>Balance as at 30 June 2023</b>	<b>292,296</b>	<b>292,296</b>

The accompanying notes form part of these financial statements.

### STATEMENT OF CASH FLOWS

As at 30 June 2023

	<b>NOTE</b>	<b>2023 \$</b>	<b>2022 \$</b>
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>			
Receipts from ordinary activities		1,881,091	1,459,082
Payments to suppliers		(2,468,994)	(1,897,768)
<b>Net cash provided by (used in) operating activities</b>		<b>(587,903)</b>	<b>(438,686)</b>
Net increase (decrease) in cash held		(587,903)	(438,686)
Cash at beginning of year		1,163,874	1,602,560
<b>Cash at end of year</b>	<b>2</b>	<b>575,971</b>	<b>1,163,874</b>

The accompanying notes form part of these financial statements.

# FINANCIAL STATEMENTS

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2023

### NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

#### FINANCIAL REPORTING FRAMEWORK

The financial statements are special purpose financial statements prepared in order to satisfy the financial reporting requirements of the *Associations Incorporation Reform Act 2012 (Vic)*. The committee has determined that the association is not a reporting entity. The entity is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

#### STATEMENT OF COMPLIANCE

The financial report has been prepared in accordance with *Associations Incorporation Reform Act 2012 (Vic)*, the basis of accounting specified by all Australian Accounting Standards and Interpretations, and the disclosure requirements of Accounting Standards AASB 101: *Presentation of Financial Statements*, AASB 107: *Cash Flow Statements*, AASB 108: *Accounting Policies, Changes in Accounting Estimates and Errors* and AASB 1054: *Australian Additional Disclosures*.

#### BASIS OF PREPARATION

The financial report has been prepared on an accrual basis and is based on historic costs and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

The following significant accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

##### a. Revenue Recognition

Revenue (sponsorship and otherwise) is recognised and brought to account on an accrual basis by the Association.

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

##### Operating Grants Donations and Bequests:

When the entity received operating grant revenue, donations or bequests, it assesses whether the contract is enforceable and has sufficiently specific performance obligations in accordance with AASB 15.

When both these conditions are satisfied, the Entity:

- > identifies each performance obligation relating to the grant
- > recognises a contract liability for its obligations under the agreement
- > recognises revenue as it satisfies its performance obligations.

Where the contract is not enforceable or does not have sufficiently specific performance obligations, the Entity:

- > recognises the asset received in accordance with the recognition requirements of other applicable accounting standards (eg AASB 9, AASB 16, AASB 116 and AASB 138)
- > recognises related amounts (being contributions by owners, lease liability, financial instruments, provisions, revenue or contract liability arising from a contract with a customer)
- > recognises income immediately in profit or loss as the difference between the initial carrying amount of the asset and the related amount.

If a contract liability is recognised as a related amount above, the Entity recognises income in profit or loss when or as it satisfies its obligations under the contract.

## FINANCIAL STATEMENTS

### NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2023

#### NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

##### b. Income Tax

No provision for income tax has been raised as the entity has self-assessed to be exempt from income tax under Div. 50 of the *Income Tax Assessment Act 1997*.

##### c. Cash and Cash Equivalents

Cash and cash equivalents includes cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

##### d. Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Tax Office. In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense.

##### e. Comparative Figures

Where appropriate, comparative figures have been adjusted to conform with changes in presentation for the current financial year.

##### f. Action Plan Activity Categorisation

The activities of TGGB as outlined in the Annual Action Plan are categorised under the pillars of Promotion, Development and Leadership as per the four-year Visitor Economy Strategy.

##### g. Key Judgements

Performance obligations under AASB 15.

To identify a performance obligation under AASB 15, the promise must be sufficiently specific to be able to determine when the obligation is satisfied. Management exercises judgement to determine whether the promise is sufficiently specific by taking into account any conditions specified in the arrangement, explicit or implicit, regarding the promised goods or services. In making this assessment, management includes the nature/ type, cost/ value, quantity and the period of transfer related to the goods or services promised.

##### h. Trade Payables

Trade and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the company during the reporting period which remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

##### i. Trade and Other Receivables

Trade receivable and other receivables include amounts due from customers. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets. Trade receivables are generally due for settlement within 30 days.

## FINANCIAL STATEMENTS

### NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2023

	<b>2022</b>	<b>2021</b>
	<b>\$</b>	<b>\$</b>
<b>NOTE 2: CASH</b>		
Cash on Hand	300	300
Cash at Bank	575,671	1,163,574
	<b>575,971</b>	<b>1,163,874</b>
<b>NOTE 3: RECEIVABLES</b>		
Accounts Receivables	47,563	176,810
Accounts Receivables	5,236	-
	<b>52,799</b>	<b>176,810</b>
<b>NOTE 4: PAYABLES</b>		
GST Payable	-	2,613
Holding Accounts	-	291,368
	<b>-</b>	<b>293,981</b>
<b>NOTE 5: RETAINED PROFITS</b>		
Retained Surplus	256,378	270,021
Surplus/(Defecit) for the year	35,918	(13,643)
	<b>292,296</b>	<b>256,378</b>

## FINANCIAL STATEMENTS

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### ANNUAL STATEMENTS GIVE TRUE AND FAIR VIEW OF FINANCIAL POSITION AND PERFORMANCE OF INCORPORATED ASSOCIATION

We, Bill Mithen, and Helen Butteriss, being members of the committee of Tourism Greater Geelong and The Bellarine Inc, certify that -

The statements attached to this certificate give a true and fair view of the financial position and performance of Tourism Greater Geelong and The Bellarine Inc during and at the end of the financial year of the association ending on 30 June 2023.



**Committee Member:**

**Mr Bill Mithen**  
(Independent Chair)



**Committee Member:**

**Ms Helen Butteriss**  
(Treasurer)

Dated this 30th day of August 2023

# THANK YOU

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# GOVERNMENT PARTNERS

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**Borough of Queenscliffe**  
Queenscliff & Point Lonsdale, Victoria, Australia



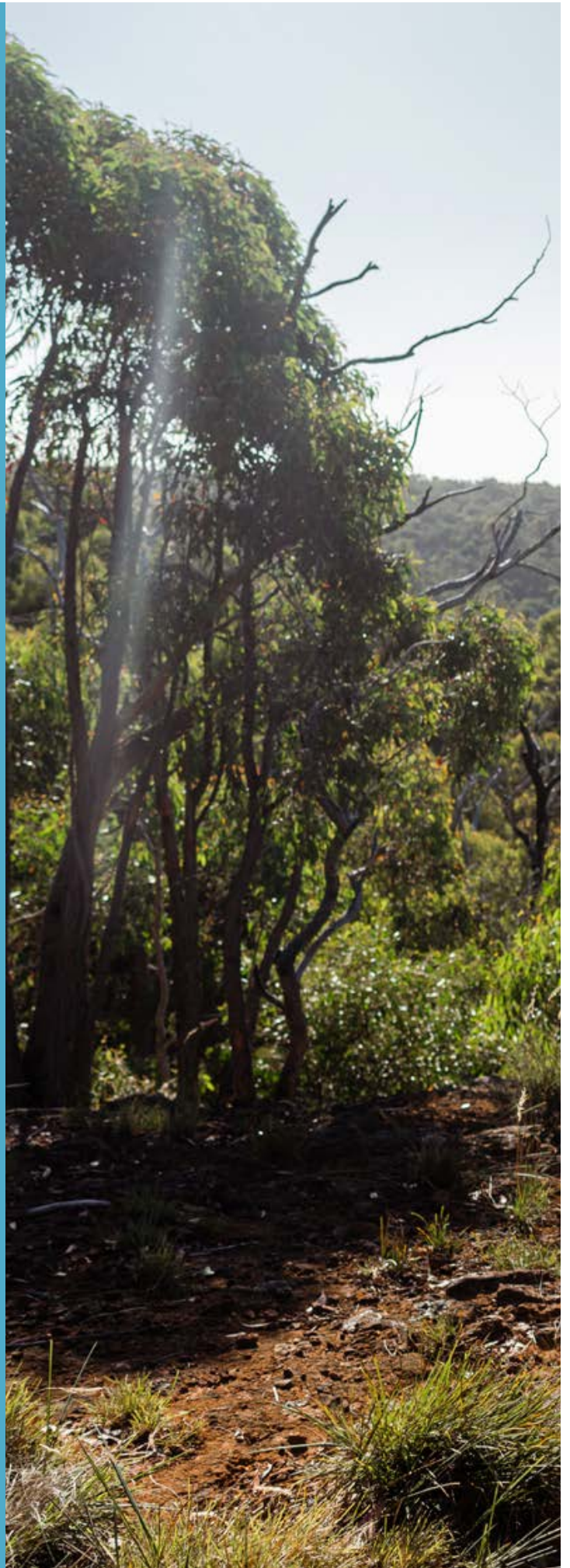
# PREMIUM PARTNER

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## 2.8. Our Community Plan Quarterly Report – September 2023

**Source:** Strategy, Governance and Corporate  
**Chief Financial Officer:** Darren Schultz

### Purpose

1. To present Our Community Plan Quarterly Report – September 2023 for consideration and endorsement by Council.

### Background

2. *Our Community Plan 2021–25* is Council’s key strategic document which identifies the outcomes and priorities Council will focus its efforts on over the four years, to ensure the social, economic and environmental sustainability of our region. As one of Council’s key priorities is improving the health and wellbeing of our community, the municipal public health and wellbeing plan has been integrated with the council plan for the first time.
3. *Our Community Plan 2021–25* is supported by an annual budget and an annual action plan, *Our Community Plan 2021–25 – Annual Action Plan 2023–24*, that highlights the projects, initiatives and programs that will take place within the 2023–24 financial year.
4. This quarterly report provides progress against the one-year actions for the period 1 July 2023 – 30 September 2023. This is the first quarterly report for the *Our Community Plan 2021–25 – Annual Action Plan 2023–24*.

### Key Matters

5. There are 75 actions reported upon in *Our Community Plan 2021–25 - Annual Action Plan 2023–24*.
6. At the end of September 2023, 67 actions were ‘on track’, one was ‘not started’ and seven had ‘commenced’.

### RESOLUTION - Item 2.8

Cr Kontelj moved, Cr Cadwell seconded -

**That Council note Our Community Plan Quarterly Report – September 2023.**

**Carried**

### **Financial Sustainability**

7. There are no financial implications arising from the subject of this report.

### **Community Engagement**

8. The *Our Community Plan 2021–25* quarterly reports are prepared in consultation with Managers, Coordinators and Officers from across the organisation. The report will be made available to our community online through our website after the Council Meeting, with the year end summary appearing in the City’s annual report.

### **Social Equity and Sustainability**

9. *Our Community Plan 2021–25* recognises the importance of social equity, access and inclusion as a key priority area contributing to the long-term sustainability of our community. The quarterly reports document the work we are undertaking to improve equity, access and inclusion for all.

### **Relevant Law/Policy/Legal Implications**

10. The City’s activities are guided by the *Our Community Plan 2021–25* which was adopted in accordance with the *Local Government Act 2020* and implementation monitored via the quarterly and annual reports.

### **Alignment to Community Plan and Vision**

11. This report aligns with Our Community Plan 2021-2025 strategic priority:
  - Healthy, caring and inclusive community.
  - High-performing council and organisation.
  - Strong local economy.
  - Sustainable growth and environment.
12. 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 fast, reliable and connected transport network;
  - A leader in developing and adopting technology;
  - A prosperous economy that supports jobs and education opportunities;
  - An inclusive, diverse, healthy and socially connected community;
  - Creative and diverse culture;
  - Development and implementation of sustainable solutions;
  - People feel safe wherever they are; and
  - Sustainable development that supports population growth and protects the natural environment.

### **Conflict of Interest**

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

***Risk Assessment***

14. There are no identified risks arising from this report.

***Environmental Sustainability***

15. As the organisation and region face considerable environmental challenges, *Our Community Plan 2021–25* outlines the City's priorities in addressing the issues including climate change and waste, increasing population growth and threats to local biodiversity.

**Attachments**

1. Our Community Plan Quarterly Report September 2023 [2.8.1 - 19 pages]



THE CITY OF  
GREATER GEELONG

# OUR COMMUNITY PLAN 2021–25

—  
QUARTERLY REPORT  
SEPTEMBER 2023



## INTRODUCTION

**Our Community Plan 2021–25 outlines how we are working towards the 30-year community vision to make Greater Geelong a clever and creative city-region.**

The plan tells the community what the councillors are aiming to achieve during their four-year term and guides how we allocate resources so we can deliver infrastructure, services and programs to the community to ensure the social, economic and environmental sustainability of our region.

The four strategic directions we've chosen to guide us are:

- Healthy, caring and inclusive community
- Sustainable growth and environment
- Strong local economy
- High-performing Council and organisation.

As well as the strategic directions, the plan also outlines:

- Desired outcomes – the future state we're aiming for in four years and
- Four-year priorities – the priorities we'll focus on to help achieve our desired outcomes

For the first time we have integrated the Council Plan and Municipal Public Health and Wellbeing plan – so that the health and wellbeing of our community is central to everything we do. We work with our health and wellbeing partners to identify local health needs and to develop collaborative responses to meet these needs.

The Plan identifies five health and wellbeing priorities which are:

1. Tackling climate change and its impact on health
2. Increasing healthy eating
3. Increasing active living
4. Demonstrating and promoting gender equity practices
5. Improving mental wellbeing and social connection

*Our Community Plan 2021–25* is supported by an annual action plan and budget which highlight the projects, initiatives and programs that will take place within the financial year to address our four-year priorities.

This quarterly report was developed to provide a transparent update of our performance in delivering the annual action plan.

Actions that support the health and wellbeing priorities have been identified with the relevant health and wellbeing icon:



Tackling climate change and its impact on health



Increasing healthy eating



Increasing active living



Demonstrating and promoting gender equity practices



Improving mental wellbeing and social connection



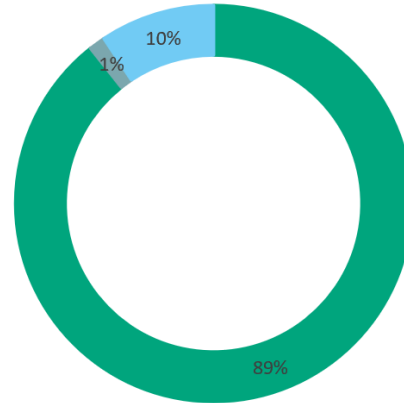
## STATUS UPDATE

We committed to 75 actions in our Annual Action Plan this year.

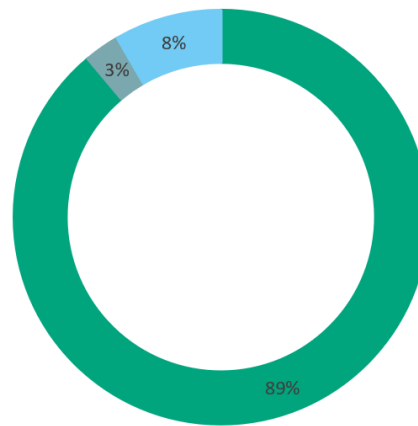
At the end of September 2023:

- **67 were 'on track'**
- **one was 'not started'**
  - Commence construction of all abilities play space at Rippleside Park\*
- **seven had 'commenced'**
  - Advocate for the best community outcomes in regard to Commonwealth Games legacy funding
  - Finalise the procurement activities related to redevelopment of the Osborne House site and complete the draft proposal of future activities for council endorsement\*
  - Advocate and lobby government for future funding for the region to support the delivery of pre-employment programs
  - Develop a policy to make the region's food system more accessible and resilient
  - Prepare the Innovate Reconciliation Action Plan for endorsement by Reconciliation Australia
  - Promote access to sport and physical activity for women and girls through the development of the Ocean Grove Sporting Infrastructure Plan
  - Develop a property strategy that ensures efficient and sustainable use of the City's assets

### Annual Action Plan overall progress



### Health & Wellbeing priorities progress



■ On track ■ Not started ■ Commenced

\* Major initiative

## STRATEGIC DIRECTION 1




### HEALTHY, CARING AND INCLUSIVE COMMUNITY

#### Desired outcomes

- Our community feels welcome, safe and connected
- Our community has equitable access to health and social services, information and infrastructure
- Healthy behaviours and environments are promoted, supported and accessible




#### Four-year priorities

- 1.1 Help our community, recreation groups and volunteers to prosper and grow
- 1.2 Deliver health and community initiatives that are culturally sensitive and accessible across all life stages
- 1.3 Foster and embrace community connectedness
- 1.4 Demonstrate and promote gender equity practices
- 1.5 Foster an inclusive community culture
- 1.6 Facilitate social and affordable housing in Greater Geelong
- 1.7 Provide access to places, spaces and services where and when people need them the most
- 1.8 Strengthen relationships and partnerships with the Aboriginal and Torres Strait Islander communities in Greater Geelong
- 1.9 Support the City's cultural and creative life, history and heritage
- 1.10 Provide facilities that foster and facilitate positive health and wellbeing outcomes
- 1.11 Respond to the findings of the Royal Commissions into aged care and mental health








Four-year priority	2023–24 actions	Progress comment	Status
1.1.1	<i>Implement the Promoting Change project to encourage healthier food and drink options in Council owned facilities and settings</i> 	We have recruited a project officer to facilitate the Promoting Change Project which aims to encourage healthier food and drink options in Council owned facilities and settings.	On track
1.1.2	<i>Convene and resource a network of key health and wellbeing stakeholders to identify local health needs and create partnership approaches for action</i> 	The City convened a meeting with a network of key health and wellbeing stakeholders in August 2023 to identify local health needs and identify opportunities for collaboration and alignment.	On track
1.1.3	<i>Prepare a development plan for the facilities at Rees Reserve, Little River</i> 	We awarded the Little River & District Pony Club a Community Infrastructure grant to develop a Facility Development Plan for Rees Reserve. We are currently investigating if this project will be completed by the City or if the pony club will continue to lead the project.	On track

\* Major initiative

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Four-year priority	2023–24 actions	Progress comment	Status
1.2.1	<i>Develop a policy to make the region's food system more accessible and resilient</i> 	Building upon last year's research undertaken by Deakin University's Institute for Physical Activity and Nutrition, we have held internal workshops to identify gaps and opportunities and are currently planning a community engagement process to enable community input into the development of the policy.	Commenced
1.2.2	<i>Develop an early years infrastructure network plan to support the provision of kindergarten and maternal and child health services and ensure we respond to population growth and new provision reforms</i> 	We concluded the analysis of the future early years infrastructure needs and finalised the data. Preparation of the project pipeline is underway.	On track
1.2.3	<i>Implement Year 2 activities of the Positive Ageing Strategy 2022–2025 Action Plan</i> 	We delivered activities including: <ul style="list-style-type: none"> <li>• a services directory for people as they age</li> <li>• a Positive Ageing Grants Program of events</li> <li>• Year 1 report (currently in design phase)</li> <li>• a working group meeting held in August 2023</li> <li>• an Ageing Well Advisory Committee meeting held in August 2023.</li> </ul>	On track
1.3.1	<i>Work with partner agencies to deliver programs and initiatives that seek to address social and economic disadvantaged in priority areas such as Corio, Norlane &amp; Wittington</i>	We have had an initial conversation with Give Where You Live to explore opportunities for a place-based approach for Corio and Norlane.	On track



Four-year priority	2023–24 actions	Progress comment	Status
1.4.1	<p><i>Work with partner agencies on initiatives to prevent family violence and violence against women</i></p> <p>==</p>	<p>Initiatives to date include:</p> <ul style="list-style-type: none"> <li>submitting an annual to Respect 2040 which outlines activities the City has led or worked in partnership on, towards preventing family violence and violence against women and to progress meaningful gender equality action</li> <li>commenced work on implementing Fair Access Policy roadmap to increase gender equity in sport and recreation facility use</li> <li>delivered two school programs: Love Bites (respectful relationships training that provides young people a safe environment to examine, discuss and explore healthy relationships) &amp; EveryBody (aimed at promoting body confidence and increase self-esteem in young people)</li> <li>provided partner support to the Sexual Assault and Family Violence Centre project 'Leaders on and Off the Field'</li> <li>sponsored and hosted the Gender Equality: A Goal Within Reach forum in July 2023</li> <li>appointed the City's inaugural LBGTQIA+ Advisory Committee and commenced meetings</li> <li>held IDAHOBIT event in partnership with Worksafe and TAC with guest speaker Danielle Laidley</li> <li>held a Safe and Inclusive youth event for Wear it Purple</li> <li>delivered the Gender and Sexuality Project with young people.</li> <li>partnered with the Sexual Assault and Family Violence Centre and Barwon Community Legal Centre on the 2023 Barwon Respect Cup to be held in October 2023.</li> </ul>	On track
1.4.2	<p><i>Actively pursue grant opportunities to support the development of female change facilities</i></p> <p>==</p>	<p>We applied for a Country Football Netball grant to upgrade change facilities at Ocean Grove Memorial Reserve and are waiting on endorsement from Sport &amp; Recreation Victoria.</p>	On track
1.4.3	<p><i>Complete the review of the Fair Play policy to embed Fair Access policy principles which aim to improve access and use of community sports infrastructure for women and girls</i></p> <p>==</p>	<p>We are currently reviewing the City's <i>Fair Play Strategy</i> which includes embedding the state government's <i>Fair Access Policy</i> Principles. Financial modelling is to be completed followed by community engagement in late 2023.</p>	On track
1.5.1	<p><i>Commence construction of all abilities play space at Rippleside Park*</i></p> <p>❤️</p>	<p>There has been a delay in awarding the detailed design contract. The works are expected to be awarded in late 2023. The playspace will be inclusive for kids of all ages and abilities. It will incorporate multi-sensory and nature play elements, with opportunities for physical, creative, social and passive play.</p>	Not started

Four-year priority	2023–24 actions	Progress comment	Status
1.5.2	<i>Deliver priority infrastructure projects to improve all abilities access as part of our Access and Inclusion Plan 2018–2022</i> 	We have defined program priorities and design has commenced on priority infrastructure projects. Two guaranteed facilities that will be delivered this year are Grovedale Hall and Drysdale Community Hub.	On track
1.6.1	<i>Partner with the Geelong Zero Alliance to co-design a strategic approach to end homelessness</i> 	The design of a governance structure for the Geelong Zero Alliance partnership is currently underway.	On track
1.6.2	<i>Continue implementation of the Social Housing Plan 2020–41 including the use of council land for social housing and advocacy to the state government on the delivery of a significant increase in the supply of social housing</i>	The procurement process for the appointment of a trustee for the Geelong Affordable Housing Trust has concluded and will be reported back to Council in early 2024.	On track
1.7.1	<i>Complete the construction phase for the Bial-a Armstrong Creek Library*</i> 	We progressed construction on the new Bial-a Armstrong Creek Library. Upon completion, the three-level facility will feature a library service, accessible contemporary amenities, a children's story time area, multipurpose spaces, outdoor terraces and creative places for programming.	On track
1.7.2	<i>Implement Stage 2 of the Drysdale Sporting Precinct Master Plan*</i> 	We commenced Cultural Heritage Management Plan work which will assess the potential impact of Stage 2 of the <i>Drysdale Sporting Precinct Master Plan</i> on Aboriginal and historical archaeological artefacts within the construction corridor.	On track
1.7.3	<i>Implement Stage 2 of the Lara Recreation Reserve Master Plan*</i> 	We commenced construction on the new accessible, multi-sport and gender-neutral sports pavilion as part of Stage 2 of the <i>Lara Recreation Reserve Master Plan</i> .	On track
1.7.4	<i>Review our approach to the provision, development and subsidy of Council owned and/or managed community outdoor recreation reserves</i> 	We are reviewing the City's <i>Fair Play Strategy</i> which guides the provision, development and subsidy of Council owned and/or managed community level outdoor recreation reserves. The review includes transitioning the strategy to a policy and embedding the state government's <i>Fair Access Policy Principles</i> . Financial modelling is to be completed followed by community engagement in late 2023.	On track
1.7.5	<i>Plan for the delivery of the pilot youth hub in central Geelong</i> 	We completed consultation with the Youth Council. Site assessments are underway and design of a governance model has commenced.	On track

\* Major initiative

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Four-year priority	2023–24 actions	Progress comment	Status
1.8.1	<i>Prepare the Innovate Reconciliation Action Plan for endorsement by Reconciliation Australia</i> 	We sought the support of consultants on the development and engagement strategy of the Reconciliation Action Plan (RAP). Timelines are under review for the development of the Innovate RAP in consultation with Reconciliation Australia.	Commenced
1.9.1	<i>Renew artwork murals in Little Malop St, Geelong</i> 	We undertook a review and scoping for the Little Malop Street precinct, identifying renewals that require further scoping. Several sites identified as suitable for future commissions require further engagement with property owners to gauge their interest and options.	On track
1.9.2	<i>Prepare a Heritage Strategy to expand cultural inclusivity that better acknowledges and integrates the management of First Nations heritage, European heritage, and the heritage of all those other cultural groups who are now integral to our community</i>	In September we conducted a stakeholder workshop. We have commenced preparation of an engagement plan and public survey which we will begin November 2023.	On track
1.9.3	<i>Provide opportunities for the community to engage in the First Nations events including knowledge sharing forums in the lead up to The Voice referendum</i>	We provided opportunities for our local community to come together for conversations about the Voice to Parliament at a series of free forums and community kiosks during July, August and September 2023. The Community Conversation Forums at the City's Wurriki Nyal administration headquarters and Community Kiosks at the region's libraries were open to all community members to attend. They offered an informal chance for local residents to listen and learn from each other. The conversations were facilitated by the City's First Nations Experience Advisor and other City employees.	On track
1.9.4	<i>Collaborate with Wadawurrung Traditional Owners and key stakeholders to conserve, digitise, interpret and provide access to objects of cultural significance and regional importance from across Council's art &amp; heritage collections</i>	The National Wool Museum (NWM) has been named an honouree in the 2022–23 Victorian Collections Cataloguing 'Best in Show' list with over 6,100 objects online. The financial valuation of the Art & Heritage Collection is on track for November completion. Major conservation works are underway for public art including Hitcock Gates and Grassy Mole sculpture. We also: <ul style="list-style-type: none"> <li>• added Deanne Gilson cloaks to our online collections</li> <li>• supported 20 collections access requests, 2 object loans to partner museums and 33 general collections enquiries</li> <li>• catalogued over 150 new objects into detail</li> <li>• completed significance Assessments of NWM, Naval &amp; Maritime, Old Geelong Gaol and Outdoor Public Art Collections</li> <li>• acquired into our collection the expressions Wool Quilt Prize winner 'DIY Deluge Design No.1'</li> </ul>	On track
1.9.5	<i>Advocate for funding for the implementation of Bellarine Arts Centre-Potato Shed business case</i>	We are finalising project acquittal for the Potato Shed business case.	On track

Four-year priority	2023–24 actions	Progress comment	Status
1.9.6	<i>Seek further external funding to commence business case development for the National Wool Museum vision implementation</i>	We will be seeking endorsement of a strategic vision for the National Wool Museum by the City's Executive Leadership Team in October 2023.	On track
1.10.1	<i>Activate the Northern Aquatic and Community Hub with a focus on health and wellbeing, cultural engagement and community connection for people in the local community</i> 	The Northern Aquatic and Community Hub is on track to open in early 2024. The pools are all fully lined and work is underway on floor surfaces including the pool concourses, studios, community hall and stage. External works underway around the building include the carpark, landscaping, footpaths and lighting installation.	On track
1.10.2	<i>Complete the Whittington Community Infrastructure and Services Place Based Needs Study and advocate for funding and work in partnership with local services to implement priority recommendations</i>	We completed the needs assessment and concept designs options for the Whittington Family and Community Hub.	On track
1.10.3	<i>Advocate for the best community outcomes in regard to Commonwealth Games legacy funding</i>	Following its decision not to proceed with hosting the Commonwealth Games in 2026, the state government committed to delivering the legacy sporting infrastructure in Geelong. As part of the announcement, there is a \$2 billion package with focus on housing, tourism, events and sporting infrastructure. We are committed to working with the State to realise these opportunities. The state government re-engaged with the City in late September 2023 to continue working through legacy infrastructure works.	Commenced
1.11.1	<i>Consider a phased response to the aged care reforms, to ascertain future participation of Council in Community Care services</i> 	Commonwealth changes postponed for 12 months which allows further time for Council to consider if and how it can participate in the new program.	On track

## LINKS TO THE CLEVER CREATIVE VISION



AN INCLUSIVE, DIVERSE,  
HEALTHY AND SOCIALLY  
CONNECTED COMMUNITY



PEOPLE FEEL SAFE  
WHEREVER THEY ARE



CREATIVITY DRIVES CULTURE

## STRATEGIC DIRECTION 2

### SUSTAINABLE GROWTH AND ENVIRONMENT

#### Desired outcomes






- We are delivering our vision for sustainable growth across the municipality
- We have a choice of housing and lifestyles to meet the diverse needs of our community
- There are connected transport networks throughout the region that support liveability and prosperity
- Greater Geelong has quality, vibrant public spaces
- We are leading a reduction in community emissions and are increasing the City's resilience to climate change impacts
- We protect and restore our natural environment
- We minimise waste with good design and manage effective recovery of resources






#### Four-year priorities

- 2.1 Meet the housing needs of our future community
- 2.2 Meet existing and future transport needs
- 2.3 Create engaging places and spaces
- 2.4 Deliver best practice Environmentally Sustainable Design principles and vibrant neighbourhoods
- 2.5 Achieve carbon neutral in all City-managed operations by 2025 and manage our climate change risks
- 2.6 Support our community and region to reduce emissions and build resilience to climate change
- 2.7 Reduce the impact of waste
- 2.8 Support greater indigenous biodiversity

Four-year priority	2023–24 actions	Progress comment	Status
2.1.1	<i>Deliver the Precinct Structure Planning program for the Northern and Western Geelong Growth Areas*</i>	We commenced further work on drainage and transport network design for Creamery Road as an outcome of the draft Development Contributions Plan engagement in March 2023. Further work on the drainage network design continued for Elcho Road East Precinct Structure Plan. Preparation of the Monocline Masterplan has progressed.	On track
2.1.2	<i>Prepare the Strategic Assessment under the Environment Protection and Biodiversity Conservation Act and biodiversity conservation strategy for the Northern and Western Growth Areas*</i>	Our Environment Protection and Biodiversity Conservation (EPBC) Plan sets out a range of measures and commitments to protect biodiversity in the Northern and Western Geelong Growth Areas. The draft EPBC and Strategic Assessment Report were released for community consultation from 26 July to 25 September 2023 with feedback now being considered.	On track
2.1.3	<i>Facilitate a diversity of housing types to meet the long term needs of our future community</i>	We completed design and costings for Carr Street as part of the South Geelong Urban Design Framework (UDF). This study is to inform the planning scheme amendment for the South Geelong UDF. Scoping for the review of the West Fyans Structure Plan to be completed. The South Geelong UDF includes strategies for increasing housing diversity.	On track

\* Major initiative

Four-year priority	2023–24 actions	Progress comment	Status
2.2.1	<i>Finalise the transport infrastructure and services strategy for growth areas</i> 	We are currently developing a draft transport infrastructure and services strategy to provide an overarching framework for investment in road and rail infrastructure in Geelong's major growth areas.	On track
2.3.1	<i>Promote access to sport and physical activity for women and girls through the development of the Ocean Grove Sporting Infrastructure Plan</i> 	We are reviewing the Ocean Grove Sporting Infrastructure Plan in response to the exponential increase in female sports participation and population growth, new design trends (female friendly, universal and Environmentally Sustainable Design) and development of new facility standards, strategies and policies. Further progress is pending a decision on the relocation of a local sporting club.	Commenced
2.3.2	<i>Partner with senior groups to create a street art mural for the Portarlington Senior Citizens Club</i> 	We provide support and guidance and regularly liaising with the artist, senior citizens and the Portarlington Community Association to ensure all are informed as the project progresses. Feedback from the community has demonstrated enthusiasm for a street art mural on this site to add colour and interest to the area. This commission aims to exemplify the vision for public art as expressed in our <i>Public Art Strategy</i> and give consideration to the unique qualities of the site, place and culture of the region.	On track
2.3.3	<i>Finalise the masterplan for the Market Square Quarter to guide the regeneration and redevelopment of the city block bounded by Malop St, Moorabool St, Ryrie St and Yarra St</i>	We held meetings with key stakeholders and key landowners in the precinct and finalised the draft masterplan for the Market Square Quarter. Endorsement for public engagement of the draft masterplan is now scheduled for Council meeting in November 2023.	On track
2.3.4	<i>Support and assist Emergency Services and the Greater Geelong community in preparing for, responding to, and recovering from emergencies</i> 	To date we have: <ul style="list-style-type: none"> <li>• reviewed and updated duty statements</li> <li>• developed a recruitment plan for a Municipal Emergency Management Officer (MEMO) &amp; Municipal Recovery Manager (MRM)</li> <li>• developed a project plan for Geelong Recovery Outreach for Resilience and recruited a project officer</li> <li>• completed training for the City's new Building Resource and Capacity for Emergencies (BRACE) Emergency Management Team recruits (Working in an Emergency Relief Centre and Psychological First Aid).</li> </ul>	On track
2.4.1	<i>Incorporate Environmentally Sustainable Design principles into new urban growth areas including zero carbon, water efficiency, sustainable transport, urban greening and climate resilience</i> 	We completed a recycled products technical study for the Northern and Western Geelong Growth Area. Environmentally Sustainable Design (ESD) provisions have been included in the Jetty Rd Stage 2 planning controls and the Marshall Precinct Structure Plan. ESD provisions for the Creamery Rd Precinct Structure Plan and Elcho Rd East Precinct Structure are underway.	On track

Four-year priority	2023–24 actions	Progress comment	Status
2.5.1	<i>Review the City's Sustainable Building Policy for new and existing City owned or managed buildings to include all electric infrastructure and strengthened zero emission requirements</i> 	We are undertaking further internal engagement on the policy review prior to going to the City's Policy Review Committee.	On track
2.6.1	<i>Review annual action plans for the Environment Strategy 2020–2030 and Climate Change Response Plan 2021–30</i> 	Initial research and stakeholder engagement is underway to inform the final project plan and scope of the review.	On track
2.6.2	<i>Identify new opportunities for policy or project development from the discussion paper on understanding and mitigating the health impacts of climate change</i> 	We have sought feedback from internal stakeholders and subject matter experts to finalise the discussion paper. An internal workshop will be held before the end of the year to identify opportunities or new projects that incorporate a health lens in our climate change work.	On track
2.6.3	<i>Facilitate partnerships to support our community to reduce emissions</i> 	Climate Change Partnership Grant program advertised, and partnership projects and funding agreements awarded. Five partnerships have been established including projects with Deakin University, Geelong Sustainability and 100% Clean Bellarine to work towards zero emissions and become a climate ready city.	On track
2.7.1	<i>Update the Waste and Resource Recovery Strategy 2020–2030 to include new focus areas such as food &amp; garden organics recycling and roll out of the municipal container deposit scheme</i> 	We completed planning to update the <i>Waste and Resource Recovery Strategy 2020–2030</i> . Decisions on timelines to be made in Q2 to inform the update to the strategy in mid-2024.	On track
2.8.1	<i>Build community knowledge, engagement and partnerships to protect and restore our region's biodiversity</i>	We completed planning and community engagement tasks. We partnered with the Geelong Field Naturalists Club and others to support the delivery of the Geelong Nature Festival from 15 September 2023 to 29 October 2023. The festival showcased Geelong's natural wonders through an array of nature-based activities, workshops, guest speakers, presentations and displays.	On track
2.8.2	<i>Establish public parkland as per phase 2 (2022–2030) of the Sparrovale-Ngubiti yoorree Wetlands Master Plan*</i>	We officially opened section one of Sparrovale Wetland Reserve Ngubiti yoorree on 23 September 2023 as part of the Geelong Nature Festival.	On track

\* Major initiative

Four-year priority	2023–24 actions	Progress comment	Status
2.8.3	<i>Complete ecological surveys of fish, frogs and birdlife as required for the development of the Sparrovale-Ngubiti yoorree Wetlands</i>	We commenced work on ecological surveys of fish, frogs and birdlife and are currently recruiting an additional Environmental Officer role to support development of the wetlands.	On track

**LINKS TO THE CLEVER CREATIVE VISION**



SUSTAINABLE DEVELOPMENT THAT SUPPORTS POPULATION GROWTH AND PROTECTS THE NATURAL ENVIRONMENT



DEVELOPMENT AND IMPLEMENTATION OF SUSTAINABLE SOLUTIONS



A FAST, RELIABLE AND CONNECTED TRANSPORT NETWORK



CREATIVITY DRIVES CULTURE



PEOPLE FEEL SAFE WHEREVER THEY ARE

## STRATEGIC DIRECTION 3 STRONG LOCAL ECONOMY

### Desired outcomes

- We have a global, national and local reputation as a place to do business – especially in our key sectors
- We have a diversified, future-focused and sustainable economy to drive employment and support growth
- We are an influential Council that builds effective private and public partnerships, taking the lead role in advocating for future investment



### Four-year priorities

- 3.1 Attract and facilitate public and private investment
- 3.2 Promote and leverage the competitive strengths and attractiveness of our region, globally, nationally and locally
- 3.3 Support entrepreneurs, start-ups, innovation, research and digital connectivity
- 3.4 Attract businesses with a carbon neutral and circular economy focus
- 3.5 Support local business resilience and recovery from the impacts of the COVID-19 pandemic
- 3.6 Attract, retain and enable participation in the workforce to meet industry needs
- 3.7 Address high levels of unemployment in targeted areas of our region
- 3.8 Promote our region as a trial location for innovation and new technologies

Four-year priority	2023–24 actions	Progress comment	Status
3.1.1	<i>Facilitate a diversity of employment land supply to meet the long terms needs of our city</i>	We are preparing a report for council on the South-West Employment Study which looks at employment land needs and opportunities in south-west Geelong. Technical work is continuing on a review of the Armstrong Creek North-East Industrial Precinct Structure Plan. The Victorian Planning Authority have completed the co-design workshop for the Greater Avalon Employment Precinct.	On track
3.1.2	<i>Deliver a new Economic Plan for the City of Greater Geelong identifying key growth sectors and workforce sector gaps</i>	We completed an updated background report with the most recent economic data and re-engaged with internal and external stakeholders and councillors. The new economic plan will identify key growth industries and opportunities for investment.	On track
3.1.3	<i>Delivery of the Tourism Greater Geelong &amp; The Bellarine Sustainable Destination Master Plan including advocacy and attraction for new investments, programs and initiatives to increase visitor numbers and spend</i>	The Tourism Greater Geelong & The Bellarine Sustainable Destination Master Plan was updated in September 2023 to reflect the Commonwealth Games cancellation. The plan is published, and briefings are scheduled for media and stakeholders throughout October 2023.	On track

Four-year priority	2023–24 actions	Progress comment	Status
3.2.1	<i>Continue to support Geelong's designation as a UNESCO City of Design to position the City of Greater Geelong both Nationally and on the World Stage as a Clever &amp; Creative City</i>	We held one UNESCO Working Group Meeting and attended one Victorian Creative Cities Network meeting. Planning and development is underway for Geelong Design Week 19 to 29 October 2023.	On track
3.2.2	<i>Finalise the procurement activities related to redevelopment of the Osborne House site and complete the draft proposal of future activities for council endorsement*</i>	Expressions of Interest for procurement activities have progressed and we continued to work towards finalising information to prepare a draft proposal for council endorsement\\	Commenced
3.2.3	<i>Continue to support investment attraction, innovation and local digital capabilities through implementation of Smart Cities initiatives including Digital Twin, Data Exchange Centre and smart parking solutions in Central Geelong</i>	We progressed data initiatives centred on Central Geelong parking and the development of high-fidelity building models for the Geelong Digital Twin. Initial solutions currently undergoing testing and evaluation. A digital twin is a virtual 3D model of our city representing terrain surfaces, buildings, vegetation, infrastructure and other objects and assets to support efficiencies and data-driven planning decisions.	On track
3.2.4	<i>Work with state government and partner organisations to maximise funding outcomes for Tourism and Major Events in the Greater Geelong Region</i>	We appointed a consultant to assist in the development of Major Events Strategic Review.	On track
3.3.1	<i>Development of tools and resources to promote and profile investment opportunities for Geelong in regards to industry, creative industries and major events</i>	We completed a draft of the Professional Services document. A meeting has been scheduled with the Department of Jobs, Skills, Industry and Regions to finalise.	On track
3.3.2	<i>Partner with AARNet to provide community facilities and public spaces with access to ultra-high-speed internet as part of the Fibre in the North project</i>	We reached the 50 per cent project completion mark with fibre connected to Splashdown Leisure Centre and through Leopold to Curlewis.	On track

\* Major initiative

Four-year priority	2023–24 actions	Progress comment	Status
3.3.3	<i>Deliver free public Wi Fi and enhanced broadband across the north to address gaps in digital access and affordability (Geelong Smarter Suburbs)*</i> 	We continued to deliver free public Wi Fi and enhanced broadband across the northern suburbs. We have stood eleven nodes with future milestones ahead of schedule.	On track
3.4.1	<i>Partner with industry stakeholders to delivery cleantech programs and initiatives including Cleantech Grants and NEXUS Cleantech Innovation Festival</i>	The City partnered with representatives from the Victorian Cleantech Cluster, Regional Innovation for a Circular Economy (RICE) and Climate-KIC Australia to host the NEXUS Cleantech Innovation Festival at Wurriki Nyal Civic Precinct on 11 August 2023. The event brought together attendees from local business, industry, academia and government to discuss the latest developments in the clean technology sector and the role the Geelong region can play in achieving a circular economy. In November 2023, we will commence planning for the 2024 event.	On track
3.6.1	<i>Partner with community organisations to deliver programs that enable skills development and improved employment outcomes</i> 	The City partnered with the Geelong Chamber of Commerce to deliver the Geelong Small Business Festival from 1 to 31 August 2023. The month-long festival saw 72 low-cost and free workshops, presentations and networking opportunities held by local businesses for community members looking to start, grow or improve their small business, covering every stage in the small business life. There were 2,127 community members who attended events either in-person or online.	On track
3.7.1	<i>Advocate and lobby government for future funding for the region to support the delivery of pre-employment programs</i>	Conversations have commenced with local service providers. The City has supported the commencement of a pre-employment program by Northern Futures in partnership with Gordon TAFE.	Commenced
3.8.1	<i>Upgrade the LED Street Lighting &amp; Smart Control Technology*</i>	Replacement of main roads lighting continued with approximately 3,000 lights now converted (out of approximately 5,000). Main roads lighting is expected to be complete by mid-2024 and decorative lighting 25 per cent complete by June 2024.	On track

**LINKS TO THE CLEVER CREATIVE VISION**



A PROSPEROUS ECONOMY THAT SUPPORTS JOBS AND EDUCATION OPPORTUNITIES



A LEADER IN DEVELOPING AND ADOPTING TECHNOLOGY



CREATIVITY DRIVES CULTURE



A DESTINATION THAT ATTRACTS LOCAL AND INTERNATIONAL VISITORS

\* Major initiative

## STRATEGIC DIRECTION 4

### HIGH-PERFORMING COUNCIL AND ORGANISATION

#### Desired outcomes

- Our services are accessible and meet the diverse needs of our community
- We are acknowledged and recognised as a leading council and organisation
- We have a healthy, safe, inclusive and diverse culture
- We are a financially sustainable and resilient organisation

#### Four-year priorities

- 4.1 Enable a customer-focused approach that delivers efficient and responsive service
- 4.2 Communicate and engage effectively with our community to understand their needs and advocate on their behalf
- 4.3 Foster excellence and equity in planning for our growing region
- 4.4 Continue to strengthen our workforce capabilities and culture
- 4.5 Create a more efficient and effective organisation
- 4.6 Develop a digital core of brilliant basic technology that supports better ways of working
- 4.7 Ensure that our employees are safe at work
- 4.8 Focus on economic, social and environmental sustainability

Four-year priority	2023–24 actions	Progress comment	Status
4.1.1	<i>Identify, capture and share data sources across departments to better understand the community and customers' experience and develop strategies for addressing gaps</i>	We have identified and captured relevant data sources which help us to better understand community needs and our community and customers' experiences. Data analysis has commenced.	On track
4.1.2	<i>Plan for the delivery of the 2024 Council elections</i>	We commenced development of an election program. A working group is being formed in the coming months. We are currently working with the Victorian Electoral Commission and internal stakeholders to prepare the voters role and other statutory obligations.	On track
4.2.1	<i>Continue to provide the opportunity for in-person neighbourhood discussions with residents as part of our Neighbourhood Conversations program</i>	We held a Neighbourhood Conversation in Drysdale (Bellarine Ward) at the Boronggook Drysdale Library on Tuesday 5 September. The next Neighbourhood Conversation session will be held in December 2023.	On track
4.4.1	<i>Improve workplace gender equality through delivery of our Gender Equality Action Plan and Gender Impact Assessments (GIA+)</i>	The gender equality audit and gender equality People Matter survey were completed. This will be analysed and incorporated into the gender equality progress report. The progress report will be submitted to the Public Sector Gender Equality Commissioner.	On track

\* Major initiative

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Four-year priority	2023–24 actions	Progress comment	Status
4.4.2	<i>Deliver learning &amp; development programs to Councillor Group to further enhance leadership and governance capabilities</i>	<p>In the last twelve months, a range of learning and development opportunities were presented to the Councillor group. These have included;</p> <ul style="list-style-type: none"> <li>• training as prescribed under the <i>Local Government Act 2020</i></li> <li>• training made available through the Municipal Association of Victoria</li> <li>• a series of Governance refreshers delivered by Maddocks Lawyers</li> <li>• relationship building through Elite Training Dynamics.</li> </ul> <p>In addition to this, we developed a new Councillor E- Learning module focused on streamlining compliance based training and creating a more accessible environment. In the lead up to the 2024 Council election, we will strive to incorporate induction material in the module. We are also currently developing good governance guidelines which will support Councillors in the application of the Governance Rules.</p>	On track
4.5.1	<i>Implement efficiency opportunities within the City's operations to reduce the operational budget, without impacting core service delivery</i>	We identified and tracked more than 100 potential efficiency opportunities to reduce our operational budget, without impacting core service delivery. These are now being prioritised and validated.	On track
4.5.2	<i>Simplify customer service delivery to improve our community's experience with the City</i>	We implemented the Phase 1 pilot for first point of contact resolution as part of the transitional approach to the tiered service delivery model Further discovery is underway on the management of more complex enquiries.	On track
4.5.3	<i>Develop an advocacy and partnership frameworks to support the organisation to attract grant funding and seek investment opportunities</i>	We completed the advocacy options discussion pack. Mapping of financial partnerships with a financial benefit near completion.	On track
4.5.4	<i>Develop a property strategy that ensures efficient and sustainable use of the City's assets</i>	Work on development of a property strategy commenced in September 2023.	Commenced
4.5.5	<i>Respond to the Independent Broad-based Anti-corruption Commission recommendations and legislative outcomes from the Operation Sandon Special Report</i>	Council was briefed on the outcomes from the Operation Sandon Special Report, an investigation into allegations of corrupt conduct involving councillors and property developers in Melbourne's south-east. Key employees attended relevant external meetings and briefings in regard to the final recommendations. Key documents likely to be impacted were identified for review and amendment.	On track
4.6.1	<i>Protect the City's digital landscape from cyber security threats through implementation of the Cyber Security Strategy*</i>	We appointed an IT Security, Risk, and Compliance Manager. Initial tasks have focused on, developing management response plans for the cyber security, payment card industry data security standards (PCI-DSS) and Victorian Auditor-General's Office (VAGO) audits. These plans will be leveraged to re-align Audit and Risk Committee commitments.	On track

\* Major initiative

Four-year priority	2023–24 actions	Progress comment	Status
4.6.2	<i>Commence the detailed design of a digital innovation program across the organisation*</i>	We completed the scoping and documentation of a Request for Proposal (RFP) to go to market for the development of the City's IT Strategy and Roadmap. The outcome of this work will inform our future digital innovation program horizons.	On track
4.7.1	<i>Development and implementation of measures that support a healthy and inclusive work environment, with a focus on employee engagement and safety</i>	The City implemented a <i>Fitness for Work</i> policy. After a comprehensive consultation process with internal and external stakeholders, the implementation included a programmed roll out of the policy, including the release of a training package. In response to WorkSafe Victoria's proposed Occupational Health and Safety Amendment (Psychological Health) Regulations, a draft framework was developed in preparation for the pending release of this new legislation. R U OK? Day activities were held across the organisation to continue to support our employee's mental wellbeing.	On track
4.8.1	<i>Monitor the current and long-term financial risks of the City to support future growth and financial sustainability</i>	We continued to monitor the current and long-term financial risks of the City.	On track

\* Major initiative

## **2.9. T2300116 Grinding and Decontamination Services**

**Source:** Strategy, Governance and Corporate  
**Chief Financial Officer:** Darren Schultz

### **Purpose**

1. To award contract C2300116 Grinding and Decontamination Services to Van Schaik`s Bio Gro Pty Ltd (ABN 83 067 853 098) for the submitted schedule of rates.

### **Background**

2. The decontamination of garden organic material collected from residential property's kerbside bin collection and the subsequent grinding of the material at Point Henry Transfer Station.
3. The City collects some 35,000 to 40,000 tonnes of green organic material annually for effective decontamination.
4. Garden organic material decontamination is critical to ensure the organic material is suitable for its end use as compost.

### **Key Matters**

5. The current contract for these services expires 10 February 2024, with the new contract commencing the following day 11 February 2024.
6. The Procurement Services Unit administered an open tender process on behalf of the Waste Services Department to find a suitable contractor that had the experience and resources to provide this service to the City.
7. Based on the tenderers experience, capability, capacity and pricing the Tender Evaluation Panel recommend that Van Schaik`s Bio Gro Pty Ltd be awarded the contract for these services as they provided the best value for money.

### **ORIGINAL RECOMMENDATION**

**Cr Nelson moved, Cr Kontelj seconded -**

#### **That Council:**

1. **Award Contract C2300116 Grinding and Decontamination Services to Van Schaik`s Bio Gro Pty Ltd (ABN 83 067 853 098) for the tendered schedule of rates; and**
2. **Authorise the Chief Executive Officer to execute Contract number C2300116 and any other documents required by or to give effect to the terms of the contract on behalf of Council.**

**AMENDMENT**

**RESOLUTION – Item 2.9**

**Cr Aitken moved, Cr Harwood seconded -**

**That the report be deferred.**

**Carried**

***Financial Sustainability***

8. The estimated cost of the Grinding and Decontamination Services under this contract is expected to fall within the annual allocated budget amount for this service.

***Community Engagement***

9. No community engagement was required for this contract as it is a continuation of a current service.
10. There were no opportunities for collaboration for these services at this time.

***Social Equity and Sustainability***

11. Tenderers were asked to provide human resource management philosophy and policies.
12. The response received from Van Schaik's Bio Gro Pty Ltd was detailed, thorough and copies of the human resources manual and policy were provided.

***Relevant Law/Policy/Legal Implications***

13. This tender was advertised in accordance with the requirements of section 109 of the *Local Government Act 2020* and the tender process has been conducted in accordance with the City's Procurement Policy.

***Alignment to Community Plan and Vision***

14. This report aligns with Our Community Plan 2021-2025 strategic priority:  
High-performing council and organisation.  
Sustainable growth and environment.
15. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration:  
Development and implementation of sustainable solutions.

***Conflict of Interest***

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

***Risk Assessment***

17. The tender evaluation process involved the assessment of work, health and safety policies, procedures, and risk assessment documents. Any other risks associated with the acceptance of this tender will be managed through the contract conditions.

***Environmental Sustainability***

18. The quality of air in Victoria is protected under the State Environment Protection Policy (Ambient Air Quality) (SEPP AAQ) and the State Environment Protection Policy (Air Quality Management) (SEPP AQM). The contractor must address the environmental indicator of 50 µg/m<sup>3</sup> per day.
19. The regulatory approvals require the Environment Protection (Schedule Premises and Exemptions) Regulations 2007 prescribe that premises that are subject to works approval and/or licensing by EPA.

## Tender Details

### Contract Details

1. C2300116 Grinding and Decontamination Services

### Invitation to Tender

2. The City issued an invitation to tender on 12 July 2023 seeking to appoint a suitably qualified and experienced contractor for the Grinding and Decontamination Services at the Point Henry Transfer Station.

*Table 1 Invitations to Tender*

Medium	Date Advertised
Print Media	21 July 2023
eProcure	12 July 2023

### Tender Evaluation Panel

3. The Tender Evaluation Panel consisted of the following staff.

*Table 2 Tender Evaluation Panel*

Position Title	Panel role
Procurement Services Officer	Chair
Coordinator Waste Management	Voting Member
Waste Contract and Project Delivery	Voting Member
Team Leader Garden Organics	Voting Member
Operations Leader Garden Organics	Voting Member

### Tender Submissions

4. Tenderers were required to meet minimum OH&S requirements as determined by the City; and
5. To evidence their experience, capability, and capacity to complete these works.
6. At tender close the City received two (2) submissions

*Table 3 Tender Submissions Received*

Tender	Conforming tender
<b>A</b> Van Schaik's Bio Gro Pty Ltd	Yes
<b>B</b> Tender B	Yes

### ***Tender Evaluation***

7. All submissions were conforming and evaluated on both qualitative and pricing criteria.
8. The tender was evaluated by the tender evaluation panel in two stages.
  - 8.1. Qualitative assessment of the abovementioned comparative criteria; and
  - 8.2. Evaluation of price.

As a schedule of rates tender the Value for Money was calculated by weekday operating cost per hour across details of each piece of plant as described within: Site Dedicated Wheeled Loader and Operator, Manual Pickers, Site Dedicated Versatile Hydraulic Lifting United and Operators, Fogging Machine & Site Dedicated Grinder & Site Dedicated Wheeled Loader/Excavator and Operator.

*Table 4 Comparative Criteria Weighting*

<b>Comparative Criteria</b>	<b>Weighting</b>
<b>Economic &amp; Local Content contribution (mandatory)</b>	10%
<b>Methodology/plan for performing contract</b>	10%
<b>Documented Quality and Audit Systems</b>	10%
<b>Capability and Experience (past performance)</b>	20%
<b>Proposed Plant and Equipment Levels</b>	25%
<b>Proposed Staffing Levels &amp; Extent of Subcontracting</b>	25%

### ***Tender Evaluation Scores***

9. At the conclusion of the qualitative evaluations the tenders were ranked as shown below. The price was evaluated and the value for money determined.

*Table 5 Tender Evaluation Scores*

<b>Tender</b>	<b>Rank</b>
<b>A</b> Van Schaik`s Bio Gro Pty Ltd	76.50%
<b>B</b> Tender B	76.38%

### ***Post Tender Contact***

10. Clarifications with Van Schaik`s Bio Gro Pty Ltd & Tender B was required after the evaluations were complete.
11. Van Schaik`s Bio Gro Pty Ltd provided detailed information in response to the clarification questions regarding plant back up plan`s, further information on staffing & how many specified electric wheeled loaders were to be used.
12. Tenderer B was asked to clarify their pricing schedule as there was a typo in respect to the Dust Fighters Rate, they were also asked for their proposed grind at specified rates of 150mm or less, any additional costs for two grinders being used & further information on staffing.

13. Once all clarifications were acknowledged and analysed, Van Schaik's Bio Gro Pty Ltd remained the shortlisted tenderer with a competitive Value for Money (VFM), with a higher qualitative score and more competitive rates.

***Probity***

14. No probity issues were identified.

**Attachments**

Nil

## 2.10. T2300124 Baanip Boulevard Boundary Road Intersection Construction

**Source:** Strategy, Governance and Corporate

**Chief Financial Officer:** Darren Schultz

*Cr Kontelj declared a Conflict of Interest in Item 2.10 – T2300124 Baanip Boulevard Boundary Road Intersection Construction in that Keystone Civic Holdings is a customer of the Company which Cr Kontelj is a Director and left the meeting room prior to discussion at 8.40pm.*

### Purpose

1. To award contract C2300124 Baanip Boulevard Boundary Road Intersection Construction to Keystone Civil Holdings Pty Ltd (ABN 11 167 195 619) for the lump sum price of \$5,342,024.89 (ex-GST).

### Background

2. In accordance with the Armstrong Creek West Precinct Structure Plan Developer Contribution Plan (DCP; Items DI\_RO\_1 & DI\_TR\_02), the City is constructing a new intersection connecting Boundary Road to Baanip Boulevard including the installation of traffic signals, street lighting & pedestrian connectivity.

### Key Matters

3. To obtain a suitably qualified contractor, the City issued a public tender on 5 September 2023 receiving five submissions at tender close.
4. The submissions were evaluated by the Tender Evaluation Panel (TEP) in accordance with the processes detailed in the City's Procurement & Contracts Manual.
5. Hunt & Hunt Lawyers provided probity advice to the TEP ensuring process compliance.
6. SMEC Australia provided technical input to the TEP relating to the Tenderers proposed construction methods.
7. Having completed a comprehensive assessment of the offers, the TEP recommend that Keystone Civil Holdings Pty Ltd be awarded the contract.

**RESOLUTION - Item 2.10**

**Cr Nelson moved, Cr Harwood seconded -**

**That Council:**

- 1. Award contract C2300124 Baanip Boulevard Boundary Road Intersection Construction to Keystone Civil Holdings Pty Ltd (ABN 11 167 195 619) for the lump sum price of \$5,342,024.89 (ex-GST) and**
- 2. Authorise the Chief Executive Officer to execute Contract number C2300124 and any other documents required by or to give effect to the terms of the contract on behalf of Council.**

**Carried**

***Financial Sustainability***

8. The contract is funded from the City's 2022-23 budget appropriation.

***Community Engagement***

9. The project design has been guided by an internal Project Working Group and a Project Control Group (PCG) to ensure alignment with the DCP, relevant authority requirements & standards. There has been a communications strategy included within the Project Plan approved by PCG.
10. No collaboration opportunities were presented for this tender.

***Social Equity and Sustainability***

11. Construction of the Boundary Road and Baanip Boulevard intersection will deliver economic benefits to the Geelong community while providing the infrastructure that address the needs of local residents.

***Relevant Law/Policy/Legal Implications***

12. This tender was advertised in accordance with the requirements of section 109 of the *Local Government Act 2020* and the tender process has been conducted in accordance with Council's Procurement Policy.

***Alignment to Community Plan and Vision***

13. This report aligns with Our Community Plan 2021-2025 strategic priority: High-performing council and organisation.
14. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration: Development and implementation of sustainable solutions.

***Conflict of Interest***

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

***Risk Assessment***

16. The tender evaluation process involved the assessment of work, health and safety policies, procedures, and risk assessment documents. Any other risks associated with the acceptance of this tender will be managed through the contract conditions.

***Environmental Sustainability***

17. Any environmental implications associated with this contract will arise from the execution of the works. It is considered that these are the responsibility of the contractor and will be managed through the contract documentation.

**Attachments**

Nil

## Tender Details

### Contract Details

1. C2300124 Baanip Boulevard Boundary Road Intersection Construction Services.

### Invitation to Tender

2. The City issued an invitation to tender on 5 September 2023 seeking to appoint a suitably qualified and experienced contractor.

*Table 1 Invitations to Tender*

Medium	Date Advertised
eProcure	5 September 2023

### Tender Evaluation Panel

3. The Tender Evaluation Panel (TEP) comprised of the following.

*Table 2 Tender Evaluation Panel*

Position Title	Panel role
Senior Procurement Specialist	Chair
Manager Capital Projects	Voting Member
Coordinator Infrastructure Planning	Voting Member
Project Manager	Voting Member
SMEC - Team Leader Urban Construction	Technical Advisor
SMEC - Senior Associate Engineer - Roads & Highways	Technical Advisor
Hunt & Hunt Lawyers - Managing Principal	Probity Advisor

### Tender Submissions

4. Tenderers were required to meet minimum OH&S requirements as determined by the City:
  - 4.1. Must have obtained VicRoads pre-qualification level of R3 certification (or above); and
  - 4.2. Provide evidence of their experience, capability, and capacity to complete these works.
5. At tender close the City received five submissions.

*Table 3 Tender Submissions Received*

Tender	Conforming Tender
A Keystone Civil Holdings Pty Ltd	Yes
B Tender B	Yes
C Tender C	Yes
D Tender D	Yes
E Tender E	Yes

### ***Tender Evaluation***

6. All submissions were conforming and evaluated on both qualitative and pricing criteria.
7. The tender was evaluated by the tender evaluation panel in two stages.
  - 7.1. Qualitative assessment of the comparative criteria (refer Table 4); and
  - 7.2. Value for Money (VFM) = Tendered Price ÷ Weighted Score

*Table 4 Comparative Criteria Weighting*

<b>Comparative Criteria</b>	<b>Weighting</b>
<b>Economic &amp; Local Content Contribution (mandatory)</b>	10%
<b>Methodology/plan for performing contract</b>	35%
<b>Capability and Experience (past performance)</b>	35%
<b>Proposed Project Resourcing</b>	15%
<b>Risk Identification and Mitigation</b>	5%

### ***Tender Evaluation Scores***

8. At the completion of the qualitative evaluation process, the tenders were ranked as follows:

*Table 5 Tender Evaluation Scores*

<b>Tender</b>	<b>Rank</b>
<b>B</b> Tender B	1
<b>A</b> Keystone Civil Holdings Pty Ltd	2
<b>C</b> Tender C	3
<b>D</b> Tender D	4
<b>E</b> Tender E	5

9. Both Keystone Civil Holdings Pty Ltd and Supplier B possessed the necessary capability, methodology and resources to successfully undertake the works and were invited to attend an interview with the TEP.

### ***Tender Clarifications & Interview***

10. Pre-interview the Tenderers were required to submit responses to the TEP's requested clarifications.
11. The interviews were conducted on 27 October 2023 comprising a 10-minute presentation delivered by the Tenderers followed by questions posed by the TEP in response to the tender clarifications.

12. To achieve a like for like comparison, additional costs stemming from the clarifications were factored into the Tenderers pricing. The updates resulted in the offer from Keystone Civil Holdings Pty Ltd being \$220,000.00 (ex-GST) less than Supplier B.
13. Based on their original submission, subsequent clarifications, tender interview, and overall value for money, the TEP recommends Keystone Civil Holdings Pty Ltd as the preferred supplier.

***Probity***

14. No probity issues were identified.

## 2.11. T2300133 Provision of General Maintenance to Council Owned Buildings

**Source:** Strategy, Governance and Corporate  
**Chief Financial Officer:** Darren Schultz

*Cr Kontelj declared a Conflict of Interest in Item 2.11 – T2300133 Provision of General Maintenance to Council Owned Buildings in that KLG Constructions Pty Ltd and Archibald Builders are customers of the Company of which Cr Kontelj is a Director and remained out of the meeting room during discussion.*

### Purpose

1. The City of Greater Geelong (the City) intends to establish a contract panel of qualified contractors to deliver building maintenance services.
2. For Council to award Panel Contract C2300133 for the Provision of General Maintenance of Council Owned Facilities for a 3-year term (with the option of two x 12-month extensions) for the tendered schedule of rates to the following three preferred tenderers:
  - 2.1. Persian Pines Pty Ltd as Trustee for the Jones Family Trust t/a TRAK Constructions;
  - 2.2. KLG Constructions Pty Ltd as the Trustee for KLG Constructions Trust t/a Archibald Builders; and
  - 2.3. Rendine Constructions Pty Ltd.

### Background

3. The Facilities Maintenance Unit operates a panel of qualified building contractors to deliver maintenance services on Council owned buildings.
4. The current contract panel arrangement is due to expire on 31 December 2023.

### Key Matters

5. To satisfy the ongoing provision of this service, the Procurement Services Unit conducted a public tender process receiving seven submissions at tender close.
6. The submissions were evaluated in accordance with the processes detailed in the City's 'Procurement and Contracts Manual'.
7. The new panel contract will operate for an initial 3-year contract term (plus a further two x 12-month option periods).
8. Subject to Council awarding the Contract, the service will commence 1 January 2024.

**RESOLUTION - Item 2.11**

**Cr Harwood moved, Cr Aitken seconded -**

**That Council:**

- 1. Award Panel Contract C2300133 for the Provision of General Maintenance of Council Owned Facilities for a 3-year term (with the option of two x 12- month extensions) for the tendered schedule of rates to the following three preferred tenderers:**
  - 1.1. Persian Pines Pty Ltd as Trustee for the Jones Family Trust t/a TRAK Constructions;**
  - 1.2. KLG Constructions Pty Ltd as the Trustee for KLG Constructions Trust t/a Archibald Builders; and**
  - 1.3. Rendine Constructions Pty Ltd.**
- 2. Authorise the Chief Executive Officer to execute Contract number C2300133 and any other documents required by or to give effect to the terms of the contract on behalf of Council.**

**Carried**

***Financial Sustainability***

9. The current budget allocation for the delivery of this contract is \$1 million per annum (ex-GST) and is contingent on funding allocations in future recurrent budgets. Over the 5-year term (inclusive of option periods) the estimated total cost is \$5 million (ex-GST) subject to annual CPI adjustments.

***Community Engagement***

10. No community engagement was required for this contract as it is a continuation of a current service.
11. There were no opportunities for cross Council collaboration for these services at this time.

***Social Equity and Sustainability***

12. All three successful tenderers operate their businesses within the Geelong Region providing significant local employment and economic benefits to the Geelong community.

***Relevant Law/Policy/Legal Implications***

13. This tender was advertised in accordance with the requirements of section 109 of the *Local Government Act 2020* and the tender process has been conducted in accordance with the Council's Procurement Policy.

***Alignment to Community Plan and Vision***

14. This report aligns with Our Community Plan 2021-2025 strategic priority: High-performing council and organisation.
15. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration: Development and implementation of sustainable solutions.

***Conflict of Interest***

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

***Risk Assessment***

17. The tender evaluation process involved the assessment of work, health and safety policies, procedures, and risk assessment documents. Any other risks associated with the acceptance of this tender will be managed through the contract conditions.

***Environmental Sustainability***

18. Any environmental implications associated with this contract will arise from the execution of the works. It is considered that these are the responsibility of the Contractor and will be managed through the contract documentation.

**Attachments**

Nil

## Tender Details

### **Contract Details**

1. C2300133 Provision of General Maintenance to Council Owned Buildings.

### **Invitation to Tender**

2. The City issued an invitation to tender on 20 September 2023 seeking to appoint a panel of contractors to deliver building maintenance services to Council owned facilities.

*Table 1 Invitations to Tender*

<b>Medium</b>	<b>Date Advertised</b>
Print Media	22 September 2023
eProcure	20 September 2023

### **Tender Evaluation Panel**

3. The Tender Evaluation Panel (TEP) consisted of the following staff.

*Table 2 Tender Evaluation Panel*

<b>Position Title</b>	<b>Panel role</b>
Senior Procurement Specialist	Chair
Coordinator Facilities Maintenance	Voting Member
Technical Officer Works	Voting Member
Building Accommodation & Design Draftsperson	Voting Member

### **Tender Submissions**

4. At tender close the City received 7 submissions.
5. To be considered, tenderers had to comply with the following mandatory criteria:
  - OH&S system - if the tenderers OH&S processes and procedures do not meet a minimum standard determined by the City, the tenderer will not be considered for the contract
  - Tenderer must possess the appropriate building license/registration e.g. Commercial Builders License.
  - Nominated personnel must possess Construction Industry Safety Training (White card), Working with Children's Checks and Working at Heights License
6. Four tenderers failed to successfully address the mandatory Working at Heights requirement and were excluded from further consideration by the TEP.

Table 3 Tender Submissions Received

Tender		Conforming Tender
<b>A</b>	TRAK Constructions	Yes
<b>B</b>	Archibald Builders	Yes
<b>C</b>	Rendine Constructions	Yes
<b>D</b>	Tender D	No – Failed WAH
<b>E</b>	Tender E	No – Failed WAH
<b>F</b>	Tender F	No – Failed WAH
<b>G</b>	Tender G	No – Failed WAH

**Tender Evaluation**

7. The conforming tenders was evaluated by the TEP panel in two stages.
  - 7.1. Qualitative assessment against the below qualitative criteria; and
  - 7.2. Value for money assessment of rates.

Table 4 Comparative Criteria Weighting

Comparative Criteria	Weighting
Economic & Local Content contribution (mandatory)	10%
Detail how the services will be delivered accordance with the Specification	30%
Proposed staffing levels (incl. subcontracting), plant and equipment levels	20%
Organisational Experience & Relevant Past Contracts	40%

**Tender Evaluation Scores**

8. The TEP determined that based on the City's current requirements, the quality of the submissions and a value for money assessment of the tendered rates, that all three tenderers warrant inclusion on the contract panel.

Table 5 Tender Evaluation Scores

Tender	Rank
<b>A</b> TRAK Constructions	1
<b>B</b> Archibald Builders	2
<b>C</b> Rendine Constructions	3

**Post Tender Contact**

9. Nil required.

**Probity**

10. No probity issues were identified.

## 2.12. CEO Employment and Remuneration Council Policy Review

**Source:** Strategy, Governance and Corporate

**Chief Legal Counsel,  
Governance & Risk Officer:** Vesna Allan

*Cr Kontelj re-joined the meeting at 8.45pm.*

### Purpose

1. To adopt the updated Chief Executive Officer (**CEO**) Employment and Remuneration Policy (**Attachment 1**) effective 1 March, 2023.

### Background

2. The previous CEO Employment and Remuneration policy (**Policy**) was adopted by Council on 28 June 2022.
3. The Policy has been reviewed following consultation with the Municipal Monitors to ensure the Policy supports Council in fulfilling its obligations regarding the CEO's employment under the Act.

### Key Matters

4. Sections 44 and 45 of the Act provide for Council to appoint a CEO and develop a CEO Employment and Remuneration policy.
5. Key changes proposed to the Policy include:
  - 5.1. A mid-year review of the CEO's performance with the submission of a mid-year review report to Council by the CEO Employment and Remuneration Committee (**Committee**). The mid-year review report to Council will include:
    - 5.1.1. whether and to what extent the CEO has met the KPI's under the Performance Plan;
    - 5.1.2. whether and to what extent and KPI's or criteria need to be varied under the Performance Plan;
    - 5.1.3. any other relevant matters.
  - 5.2. The Committee will be chaired by the independent member of the Committee. In that person's absence the chair will be the Mayor and in the Mayor's absence the chair will be the Deputy Mayor.
  - 5.3. Removal of several procedural provisions relating to the recruitment and scope of services of the independent member which are better placed in a Terms of Reference document for the Committee and the consultancy services agreement which is entered into with the independent member.
  - 5.4. Correcting references to positions and roles within the organisation stemming from recent structural realignments.

6. Terms of reference for the Committee are currently being developed and will be brought back to the Council for endorsement as soon as possible.

**RESOLUTION - Item 2.12**

**Cr Sullivan moved, Cr Aitken seconded -**

**That Council:**

1. **Revoke the existing CEO Employment and Remuneration Policy and adopts the new CEO Employment and Remuneration Policy as contained in Attachment 1 effective 1 May, 2024; and**
2. **Note that the terms of reference for the CEO Employment and Remuneration Committee will be brought back to Council for endorsement.**

**Carried**

***Financial Sustainability***

7. There are no financial implications associated with this report.

***Community Engagement***

8. Given the nature of the Policy and its legislative requirement, no community engagement has been carried out.
9. The Municipal Monitors have been engaged in the development of the new Policy.

***Social Equity and Sustainability***

10. Social equity and sustainability are considered as part of the recruitment process and overarching governance principles.

***Relevant Law/Policy/Legal Implications***

11. This policy is a requirement of the section 45 of the Act.

***Alignment to Community Plan and Vision***

12. This report aligns with Our Community Plan 2021-2025 strategic priority:  
High-performing council and organisation.

***Conflict of Interest***

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

***Risk Assessment***

14. The integrity of the processes associated with the employment of the CEO and compliance with legislative provisions of the Act are supported by the policy.

***Environmental Sustainability***

15. There are no known environmental implications associated with this report.

**Attachments**

1. CEO Employment Remuneration Policy [2.12.1 - 12 pages]

THE CITY OF  
GREATER GEELONG

# CHIEF EXECUTIVE OFFICER EMPLOYMENT & REMUNERATION POLICY

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**VERSION:** 4

**TYPE OF POLICY:** Council

**APPROVAL DATE:**

**REVIEW DATE:**

**RESPONSIBLE OFFICER:** Chief People Officer

**AUTHORISING OFFICER:** Executive Director  
Corporate Services

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# Introduction

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## PURPOSE

The purpose of this Policy is to ensure Council's compliance with section 45 of the Act.

Section 45(1) of the Act provides that a Council must develop, adopt and keep in force a Chief Executive Officer Employment and Remuneration Policy.

Section 45(2) of the Act provides that the Chief Executive Officer Employment and Remuneration Policy must:

- 1.1 provide for the Council to obtain independent professional advice in relation to the matters dealt with in the Chief Executive Officer Employment and Remuneration Policy; and
- 1.2 provide for the following:
  - 1.2.1 the recruitment and appointment process;
  - 1.2.2 provisions to be included in the contract of employment;
  - 1.2.3 performance monitoring;
  - 1.2.4 an annual review; and
- 1.3 include any other matters prescribed by the Regulations.

## SCOPE

This Policy applies to the employment and remuneration of the Chief Executive Officer.

# Definitions

The following definitions apply to this Policy:

Term	Definition
<b>Act</b>	<i>Local Government Act 2020</i>
<b>Acting CEO</b>	The person appointed by Council in accordance with clause 9 of this Policy and section 44(4) of the Act to act in the position of Chief Executive Officer.
<b>Annual Review Report</b>	Has the meaning given in clause 8.4.
<b>CEO</b>	Chief Executive Officer.
<b>Committee</b>	The CEO Employment and Remuneration Committee established under this Policy.
<b>Contract of Employment</b>	The contract of employment between Council and the CEO, including any schedules.
<b>Council</b>	City of Greater Geelong.
<b>Councillors</b>	The individuals holding the office of a member of Council.
<b>Council meeting</b>	Has the same meaning as in the Act.
<b>Deputy Mayor</b>	The Deputy Mayor of Council.
<b>ELT</b>	The Executive Leadership Team of Council, as constituted from time to time.
<b>Independent Recruitment Consultant</b>	An independent consultant with specialist expertise in sourcing and evaluating candidates for senior executive roles.
<b>Independent Member</b>	The external professional appointed by Council to provide independent advice in accordance with section 45(2)(a) of the Act (as replaced from time to time).
<b>KPIs</b>	Key performance indicators or performance criteria however described.
<b>Mayor</b>	The Mayor of Council.
<b>Mid-Year Review Report</b>	Has the meaning in clause 8.2.
<b>Performance Plan</b>	The annual performance plan setting out KPIs for the CEO.

Term	Definition
<b>Policy</b>	This Chief Executive Officer Employment and Remuneration Policy adopted in accordance with section 45 of the Act.
<b>Public Sector Wages Determination</b>	Any Determination that is currently in effect under section 21 of the <i>Victorian Independent Remuneration Tribunal and Improving Parliamentary Standards Act 2019</i> in relation to remuneration bands for executives employed in public service bodies.
<b>Regulations</b>	Any regulations made for the purposes of Division 7 of Part 2 of the Act
<b>Total Remuneration Package</b>	The total gross remuneration package, inclusive of leave, superannuation, and other entitlements, paid to the CEO pursuant to the Contract of Employment.
<b>Resolution</b>	A resolution of Council made at a properly constituted Council meeting.

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# Policy

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## 2. CEO EMPLOYMENT AND REMUNERATION COMMITTEE

- 2.1 The Committee is an advisory committee to Council.
- 2.2 The purposes of the Committee are to advise Council on the implementation of this Policy, by considering, and making recommendations to Council with respect to:
  - 2.2.1 the selection and appointment of the Independent Member;
  - 2.2.2 independent advice received from time to time from the Independent Member;
  - 2.2.3 performance monitoring of the CEO, including with respect to achievement of the KPIs;
  - 2.2.4 mid-year and annual reviews of the CEO's performance, including against the KPIs;
  - 2.2.5 the CEO's remuneration;
  - 2.2.6 recruitment and appointment of a CEO, if required;
  - 2.2.7 provisions to be included in the Contract of Employment from time to time;
  - 2.2.8 appointment of an Acting CEO, if required.
- 2.3 Membership of the Committee shall consist of the following:
  - 2.3.1 the Mayor;
  - 2.3.2 the Deputy Mayor;
  - 2.3.3 up to 4 other Councillors, as determined by Council from time to time; and
  - 2.3.4 an Independent Member.
- 2.4 The Committee is to be chaired by:
  - 2.4.1 the Independent Member; or
  - 2.4.2 if the Independent Member is absent, the Mayor, or if the Mayor is absent, the Deputy Mayor.
- 2.5 The Committee will provide a report to the next available Council meeting following each Committee meeting describing its activities and making recommendations about any action to be taken by Council.
- 2.6 For the avoidance of doubt, nothing in this Policy requires Council to accept any or all of the Committee's recommendations.

## 3. RECRUITMENT OF CEO

- 3.1 The Committee will manage the process to recruit the CEO, designed to ensure that Council can select the best available candidate from a short list of preferred candidates (with or without a recommendation from the Committee):
  - 3.1.1 ensuring that recruitment decisions are based on merit;
  - 3.1.2 supporting transparency in recruitment processes and the public advertising of positions; and
  - 3.1.3 having regard to gender equality, diversity and inclusiveness.

- 3.2 The Committee shall:
- 3.2.1 make a recommendation to Council as to whether there is a need to engage an Independent Recruitment Consultant to run the recruitment process; and, if so
  - 3.2.2 subject to the Council's Procurement Policy, the Independent Recruitment Consultant to be appointed to run the recruitment process.
- 3.3 The Committee may request administrative support from the Executive Director, Corporate Services, when addressing the matters outlined in cl 3.2 of this Policy.
- 3.4 If an Independent Recruitment Consultant is engaged, the Executive Director Corporate Services or their nominee will be the primary liaison with the Recruitment Consultant in connection with the recruitment process.
- 3.5 Any Independent Recruitment Consultant will be appointed on the terms agreed by Council, including that the Independent Recruitment Consultant will prepare, and provide to Council, a schedule of dates for key decisions to be made by Resolution throughout the recruitment process.
- 3.6 The Committee must provide a report and recommendation to Council so that each key decision identified in the schedule prepared under clause 3.5 can, if necessary, be made by Resolution. This may include recommendations as to:
- 3.6.1 the preferred candidate; and
  - 3.6.2 the proposed high level contract terms (including the term of employment and Total Remuneration Package).

#### **4. APPOINTMENT OF CEO**

- 4.1 The Council will receive a report from the Committee on the completion of its role in the recruitment process, and Council will proceed to decide on a preferred candidate with the support of the Committee to negotiate and finalise the Contract of Employment.
- 4.2 The Committee will provide a recommendation to Council on the provisions to be contained in the proposed Contract of Employment.
- 4.3 The appointment of the CEO must be made by Resolution.

#### **5. REAPPOINTMENT OF THE CEO**

- 5.1 No more than 12 months and no less than 6 months prior to the expiry of the current CEO's Contract of Employment, the Committee will provide a recommendation to Council on:
- 5.1.1 whether the CEO should be reappointed under a new Contract of Employment; and
  - 5.1.2 if the recommendation is to reappoint the CEO, the proposed provisions of the further Contract of Employment; or
  - 5.1.3 whether the position of CEO should be publicly advertised.
- 5.2 For the avoidance of doubt, any final decision on the matters in clause 5.1 must be made by Resolution.

#### **6. CONTRACT OF EMPLOYMENT**

- 6.1 The Contract of Employment will, at a minimum, outline the following:
- 6.1.1 the employment term, which must not exceed 5 years in accordance with section 44(2) of the Act;

- 6.1.2 the responsibilities and duties of the position, including compliance with the Act and the Code of Conduct for Council Staff;
  - 6.1.3 how conflicts of interest will be managed;
  - 6.1.4 the CEO's Total Remuneration Package and any other entitlements;
  - 6.1.5 legislative and contractual obligations, including those during and continuing after employment;
  - 6.1.6 processes for managing unsatisfactory performance;
  - 6.1.7 processes for early termination, including notice of termination (or payment in lieu) provisions with notice of termination by Council being restricted to a maximum of 6 months; and
  - 6.1.8 any other matters required to be contained in the Contract of Employment by the Regulations.
- 6.2 The Contract of Employment may only be varied by a Resolution with the CEO's acceptance, with such variation to be recorded in a Deed of Variation.

## 7. TOTAL REMUNERATION

- 7.1 The Total Remuneration Package provided to the CEO will form part of the Committee's annual review, having regard to (in accordance with section 45(3) of the Act):
  - 7.1.1 any statement of policy issued by the Government of Victoria which is in force with respect to its wages policy (or equivalent);<sup>1</sup> and
  - 7.1.2 any Public Sector Wages Determination.<sup>2</sup>
- 7.2 Remuneration will be reviewed on an annual basis, in accordance with the CEO's Performance Plan and contractual requirements.

## 8. PERFORMANCE MONITORING

- 8.1 Council will adopt an annual Performance Plan for the CEO, which will include KPIs. The Performance Plan must be developed by the Committee in consultation with the CEO and confirmed by the Council.
- 8.2 In preparation for the Council's mid-year review of the CEO's performance, the CEO will submit a mid-year progress report to the Committee and Committee and the CEO will discuss progress against the KPIs under the Performance Plan. The Committee will then submit a mid-year review report (**Mid-Year Review Report**) to Council which includes:
  - 8.2.1 whether, and to what extent, the CEO has met the KPIs under the Performance Plan;
  - 8.2.2 whether, and to what extent, any KPIs or other criteria ought to be varied under the Performance Plan;
  - 8.2.3 any other necessary matters.

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<sup>1</sup> Section 45(3)(a) of the Act requires Council to have regard to any statement of policy issued by the State Government which is in force with respect to its wages policy (or equivalent). The current Victorian Government Wages Policy applies in the public sector from 4 April 2023. See <https://www.vic.gov.au/wages-policy-and-enterprise-bargaining-framework>

<sup>2</sup> Section 45(3)(b) of the Act requires Council to have regard to the published remuneration bands for executives employed in public service bodies. See <https://www.vic.gov.au/remuneration-bands-executives-employed-public-service-bodies>

- 8.3 Council shall, after receipt of the Mid-Year Review Report resolve upon the matters described above and advise the CEO of the terms or effect of the Resolution.
- 8.4 In preparation for Council's annual review of the CEO's performance, the CEO will submit an end of year progress report to the Committee, and the Committee and the CEO will discuss to what extent the CEO has met the KPI's under the Performance Plan. The Committee will submit an annual review report (**Annual Review Report**) to Council which includes:
- 8.4.1 whether, and to what extent, the CEO has met the KPIs under the Performance Plan;
  - 8.4.2 whether, and to what extent, the Total Remuneration Package ought to be varied;
  - 8.4.3 the proposed annual Performance Plan including KPIs for the following year; and
  - 8.4.4 any other necessary matters.
- 8.5 Council shall, after receipt of the Annual Review Report, review the recommendations in the Annual Review Report, resolve upon the matters described above and advise the CEO of the terms or effect of the Resolution.
- 8.6 Nothing in this Policy prevents the Committee and/or Council from monitoring the CEO's performance on a regular basis.

## 9. ACTING CEO

- 9.1 Council must appoint an Acting CEO when there is a vacancy in the office of the CEO, or the CEO is unable to perform their duties under the Contract of Employment for a period exceeding 28 days.
- 9.2 The appointment of the Acting CEO must be made by a Resolution unless the Acting CEO is appointed for a period not exceeding 28 days, in which case the CEO may appoint an Acting CEO under delegation from Council pursuant to section 11(3) of the Act.
- 9.3 Where applicable, the Committee may advise Council on:
- 9.3.1 the selection and appointment of an Acting CEO, including whether it is appropriate to:
    - 9.3.1.1 recruit an external candidate who is not currently employed by Council; or
    - 9.3.1.2 appoint an internal candidate who is a current employee of Council;
  - 9.3.2 the terms of the Acting CEO's contract of employment (to the extent that the terms set out in clause 6.1 of this Policy are inappropriate for an Acting appointment); and
  - 9.3.3 performance monitoring and review processes, if applicable, which are to be determined by reference to the length of the Acting CEO's term of appointment.
- 9.4 Nothing in this Policy applies to the CEO's appointment of an Acting CEO under delegation.

## 10. INDEPENDENT ADVICE

- 10.1 The Independent Member is responsible for providing independent professional advice in relation to the matters dealt with under this Policy in accordance with section 45(2)(a) of the Act.
- 10.2 The Independent Member will be appointed on the recommendation of the Committee following a process to seek experienced and suitably qualified persons but must not be the Independent Recruitment Consultant appointed by Council to assist in the recruitment process.
- 10.3 Council will determine the:
- 10.3.1 term of appointment of the Independent Member; and
  - 10.3.2 remuneration of the Independent Member,

and ensure that it is a term of the Independent Member's engagement that the Independent Member keep confidential all information which the Independent Member acquires by virtue of the engagement.

- 10.4 Council, or the Committee with the approval of a Resolution, can, on an as needed basis, obtain additional independent professional advice in relation to the matters dealt with under this Policy.

## **11. ADMINISTRATIVE SUPPORT**

- 11.1 The Executive Director, Corporate Services or their nominee is responsible for providing:
- 11.1.1 information and any necessary training to members of the Committee in relation to their responsibilities under the Act;
  - 11.1.2 advice with respect to matters before the Committee for consideration; and
  - 11.1.3 administrative, secretarial and logistical support to the Committee.
- 11.2 Council acknowledges that, in implementing this Policy, it, the Committee and/or the Independent Member will from time to time require the assistance of other members of Council staff, including assistance in relation to governance and human resources matters and procurement and contract management.
- 11.3 Council, the Committee and/or the Independent Member may from time to time request a member of Council staff to provide assistance in implementing this Policy, recognising that the position of the member of Council staff is made difficult because they are accountable to the CEO (or a person acting as CEO). Requests for assistance therefore need to be limited to no more than those which are reasonably necessary.

## **12. INTERACTION WITH ACT AND REGULATIONS**

- 12.1 This Policy applies subject to any inconsistent obligations in the Act or the Regulations.

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# Implementation of this Policy

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## **MONITORING AND REPORTING**

This Policy will be monitored by the Executive Director, Corporate Services in relation to any legislative change that may affect its terms and conditions.

## **ADVICE AND ASSISTANCE**

The Executive Director, Corporate Services manages the provision of advice to the organisation regarding this Policy. Independent professional advice will be sought in relation to the matters dealt with in this Policy.

## **RECORDS**

Council must retain records associated with this Policy and its implementation in accordance with its Records Information Management Policy.

## **REVIEW**

Council should review and, if necessary, amend this Policy within 4 of the Approval Date.

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# References

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## **Legislation**

*Local Government Act 2020*

*Victorian Independent Remuneration Tribunal and Improving Parliamentary Standards Act 2019*

## **Other Documents**

Records Information Management Policy



#### **4. RECORD OF INFORMAL MEETINGS OF COUNCILLORS**

**Source:** Strategy, Governance and Corporate

**Chief Legal Counsel,  
Governance & Risk Officer:** Vesna Allan

##### **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 4.1**

**Cr Harwood moved, Cr Hathway seconded -**

**That Council receive the summary of the informal meetings of Councillors for the period to 12 December 2023.**

**Carried**

**INFORMAL MEETINGS OF COUNCILLORS  
(Council Meeting 12 December 2023)**

Informal Meeting Details	Councillor Attendance/Apology	Officer Attendance	Agenda Items	Conflict of Interest Disclosures
<p>Strategic Session <b>21 November 2023</b></p>	<p>Crs Sullivan, Aitken, Cadwell, Harwood, Hathway, Mason, Moloney, Murrhly, Nelson, Wilkinson</p> <p><i>Leave of Absence: Cr Kontelj</i></p>	<p>A Wastie (CEO) R Stevens (EXEC DIR) D Greaves (A/EXEC DIR) T Bradley (A/EXEC DIR) J Van Slageren (A/EXEC DIR) D Schultz (Chief Financial Off) J Hurse (MGR) S Albon (MGR) J Douglas (A/MGR) E Baensch (OFF)</p> <p><i>Also Present: Prue Digby: Municipal Monitor</i></p>	<p><i>Presentations:</i></p> <ul style="list-style-type: none"> <li>• Sports Infrastructure Fund - Update</li> <li>• Planning Controls for Trees on Private Land</li> <li>• Victorian Government Housing Statement and Barwon Regional Partnership Precincts Proposal</li> </ul>	<ul style="list-style-type: none"> <li>• Nil</li> </ul>
<p>Councillor Briefing <b>5 December 2023</b></p>	<p>Crs Aitken, Cadwell, Harwood, Mason, Moloney, Murrhly, Nelson, Wilkinson</p> <p><i>Apology: Cr Sullivan</i></p> <p><i>Leaves of Absence: Crs Kontelj and Hathway</i></p>	<p>A Wastie (CEO) D Greaves (A/EXEC DIR) R Stevens (EXEC DIR) T Bradley (A/EXEC DIR) J Van Slageren (A/EXEC DIR) D Schultz (Chief Financial Off) V Allan (Chief Legal Counsel, Governance &amp; Risk Officer) K Pizzi (MGR) K Shearer (MGR) J Hurse (MGR) J Douglas (A/MGR) P Smith (CO ORD) E Baensch (OFF)</p> <p><i>Also Present: Prue Digby, Municipal Monitor</i></p>	<p><i>Presentations:</i></p> <ul style="list-style-type: none"> <li>• Aged Care Reforms</li> <li>• Budget Update</li> </ul> <p><i>Reports:</i></p> <ul style="list-style-type: none"> <li>• Youth Council Final Report 2023</li> <li>• Amendment C436ggee and Planning Permit PP-573-2021 – Balmoral Quay in Rippleside – Consideration of Submissions</li> <li>• South-West Geelong Employment Land Review</li> <li>• Norlane Aquatic and Community Hub (NACH) Facility Naming – Release for Engagement</li> <li>• Ocean Grove District Ride Centre</li> <li>• Our Community Plan Quarterly Report – September 2023</li> <li>• Bellarine Art Centre Community Asset Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Cr Atken declared a Conflict of Interest in Presentation for Aged Care Reforms and left the meeting prior to discussion.</li> <li>• Cr Aitken declared a Conflict of Interest in Amendment C436ggee and Planning Permit PP-573-2021 – Balmoral Quay in Rippleside – Consideration of Submissions and left the meeting prior to discussion.</li> </ul>

			<ul style="list-style-type: none"><li>• Tourism Greater Geelong and The Bellarine Annual Report</li><li>• T2300116 Grinding and Decontamination Services</li><li>• T2300124 Baanip Boulevard Boundary Road Intersection Construction</li><li>• T2300133 Provision of General Maintenance to Council Owned Buildings</li><li>• CEO Employment and Remuneration Council Policy Review</li><li>• Proposed Sale or Lease of 151 Mercer Street, Geelong – Civic Precinct (Confidential)</li></ul>	
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## 5. PLANNING DELEGATIONS

**Source:** Planning and Design  
**Acting Executive Director:** Joanne Van Slageren

### 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 5.1

**Cr Mason moved, Cr Harwood seconded –**

**That Council receive the information in the Schedule entitled Planning Decisions Report for November 2023.**

**Carried**

### Planning decisions Report - November 2023

App No	Location	Application Type	Decision Date	Description	Authority Description/ No of Objectors
PP-1192-2022	86 Fenwick Street, PORTARLINGTON VIC 3223	Construction of Eight (8) Double Storey Dwellings	14/11/2023	Clerical Error - Permit Issued	Delegated Authority
PP-1381-2022	57 Britannia Street, GEELONG WEST VIC 3218	Construction of Three (3) Dwellings and Three (3) Lot Subdivision	17/11/2023	NOD Planning Permit	Decision Making Committee
PP-158-2023	24 Patullos Road, LARA VIC 3212	Construction of Five Dwellings, Five Lot Subdivision and the Reduction of One Visitor Car Parking Space	24/11/2023	Refusal to Grant a Planning Permit	Planning Committee
PP-180-2021	7 Balmoral Crescent, RIPPLESIDE VIC 3215	Construction of five (5) Apartments in a Residential Building and Reduction of Car Parking (waiver of 1 visitor space)	17/11/2023	Extended Planning Permit	Delegated Authority
PP-24-2023	42 Blyth Street, BREAMLEA VIC 3227	Buildings and Works Associated with an Extension to a Dwelling	3/11/2023	NOD Planning Permit	Decision Making Committee
PP-285-2022	3 Dorset Court, CORIO VIC 3214	Construction of Ten (10) Dwellings	16/11/2023	Grant a Planning Permit	Delegated Authority
PP-290-2023	3 Greenfinch Way, WANDANA HEIGHTS VIC 3216	Construction of a Second Dwelling and Two (2) Lot Subdivision	3/11/2023	NOD Planning Permit	Decision Making Committee
PP-408-2023	183 Barwarre Road, MARSHALL VIC 3216	Buildings and Works for the Construction of Thirteen (13) Dwellings	17/11/2023	NOD Planning Permit	Decision Making Committee
PP-509-2022	6 Greenway Court, WANDANA HEIGHTS VIC 3216	Construction of two or more dwellings on a lot (including apartments), and removal of native vegetation (native grasses)	22/11/2023	Permit Issued	VCAT

PP-700-2023	9 Retreat Road, NEWTOWN VIC 3220	Use of Land for the Consumption of Liquor (Cafe/Restaurant Licence), Reduction in Car Parking Requirements, Partial Demolition, Alterations and Additions to a Building, Construct and Display Internally Illuminated and Business Identification Signage and Alterations to a Vehicle Crossover	3/11/2023	NOD Planning Permit	Decision Making Committee
PP-726-2023	20 Nantes Street, NEWTOWN VIC 3220	Replacement of Roof and installation of Solar Panels in a Heritage Overlay	3/11/2023	Refusal	Decision Making Committee
PP-769-2022	240 Roslyn Road, HIGHTON VIC 3216	Use and Development of a Childcare Centre, Construct and Display Business Identification Sign	14/11/2023	Grant a Planning Permit	Delegated Authority
PP-937-2018	24 Bellarine Highway, NEWCOMB VIC 3219	Construction of four dwellings on a lot and four lot subdivision adjacent to a Road Zone Category 1	28/11/2023	Extended Planning Permit	Delegated Authority
PP-938-2022	137-139 Melbourne Road, RIPPLESIDE VIC 3215	Use and Development of a Car Rental Facility and Construct and Display Internally Illuminated Signage	24/11/2023	NOD Planning Permit	Decision Making Committee
PP-1001-2022	25 Caddys Road, LARA VIC 3212	Construction of Four (4) Dwellings and a Four (4) Lot Subdivision	28/11/2023	NOD - Delegate	3
PP-251-2023	243 Pakington Street, NEWTOWN VIC 3220	Demolition of Buildings, Use and Development of the Land for a Medical Centre, Construct and Display Internally Illuminated and Business Identification Signage and a Partial Reduction of Car Parking Requirements	30/11/2023	NOD - Delegate	2

PP-354-2023	17 Silver Ridge Road, POINT LONSDALE VIC 3225	Construction of Two (2) Dwellings and Two (2) Lot Subdivision	10/11/2023	NOD - Delegate	2
PP-393-2023	155 The Parade, OCEAN GROVE VIC 3226	Construction of Two (2) Dwellings, Alteration of Access to a Transport Zone 2 & Two (2) Lot Subdivision	14/11/2023	NOD - Delegate	2
PP-500-2023	168 Heyers Road, GROVEDALE VIC 3216	Construction of a Second Dwelling	1/11/2023	NOD - Delegate	1
PP-508-2023	245 Roslyn Road, HIGHTON VIC 3216	Use and Development of a Medical Centre, Construct and Display Business Identification Signage and Partial Reduction of Car Parking Requirements	22/11/2023	NOD - Delegate	2
PP-736-2023	273 Malop Street, GEELONG VIC 3220	Partial Demolition, Alterations and Additions to a Dwelling, Construction of a Fence and Construction of a Crossover in a Heritage Overlay	3/11/2023	NOD - Delegate	1
PP-798-2023	6 Cooma Court, NORTH GEELONG VIC 3215	Works to Existing Dwelling, Construction of Additional Dwelling and Two (2) Lot Subdivision.	16/11/2023	NOD - Delegate	1
PP-811-2023	35 Marjorie Avenue, BELMONT VIC 3216	Construction of a Second Dwelling & Two (2) Lot Subdivision	1/11/2023	NOD - Delegate	1

## 6. 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:

### 6.1. Proposed Sale or Lease of 151 Mercer Street, Geelong - Civic Precinct (Confidential)

Source: Strategy, Governance and Corporate  
Chief Financial Officer: Darren Schultz

**CONFIDENTIAL**

RESOLUTION - Item 6.1

Cr Harwood moved, Cr Nelson 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 private commercial information, which if released, would unreasonably expose the business, commercial or financial undertaking to disadvantage. This section is applicable because there is potential for future commercial negotiations.**

Carried

**CLOSE OF MEETING**

**Cr Nelson moved, Cr Wilkinson seconded -**

**That the meeting be closed to the public.**

**Carried**

**The meeting was closed to the public at 8.50pm**

**Cr Hathway moved, Cr Nelson seconded -**

**That the meeting be re-opened to the public.**

**Carried**

**The meeting was re-opened to the public at 8.56pm**

**As there was no further business the meeting closed at 8.56pm on Tuesday 12 December 2023.**

**Signed: \_\_\_\_\_**

**Cr Trent Sullivan (Mayor)**

**Date: \_\_\_\_\_**