

THE CITY OF GREATER GEELONG

GEELONG WATERFRONT MASTER PLAN

Guiding the future of the Djilang Waterfront

December 2025

We acknowledge 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 also acknowledge all Aboriginal and Torres Strait Islander people who are part of our Greater Geelong community today.

We extend our sincere thanks to the Wadawurrung Traditional Owners Aboriginal Corporation for their guidance, cultural leadership, and generosity in sharing stories that have enriched our understanding of the waterfront's deep cultural significance. We value this partnership and look forward to continuing to grow and learn together.

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01 INTRODUCTION



The Geelong Waterfront is one of the city's most valued public assets, offering a unique mix of recreation, culture, and economic activity. This master plan sets out a clear vision for its future, ensuring it remains vibrant, accessible, and resilient while balancing environmental, social, and economic priorities.

Since the major public realm improvements between 1996 and 2000, the waterfront has flourished as a key destination. However, increasing visitation, events, and environmental pressures from the coastal environment highlight the need to renew and upgrade infrastructure to respond to evolving community needs.

The Central Geelong Framework Plan, together with strong population growth, is driving Central Geelong's transformation into a mixed-use hub. By 2050, the area could accommodate around 16,000 new residents and up to 60,000 jobs, increasing demand for high-quality public spaces and reinforcing the waterfront as a place for both locals and visitors. Continued investment in the waterfront will encourage mixed-use development in the city centre and support the growing demand for recreation and public spaces.

Current major projects, such as the Geelong Yacht Club expansion, the Geelong Safe Harbour project, and the Nyaal Banyul Geelong Convention and Event Centre, will further increase waterfront visitation and reinforce the need for coordinated investment and long-term planning.

We jointly manage the waterfront with the Victorian Government and leaseholders responsible for commercial operations, tourism attractions, and events. This Master Plan provides a framework for the next phase of renewal, ensuring public spaces are enhanced, connections between Central Geelong and the waterfront are strengthened, and management responsibilities are aligned. By prioritising design excellence, inclusivity, and environmental sustainability, the plan secures the waterfront's role as a dynamic and valued part of Greater Geelong.

1.1 2011 MASTER PLAN: SUCCESSES, CHALLENGES AND THE NEED FOR A RENEWED VISION

This document will replace the Central Geelong Waterfront Masterplan 2011, which was a review and update of the Waterfront Design and Development Code 1996 (the Code). The 2011 master plan aimed to refine the waterfront's development while addressing emerging challenges. It built on existing successes of the Code and directed efforts toward key improvements.

2011 master plan successes:

- Wangim Walk has been a major success, providing a publicly accessible wave attenuator that significantly enhances public access and offers unique views over Corio Bay. Named after the Wadawurrung word for 'boomerang', this structure also serves to protect the Royal Geelong Yacht Club's marina by mitigating wave impact, thereby improving safety and capacity for vessels.
- The Nyaal Banyul Convention Geelong Convention and Event Centre is now under construction and set to open in 2026, delivering a major civic and economic anchor with high-quality public space, improved streetscapes, and stronger connections between the waterfront and city centre. The project reflects successful collaboration between the local, state and federal governments, supporting local businesses, tourism, and future investment in the precinct.
- Royal Geelong Yacht Club upgrades are underway and expected to be completed by mid-2025. The project includes a new clubhouse, Victorian Sailing School complex, and upgrades to surrounding public areas, improving access, safety, and opportunities for sailing education and community use.
- New ferry services to Melbourne and Portarlington enhance water transport connectivity.

The following challenges and unmet objectives remain:

- Coordinating upgrade or renewal works with the conservation of heritage elements, presents an ongoing challenge.
- Incomplete pathways and accessibility limitations hinder continuous connectivity along the waterfront.
- Rising construction costs have limited budget for renewal or upgrade projects.
- The connectivity, commercial, and community offerings at Western Beach are currently underutilised, presenting an opportunity to develop a comprehensive precinct plan.
- Mineral spa and wellness centre plans have yet to materialise.
- Cunningham Pier has unmet potential for greater tourism attraction including as base for cruise ships.
- The Stage 2 Expansion of the Youth Activity Area, including viewing terraces and climbing walls, has not been executed.
- Efforts to transform Fisherman's Basin into a vibrant maritime and tourism hub remain incomplete.
- Some sections of the waterfront experience increased pressure from events, leading to greater wear and tear, higher maintenance requirements and disruptions to day to day use.
- Critical infrastructure improvements, such as sea wall enhancements and climate-resilient planting, remain pending.

Given the evolving needs of the waterfront and lessons learned from the 2011 Geelong Waterfront Master Plan, a new master plan is necessary to:

- Address ongoing and emerging challenges.
- Refine and update the vision for the area.
- Guide future development and management in a sustainable and unified manner.



02 THE WATERFRONT: PAST AND PRESENT

2.1 WADAWURRUNG COUNTRY

The Geelong Waterfront is an important part of Wadawurrung Country, within the broader cultural landscape of Djilang. For over 45,000 years, the Wadawurrung People have lived in deep connection with the land and water, guided by Bundjil, the Karringalibil Murrup (Creator Spirit), and Waa (the crow), the protector. The waterways, wetlands, and grassy plains sustained a thriving community, providing food, resources, and trade networks. Landmarks such as Wurdi Youang (the You Yangs), Kunawarra (Lake Connewarre), and the Moorabool and Barwon Rivers remain significant, carrying the stories, language, and ancestral presence of the Wadawurrung People.

Djilang, meaning 'Tongue of Land' in Wadawurrung language, reflects the area's unique coastal geography where the land extends into Corio Bay. The rich natural resources of this Country supported Wadawurrung communities, enabling a sustainable way of life that respected the balance of the environment. Many place names in the region, such as Geelong (Djilang), Moorobull (Moorabool), and Kunuwarra (Connewarre), originate from Wadawurrung language, reflecting the enduring connection between people and place.

The waterfront has long held cultural and historical significance to the Wadawurrung people. For thousands of years, this area has been a vital hub for fishing, hunting, and gathering, with its natural resources providing sustenance and spiritual connection. It has also served as a key meeting place where the Wadawurrung people, alongside neighbouring groups, shared food, exchanged knowledge,

and reinforced cultural ties. These gatherings facilitated trade and strengthened relationships between communities. As the region develops, it is essential to honour the Wadawurrung people's ongoing cultural practices and ensure that future projects respect and preserve their connection to the waterfront.

2.2 EUROPEAN SETTLEMENT

The arrival of European settlers in the 1830s brought rapid and lasting changes to the Geelong Waterfront.

European colonisation led to extensive land clearing for farming, grazing, and urban expansion. Wetlands were drained, waterways were altered or filled, and introduced species replaced native vegetation. Industrial development and port infrastructure reshaped Corio Bay, with dredging and reclamation works disrupting natural coastal processes and impacting water quality. Sealing, whaling, and gold mining further transformed the landscape, leaving lasting environmental scars.

By the mid-19th century, much of the original natural environment had been altered, replaced by jetties, piers, and wharves that supported Geelong's growth as a trade and industrial hub. Built form still tends to be a dominant feature the waterfront, predominately on the southern perimeter with open space tending to be confined to the coastal fringe.

In addition to its industrial and port-related past, Geelong Waterfront holds important layers of recreational and civic heritage. Eastern Beach, developed in the 1930s as part of a major public works program, remains a much-loved destination for swimming, picnics, and community gatherings. Its Art Deco boardwalk, sea baths, and landscape terraces reflect a long-standing civic investment in public leisure along the bay. More recently, Jan Mitchell's iconic Baywalk Bollards have added to the cultural richness of the area, celebrating Geelong's diverse histories and characters in a uniquely engaging way.



2.3 HISTORICAL TIMELINE

45,000 years ago

For at least 45,000 years, the Country now known as the City of Greater Geelong was the land of the Wadawurrung Aboriginal people. The name of this language group traditionally means the people who belong to the water, in reference to the rivers, creeks, lagoons and other water sources within Wadawurrung Country

Wadawurrung Country originally extended over approximately 7800 km², taking in the Bellarine Peninsula and west towards the Otway forests and north boundaries to Mount Emu and Mount Misery, extending to Lake Burrumbeet, Beaufort and the Ballarat goldfields, and north of the Werribee River



Eugene Van Guerard, View of Geelong, 1856.

1803

Djilang is the traditional Wadawurrung name for Tongue of Land. The name **Geelong** was named in 1837 by Governor Richard Burke



C Grimes, Port Phillip, 1803.

1830



Eugene Van Guerard, Geelong, c. 1830.

1835



Map of Part of New Holland showing the Territory of Geelong and Dutigalla, 1835

1836

Sandbar from Pt Henry to Pt Lillias prevents ships entering Geelong. All alight at Pt Henry and travel to Geelong via small boats known as Lighters

Part of map of Geelong, HWH Smythe, 1838

1838

Initial township and Western Gully



1838

Passenger steamers (Bay Steamer Service) commences operation from Melbourne to Geelong

Lime kilns established for building

Geelong Public bathing House/Jackson & Rays Baths (1838 - 1855)

1840

Suburban allotments for sale

First shipment of wool leaves for London. Wool industry (broking, sales & storage) established

Western Gully, the Corio Bay and the beginnings of Geelong



S. Mossman, Geelong in 1840: the beginnings of two important Victorian towns, 1840.

1841 - 1842

Campaign to import labourers from the United Kingdom

Immigration of Swiss vigneron

Waterfront's Central Precinct from the Geelong township with sheoak trees in foreground



Charles Norton, Geelong 1842, 1842

1845

Corio Bay Bathing Establishment, Geelong Sea Bathing Company and Geelong Public Bathing House (1845 - 1927)

1848



George Gilbert, Limeburners point, 1848.

1848

Shortages in local labour caused the European settlers to bring in Chinese, Malay and Indian workers from Singapore

Geelong declared a free-warehousing port. Imports no longer had to be cleared by customs in Melbourne first

1849

German immigrants arrive

1850

The township has grown exponentially by 1850. There is now a jetty and sea bathing complex on the foreshore



G.A. Gilbert, Geelong Bay looking towards Mt. Martha Ranges, 1850



Robert Hoddle, Geelong, 1850

1850

View of the Central Precinct looking east from the Western Precinct

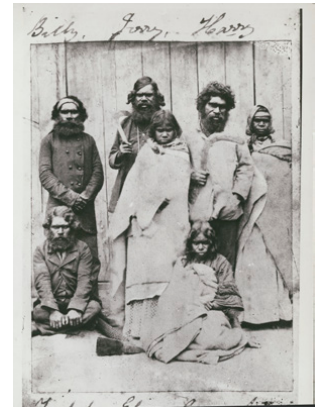


Stringer, Mason & Co. Lithographers, Corio Bay 1850, 1850

1851

Gold rush commences and many leave Geelong bound for Ballarat

1852



Wadawurrung group with Billy (Willema Baa Ni Ip), Jerry (Dan Dan Nook) and Harry

1853



John William Harwick Corio Bay & the Yung Mountains from Victoria Terrace, 1853

Labour shortages in the region as a result of the gold rush

Most flora and fauna eradicated from area. Wadawurrung people dispossession

1854

Geelong becomes the official port for exportation of gold

1854



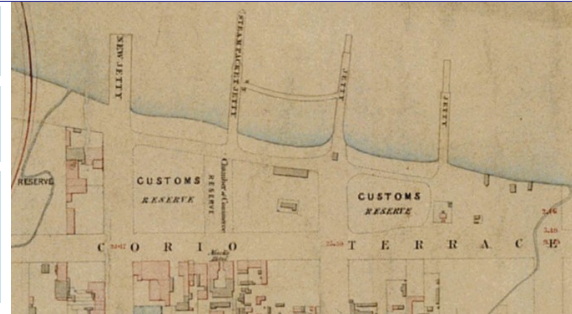
Eugene Von Guerard, Aborigines met on the road to the diggings, 1854.

1855

Geelong Sea Bathing Company Ladies Baths (1855 - 1927)

Shipbuilding established at Rippleside, constructing large shipping vessels

Railway Wharf constructed to move coal from ships to storage at Railway Station to support passenger steamer industry, railway & households



Locations of wharfs on the Geelong foreshore in 1854. Left to right: Moorabool Wharf, Steampacket Wharf, Yarra Street Wharf & Queens Wharf. Source: J.H. Taylor, Map of Geelong, Surveyor-General's Department, Melbourne, 1854

1856

Western Beach Seabathing Company Baths (1856 - 1874)

1857

Western Beach Sea Bathing Company Baths #2 (1857 - 1927)

Melbourne to Geelong railway line established

1860

Waterfront's Central Precinct view from Geelong's township



H. Winkles & H. Bibby, Geelong, c.1860.

1860

Creation of Eastern Park and the Geelong Botanical Gardens

1862

South Channel cut through Pt Henry sandbar, opening up the port to large ships

Geelong to Ballarat railway line established



Geelong Harbour (Eastern baths) showing Singapore Terrace, n.d., pre 1862.

1864

Second Railway Wharf constructed to accommodate huge export trade (coal, wool & grain)

1870

Tourism begins to boom with the opening of mineral springs in Clifton Springs and seaside towns on the Bellarine

Victoria Baths and Western Beach Sea Bathing Company Baths #3 (1870 - 1935)

Goldrush peters out. Many move to Geelong for work

1874

Geelong to Colac and Warrnambool railway line established

1879

Corio Bay Rowing Club established in central waterfront

1880

Fisherman's Boat Harbour and Fisherman's Jetty - Fishing

Andersons Bathing House (1880 - 1928)

1884

Mineral Springs opened (The springs were declared unfit for human consumption and closed down in 1959. A new bore was drilled in 1999).

1885

Central Geelong seawalls constructed to reclaim land

1889

Lime burning discontinued due to pollution

1889 - 1896

Depression

1893

Hopetoun Channel completed, enabling ships to enter Corio Bay



Anon, Railway Pier, c.1910

1900

A power station erected, coal-powered

Transvaal Square Commemoration



Anon, Moorabool Street Wharf, c.1910

1905

Corio Quay South opens

1910

Limeburners Jetty: Recreational Fishing (1910 - 1942)

St Helens Jetty, Swimming Pool, Baths and Boatshed (1910 - 1966)

1912



Geelong Progress Association, Portion of Plan of Geelong & Suburbs, Shrimpton & Strong, Geelong, c.1910

Moorabool Pier Buildings, West & North Elevations, H. Thacker lithographer, Geelong, c.1912

1913

Joy Ark opens (1913 - 1927)



Geelong tram service commences



Melbourne C.I. Railway Dept. - 1910

1914 - 1918

World War I

1916-1920



Anon, The winning racing crew at the Geelong Yacht Club regatta, 1916



Anon, Geelong Yacht Club, c.1920



Anon, A greasy pole competition at the Geelong Yacht Club regatta, 1916

Woods Jetty/Glenleith Avenue Jetty (1916 - 1959)



Geelong tram No. 2 at the Wharf terminus, c.1920

1920 1925 1929 1930 1935

Tourism boom following the war

Corio Quay North No.1 opens for meat & coal import/export

Great Depression (1929 - 1938)

Construction of Eastern Beach seawall

1932

Construction of Western Beach seawall



Charles Daniel Pratt View from Geelong Gas Works North Geelong looking south-east, 1923



Anon, Port Phillip From Eastern Beach, Geelong, Victoria, c. 1925



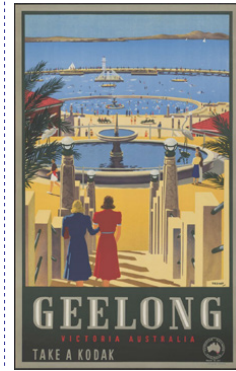
Charles Daniel Pratt, Geelong Harbour and Waterfront, 1926



Anon, Visit to Geelong March 32 - Beach Park Corio Bay, 1932



Anon Eastern Beach, Geelong, Victoria, 1935



Trompf, Percy & Victorian Railways, issuing body & F.W. Niven & Co., printer. Take a Kodak, 1935

1938 1939 1939 1942 1947

Moorabool and Gheringhap Streets as central links to the Railway Pier (Cunningham Pier), Moorabool Street Wharf, the Customs House and early developments of the Waterfront



Pratt, Charles Daniel, and Airspy. Geelong, 1938

World War II starts

Corio Quay North No.2 opens for grain export



Anon, art of City of Geelong, Parish of Corio, County of Grant - Dept. of Lands and Survey, 1940

The Fountain, Eastern Beach



Anon, The Fountain, Eastern Beach, c.1940

Competition with rail and motorcars see closure of passenger steamer services

1945

World War II ends

1947

Mass immigration from Europe after the war, facilitating large growth in manufacturing in Geelong

A Tourist Map locating in the Waterfront the presence of: St Helens Swimming Pool, Hutton's Wharf, Rippleside Beach & Park, Fishermans Gully, Rippleside Jetty, Glenleith Jetty, Western Beach, Railway Wharf, Moorabool St Wharf, Yarra St Wharf, Stony Pier, Yacht Club Pier, Eastern Beach Swimming Enclosure, Parkside Swimming Pool, Limeburners Point, Eastern Park



Anon, Tourist map, 1947

1956 1976 1978 1980 1999 2000 2005 2005

Geelong tram service ceases

1962

All Victorian Aboriginal people are given voting rights for the first time

1970

European immigration decreases

1975

Railway Pier ceases to be used for the shipment of goods

Wathaurong Aboriginal Corporation was incorporated under The Aboriginal Councils and Associations Act 1976 to act on behalf of and represent the interests of all Wadawurrung People

1977

The Wurdi Youang stone arrangement on Wadawurrung lands is declared a protected archaeological site

Ballarat rail line closes to passengers

1979

The wool industry (broking, sales & storage) comes to an end



Wurdi Youang (You Yanq), Rockwell

Wathaurong Aboriginal Co-operative is formally registered

1982

The High Court rejected the doctrine of Terra Nullius and concluded that consequently Native Title could have survived on lands where it had not been extinguished

Bore drilled to reinstate mineral springs (35 metres down to reach the pure water in the under ground spring and hand pump fitted)

1980

Cunningham Pier renovated with restaurant at end (now closed and used as carpark)

Aboriginal Cultural Heritage Management & Protection Development Planning Protocol agreed between City of Greater Geelong and the Wathaurong Aboriginal Co-operative

2001

City of Greater Geelong agrees to archaeological examinations for all development within 500 metres of the ocean, bays or waterways in order to protect Aboriginal sites

William Buckley Discovery Trail launched

2008

Statement of commitment to partnership with the Wadawurrung by the City of Greater Geelong

2008

City of Greater Geelong endorses the apology made to the Stolen Generations by Prime Minister Rudd

Wathaurong Aboriginal Corporation (WAC), trading as Wadawurrung, was accorded Registered Aboriginal Party (RAP) status

2019

Passenger ferry service to Melbourne opened

2025

Construction of Nyaal Banyul Geelong Convention and Event Centre on Western Beach Road

2.4 CITY OF GREATER GEELONG TODAY

Geelong is a vibrant, rapidly growing city, home to a diverse economy that includes sectors like advanced manufacturing, education, health, and tourism. Its north-facing waterfront location is a major draw, with the city attracting over 5 million visitors each year, contributing significantly to its thriving \$1.5 billion visitor economy.

To accommodate its expanding population, Geelong is focused on sustainable growth, with state government housing targets planning for 128,600 new homes by 2051. Infrastructure improvements are a priority, including the Regional Rail Revival program to enhance Geelong's rail services, along with ongoing upgrades to roads and cycle routes.

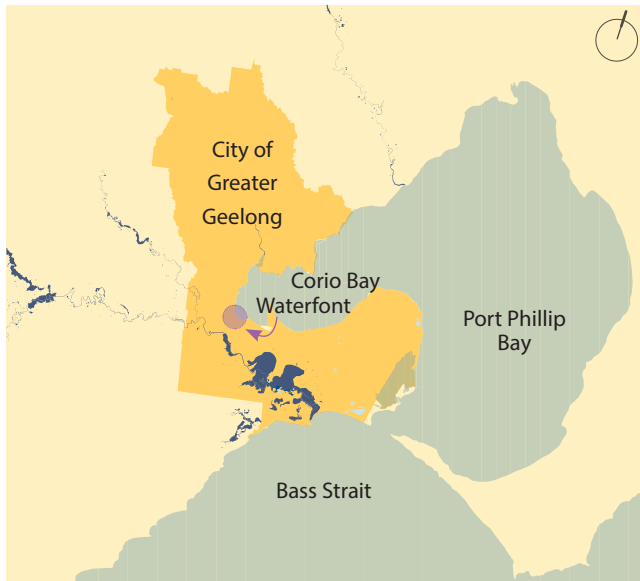


Figure 1. Context map

Key public and private projects are reshaping the city. The \$500 million Geelong City Deal Implementation Plan is supporting the revitalisation of the city centre, promoting tourism, and encouraging economic development through infrastructure and cultural initiatives.

Geelong holds the status of a major events hub, with large-scale events like the Cadel Evans Great Ocean Road Race, Sails on the Bay at the Geelong Festival of Sails, Geelong Revival Motoring Festival, AFL matches, and local festivals attracting visitors from across the region.



2.5 CENTRAL GEELONG

Central Geelong is a walkable hub located on the western edge of Corio Bay. Its grid-based street layout provides easy navigation, with north-south streets offering scenic views of the bay, reinforcing the city's strong connection to the waterfront.

The city's character blends historic and modern architecture, with iconic landmarks such as City Hall, the Geelong Library & Heritage Centre, Deakin University, and the Wurriki Nyal Civic Precinct. These established buildings are complemented by new developments, including the Nyaal Banyul Geelong Convention and Event Centre, along with new hotels, commercial and residential towers, and mixed-use spaces that are contributing to a growing and diverse population. An important update since the 2011 Waterfront Master Plan is the introduction of the Central Geelong Framework Plan, which provides a framework to guide the transformation of Central Geelong into a mixed-use hub with more residents. This supports the waterfront's growing role as a place for city workers and residents to relax and enjoy, while still being a major tourism destination

Geelong's waterfront is at the heart of its identity, with popular spaces like Eastern Beach Reserve drawing locals and visitors alike. The Royal Geelong Yacht Club's redevelopment is enhancing the area's water recreation activities. New opportunities for waterfront improvements fronting the Nyaal Banyul Geelong Convention and Event Centre offer the potential to further strengthen the connection between the city and the bay, and extend activity to the western end of the waterfront.

As Geelong continues to evolve, the master plan will ensure the waterfront remains a core asset, accessible, sustainable, and aligned with the city's evolving identity.

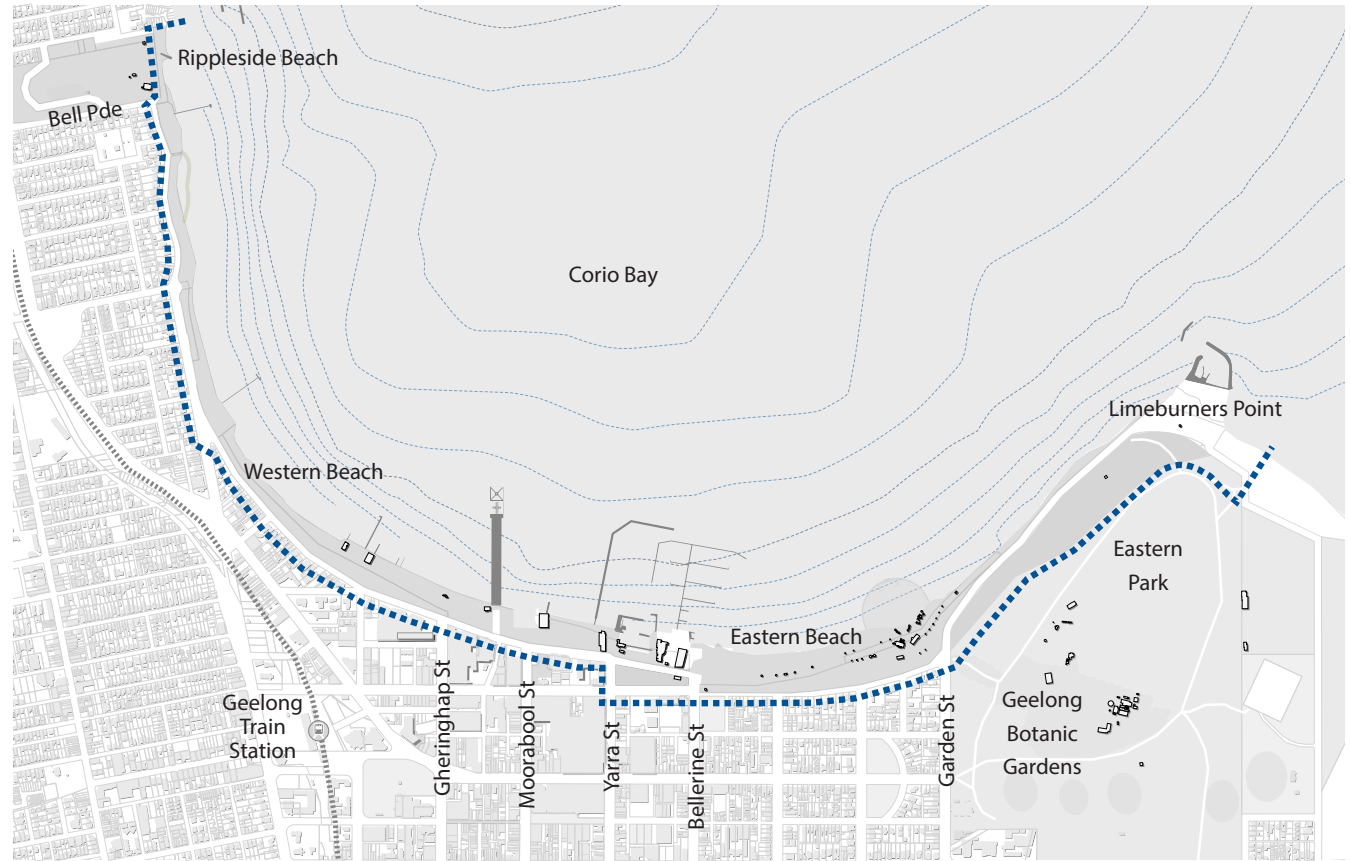


Figure 2. Study Area

03 THE OPPORTUNITY

DEFINING THE VISION

Already a vibrant, inclusive, and accessible destination loved by locals and visitors alike, the waterfront is the heart of the city.

Building on its rich heritage and creative spirit, the waterfront will continue to evolve—strengthening connections to Corio Bay and cementing the city's place as a thriving regional capital.

This transformation will set new benchmarks in urban design, sustainability, and placemaking, delivering exceptional public spaces and new opportunities for culture, business, and recreation.

Honouring the past and looking boldly to the future, the renewed waterfront will be a legacy for generations.

OUTLINING THE DESIGN PRINCIPLES

The design principles translate the draft master plan's vision into clear priorities, shaping future investment and decision-making. They respond to environmental challenges, community aspirations, and economic opportunities, ensuring the waterfront remains connected, inclusive, and vibrant. Each principle is supported by key objectives that guide the future design and delivery of the master plan.

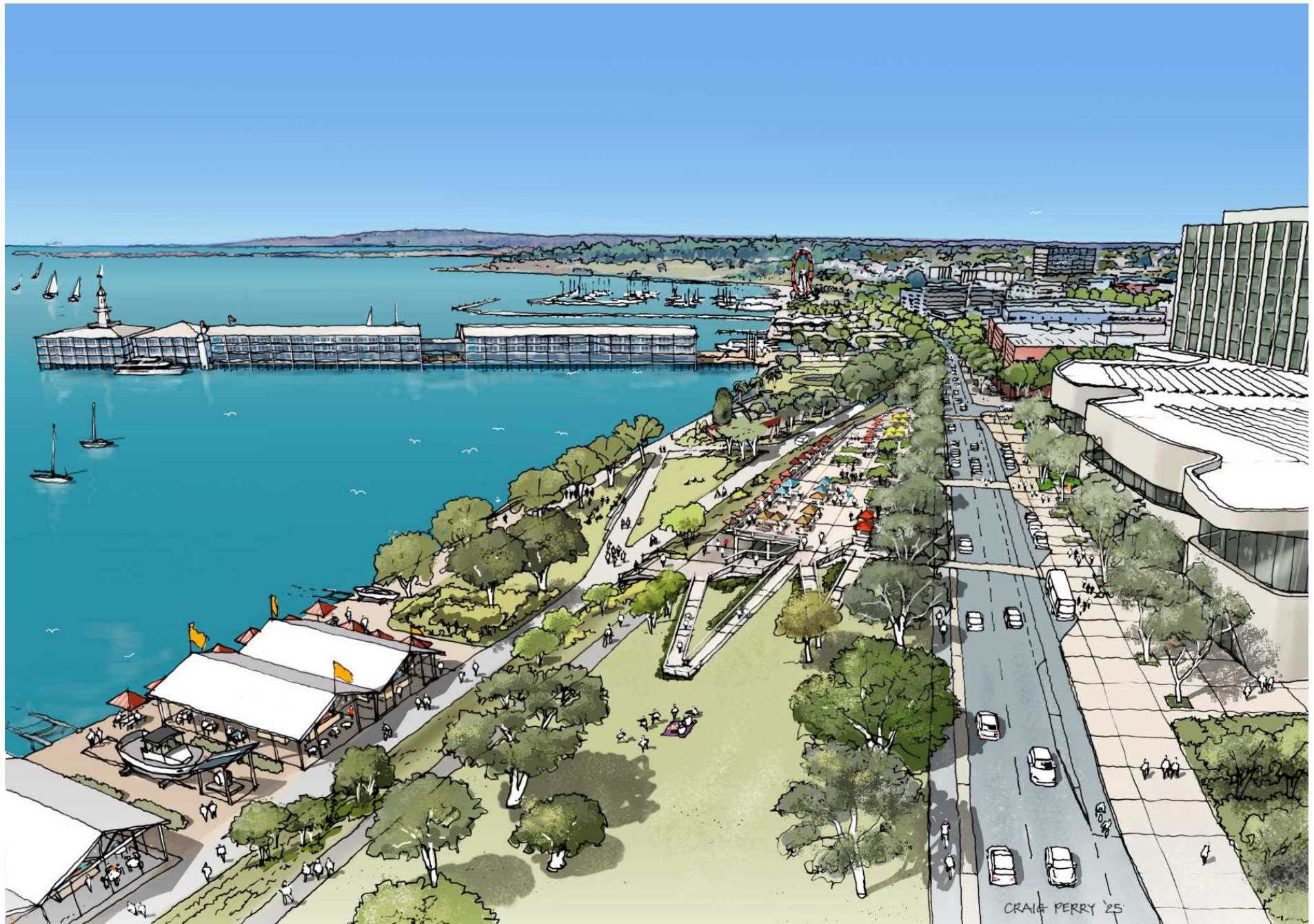


Figure 3. 'A Vision for the Waterfront' - Artist impression

3.1 CONNECTIVITY AND MOVEMENT

Enhance movement and connectivity across the waterfront to create accessible, continuous, and sustainable connections.

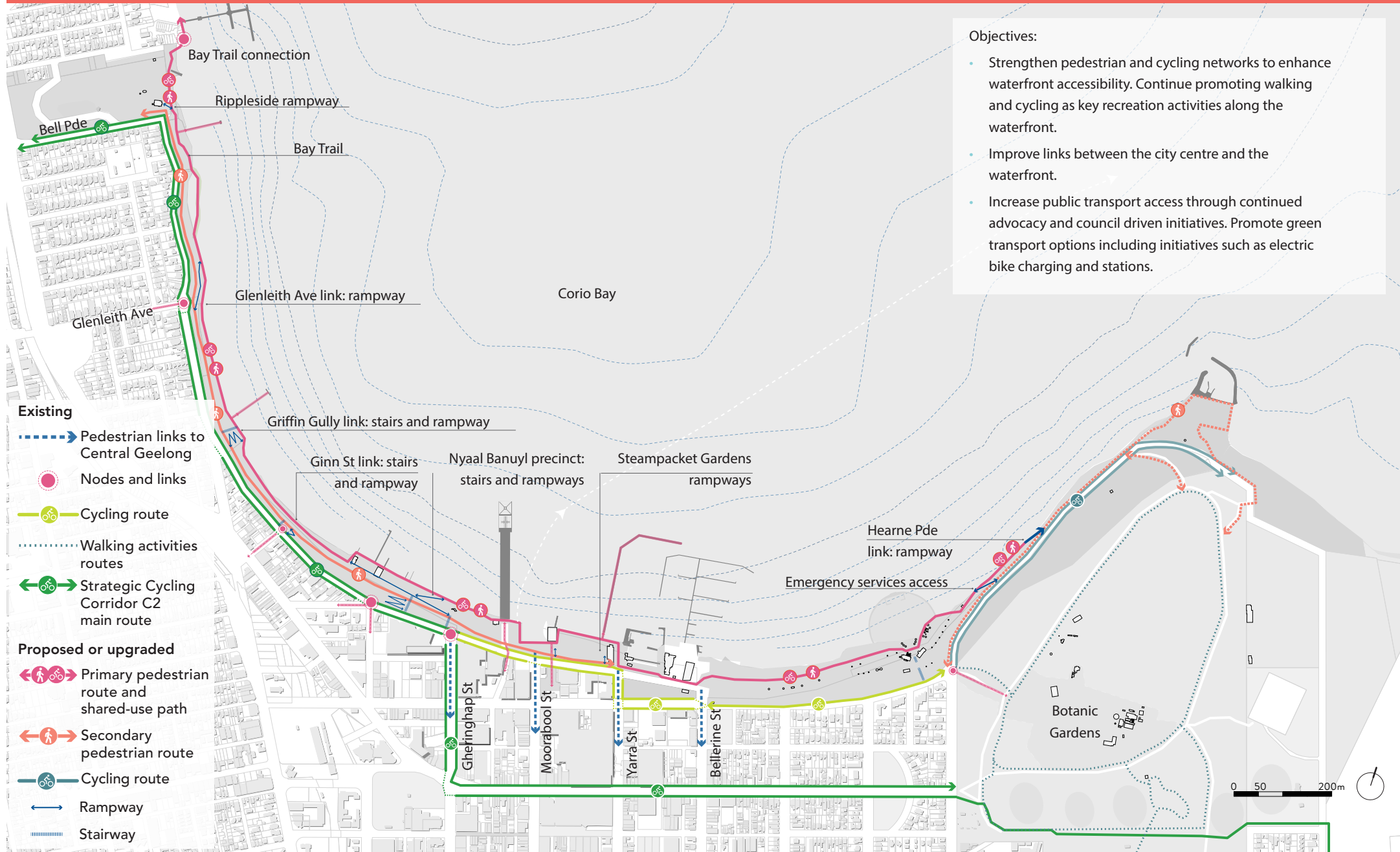


Figure 4. Connectivity and Movement

3.2 ENVIRONMENTAL PROTECTION, CLIMATE ADAPTATION AND ECOLOGY

Enhance and protect the waterfront coastal fringe to promote climate resilience and ecological health, ensuring long term sustainability and viability.

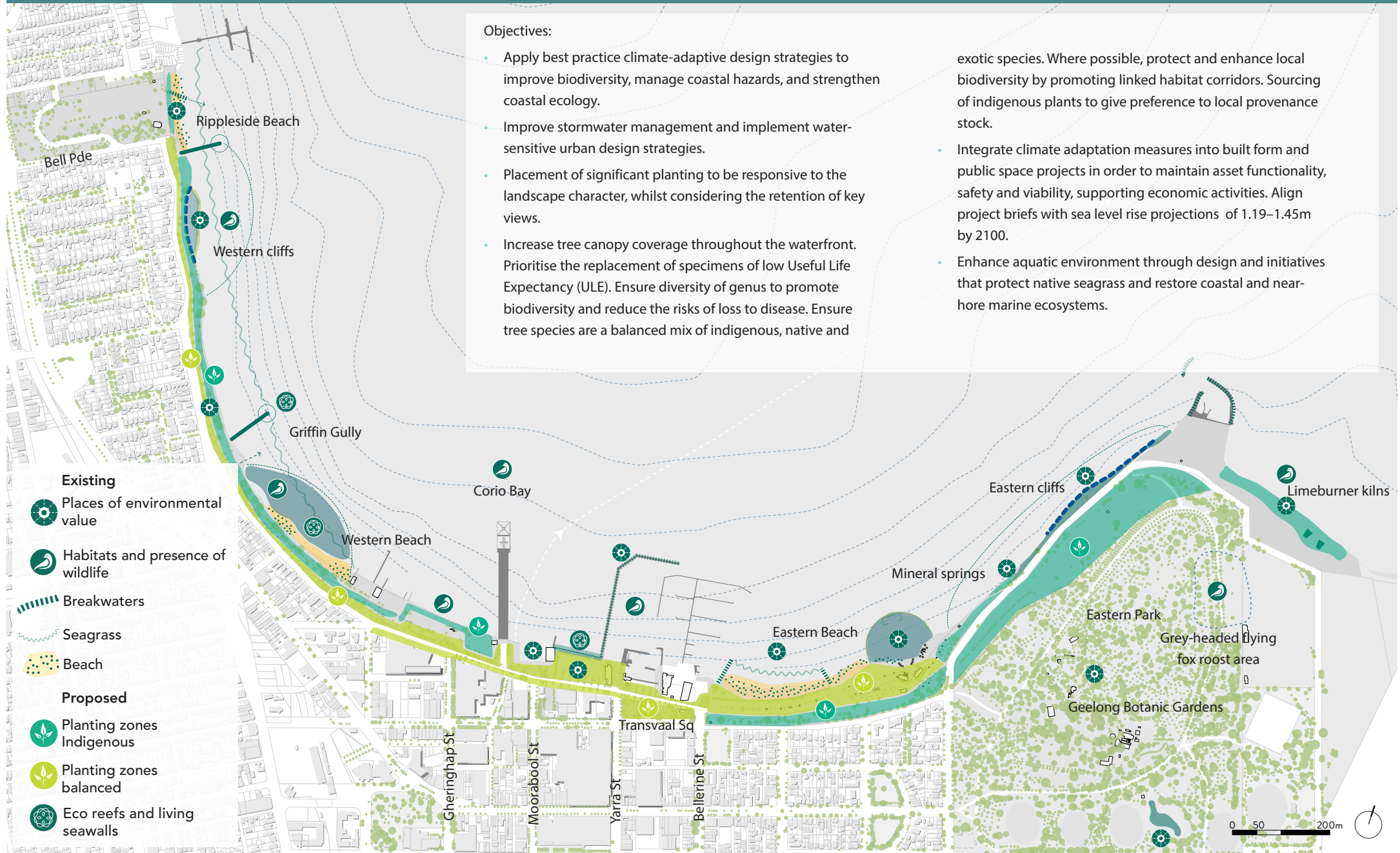


Figure 5. Environmental Protection, Climate Resilience and Ecology

3.3 CULTURE, HERITAGE AND PUBLIC ART

Celebrate and integrate Wadawurrung culture and Geelong's rich waterfront heritage, honouring the past while creating meaningful connections for the community.

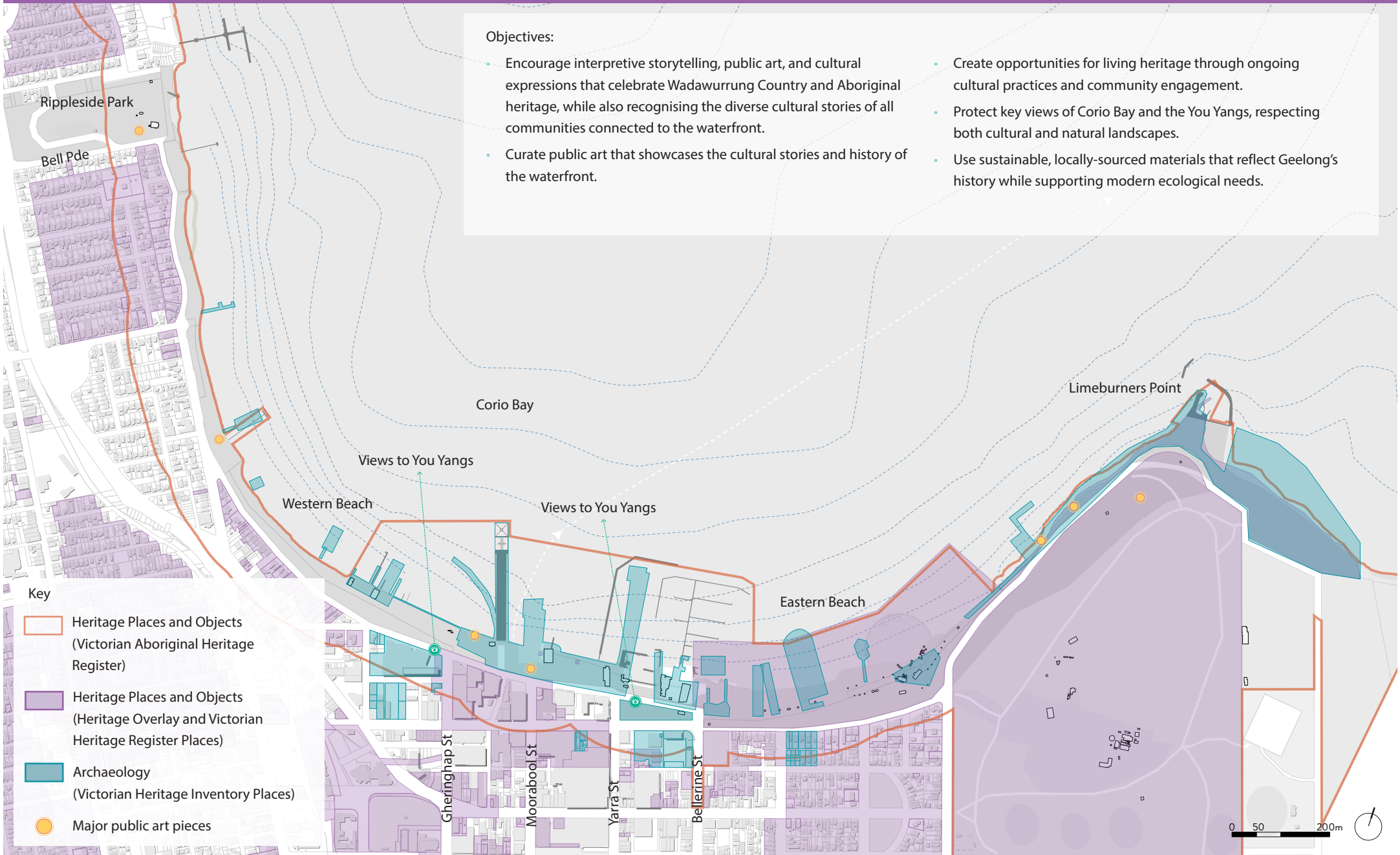
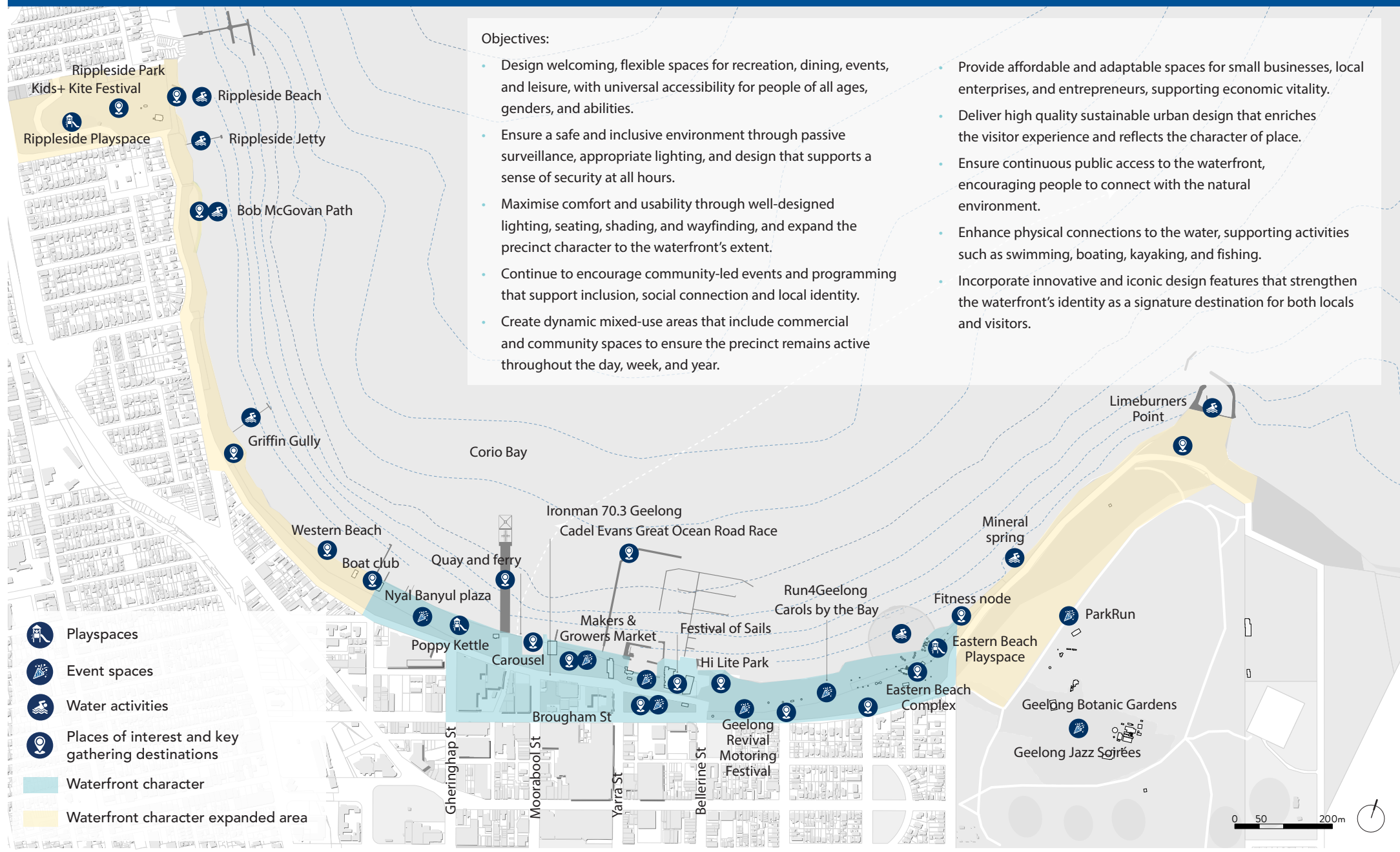


Figure 6. Culture, Heritage and Public Art

3.4 PLACE ACTIVATION, LIVELINESS AND VIBRANCY

Promote spaces that support sustainable day and night activation, encourage social interaction, improve access to the water, and enable opportunities for local businesses, waterfront events and community activation.



Objectives:





- Design welcoming, flexible spaces for recreation, dining, events, and leisure, with universal accessibility for people of all ages, genders, and abilities.
- Ensure a safe and inclusive environment through passive surveillance, appropriate lighting, and design that supports a sense of security at all hours.
- Maximise comfort and usability through well-designed lighting, seating, shading, and wayfinding, and expand the precinct character to the waterfront's extent.
- Continue to encourage community-led events and programming that support inclusion, social connection and local identity.
- Create dynamic mixed-use areas that include commercial and community spaces to ensure the precinct remains active throughout the day, week, and year.
- Provide affordable and adaptable spaces for small businesses, local enterprises, and entrepreneurs, supporting economic vitality.
- Deliver high quality sustainable urban design that enriches the visitor experience and reflects the character of place.
- Ensure continuous public access to the waterfront, encouraging people to connect with the natural environment.
- Enhance physical connections to the water, supporting activities such as swimming, boating, kayaking, and fishing.
- Incorporate innovative and iconic design features that strengthen the waterfront's identity as a signature destination for both locals and visitors.

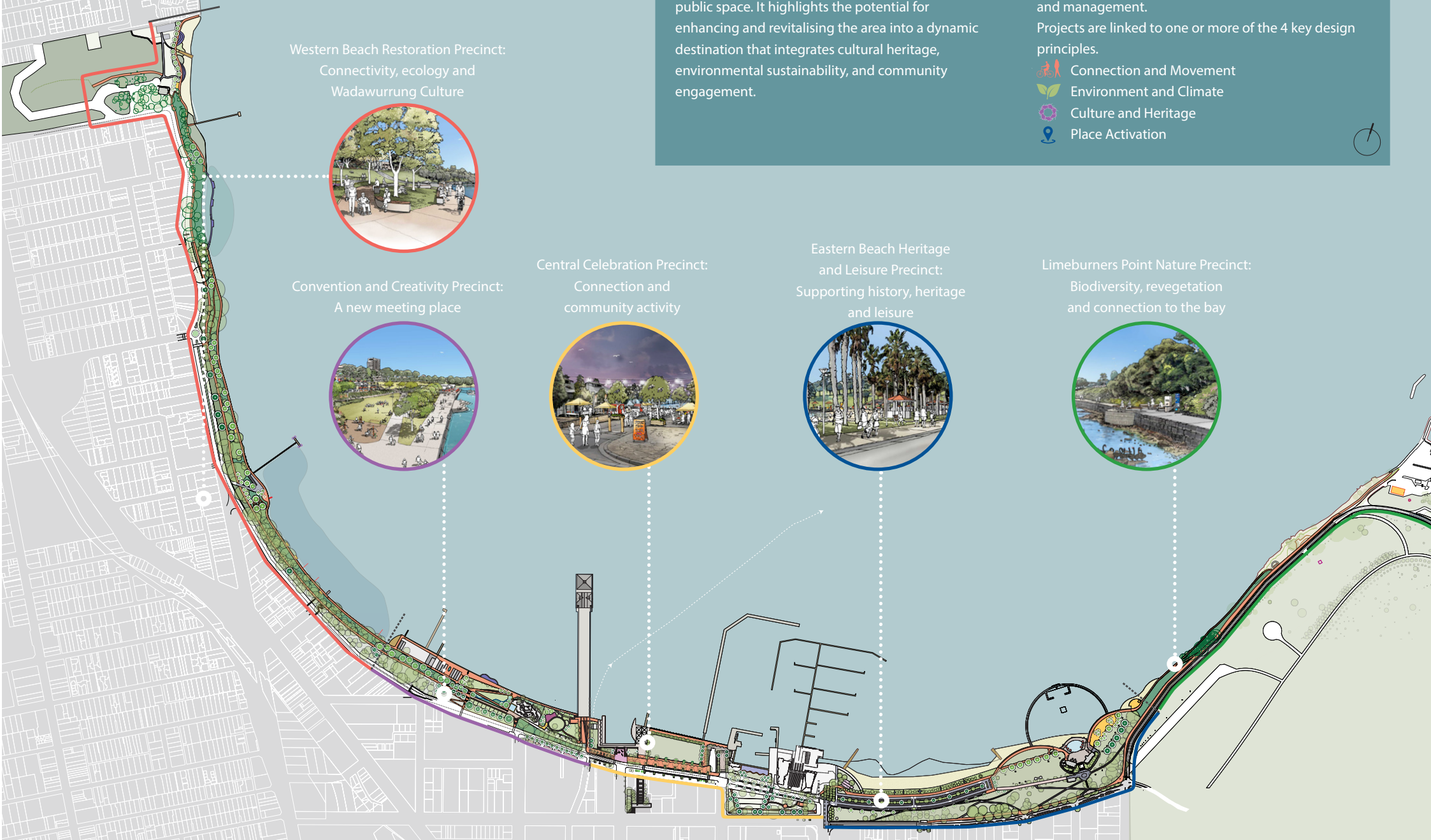
Figure 7. Place Activation, Liveliness and Vibrancy

04 THE MASTER PLAN

The illustrative master plan outlines the vision for the future of the waterfront, reflecting aspirations for a vibrant, sustainable, and inclusive public space. It highlights the potential for enhancing and revitalising the area into a dynamic destination that integrates cultural heritage, environmental sustainability, and community engagement.

The waterfront is divided into five interconnected precincts, defined by landscape character and community use, enabling coordinated planning, design, and management. Projects are linked to one or more of the 4 key design principles.

-  Connection and Movement
-  Environment and Climate
-  Culture and Heritage
-  Place Activation



Western Beach Restoration Precinct:
Connectivity, ecology and
Wadawurrung Culture



Convention and Creativity Precinct:
A new meeting place



Central Celebration Precinct:
Connection and
community activity



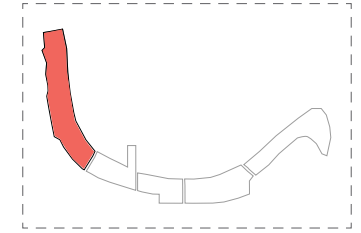
Eastern Beach Heritage
and Leisure Precinct:
Supporting history, heritage
and leisure



Limeburners Point Nature Precinct:
Biodiversity, revegetation
and connection to the bay



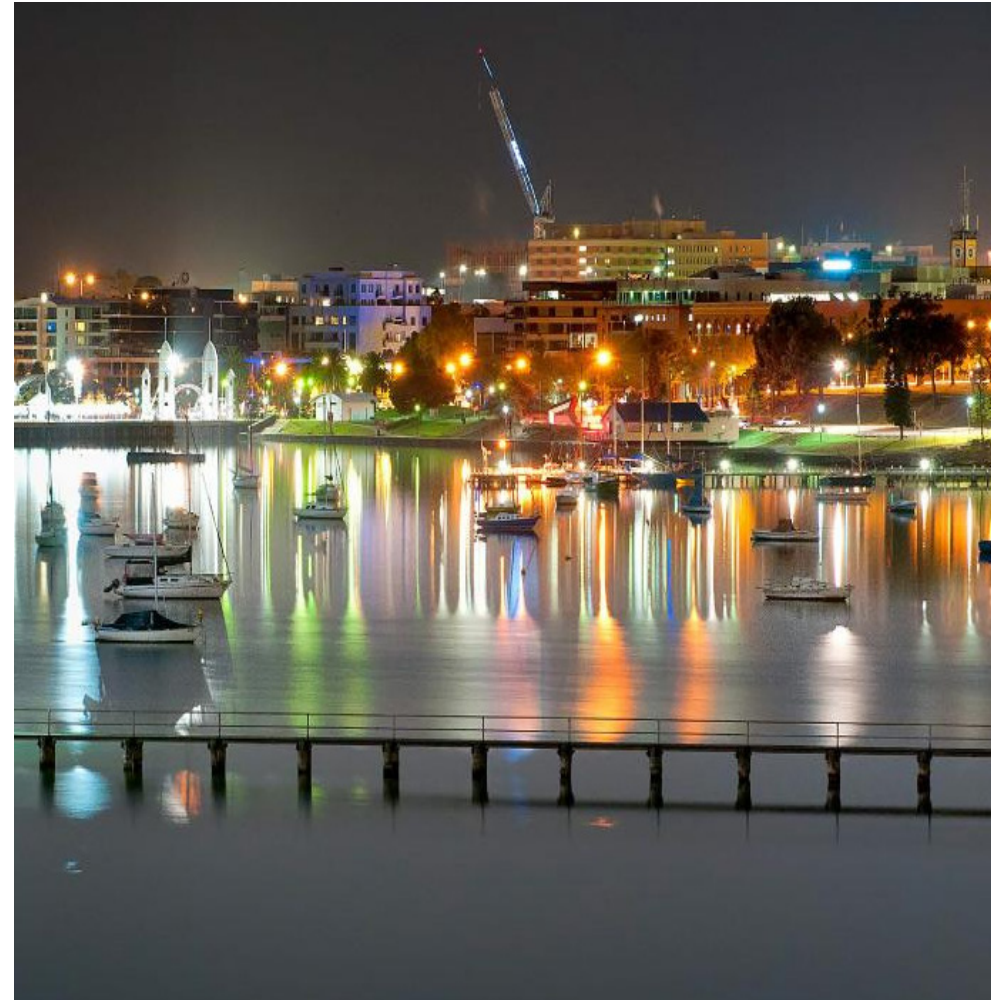
4.1 WESTERN BEACH RESTORATION PRECINCT



The Western Beach Restoration Precinct, stretching from Rippleside Park to the Western Beach Boat Club, is an area of high natural and cultural value. It features coastal cliffs, marine ecology, fossil sites, and important seagrass beds, alongside valued recreational spaces.

Currently underutilised and partly degraded, the precinct offers strong potential for renewal. The existing boardwalk provides a foundation for improved pedestrian and cycling connections, while environmental restoration will enhance biodiversity.

Partnerships with the Wadawurrung Traditional Owners will guide a balanced approach to conservation, recreation, and boating access. Planned improvements will focus on strengthening safety, wayfinding, and interpretation of cultural and ecological values, supporting a more connected and vibrant waterfront experience.









WESTERN BEACH RESTORATION PRECINCT







Plan 1

Key




Pavings

-  Proposed exposed aggregate concrete
-  Proposed exposed aggregate concrete and bluestone pavers
-  Proposed vehicular loading concrete
-  Proposed boardwalk structure
-  Proposed grey concrete paving
-  Proposed asphalt




Planting

-  Indigenous landscape area
-  Landscape area
-  Grassed area
-  Proposed tree
-  Proposed indigenous tree
-  Existing and retained tree

Connections and Parking

-  Upgraded shared-use path
-  Upgraded pedestrian path
-  On-road parking changes

Design Proposals

-  01 Bay Trail/ Bob McGovan Trail and Path Connections
-  02 Aquatic Restoration – Seagrass
-  03 Cliff and Path Management

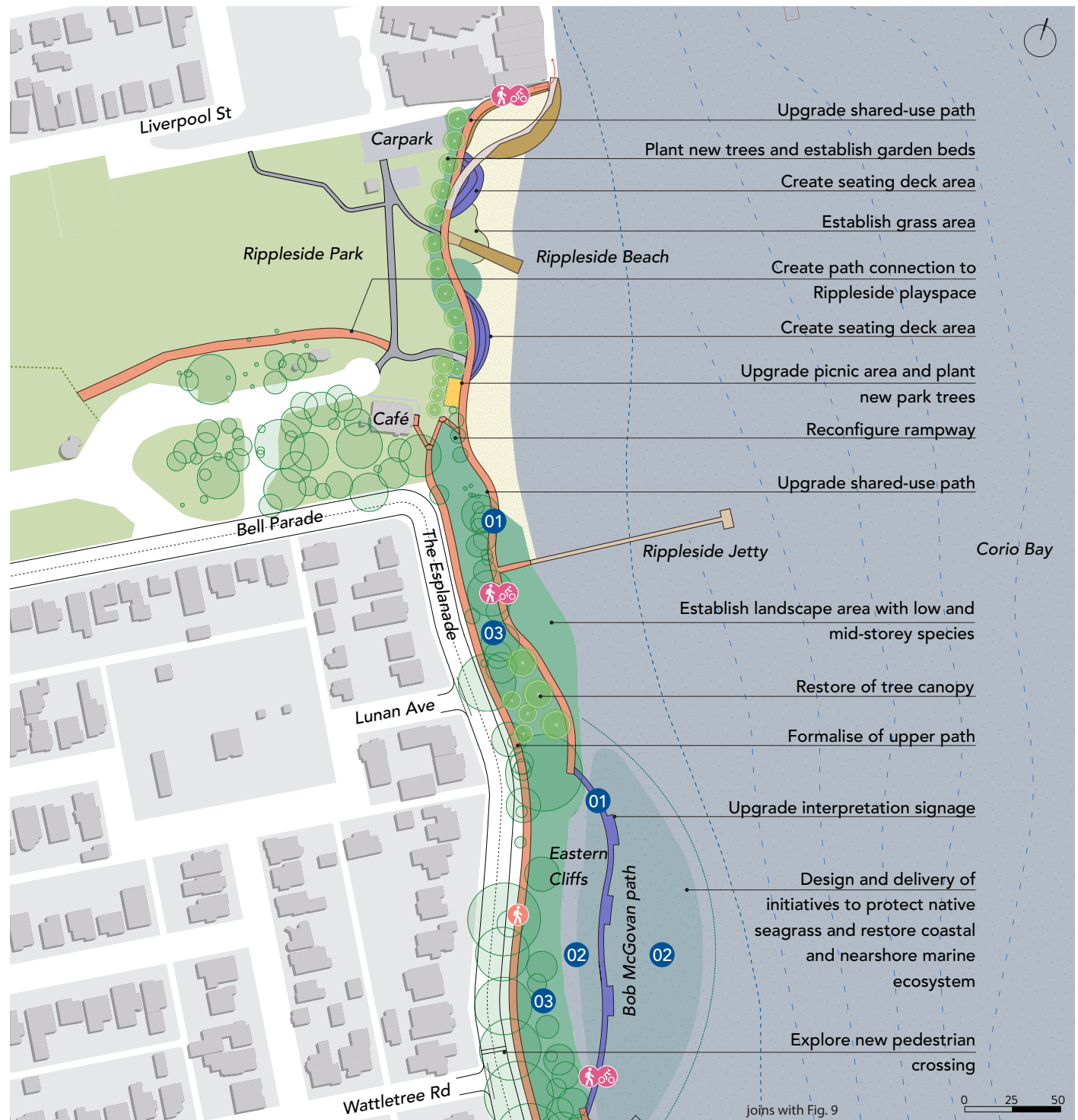
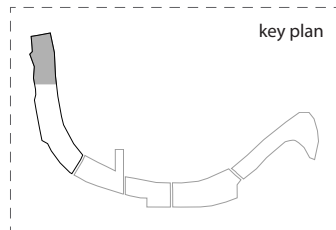


Figure 9. Western Beach Precinct - Plan 1

WESTERN BEACH RESTORATION PRECINCT

Plan 2

Key

Pavings

- Proposed exposed aggregate concrete
- Proposed exposed aggregate concrete and bluestone pavers
- Proposed vehicular loading concrete
- Proposed boardwalk structure
- Proposed grey concrete paving
- Proposed asphalt

Planting

- Indigenous landscape area
- Landscape area
- Grassed area
- Proposed tree
- Proposed indigenous tree
- Existing and retained tree

Connections and Parking

- Upgraded shared-use path
- Upgraded pedestrian path
- On-road parking changes

Design Proposals

- 03 Cliff and Path Management
- 04 Intersection Upgrade
- 05 Griffins Gully Jetty and Surrounds

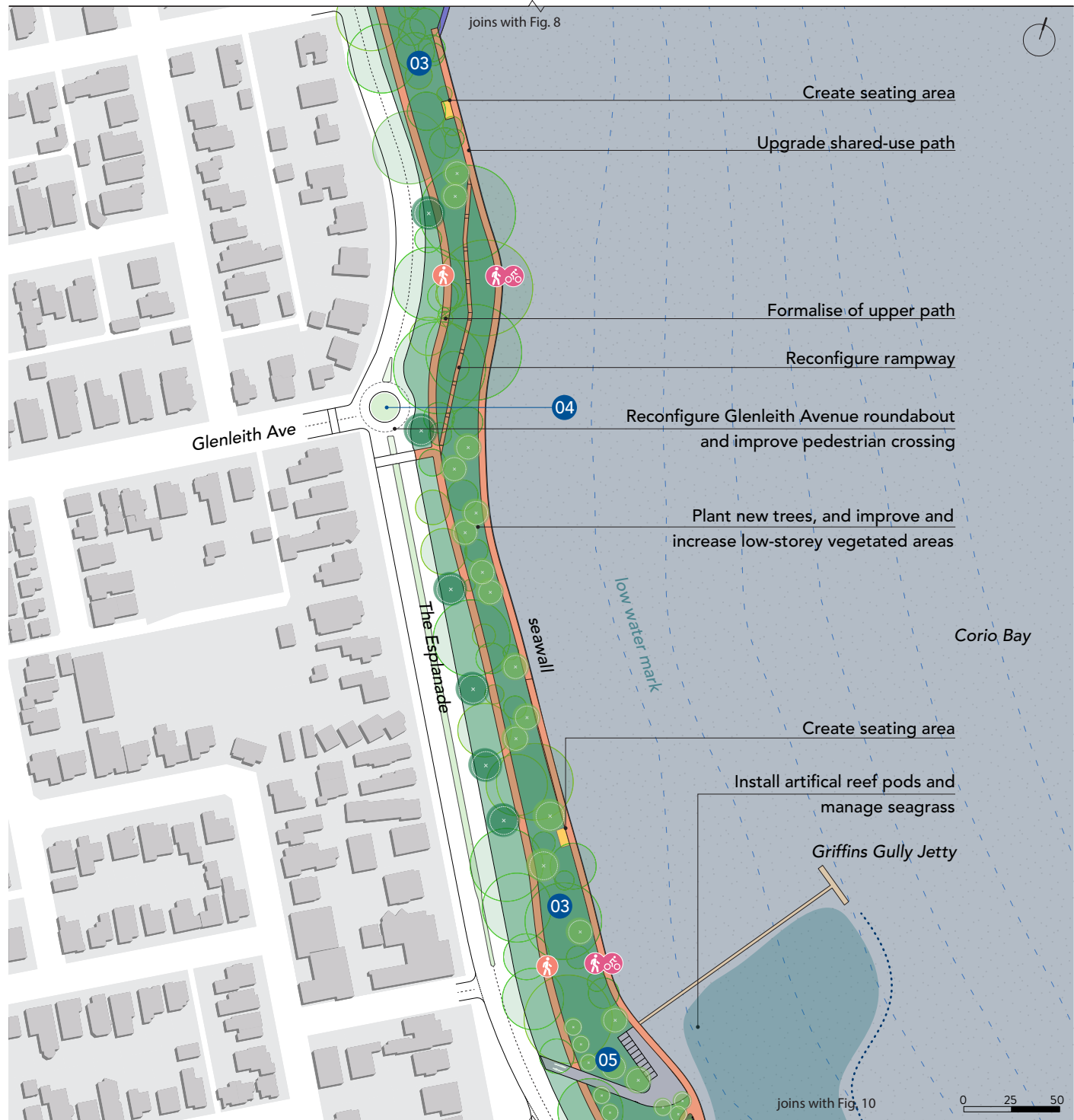
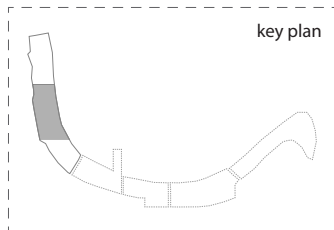


Figure 10. Western Beach Precinct - Plan 2

WESTERN BEACH RESTORATION PRECINCT

Plan 3

Key

Pavings

- Proposed exposed aggregate concrete
- Proposed exposed aggregate concrete and bluestone pavers
- Proposed vehicular loading concrete
- Proposed boardwalk structure
- Proposed grey concrete paving
- Proposed asphalt

Planting

- Indigenous landscape area
- Landscape area
- Grassed area
- x Proposed tree
- x Proposed indigenous tree
- x Existing and retained tree

Connections and Parking

- 🚶🚲 Upgraded shared-use path
- 🚶 Upgraded pedestrian path
- P On-road parking changes

Design Proposals

- 03 Cliff and Path Management
- 05 Griffins Gully Jetty and Surrounds
- 06 Aquatic Restoration – Reef Pods
- 07 Wadawurrung Cultural Walk

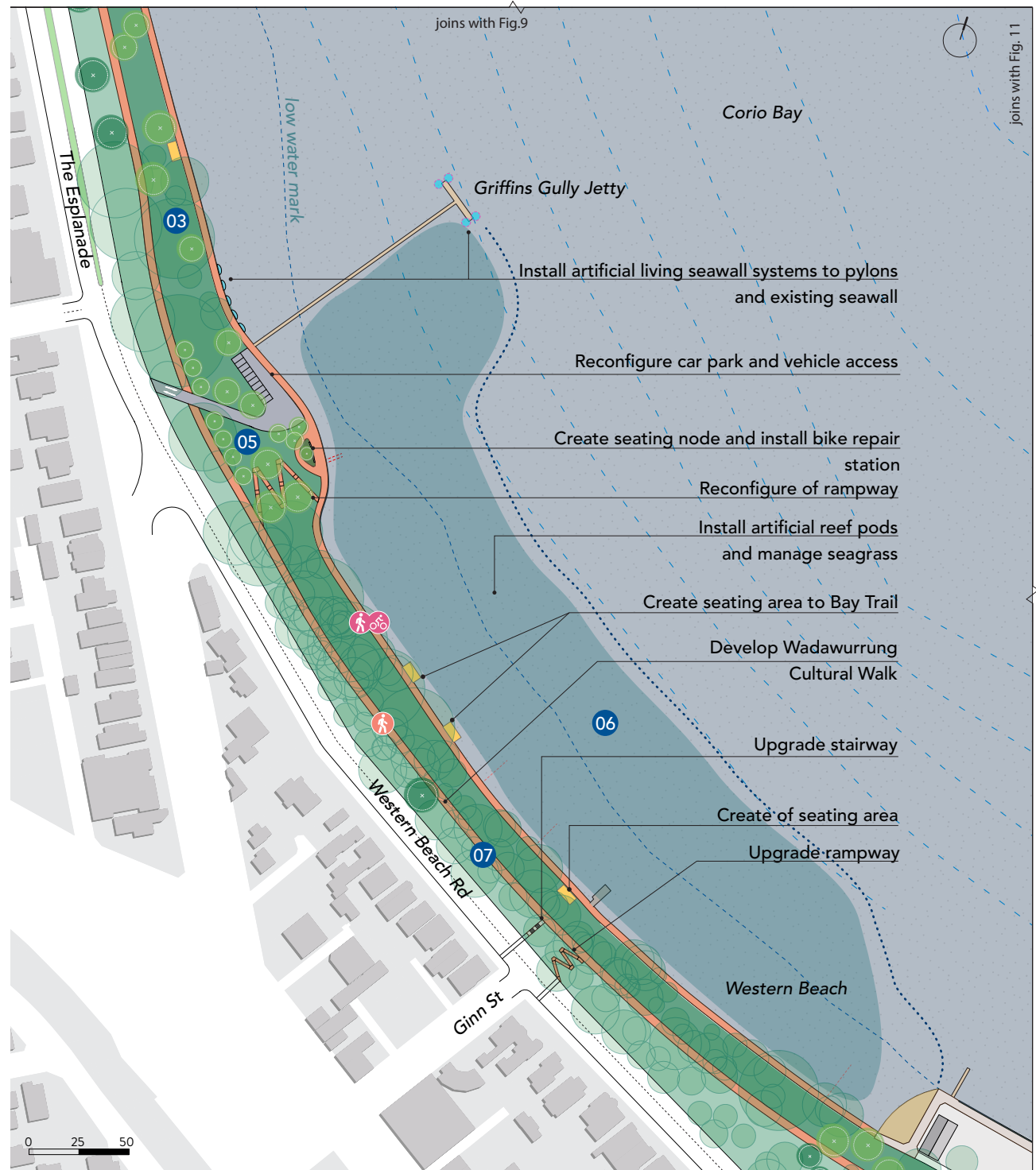
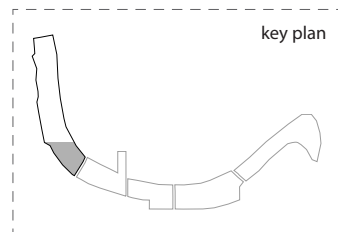


Figure 11. Western Beach Precinct - Plan 3

01 Bay Trail - Bob McGovan Path and path connections. 


Proposed upgrade to a key section of the Bay Trail between Rippleside Park and the Western Beach Boat Club. This section includes the Bob McGovan Path, named in honour of a local cycling advocate. The dual name will be retained to recognise its cultural and community value. Defining the hierarchy of the path networks that link the entire waterfront, through common material selection, improved wayfinding and signage. Works include widening and resurfacing the existing upper tier shared path, constructing missing links, and removing steep or disconnected sections to improve accessibility. Enhancements such as shelters, lighting, seating, signage, and water-sensitive design features will improve safety, comfort, and deliver environmental benefits.

02 Aquatic Restoration – Seagrass 

Design and deliver the initiatives to protect native seagrass and restore coastal and nearshore marine ecosystems, with ongoing monitoring to track progress. Trials to further protect seagrass such as eco-mooring systems for boats off Western and Eastern beaches should be explored. Interpretive signage to be installed to enhance visitor experience and build community awareness.

03 Cliff and Path Management (Priority Proposal) 

The cliffs should be treated as part of a connected landscape system, linking with surrounding natural areas. Revegetation with indigenous species will restore the natural landscape, prevent erosion, and support local wildlife. Invasive weeds will be removed, and eroded areas repaired with jute matting to stabilise the soil. Opportunities to increase information and education signage should be explored. Paths that do not meet accessibility standards will be upgraded or realigned to improve safety, accessibility, and ease of use. Increased investment in our environmental assets and natural heritage reflects a high community priority.

04 Intersection Upgrade 


Investigate opportunities to reconfigure the roundabout at the intersection of Glenleith Ave and The Esplanade will be reconfigured to incorporate dedicated bike lanes, standard footpath widths, and safe pedestrian crossings. These upgrades aim to improve accessibility, safety, and traffic flow for all users, including cyclists, pedestrians, buses and motorists.

05 Griffin Gully Jetty and Surrounds 

Griffin Gully Jetty and the surrounding foreshore will be upgraded to improve water access for snorkelling and diving. Non-compliant hard surfaces will be removed, and new pathway connections will be created. Seating will be provided at key viewpoints, and trees of low Useful Life Expectancy (ULE) or dead, will be replaced with indigenous species.

06 Aquatic Restoration – Reef Pods 

The proposal involves using artificial reef pods and seawalls along the foreshore for aquatic restoration. These pods create habitat for marine species such as oysters and mussels, while also helping mitigate coastal erosion. Informative signage will be installed to engage the public, highlighting the ecological benefits of the reef and promoting marine conservation. This initiative aims to enhance the local marine environment and provide educational opportunities for users and visitors.

07 Wadawurrung Cultural Walk (Priority Proposal) 

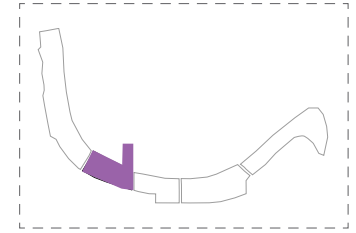
A cultural walk will highlight significant cultural landmarks of the Wadawurrung people, offering visitors a deeper understanding of the area's First Nations heritage. This first stage of the project,

co-designed and initiated by the Wadawurrung Traditional Owners Aboriginal Corporation, will establish key elements such as dedicated infrastructure to mark the starting point, wayfinding signage, seating, and interpretive features. The walk is intended to be delivered in stages over time, gradually expanding to enhance the visitor experience and increase cultural awareness across the waterfront.



Figure 12. 'A vision for Western Beach - Griffin Gully' - Artist impression

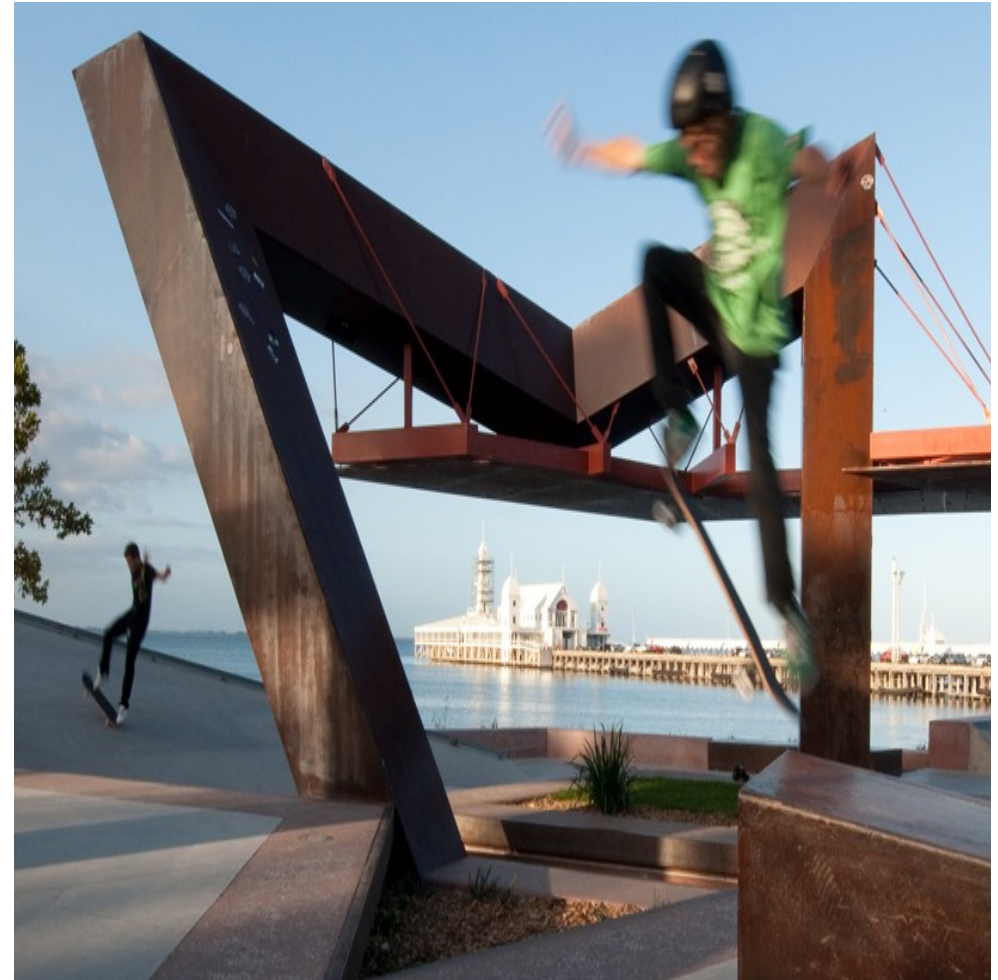
4.2 CONVENTION AND CREATIVITY PRECINCT



Stretching from the Western Beach Boat Club to east of Cunningham Pier, the Convention and Creativity Precinct will be a vibrant hub of culture, recreation, and community activity.

Anchored by Deakin University and the Nyaal Banyul Geelong Convention and Event Centre, it will host events, provide flexible terraced spaces for spill-out activities, and offer enhanced pedestrian and cycling connections that integrate the precinct with the wider waterfront.

Proposed upgrades, including an expanded youth precinct, redeveloped Western Beach Maritime Area, and revitalised Cunningham Pier, will support a lively, accessible, and well-connected public realm.



CONVENTION AND CREATIVITY PRECINCT

Key

Pavings

- Proposed exposed aggregate concrete
- Proposed exposed aggregate concrete and bluestone pavers
- Proposed vehicular loading concrete
- Proposed boardwalk structure
- Proposed grey concrete paving
- Proposed asphalt

Planting

- Indigenous landscape area
- Landscape area
- Grassed area
- Proposed tree
- Proposed indigenous tree
- Existing and retained tree

Connections and Parking

- Upgraded shared-use path
- Upgraded pedestrian path
- On-road parking changes

Opportunities

- Potential future commercial opportunity

Design Proposals

- 08 Western Beach Maritime Area
- 09 Landscape Embankment
- 10 Arrival Plaza
- 11 Passive Landscape and Recreational Area
- 12 Geelong Youth Activities Area
- 13 Poppy Kettle Playground
- 14 Cunningham Pier
- 15 Deakin Frontage

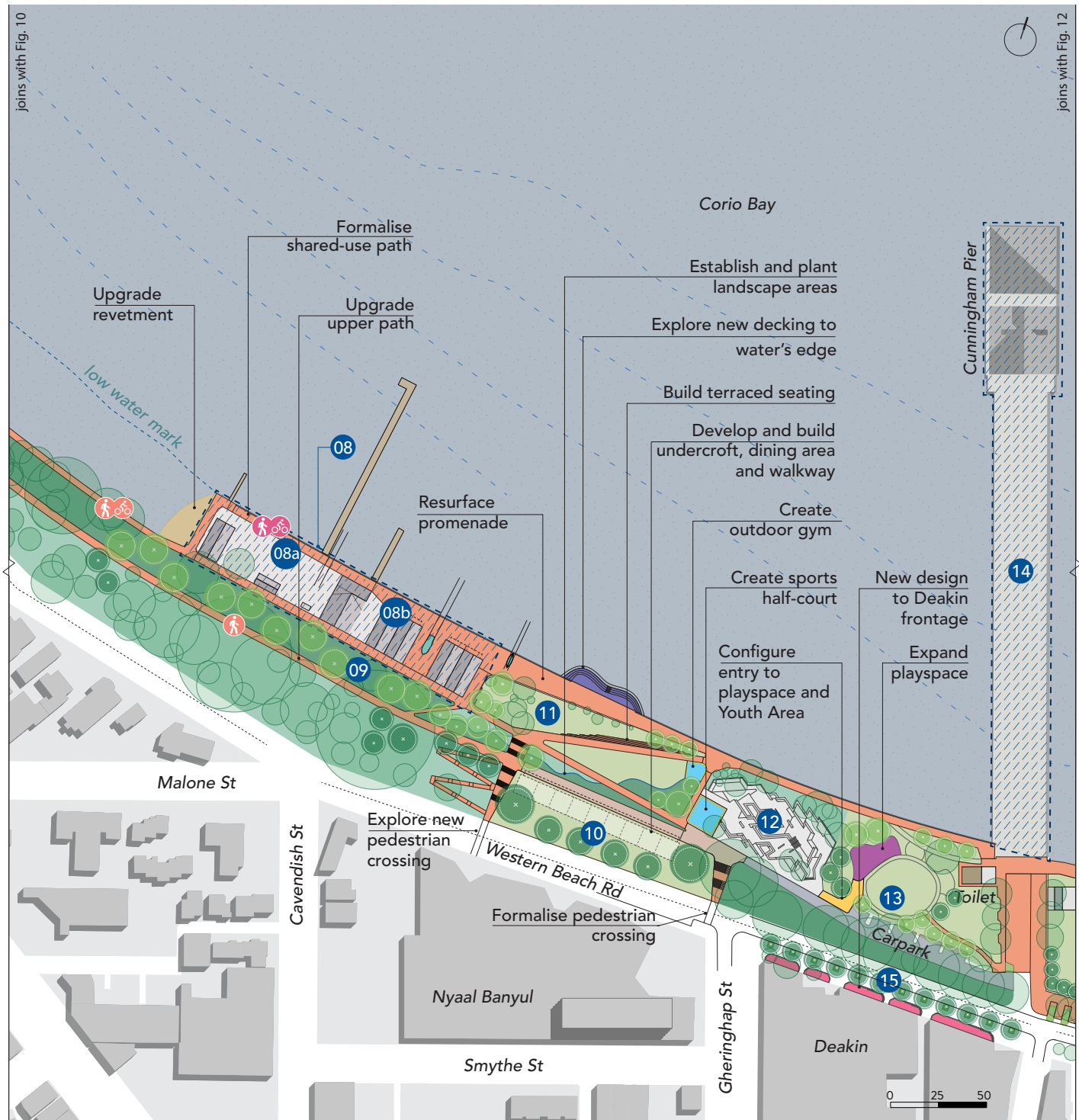
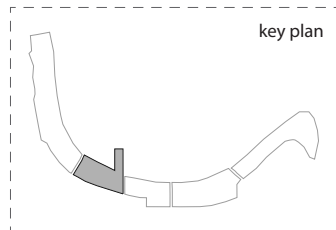


Figure 13. Convention and Creativity Precinct - Plan

08

Western Beach Maritime Area (Priority Proposal)



As the Western Beach Maritime Area evolves and expands, future uses should celebrate Geelong's rich maritime history, reflecting its waterfront setting, prioritising boating-related facilities, including boat building, that support youth education and recreational activities. Development must enhance public access along the shoreline and deliver a continuous waterfront path.

8a Opportunities will be explored to work with the Western Beach Boat Club to upgrade the jetty structure to facilitate historic or significant boats. Visual permeability of the area is vital and can be linked to maritime tourism.

8b Commercial or public/ tourism based opportunities are supported. New buildings should be positioned below the embankment to remain out of view from Western Beach Road, with built form broken into discrete elements to avoid continuous development across the site. New buildings should be high-quality, architecturally designed, and with adjacent areas activated. Explore opportunities to bring other maritime infrastructure to this precinct to further expand the tourism potential.

09

Landscape Embankment



The embankment behind the maritime precinct is part of a broader linear landscape extending to Griffin Gully and should be treated as a connected system. Planting should reinforce this continuity with a coastal indigenous palette that enhances the natural character in the upper embankment, supporting biodiversity, and providing seasonal interest. It should also frame key access paths and strengthen pedestrian movement between the embankment and the marine precinct below.

10

Arrival Plaza



An upper plaza could create a welcoming space that connects with Western Beach Road, with two grand staircases potentially linking the upper and lower levels. Beneath the plaza, a north-facing retail edge could activate the undercroft,

11

Passive Landscape and Recreational Area (Priority Proposal)



The landscape gently slopes toward the promenade, supporting key access paths and spaces for both relaxation and programmed activities. Compliant rampways connect key points and are serviced by seating areas. Terracing offers direct access to the water, enhancing opportunities for passive enjoyment and active engagement.

12

Geelong Youth Activities Area



The Youth Activities Area is a versatile space, and a modest expansion will further enhance its appeal and functionality for the youth community. The existing basketball hoop area can be extended to create a multi-functional space that accommodates both basketball and netball (approximately half-court size). The design will carefully integrate into the existing area with minimal fencing and upgraded lighting to enhance safety and usability. New seating and landscaping will also be incorporated to create a more inviting and comfortable environment.

13

Poppy Kettle Playground (Priority Proposal)



The Poppy Kettle Playground upgrade will renew and enhance existing play areas to provide engaging experiences for a range of ages and abilities. Accessible areas will continue to cater to younger children, while new, more challenging spaces will encourage physical activity and exploration for older kids. The design should respond to the coastal setting, potentially incorporating natural materials such as timber, sand, and rope, or exploring other ways

14

Cunningham Pier (Priority Proposal)



Cunningham Pier offers significant potential for redevelopment. With its private ownership status and state government regulations, we will continue to support commercial partnership development opportunities that benefit the community and promote activation on the waterfront. Reimagining the current parking area could provide opportunity, through partnerships, to create a future vibrant multifunctional community space. Future development should maintain public access to the water's edge and be of high architectural quality, ensuring that new structures complement the surrounding environment and views across Corio Bay. Of cultural and heritage value is retaining the train tracks and exploring narratives through their incorporation in the reimagined pier. The redevelopment could also explore opportunities to accommodate small to mid-sized cruise vessels, enhancing waterfront visitation and economic activity.

15

Deakin University Frontage

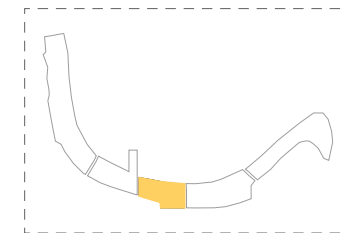


Upgrades to the Western Beach Road streetscape along the Deakin University frontage will improve accessibility, expand pedestrian space, including new avenue tree planting on reconfigured garden beds, and upgraded seating areas, retaining the outdoor dining area.



Figure 14. 'A vision for the Convention and Creativity Precinct' - Artist impression

4.3 CENTRAL CELEBRATION PRECINCT



Stretching from Steampacket Pier to the Royal Geelong Yacht Club, the Central Celebration Precinct forms the heart of Geelong's waterfront activity. It features iconic destinations such as the Carousel Pavilion, Steampacket Gardens, and Fishermen's Basin, which regularly host community events and markets. Strengthening pedestrian and cycling connections from the city will improve access, support event movement, and better integrate key heritage sites, including the National Wool Museum and Customs House.

Public spaces such as Fairnie Park and Transvaal Square will be upgraded to enhance accessibility, flexibility, and vibrancy, while iconic elements such as Jan Mitchell's Baywalk Bollards continue to celebrate Geelong's cultural heritage and natural environment. Opportunities for activation along the Yarra Street car park, outdoor dining areas, and community gathering spaces will further enliven the precinct, creating a lively, inclusive, and well-connected waterfront for residents and visitors alike.



CENTRAL CELEBRATION PRECINCT

Key

Pavings

- Proposed exposed aggregate concrete
- Proposed exposed aggregate concrete and bluestone pavers
- Proposed vehicular loading concrete
- Proposed boardwalk structure
- Proposed grey concrete paving
- Proposed asphalt

Planting

- Indigenous landscape area
- Landscape area
- Grassed area
- Proposed tree
- Proposed indigenous tree
- Existing and retained tree

Connections and Parking

- Upgraded shared-use path
- Upgraded pedestrian path
- On-road parking changes

Opportunities

- Potential future commercial opportunity

Design Proposals

- 16 Pavilion Site
- 17 Waterfront Quay and the Carousel Pavilion
- 18 Steampacket Gardens
- 19 Yarra Street activation
- 20 Fishermen's Basin Marina and Fairnie Park upgrade
- 21 Transvaal Square upgrade
- 22 Eastern Beach Road modifications and event-based road closures

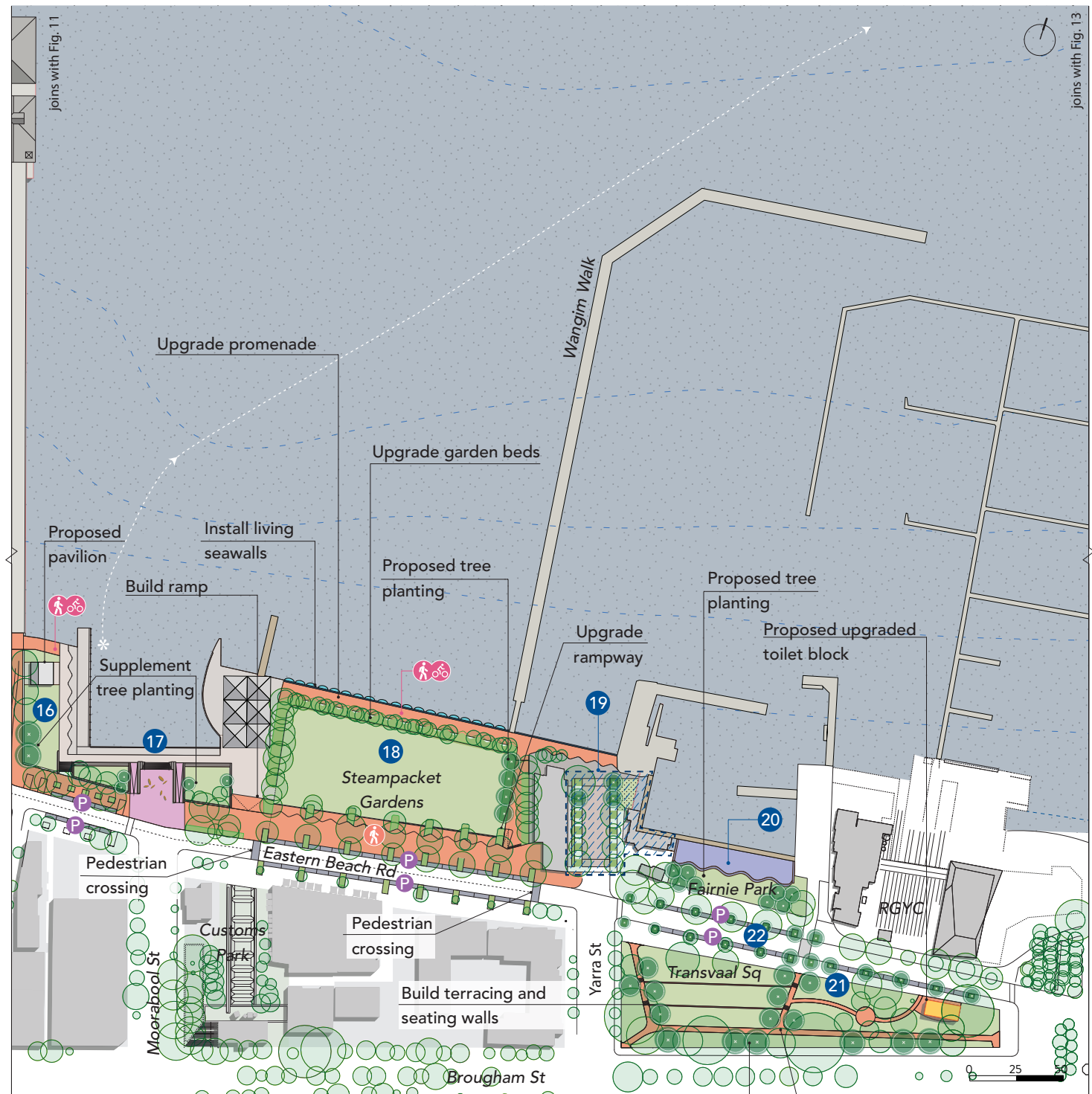
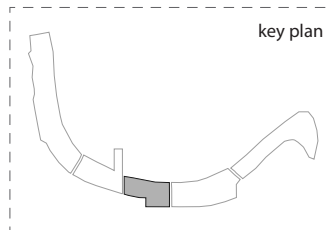


Figure 15. Central Celebration Precinct - Plan

16

Pavilion Site (Priority Proposal)



Located between Cunningham Pier and Steampacket Quay, the Waterfront Carousel Pavilion site will remain a passive grassed open space, complemented by seating, timber decking, and promenade. A pavilion-style building is proposed to support marine and tourism-based activities such as ticketing for seaplane, fishing, cruise, commuter, or charter vessels, helping to activate the area without overwhelming its open character. The scale of development is limited due to subsurface drainage conditions and overland water flow.

17

Waterfront Quay and the Carousel Pavilion



The quay and carousel will remain a key hub for tourist-focused businesses, with minor improvements, including garden bed and tree planting to improve shade provision. Opportunity exists to examine the commercial opportunities of The Carousel to enhance the possibilities of the building and the siting. Lighting upgrades and exploration of opportunities to soften and reduce the existing hard surfacing around Mark Stoner's *North* artwork will highlight the installation at night and enrich the visual experience along the waterfront promenade.

18

Steampacket Gardens



Steampacket Gardens will remain a flexible, high-use space for community events throughout the year. Garden bed and tree planting will improve shade along Eastern Beach Road. Minor hardscape alterations are proposed, including an accessible ramp with compliant handrailing and the removal of upstand kerbs, replaced by flush edges and on-grade surfaces. Existing palms and other clear-trunk species along the Bay Walk will be retained to preserve water views. Suggested improvements to the sea wall include living sea wall installations that support marine biodiversity and incorporate Wadawurrung cultural values through interpretive signage. Solar lighting upgrades are also proposed to enhance night-time amenity and energy efficiency. Opportunities to further

19

Yarra Street activation (Priority Proposal)



Opportunity to trial a new precinct activation is proposed for the Yarra Street waterfront, creating a welcoming public space that supports outdoor dining and community events. Flush pedestrian crossings will define a plaza-style setting that encourages people to linger, gather, and enjoy the waterfront. Opportunities will be explored to design and develop passive irrigation and water sensitive urban design initiatives to enhance this area and create a well-shaded space. The area will be available for lease to support diverse uses, helping to maintain vibrancy throughout the year.

20

Fishermen's Basin Marina and Fairnie Park upgrade



Fishermen's Basin is a popular location for recreational boating and mooring, while Fairnie Park provides a public space for rest, respite, and casual dining. Together, they form a key waterfront destination supporting both community use and maritime activity. At Fishermen's Basin, opportunities will be explored to enhance marina capacity and operations, including facilities for fishing, diving, and seafood-related retail or hospitality. The precinct could also accommodate occasional visits from heritage vessels or tall ships, contributing to a stronger maritime identity and attracting visitors. At Fairnie Park, upgrades will focus on improving accessibility and usability through terraced grading, new stairways and rampways, and simplified level changes. A level, grassed public area will provide flexible space for informal recreation and events, complemented by new public seating and additional tree canopy for shade. Timber decking extensions are proposed to link Fairnie Park with the adjacent pier and boat access, improving waterfront connectivity. Expanded public realm areas and improved seating will create new opportunities for social activity, while supporting existing and potential future commercial uses along the waterfront.

21

Transvaal Square Upgrade



Transvaal Square is a key open space linking Brougham Street to Eastern Beach Road. Its park character will be enhanced through improved paths, recreational areas, upgraded amenities, new seating, lighting, and public art. An expanded tree canopy will offer shade and frame views to Corio Bay.

22

Eastern Beach Road, Heritage Linkages, and Cultural Activation

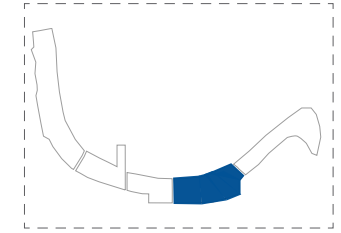


Proposed upgrades to Eastern Beach Road will improve pedestrian crossings, introduce parallel parking, cycle lanes, model vehicle speed reduction to 20-30 kph, and support event-based road closures diverting traffic to Yarra and Brougham Streets. These changes will strengthen connections between Transvaal Square, Fairnie Park, and key historic waterfront sites, including the National Wool Museum and Customs House, making heritage attractions more accessible and supporting tourism activation. Transvaal Square will also be enhanced with improved circulation, furniture, planting, and facilities, creating a stronger link to Fairnie Park and the broader waterfront, while providing flexible spaces for events and community use. Opportunities to explore a maritime museum within Customs House could further activate the area, celebrate Geelong's maritime heritage, and attract visitors.



Figure 16. 'A vision for Yarra Street events' - Artist impression

4.4 HERITAGE LEISURE PRECINCT



Eastern Beach Reserve is one of Geelong's most iconic waterfront destinations, celebrated for its historic sea baths, scenic promenade, and expansive parklands. The precinct blends heritage, recreation, and tourism, providing spaces for both active and passive enjoyment.







Proposed upgrades will enhance accessibility, comfort, and amenity, including reconfiguring the Ritchie Boulevard car park to expand promenade and park space, introducing new shade trees, seating, and structures, and upgrading play and fitness areas that reflect the precinct's coastal character.

These improvements will also support major events, including the Geelong Revival Motoring Festival and Ironman 70.3 Geelong, while strengthening connections between the beach, waterfront, and heritage sites to enrich the visitor and community experience.









Key




Pavings

-  Proposed exposed aggregate concrete
-  Proposed exposed aggregate concrete and bluestone pavers
-  Proposed vehicular loading concrete
-  Proposed boardwalk structure
-  Proposed grey concrete paving
-  Proposed asphalt

Planting

-  Indigenous landscape area
-  Landscape area
-  Grassed area
-  Proposed tree
-  Proposed indigenous tree
-  Existing and retained tree

Connections and Parking

-  Upgraded shared-use path
-  Upgraded pedestrian path
-  On-road parking changes

Design Proposals

-  23 Hi-Lite Park
-  24 Ritchie Boulevard and Eastern Beach Foreshore
-  25 Eastern Beach Reserve – Landscape Backdrop
-  26 Eastern Beach Reserve – Gathering and Events
-  27 Central Swimming Zone
-  28 Eastern Beach Playground and Outdoor Gym

23 Hi-Lite Park

Hi-Lite Park houses the iconic Ferris wheel, offering stunning views of the bay. However, the site is constrained by the space required for operations, fencing, and infrastructure, leading to a poor ground-level interface. Long-term consideration could be given to relocating the Ferris wheel to a new waterfront location, which would enhance this key public space and improve the overall visitor experience. Options exist to explore the potential of relocating and upgrading the existing toilet facility in Transvaal Square to this site. Providing easier access to toilet and changing facilities for beach users and potentially creating a base for Life Saving Victoria services. Full all abilities water access should be provided in this supervised zone.

24 Ritchie Boulevard and Eastern Beach Foreshore

Reconfigure the car park to create additional space for landscaping and expand the promenade adjacent to Eastern Beach. Relocate the heritage shelters from the car park median to a more prominent and functional waterfront location. Install additional shelters and seating to enhance visitor comfort. Introduce new shade trees to improve amenity and provide natural cooling. Design the car park layout to increase required peak parking capacity while maintaining flexible space for major events like the Geelong Revival Motoring Festival..

25 Eastern Beach Reserve – Landscape Backdrop

Revegetate slope with a diverse mix of indigenous and native plant species to enhance the foreshore's natural character, support biodiversity and ease of maintenance.

26 Eastern Beach Reserve Gathering and Events

Widen the shared path along Hearne Parade from Bellerine Street to the viewing pergola to improve pedestrian and cycling access and ensure paths meet accessibility standards without impeding vehicle movement. Increase lawn areas and plant additional shade trees to enhance comfort and amenity. Replace the existing BBQ gazebo

with a new shelter and provide a central, accessible path aligned with the main event stage. Install new heritage-style shelters on the eastern lawn to support gatherings and events. Resurface boulevard paths in accordance with the shared user path hierarchy to provide a consistent and accessible surface.

27 Central Swimming Zone (Priority Proposal)

The Central Swimming Zone requires renewal to improve safety, accessibility, and overall visitor experience. Upgrades will include installation of a Disability Discrimination Act (DDA) compliant accessibility ramp, enhancements to the forecourt and pool surrounds with additional shade and seating, and upgrades to the plaza toilets with additional facilities to accommodate peak periods. Further improvements will include upgrading the lifeguard station, change rooms, and public toilets to enhance visitor amenity, as well as refurbishing the maintenance building to provide permanent toilets for seasonal and event use. Safety and presentation will be addressed through repairs and upgrades to the main staircase and retaining walls, and the gravel boulevard will be replaced with concrete to ensure year-round accessibility.

28 Eastern Beach Playground and Outdoor Gym (Priority Proposal)

The Eastern Beach Playground and Outdoor Gym requires renewal to address end-of-life or worn elements, while also incorporating upgrades and expansion to enhance play experiences, amenity, and accessibility. Upgrades should refresh equipment and infrastructure, explore new play opportunities including passive and active water play, and respect the heritage and coastal setting. Improvements to playground layout and park furniture, including seating and shade, should enhance comfort and usability. The outdoor fitness station should be upgraded or refreshed with marine-grade equipment on suitable surfacing. Tree canopy should be integrated into the expanded playground design to provide natural shade and improve visitor experience.

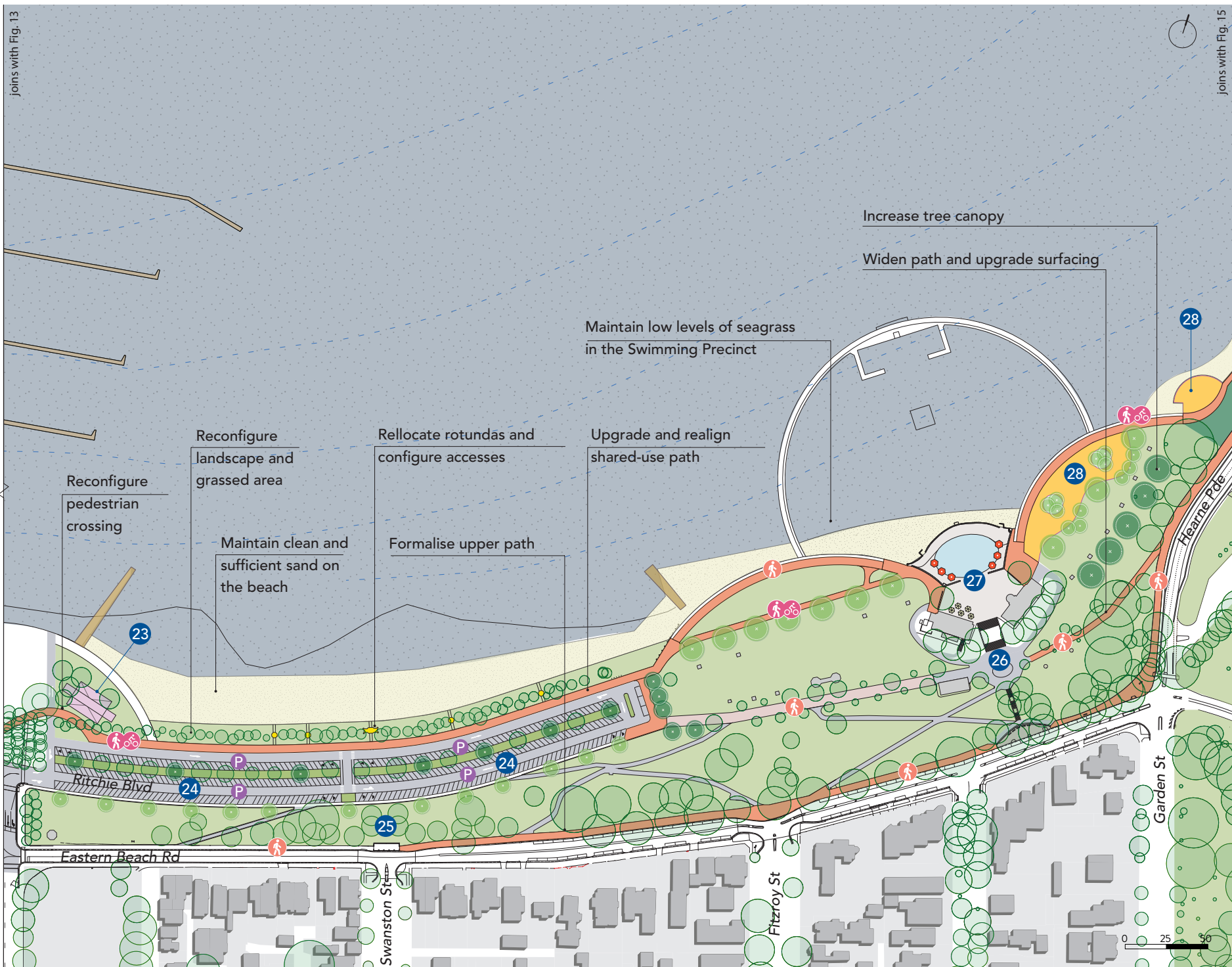
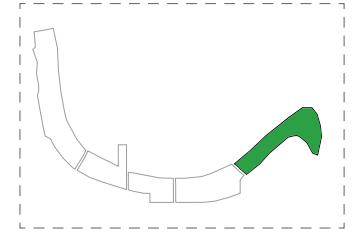


Figure 18. Heritage Leisure Precinct - Plan



Figure 19. 'A vision for Eastern Beach - Ritchie Boulevard' - Artist impression

4.5 LIMEBURNERS NATURE PRECINCT



At the quieter eastern end of the waterfront, the Limeburners Nature Precinct offers a unique blend of coastal ecology, historical features, and informal recreation. The area, including mineral springs and rocky outcrops, holds deep cultural significance for the Wadawurrung people and is recognised as a highly sensitive heritage site.

Proposed upgrades focus on improving accessibility, connections, and ecological restoration. Pedestrian and cycling paths will link Eastern Park, the Geelong Botanic Gardens, and the historic lime kilns, with potential extensions to the Bellarine Rail Trail. A larger landscape node at the mineral springs will provide a welcoming visitor destination, while coastal indigenous plantings will support biodiversity and enhance the natural character.

Overflow parking, signage, wayfinding, and educational displays will ensure Limeburners Point remains well-connected, welcoming, and integrated with the broader waterfront experience.



LIMEBURNERS NATURE PRECINCT

Plan 1

- Key**
- Pavings**
- Proposed exposed aggregate concrete
 - Proposed exposed aggregate concrete and bluestone pavers
 - Proposed vehicular loading concrete
 - Proposed boardwalk structure
 - Proposed grey concrete paving
 - Proposed asphalt
- Planting**
- Indigenous landscape area
 - Landscape area
 - Grassed area
 - Proposed tree
 - Proposed indigenous tree
 - Existing and retained tree

- Design Proposals**
- 29 Bay Walk and Connections
 - 30 Mineral Springs
 - 31 Limeburners Point
 - 32 Coastal Revegetation

- Connections and Parking**
- Upgraded shared-use path
 - Upgraded pedestrian path
 - On-road parking changes

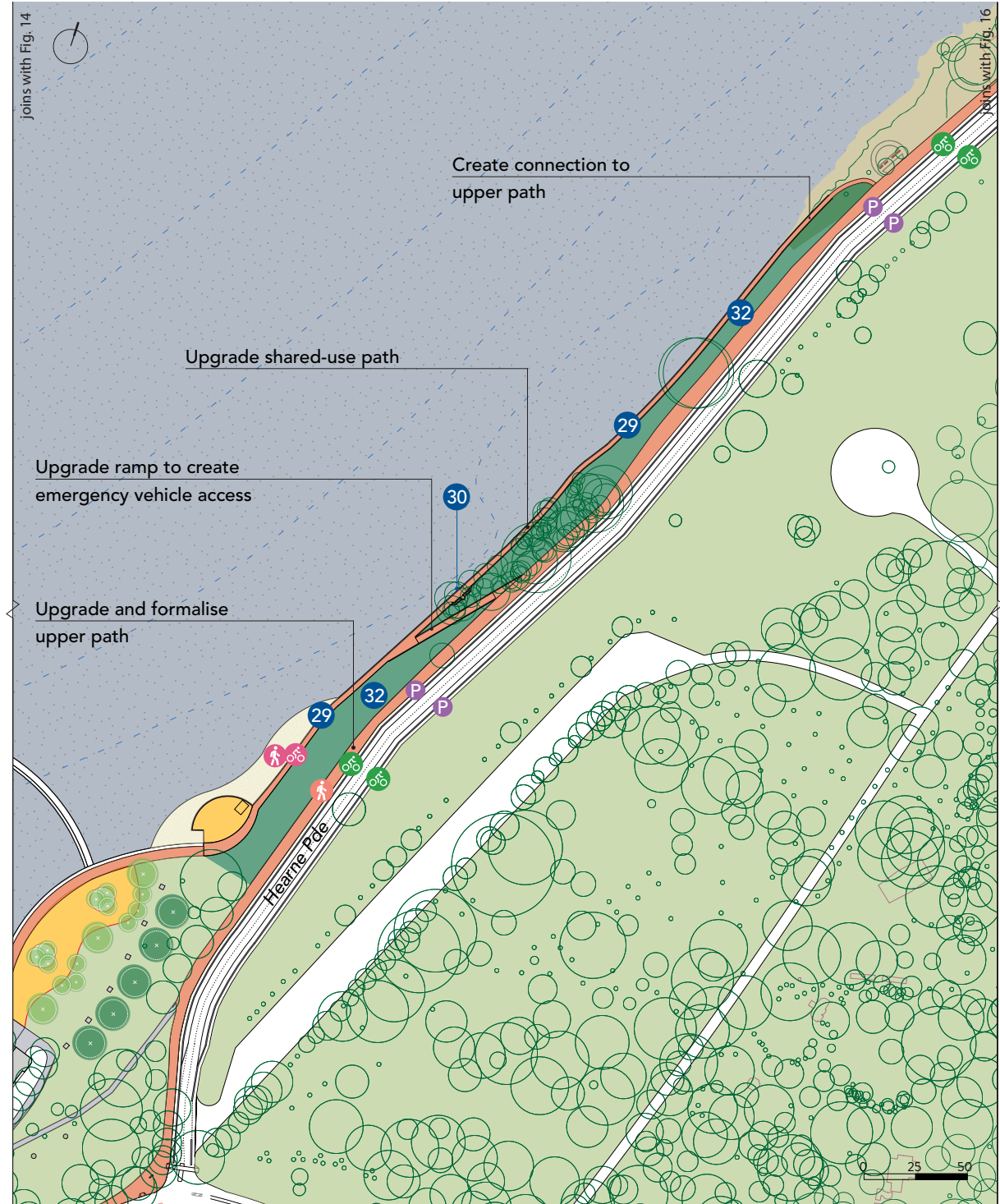
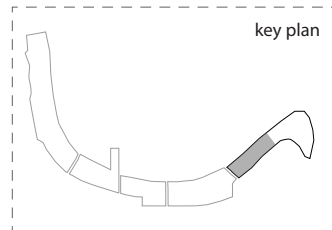


Figure 20. Limeburners Nature Precinct - Plan 1

LIMEBURNERS NATURE PRECINCT Plan 2

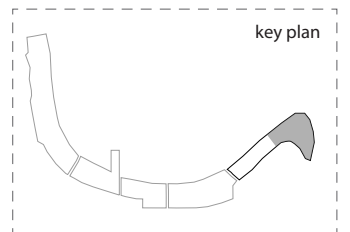


Figure 21. Limeburners Nature Precinct - Plan 2

29

Bay Walk and Connections



The Bay Walk continues from Eastern Beach Reserve to Limeburners Point, closely following the bay's edge. New sections of boardwalk will improve the connection with the water, creating a more engaging and accessible experience. Access paths to the Limeburners kilns and between the mineral springs and the TAC Road Trauma Memorial will be upgraded to improve accessibility. Upgrades to emergency vehicle access are also planned between Hearne Parade and Eastern Beach Reserve. Enhanced pedestrian and cycle paths are proposed along Hearne Parade, with new connections being explored to existing cycling loops through Eastern Park and around the botanic gardens. Potential exists to connect the path network along Limeburners Road, Ryrie Street to connect to the Bellarine Rail Trail providing safe offroad access to a further 35km of trail network. Overflow parking and Eastern Beach connection strategies will be considered to better manage high volume vehicle parking requirements during peak summer visitation.

31

Limeburners Point



Limeburners Point is a key recreational destination, offering boat launching facilities, generous car parking, and sweeping views across the bay. There is an opportunity to introduce a modest community facility to support marine-based activities by local groups. These improvements would help activate the area, decentralise some waterfront activities and enhance the overall user experience.

32

Coastal Revegetation (Priority Proposal)



Revegetation efforts across the precinct will strengthen the coastal character and enhance biodiversity. Planting will focus on indigenous species to restore natural habitats, provide shade and shelter, and support cultural values connected to Country. These efforts will also help the landscape adapt to coastal conditions and contribute to a more sustainable, ecologically-rich waterfront.

30

Mineral Springs (Priority Proposal)



The historic mineral springs node will be upgraded into a welcoming destination with new seating, native and indigenous planting and interpretive signage that highlights the site's natural, cultural and historic values. These enhancements will create a space for rest, reflection, and learning along the Bay Walk.



Figure 22. 'A vision for Limeburners Walk - Mineral Springs' - Artist impression

05 IMPLEMENTATION STRATEGY

Delivering the Geelong Waterfront Master Plan is a long-term undertaking. The plan provides a framework to prioritise proposals, guide Council budgets, and support external funding, grants, and partnerships. Priority proposals have been identified to include a mix of early wins and catalyst initiatives, delivering tangible outcomes while advancing longer-term ambitions. All works will proceed through detailed planning, design, and approvals, which may involve business cases, technical investigations, funding applications, and necessary permits. This staged approach ensures that each initiative is well-planned, feasible, and delivers lasting benefits for the waterfront.

Community and stakeholder feedback has shaped the plan's focus. Recreation, connectivity, heritage and cultural recognition, greening, and activation guided both the scope and sequencing of initiatives. The Implementation Strategy is structured around four strategic areas: Critical Catalyst Projects in the Convention and Creativity Precinct, Access and Movement, Greening the Waterfront, and Activation and Early Wins.



CRITICAL CATALYST PROJECTS – CONVENTION AND CREATIVITY PRECINCT

The nearly completed Nyaal Banyul Geelong Convention and Exhibition Centre serves as the precinct's key catalyst, driving broader investment, connectivity, and activity. Other major initiatives, including the Cunningham Pier redevelopment (Proposal 14), the Pavilion Site (Proposal 16), and the commercial aspects of the Western Beach Maritime Area (Proposal 08), are also strategic catalysts for the precinct. Together, these initiatives provide flexible civic and cultural spaces, support events, and reinforce the city–bay connection. Early works within the precinct focus on enhancing public spaces and recreation, including improvements to youth and family facilities through the Passive Landscape and Recreation Areas (Proposal 11) and the Poppy Kettle Playground (Proposal 13). These measures deliver visible early outcomes while reinforcing the precinct as Geelong's civic, cultural, and event heart.



ACCESS AND MOVEMENT

Accessibility is a strategic priority across the waterfront. Early improvements will focus on high-visitation areas such as Eastern Beach, ensuring safe and comfortable connections from disability parking to key features including the beach, playground, and picnic areas. Pathways, seating, shade, and wayfinding will be upgraded to provide a more inclusive experience for all visitors. Accessibility enhancements in the Convention and Creativity Precinct will follow, addressing future use and higher-intensity activity. Broader pedestrian and cycling networks across the waterfront will be progressively improved, ensuring connectivity is integrated with other precinct initiatives and delivered sustainably over time.



GREENING THE WATERFRONT

Restoring the waterfront's natural character is central to long-term resilience. Early greening initiatives, including Coastal Revegetation (Proposal 32), will expand native plantings, strengthen tree canopy, and integrate shade along key pathways and open spaces. These works will embed coastal adaptation and erosion management into the precinct, protecting natural values while enhancing visitor comfort. Over time, ongoing greening and ecological enhancements will reinforce the waterfront's environmental identity and support biodiversity, contributing to a resilient and visually consistent public realm.



ACTIVATION AND EARLY WINS

Activation initiatives are designed to generate early momentum, build community engagement, and demonstrate tangible progress toward the Waterfront Master Plan's long-term vision. Many of these projects are achievable within future Council budgets and provide high-value outcomes. Early actions include Yarra Street Activation (Proposal 19) and upgrades to play and youth facilities, such as the Central Swimming Zone, Beach Playground, and Outdoor Gym (Proposal 28), which enhance everyday visitor experiences. Initiatives like Aquatic Restoration (Proposal 02) and Cliff and Path Management (Proposal 03) improve the functionality and accessibility of the waterfront. Ongoing Coastal Revegetation (Proposal 32) contributes to environmental resilience, recreation, and urban greening. These early wins establish a foundation for longer-term interventions while reinforcing a vibrant, accessible, and resilient waterfront for Greater Geelong.

APPENDIX



The following documents are enclosed in the Appendix:

- Engagement summary
- Background documents
- Existing conditions

A1 ENGAGEMENT SUMMARY

The development of the draft Waterfront Master Plan has been guided by a robust, multi-stage community and stakeholder engagement process. Stage 1 focused on gathering insights from residents, businesses, and key stakeholders to identify priorities, opportunities, and challenges for the waterfront. This input directly informed the draft plan, ensuring it aligns with community aspirations while considering environmental, economic, and cultural factors.

Stage 1 Engagement Activities

Engagement activities included a Wadawurrung site walk, surveys on the Have Your Say platform, school holiday, after-dark, and market listening posts, a community workshop, a deep dive session, interviews, a Youth Advisory Committee meeting, meetings with Wadawurrung Traditional Owners Corporation, consultations with State Government agencies and Deakin University, and ongoing internal collaboration.

Key Themes from Stage 1

Community input highlighted several priorities that shaped the draft Master Plan. Leisure and recreation were central, with requests for improved walking and cycling infrastructure, additional swimming opportunities, outdoor physical activity spaces, and enhanced boating facilities. Respondents supported repurposing Cunningham Pier for recreational and cultural uses and encouraged vibrant commercial activity, including cafés, restaurants, bars, and live music. Inclusion and diversity were emphasised, particularly improved disability access and the inclusion of Indigenous representation in design. Enhanced amenities, such as more trees and shade, upgraded playgrounds, additional seating, and better maintenance, were also priorities. Transport access and connectivity were important considerations, including public parking, pedestrian and cycling paths, and improved public transport links. Overall, respondents emphasised creating a welcoming, family-friendly waterfront that integrates heritage, environmental quality, and safety.

Stage 2 Engagement Activities

Stage 2 engagement sought feedback on the draft Master Plan through surveys, on-site pop-ups, social media, and face-to-face meetings with residents, stakeholders, and professional organisations. This stage tested the draft against Stage 1 priorities and gathered input on proposed initiatives.

Key Findings from Stage 2

Feedback showed strong overall support for the draft plan. Key themes included enhanced hospitality and activation, improved safety and accessibility, protection of the natural environment, and recognition of Wadawurrung culture. Parking and traffic management were noted as ongoing areas of concern, with participants highlighting the need for safe pedestrian crossings, vehicle access for deliveries and emergencies, and appropriate balance between car access and active transport options.

State agencies and stakeholders acknowledged the Master Plan's vision and its cultural, ecological, and urban context. They emphasised balancing ambitious design with practical, culturally sensitive, and ecologically responsive implementation, and highlighted opportunities to enhance pedestrian, cycling, and public transport connections, integrate commercial and built form while protecting views and heritage, and coordinate activation to create a seamless waterfront experience.

Response to Feedback

The Master Plan has been refined to reflect community and stakeholder input. The Implementation Strategy highlights key strategic priority areas, providing a framework to prioritise proposals, guide Council budgets, and support opportunities for external funding, grants, and partnerships.

A2 BACKGROUND DOCUMENTS

Strategic context and key documents

The draft master plan is informed by key strategic documents that guide Geelong's growth, sustainability, and public space objectives, ensuring the waterfront's development aligns with broader city goals and future needs.

Clever and Creative Future (2017)

- The Clever and Creative Future (2017) sets a long-term vision for a sustainable, inclusive, and innovative Geelong. It highlights the importance of high-quality public spaces, sustainable urban growth, and economic resilience. The draft master plan aligns with this vision by creating a connected, vibrant, and environmentally responsible waterfront that supports both the local community and visitor economy.

Council Plan (2025-2029)

- The Council Plan (2025–2029) sets our strategic direction over the next four years, and the key objectives are plan, deliver, manage and optimise core and critical infrastructure across our growing region; promote, advocate and deliver healthy, caring and equitable outcomes for our communities; lead efforts to revitalise and grow our diverse economic precincts; champion our unique heritage and cultural identity; protect and enhance our unique and beautiful natural environment; commit to the highest levels of integrity, financial stewardship and meaningful community engagement. The draft master plan contributes to these goals by improving public spaces, enhancing accessibility, and integrating sustainable design principles to maintain a thriving and inclusive waterfront.

Urban Forest Strategy (2015-2025)

- The Urban Forest Strategy (2015–2025) aims to increase tree canopy cover, enhance biodiversity, and mitigate urban heat. The draft master plan integrates green infrastructure, increases tree planting along key public spaces, and improves the ecological function of the waterfront, contributing to urban cooling, better air quality, and a more comfortable pedestrian experience.

Environment Strategy (2020-2030)

- The Environment Strategy (2020–2030) provides a framework for protecting and enhancing Geelong's natural environment, focusing on climate adaptation, resource efficiency, and sustainable urban planning. The draft master plan incorporates water-sensitive urban design, enhances biodiversity, and considers environmental impacts such as sea level rise and coastal resilience.

Central Geelong Framework Plan (2023)

- The Central Geelong Framework Plan (2023) sets a long-term vision for growth, transport, and public space improvements. It emphasises better connections between the city and the waterfront, improved pedestrian and cycling infrastructure, and high-quality public spaces. The draft master plan builds upon these principles by strengthening city-bay links, improving pedestrian connections, and enhancing the waterfront's role as an extension of the urban core.

Revitalising Central Geelong Action Plan (2016)

- The Revitalising Central Geelong Action Plan (2016) outlines key projects to transform the city into a more

attractive, accessible, and economically vibrant area.

The draft master plan integrates with these revitalisation efforts, ensuring the waterfront remains a key destination and complements broader city-centre improvements.

Waterfront Basketball Court Options Report (2022)

- The Waterfront Basketball Court Options Report (2022) was developed in response to a state government commitment of \$400,000 for an outdoor basketball court at Geelong's waterfront. The draft master plan identifies a proposed location for the half-court, strategically linking it with other youth-focused activities such as skate facilities and play areas.

Bay Trail Revitalisation Feasibility Study (2020)

- The Bay Trail Revitalisation Feasibility Study (2020) examines upgrades to the 9km Bay Trail from North Shore to Western Beach Foreshore, focusing on improving access, safety, and integration with the coastal environment. The draft master plan incorporates these proposed upgrades, enhancing movement and connectivity along the trail.

Geelong Eastern Beach Reserve Conservation Management Plan (Draft)

- The Geelong Eastern Beach Reserve Conservation Management Plan (CMP) guides the protection and management of the Eastern Beach bathing complex and its surroundings. The draft master plan integrates heritage considerations outlined in the CMP, ensuring future upgrades balance public access, functionality, and preservation.

Geelong Waterfront Access Audit (2024)

- The Geelong Waterfront Access Audit (2024) assessed seating, bins, bollards, bike racks, ground surfaces, tactile indicators, pedestrian and road crossings, parking, signage, stairs, and lighting. The draft master plan incorporates the audit's findings to improve accessibility across the waterfront.

Geelong Waterfront Tree Audit and Planting Plans (2024)

- The Geelong Waterfront Tree Audit and Planting Plans (2024) evaluate existing tree species, locations, condition, and future impacts. The draft master plan integrates the planting plans to support long-term tree health, biodiversity, and shaded public spaces.

Victoria's Mineral Springs Master Plan (2023-32)

- Victoria's Mineral Springs Master Plan (2023–2032) provides direction on the management of mineral springs across the state. Eastern Beach mineral springs recommends exploring site development options if deemed appropriate, including potential spa facilities to enhance visitor experiences and economic opportunities. The draft master plan considers these recommendations in planning for future uses and enhancements.

Greater Geelong and the Bellarine Tourism Development Plan (2019-22)

- The Greater Geelong and the Bellarine Tourism Development Plan (2019-2022) identifies expanding cruise ship infrastructure at Cunningham Pier as a Tier 1 priority. This expansion aims to increase cruise ship visits, boosting tourism and local economic activity. The draft master plan incorporates this recommendation, considering the necessary infrastructure

within the Geelong Harbour Precinct's future development. This approach ensures Geelong remains competitive as a cruise ship destination while balancing the waterfront's diverse uses. These documents provide a comprehensive background and policy framework for the draft *Geelong Waterfront Master Plan*, ensuring alignment with broader city-wide objectives and informed by detailed site assessments.

Updated Sea-level projections for Victoria (November 2024)

- This report reviews the latest science from the Intergovernmental Panel on *Climate Change's Sixth Assessment Report* and provides future sea-level projections to support decision-making in Victoria. These projections are crucial for the master plan, as they inform necessary adaptations to address anticipated sea-level rise impacts on coastal infrastructure and public spaces.

Victorian Climate Projections 2024 - Technical Report (November 2024)

- This report presents the latest global and regional climate modelling simulations, detailing how Victoria's climate may change in the future. This information is essential for the master plan to incorporate strategies that enhance resilience against projected climate changes, such as increased temperatures and altered rainfall patterns.

Victorian Resilient Coast guidelines (2020)

- This report provides a framework under the Marine and Coastal Act 2018 that helps land managers, local governments, and communities plan for and manage coastal hazard risks, including the impacts of climate change such as sea-level rise and increased storms.

Siting and design guidelines (for structures on Victorian Coast) May 2020

- This document provides a clear set of guidelines that consider siting and design challenges in response to pressures of population growth and climate change. It identifies successful practices to reduce the vulnerability of the coastline while managing coastal land and infrastructure, maintaining public access and enhancing visitor experience.

Paleert Tjaara Dja - Lets make Country Good together (2020 - 2030)

- The plan outlines the Wadawurrung's vision, values, and cultural obligations for managing their traditional lands and waterways, which includes the areas around Ballarat and Geelong in Victoria.

Central Geelong Framework Plan (February 2023)

- The 2023 plan provides a vision for Geelong towards 2050, focusing on revitalizing the city through strategic projects, improved infrastructure, and high-quality urban design.

A3 EXISTING CONDITIONS

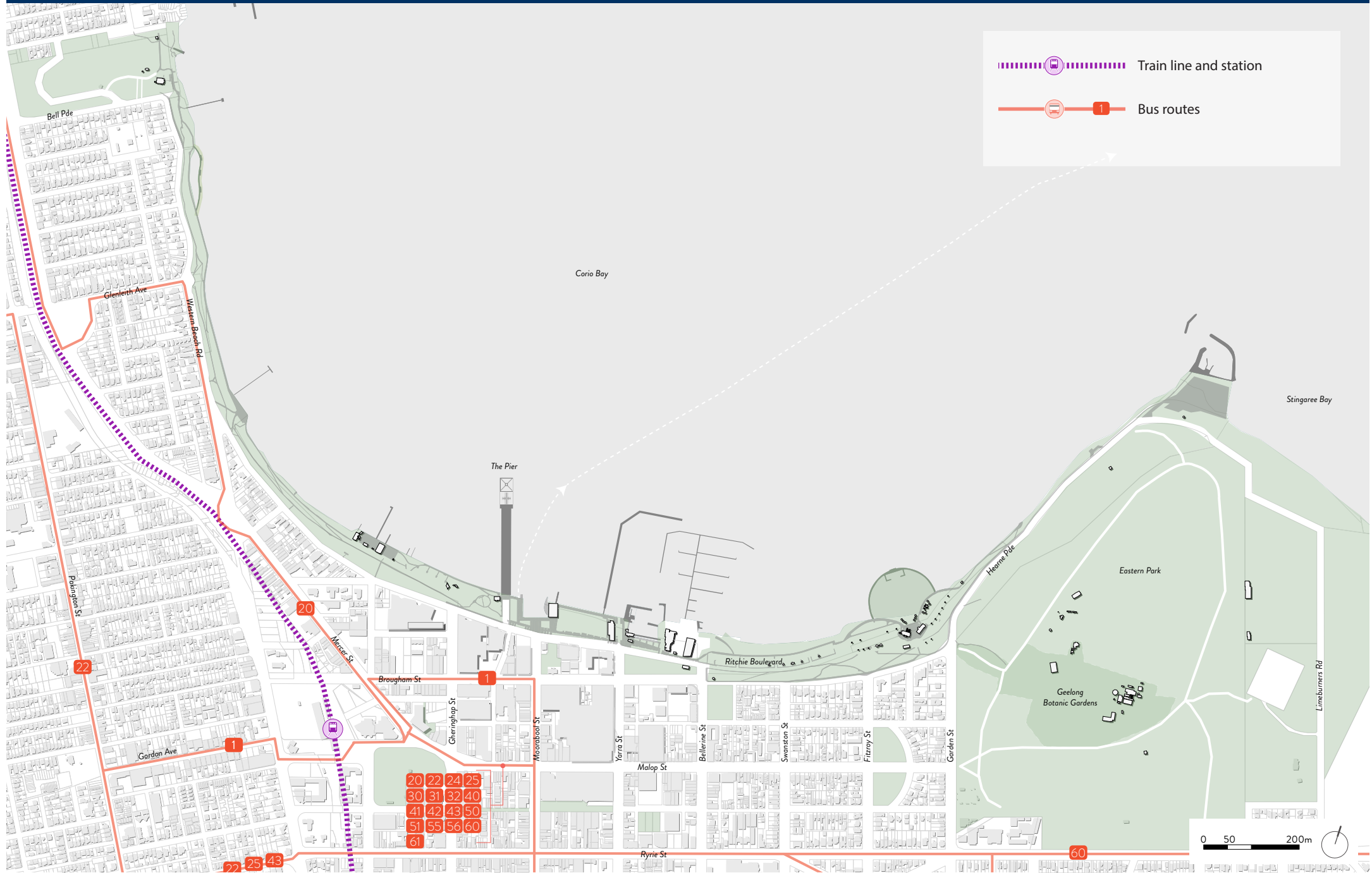


Figure 23. Existing Public Transport

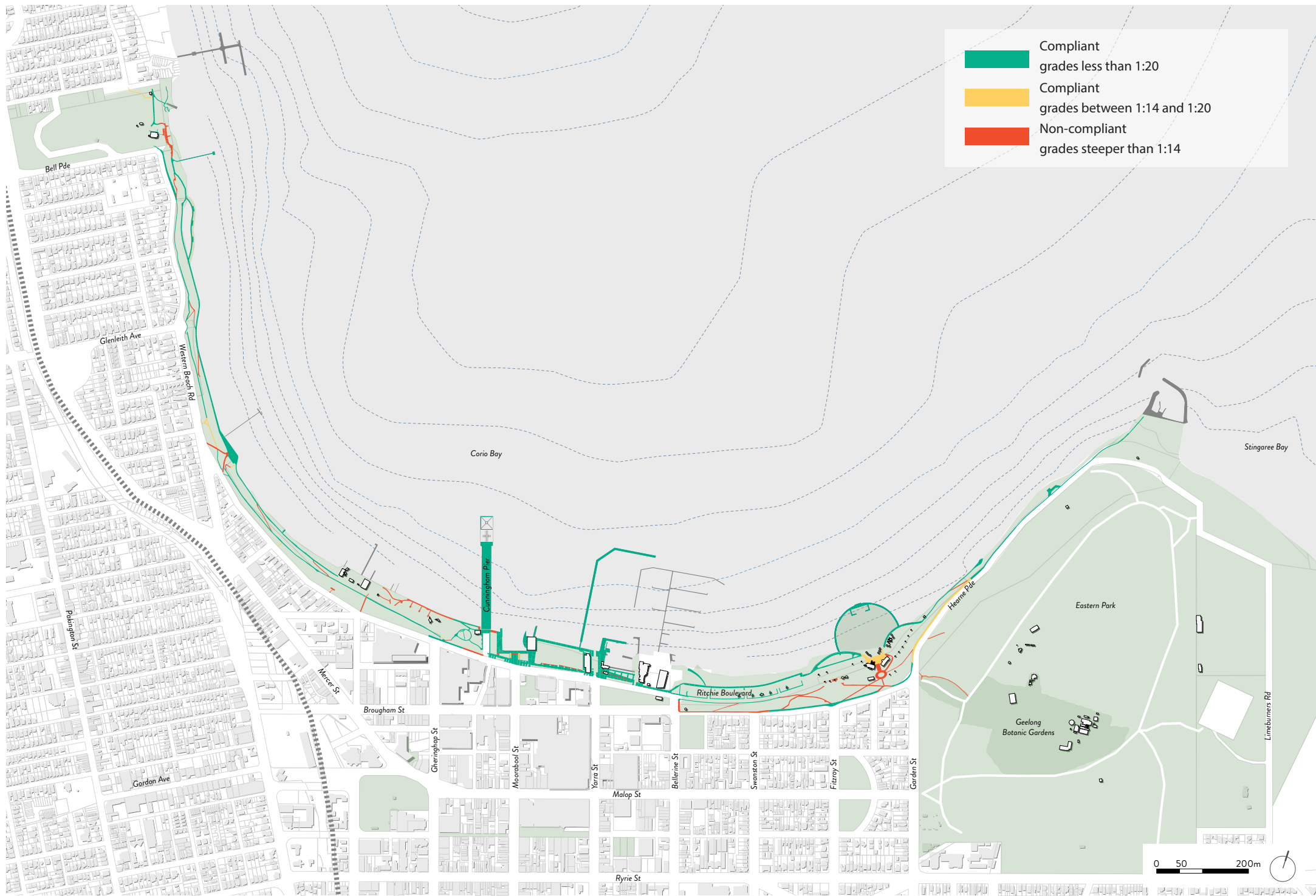


Figure 24. Existing Pathways - Accessibility and Compliance

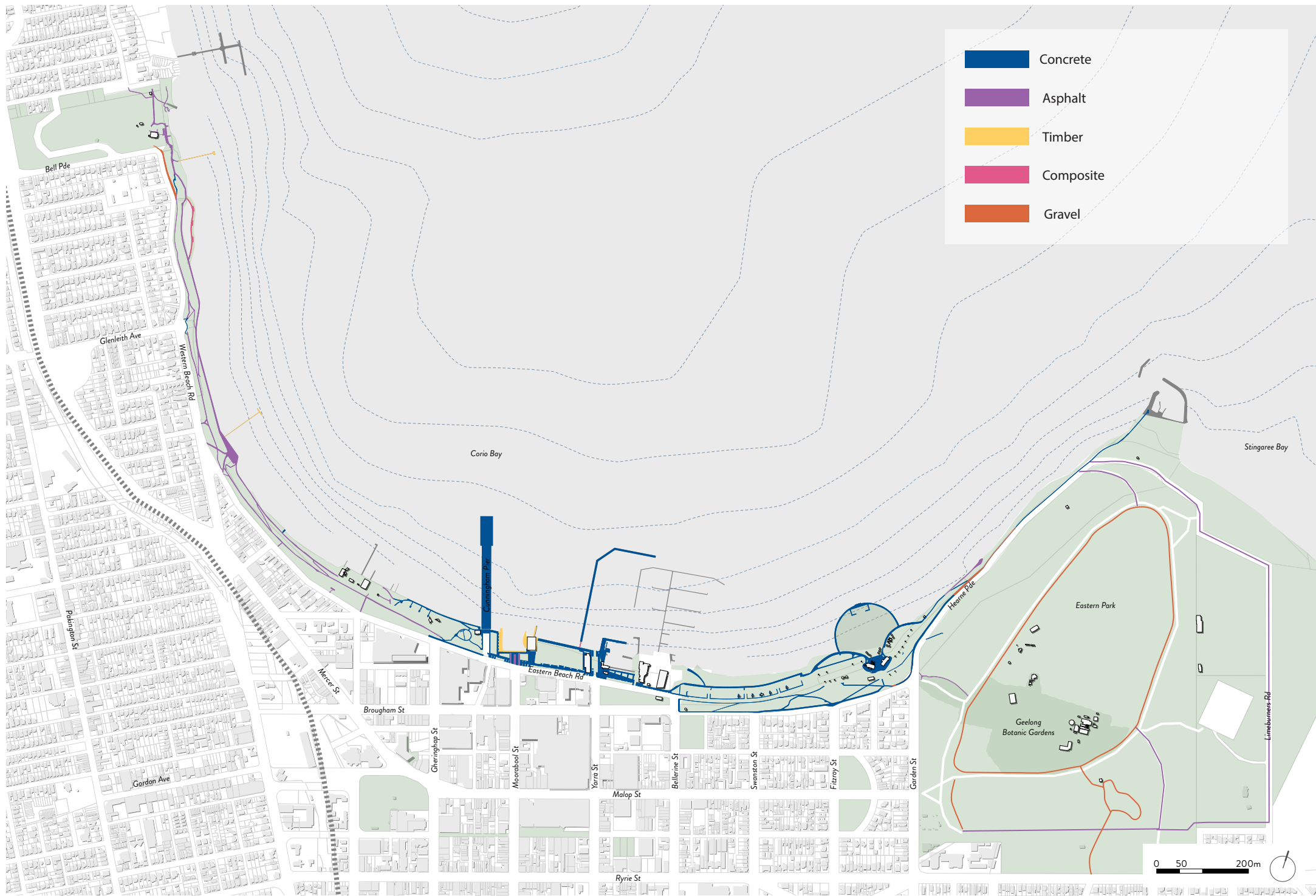


Figure 25. Existing Pathways - Materiality



Figure 26. Existing Trees - Central Geelong and the Waterfront - Canopy Cover



Figure 27. Existing Trees - Useful Life Expectancy

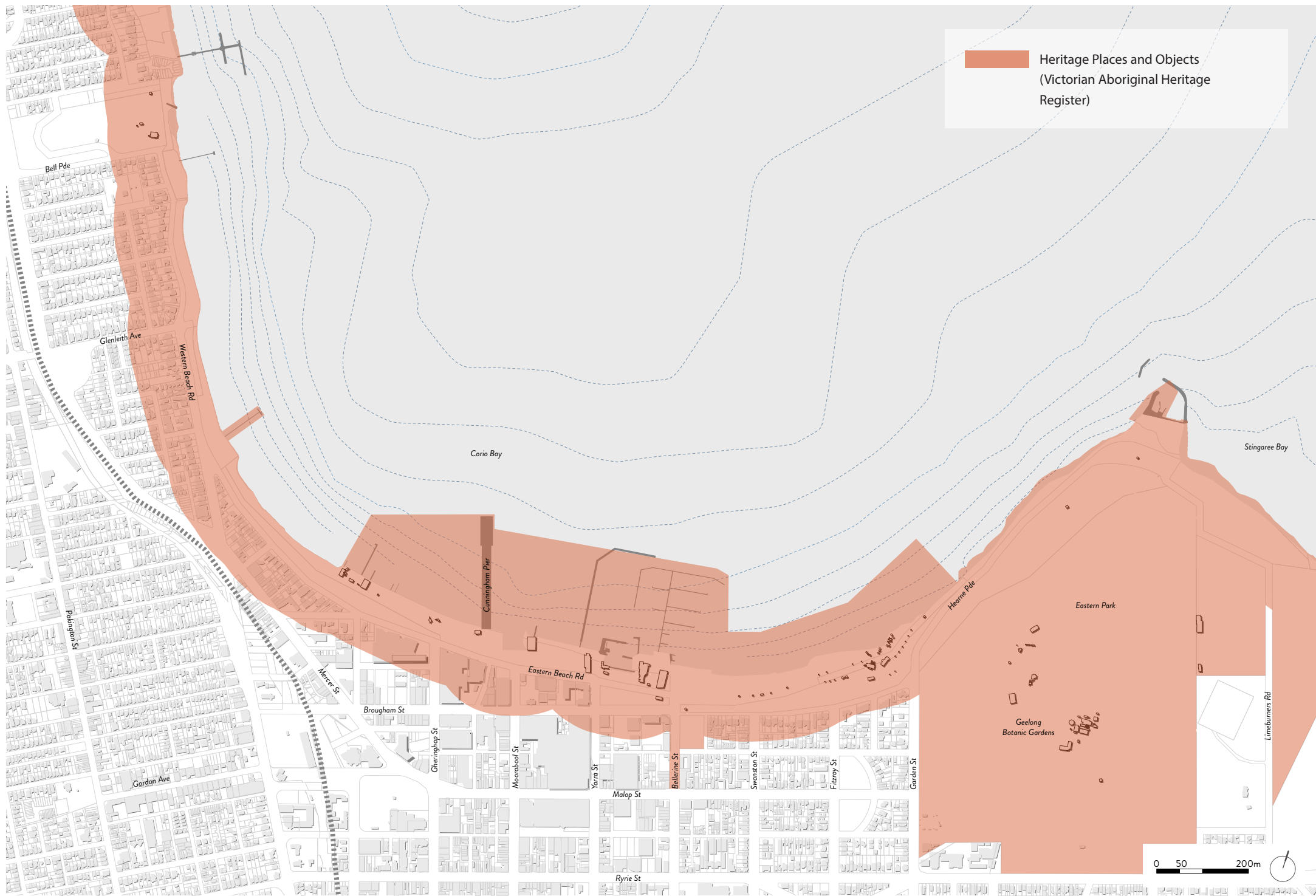


Figure 28. Zones of Aboriginal Cultural Heritage Sensitivity

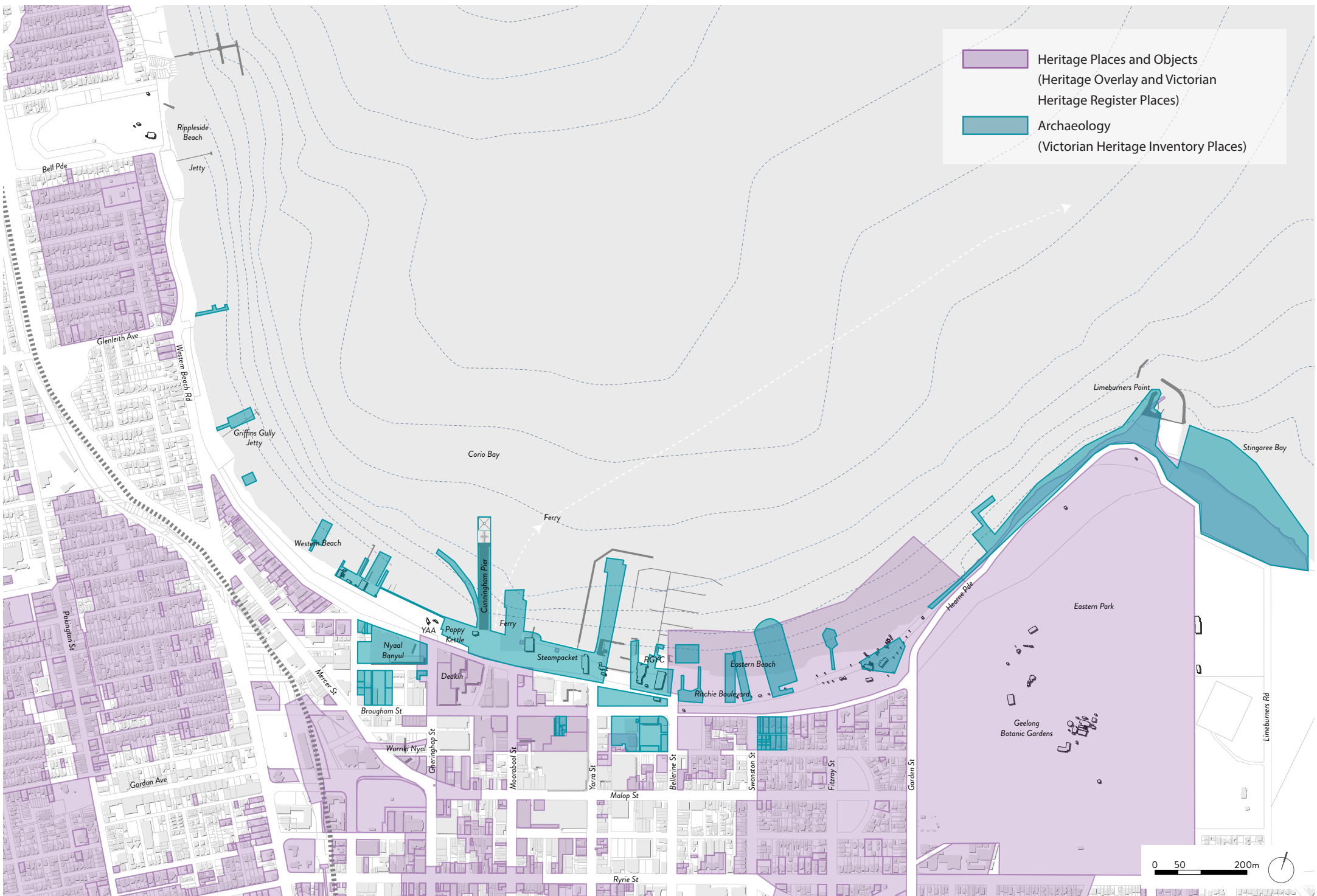


Figure 29. Zones of Cultural Heritage Sensitivity

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