

GREATER GEELONG

A CLEVER and CREATIVE FUTURE

OUR PROGRESS
2020







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

Cover: First statewide road trauma memorial opened on the Geelong waterfront featuring Ocean Grove artist, Don Walters' sculpture *Solace*.

Opposite: *On Country*, Ammie Howell

PARTNER MESSAGE

It would be fair to say that 2020 was a year that genuinely tested the Greater Geelong community. As our region continues to adapt to its new normal, it's timely to reflect on how our community rose to the challenge.

Having spent so much of the year in lockdown, many of us were forced to change how we do things on multiple fronts, adapting in our own clever and creative ways.

The COVID Recovery Collective, led by six vision partner organisations, came together to expedite projects that would support the region's long-term economic and social recovery. This brought forward stage 1 of the Geelong Waterfront Safe Harbour Precinct revamp, which includes an expanded berth marina surrounded by a 425-metre floating walkway and wave attenuator – named Wangim Walk by Wadawurrung Traditional Owners.

Events was another area where our community used innovations including moving many events online. Key examples included: livestreamed shows presented by the Geelong Arts Centre and the Piano Bar; online community events delivered for National Reconciliation Week, NAIDOC Week and Sustainable House Day; the Clever and Creative Deakin Lecture Series; and the Geelong Business Excellence Awards, which also included in-home catering.

Council approved an estimated \$16.9 million to assist businesses, community groups and residents impacted by the pandemic. One of the more popular initiatives that came out of this was the Geelong Business Support Program, which gave local business access to free expert advice in a range of areas.

Of course, we remain mindful of those individuals and industries who were so profoundly impacted by last year that it may take some time to adapt and recover. The *Resilient Geelong Report*, commissioned by Committee for Geelong and Deakin University, is one way vision partners have come together to help address these significant challenges. However, we urge everyone to continue collaborating, innovating and supporting each other for what we hope will be a brighter future.

THE VISION PARTNER GROUP



MAYOR AND CEO MESSAGE

You'd be forgiven for thinking 2020 was the year we hit pause on our 30-year vision journey.

But, in fact, it was the year that the City of Greater Geelong flexed our clever and creative muscles more than ever before.

It was a year that tested our resilience, challenged our adaptability and forced us to clarify our priorities. Our community demonstrated a level of unity, strength and determination that we always knew was there, but perhaps had never relied on so heavily before.

There's no question that in many ways the COVID-19 pandemic hit us for six. It impacted many short-term plans, limited opportunities and left many businesses struggling. It left Council with an unforeseen budget deficit as we took action to support our community by alleviating individual hardships and helping local businesses to cope.

But it also opened up exciting new opportunities. It reinvigorated our community's appreciation for the beautiful place we live in and the wonderful local businesses that keep our economy thriving. It connected neighbours, shone light on issues that needed addressing and reminded us all of what's really important in life.

This progress report reflects on all of this, and many other clever and creative ways that our community has adapted and thrived over the past 12 months.

We are proud of how the City has forged ahead with some major areas of focus this year, including the adoption of two breakthrough strategies – the *Sustainability Framework* and the *Reconciliation Action Plan*. These two documents lay out a clear path that will make these parts of our 30-year clever and creative vision a reality.

It's been a roller-coaster ride but, despite the twists and turns of 2020, we are so proud of how our community has adapted and feel confident that Greater Geelong has a successful future ahead.



A handwritten signature in black ink that reads "Stephanie A".

Cr Stephanie Asher
Mayor
City of Greater Geelong



A handwritten signature in black ink that reads "Martin Cutter".

Martin Cutter
CEO
City of Greater Geelong

UNESCO UPDATE FROM THE SECRETARIAT

The City of Greater Geelong is the Secretariat for the UNESCO City of Design designation. Geelong is the first and only city in Australia with this designation, and one of just 40 in the world.

The following was achieved In 2020:

- The City of Design Working Group continued to provide input into our City of Design activities. Members have been appointed for an additional 12 months, until May 2022.
- The first ever Geelong Design Week was held from 19–29 March 2020. While only a small number of events went ahead due to the pandemic, the event is expected to feature more than 60 events in 2021.
- We continued as secretariat of the Victorian Creative Cities Network, which includes Melbourne, Ballarat, Bendigo and Geelong, and established ties with the UNESCO National Commission.
- We worked to have the four Victorian UNESCO Creative Cities Network cities recognised in the Victorian Government's new *Creative State Strategy*.
- We attended a virtual Cities of Design sub-network meeting, hosted by Graz, Austria along with Saint-Etienne, France, in October 2020.
- We made a successful pitch to host the 2021 Cities of Design sub-network meeting in Geelong in October 2021.
- We established CODE Souvenir Geelong, a curated catalogue of products designed in Geelong to support local creative industries post COVID-19.
- We participated in a virtual international event hosted by the Creative Cities of Design sub-network, which showcased emergency design solutions from across the globe in response to the COVID-19 pandemic. The visitor pod developed by Multicultural Aged Care Services Geelong was one of 10 design solutions featured in the event.
- We commenced a series of urban design excellence initiatives.
- We established the Geelong COVID-19 Arts Recovery Panel and Industry Commission Grants.
- We commenced work on Geelong Creative City of Design Guiding Principles.



OUR COMMUNITY'S VISION

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

In 2017, over 16,000 Greater Geelong citizens contributed to the development of a 30-year vision for our city-region.

The community told us what they value about the region, how they rate it against the recognised elements of a successful community, and shared ideas about how to address challenges now and in the future.

Through the process, they listened to opinions, debated alternatives, analysed possible futures and compared ideas. Importantly, they deliberated and, in the process, learnt more about each other's aspirations, values and goals. The result was a community-led blueprint designed to achieve regional, national and international recognition for Greater Geelong as a clever and creative city-region.

To help achieve the vision, the following community aspirations were formulated:



Geelong's Word for Word Festival partnered with the nation's leading Indigenous publisher to present its inaugural 2020 schools program.

COMMUNITY ASPIRATIONS



A prosperous economy that supports jobs and education opportunities



A fast, reliable and connected transport network



An inclusive, diverse, healthy and socially connected community



A leader in developing and adopting technology



A destination that attracts local and international visitors



Sustainable development that supports population growth and protects the natural environment



Creativity drives culture



People feel safe wherever they are



Development and implementation of sustainable solutions

VISION IN ACTION

Following is a snapshot of what happened in 2020 to further the community's 30-year clever and creative vision.

For more detail about these and other initiatives, visit www.geelongaustralia.com.au/clevercreative.

A PROSPEROUS ECONOMY THAT SUPPORTS JOBS AND EDUCATION OPPORTUNITIES

- Seasons Cafés and Catering started a new home delivery service, which provided fresh food to local communities and maintained employment at genU Business Enterprises.
- The Geelong Small Business Festival gave businesses and business people across the country a chance to safely connect, support and learn from each other online.
- The Gordon launched free COVID-19 infection control training for Geelong employees in customer-facing roles.
- Committee for Geelong held the 2020 Future of Work Forum to examine ideas about the future economy, jobs and skills, the importance of diversity and ways to bring youth and careers together more effectively.

A LEADER IN DEVELOPING AND ADOPTING TECHNOLOGY

- A wireless smart system, developed by Deakin University to measure soil characteristics, was trialled at the Geelong Botanical Gardens.
- The City conducted road inspections throughout Geelong using laser profiling to guide its road renewal programs.
- Geelong palliative care patients benefited from a program using virtual reality technology as a form of diversion therapy.

CREATIVITY DRIVES CULTURE

- Consultation for a creative industries strategy started as part of a regional collaboration.
- Geelong's Word for Word Festival partnered with the nation's leading Indigenous publisher to present its inaugural 2020 schools program.
- Ngal-Ngal-La online exhibition was held as part of National Reconciliation Week.

A FAST, RELIABLE AND CONNECTED TRANSPORT NETWORK

- It was announced that Corio Quay would be the new home for the Spirit of Tasmania's Victorian port operations.
- It was announced the North Shore and Lara train stations will be upgraded under the Victorian Government's \$328.4 million public transport and roads investment.
- The Bellarine Peninsula's biggest road infrastructure project, the Drysdale Bypass, opened.
- The Victorian Government announced it will match the Australian Government's \$2 billion funding commitment for stage one of Geelong Fast Rail.

A DESTINATION THAT ATTRACTS LOCAL AND INTERNATIONAL VISITORS

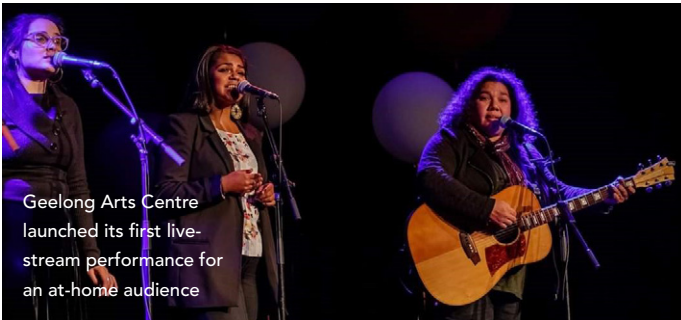
- Several Geelong locations featured in the world premiere of local production *Paper Champions* at the Melbourne International Film Festival.
- Tourism Greater Geelong and The Bellarine collaborated with local tourism operators to launch a new creative direction for the region.
- Avalon Airport announced Citilink would commence flights daily between Avalon Airport and Bali.



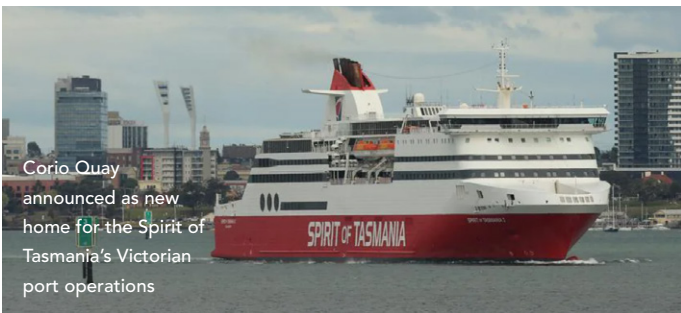
Free COVID-19 infection control training launched by the Gordon



Geelong palliative care patients benefited from a program using virtual reality technology



Geelong Arts Centre launched its first live-stream performance for an at-home audience



Corio Quay announced as new home for the Spirit of Tasmania's Victorian port operations



PlastiPhalt recycled asphalt materials used to build and renew roads

PEOPLE FEEL SAFE WHEREVER THEY ARE

- The City of Greater Geelong adopted a long-term plan to increase the amount of social housing across Greater Geelong.
- Young people led the City's '16 Days of Activism Against Gender-Based Violence' campaign in November 2021.
- Barwon Health North was officially opened and completed 55,000 COVID-19 tests.
- Pedestrian safety was improved in the Little Malop Street precinct when changes were introduced to prevent cars accessing the area during the day.

AN INCLUSIVE, DIVERSE, HEALTHY AND SOCIALLY CONNECTED COMMUNITY

- Multicultural Aged Care Services (MACS) in Geelong created an innovative 'Live Visitor Pod' so relatives could visit their loved ones face-to-face.
- Western Heights College turned part of its campus into a kitchen garden that provided produce for families experiencing financial hardship.
- Diversitat's Reconnect Program assisted people to address barriers to employment.

SUSTAINABLE DEVELOPMENT THAT SUPPORTS POPULATION GROWTH AND PROTECTS THE NATURAL ENVIRONMENT

- A degraded shellfish reef was restored using 500 square metres of recycled shells from restaurants and the seafood industry.
- Deakin University and CSIRO developed the Geelong Waurn Ponds Circular Economy Initiative.
- Capricorn Power, Deakin University, Focus and Geelong Sustainability Group started working on diverse clean technology projects.

DEVELOPMENT AND IMPLEMENTATION OF SUSTAINABLE SOLUTIONS

- The City used 8,745 tonnes of recycled asphalt materials to build and renew roads and footpaths and recycled nearly 6,548 tonnes of concrete.
- Geelong Sustainability helped 16 low-income households protect their homes from weather extremes as part of the Climate Safe Rooms Project.
- The City committed to converting 25,000 streetlights to energy-efficient LED lighting with smart technology.

VISION MEASURES

An aerial photograph showing a wide, multi-lane highway curving through a lush green landscape. The road is dark asphalt with white lane markings. To the left of the road is a grassy area with some trees and a small pond. To the right, there are more trees and a circular paved area. In the background, the landscape opens up to a flat plain under a bright blue sky with scattered white clouds. The overall scene is bright and clear, suggesting a sunny day.

The Bellarine Peninsula's biggest road infrastructure project, the Drysdale Bypass opened.

The data we've been tracking to measure our progress has been significantly impacted by the pandemic over the last 12 months.

Below is a summary of the key changes, both positive and negative, that happened during this time.

In the next 12–18 months, many of the longer term measures we're using to assess our progress will be updated for the first time since 2017. From this, we hope to gain a clearer picture of what is changing for the better, as well as those that will need our focused attention over the next five years.

To view the full set of data we're using to track the progress of our community's 30-year vision, please visit www.geelongaustralia.com.au/clevercreative.



Several Geelong locations featured in the world premiere of local production Paper Champions at the Melbourne International Film Festival (MIFF).

A prosperous economy that supports jobs and education opportunities

WHAT WE'RE AIMING FOR	CURRENT TREND	CURRENT DATA
SCHOOL LEAVERS – The number of school leavers engaged in work or post-school study is higher than the Victorian average.		1.2% below the state average (2016).
EMPLOYMENT – Greater Geelong's workforce participation rate is higher than the Victorian average.		2.6% below the state average (2016).
BUSINESS DIVERSITY – An increase in the diversity of businesses.		Regional Development Victoria Index of 53 [^] (2016).

A leader in developing and adopting technology

WHAT WE'RE AIMING FOR	CURRENT TREND	CURRENT DATA
DIGITAL INCLUSION – Australian Digital Inclusive Index (ADII) score greater than 70.		ADII score of 61.7* – an increase of 1.7 points since 2017.

*Sample size <150, exercise caution in interpretation.

[^]Figure amended from previously reported due to data adjustments and methodology changes.



Creativity drives culture

WHAT WE'RE AIMING FOR

CURRENT TREND

CURRENT DATA

CREATIVE OCCUPATIONS – Increasing the percentage of the workforce employed in creative occupations.



4.75% of the workforce is employed in creative occupations (2016).

AN INNOVATION ECONOMY – Greater Geelong rated in the top 200 of the Global Innovation Cities Index.



Greater Geelong was rated 313 (2019) – up 21 places since 2017.
There was no new report available at time of publication.



A fast, reliable and connected transport network

WHAT WE'RE AIMING FOR

CURRENT TREND

CURRENT DATA

METHOD OF TRAVEL TO WORK – 50% of journeys to work are made by public transport, walking or cycling.



8.75% of journeys to work are made by public transport, walking or cycling (2016).



A destination that attracts local and international visitors

WHAT WE'RE AIMING FOR

CURRENT TREND

CURRENT DATA

NUMBER OF VISITORS – The total number of visitors to the city-region increases by 2.1% per annum.

Note: Tourism was adversely impacted by COVID-19 restrictions.



The city-region had a 35.7% decrease compared to the same period last year.

VISITOR EXPENDITURE – Expenditure by visitors to the city-region increases by 3.8% per annum.

Note: Tourism was adversely impacted by COVID-19 restrictions.



The city-region had a 31.1% decrease compared to the same period last year.

INTERNATIONAL VISITORS – International overnight visitors grow at a rate of 4.9% per annum.

Note: Tourism was adversely impacted by COVID-19 restrictions.



The city-region had a 54.3% decrease compared to the same period last year.

DOMESTIC VISITORS – Domestic overnight visitors grow at a rate of 1.9% per annum.

Note: Tourism was adversely impacted by COVID-19 restrictions.



The city-region had a 40.3% decrease compared to the same period last year.

TOURISM EMPLOYMENT – Tourism employment increases 1.6% per annum.

Note: Tourism employment was adversely impacted by COVID-19 restrictions.



The city-region had a 4.3% decrease compared to the same period last year.



People feel safe wherever they are

WHAT WE'RE AIMING FOR

CURRENT TREND

CURRENT DATA

PERCEPTIONS OF SAFETY – 95% of residents agree that they feel safe in the area where they live.



54% of residents feel safe in the area where they live (2017).

CRIME – Crime statistics are 20% below the state average.



4.41% above the state average – down from 12.57% above the state average (2017).





An inclusive, diverse, healthy and socially connected community

WHAT WE'RE AIMING FOR	CURRENT TREND	CURRENT DATA
SOCIAL EQUITY – No Greater Geelong suburbs in the bottom 20% of the Index of Relative Socio-Economic Disadvantage (IRSD).		13 Greater Geelong state suburbs are in the bottom 20% of the IRSD (2017).
EMPLOYMENT IN AREAS OF DISADVANTAGE – Workforce participation in the most vulnerable suburbs is higher than the state average.		All Victorian state suburbs in the bottom 20% of the IRSD have a lower workforce participation rate than Victoria (2017).
CITIZEN ENGAGEMENT – More than 80% of residents that feel they 'sometimes' or 'definitely' have opportunities to have a real say on important matters. Note: The most recent Victorian Population Health Survey with Local Government Area level data occurred in 2017. Unfortunately, this question is no longer part of this survey and therefore we are unable to provide an updated result. We are researching a replacement measure.		75.2% of residents 'sometimes' or 'definitely' have opportunities to have a real say (2014).
SOCIAL SUPPORT – More than 80% of residents feel they can 'sometimes' or 'definitely' get help from neighbours. Note: The most recent Victorian Population Health Survey with Local Government Area level data occurred in 2017. Unfortunately, this question is no longer part of this survey and therefore we are unable to provide an updated result. We are researching a replacement measure.		77.9% of residents feel they can 'sometimes' or 'definitely' get help (2014).
SELF-REPORTED HEALTH – Over 50% of residents reporting their health as very good or excellent.		59% of residents report 'very good' or 'excellent' health (2017).



Sustainable development that supports population growth and protects the natural environment

WHAT WE'RE AIMING FOR	CURRENT TREND	CURRENT DATA
SUBURBAN TREE CANOPY – Suburban tree canopy is greater than 25%.		14% (2019) – a positive result given increased urban development in the region.
NATURAL HABITAT – An increase in the quantity of protected natural habitat. Note: This refers to the protected natural habitat managed by the City of Greater Geelong.		41.95% increase in protected habitat since 2018 (baseline).
PUBLIC OPEN SPACES – In urban areas, 95% of dwellings are within 400 metres of public open space. Note: This refers to primary recreation, heritage and nature public open space managed by the City of Greater Geelong. It excludes all other open space classifications and aligns with our <i>Social Infrastructure Plan</i> open space provision standards.		76% of urban dwellings within 400 metres (January 2021).
SUBURBAN OPEN SPACE – No net loss of open space by suburb. Note: We updated our methodology in the collection of this data during 2020, including the consolidation and reclassification of suburban open space land parcels, so caution should be applied when comparing results from January 2021 onwards with past results.		Current data (January 2021) shows 495 sites with a total area of 2,146.79 hectares – a decrease of 35 sites and 0.84 hectares since 2017 (baseline).
CENTRAL GEELONG – 10,000 people living in Central Geelong.		1,566 people live in Central Geelong (2016).



Only baseline data available



Trending towards success



No change



Trending away from success

Avalon Airport announced Citilink would commence flights daily between Avalon Airport and Bali.



Development and implementation of sustainable solutions

WHAT WE'RE AIMING FOR	CURRENT TREND	CURRENT DATA
<p>URBAN DEVELOPMENT – 50% of new housing construction to be conducted within existing urban areas.</p>		<p>While our current construction portion is 25.8% (2019), up from 23% (2018), it is still below our baseline of 27% (2017). This is because the number of dwellings constructed in existing areas has remained constant, but this development is declining in proportion to overall development due to the rapid expansion of major greenfield growth fronts.</p>
<p>WASTE MANAGEMENT – Performing better than the Victorian average in solid and green waste diverted from landfill.</p>		<p>The Greater Geelong region diverted 55.73% in solid and green waste from landfill, compared with the Victorian average of 44.13% (2019–20).</p>
<p>CARBON EMISSIONS – Greater Geelong being a carbon neutral city-region.</p>		<p>Greater Geelong had a 0.47% decrease in production of CO₂ or equivalent compared to the baseline (January– December 2017).</p>
<p>WATER USE – 20% of all water provided to the municipality is recycled water.</p>		<p>11% of water provided to the municipality is recycled, up from 9.4% in 2016–17 (baseline).</p>

genU

BUSINESS
ENTERPRISES

SHOW YOUR SUPPORT FOR A CLEVER AND CREATIVE FUTURE

Are you doing something clever and creative? If so, show your support for the Greater Geelong region's 30-year vision by displaying the 'We Support' logo on your website and publications.

To find out how to get on board, visit www.geelongaustralia.com.au/clevercreative



Seasons Cafés and Catering started a new home delivery service, which provided fresh food to local communities and maintained employment at genU Business Enterprises.

GREATER GEELONG

A CLEVER and CREATIVE FUTURE

www.geelongaustralia.com.au/clevercreative

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CUSTOMER SERVICE CENTRE

100 Brougham Street

Geelong VIC 3220

8.00am – 5.00pm

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