AGENDA

COUNCIL MEETING

Tuesday 9 December 2025
6:00 pm

City Hall
57 Little Malop Street, Geelong 3220

TO BE LIVE STREAMED ON THE CITY'S WEBSITE:
www.geelongaustralia.com.au/meetings

COUNCIL:

Cr S Kontelj (Kardinia Ward) - Mayor
Cr R Nelson (Barrabool Hills Ward) - Deputy Mayor
Cr E Sinclair (Charlemont Ward)
Cr M Cadwell (Cheetham Ward)
Cr E Wilkinson (Connewarre Ward)
Cr A Aitken (Corio Ward)
Cr A Katos (Deakin Ward)
Cr E Kontelj (Hamlyn Heights Ward)
Cr T Sullivan (Leopold Ward)
Cr R Story (Murradoc Ward)
Cr C Burson (You Yangs Ward)

CITY OF GREATER GEELONG

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1. PROCEDURAL MATTERS

1.1. Acknowledgement of Country

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

1.2. Apologies

1.3. Leaves of Absence

That Leave of Absence be granted to Cr M Cadwell from 12 January 2026 to 23 January 2026, inclusive.

1.4. Declarations of Conflicts of Interest

1.5. Confirmation of Minutes

That the Minutes of the Council Meeting held on 25 November 2025 be confirmed.

1.6. Public Question and Submission Time

1.7. Petitions

1.7.1 Wandana Estate Playground

2. REPORTS

2.1. Youth Council Final Report 2025

Source: **City Life**
Executive Director: **Anthony Basford**

Purpose

1. To note the final report from the 2025 Youth Council Advisory Committee.

Background

2. At the end of 2024, 11 local young people were elected by their peers to the City of Greater Geelong Youth Council Advisory Committee (Youth Council). Throughout 2025, they have served as representatives of the region's young people, ensuring their voices are heard in decision-making processes.

3. The members, aged between 12 and 17 at their time of nomination, come from a diverse range of local towns and suburbs across the municipality. They attend various schools throughout City and bring a broad spectrum of perspectives and lived experiences to the Youth Council.

4. The Youth Council provides advice and regular updates to Council, developed through monthly meetings, collaboration with Councillors via the Councillor Connect Mentoring Program, and active engagement with the boarder community.

Key Matters

5. The Youth Council is presenting its final report for 2025, outlining its activities, engagement and outcomes since the previous reporting period.

6. In a change from previous years, where advice was provided across multiple reports, it was determined that the 2025 Youth Council would deliver its advice solely in the final report. This approach has allowed members to reflect on their term, conduct thorough research, and formulate advice informed by their collective engagement and insight.

7. The attached Youth Council report includes eight pieces of advice across four key areas for Council's consideration.

Recommendation

That Council:

1. **Notes the final report provided by the Youth Council Advisory Committee 2025 at Attachment 1.**

2. **Requests the Chief Executive Officer consider the advice provided by the Youth Council Advisory Committee 2025 in its final report at Attachment 1; and**

3. **Acknowledges the contribution of the 2025 Youth Council Advisory Committee.**

Financial Sustainability

8. Funding for the Youth Council program and its activities is allocated in Council's annual budget. Financial implications are one factor the City must take into consideration when assessing whether any action can or will be taken in response to the advice provided by Youth Council.

Community Engagement

9. Youth Council members engage with young people and the broader community to gather essential information, feedback and input, through their monthly meetings and scheduled activities, as outlined in the Youth Council Reports presented throughout the year.

Social Equity and Sustainability

10. The Youth Council offers young people a platform to contribute to and participate in civic life, promoting inclusivity and equity.

Relevant Law/Policy/Legal Implications

11. The Youth Council's activities are conducted in accordance with the adopted Terms of Reference.

Alignment to Council Plan and Vision

12. This report aligns with the Council Plan 2025-29 strategic priority:

    Healthy and Caring Community

13. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration:

    An inclusive, diverse, healthy and socially connected community.

Conflict of Interest

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

Risk Assessment

15. Youth Council advises on youth-related issues but does not make decisions on behalf of the City or Council. Its functions are governed by the adopted Terms of Reference.

Environmental Sustainability

16. There are no environment implications.

Attachments

1. 2025 Final Youth Council Report [**2.1.1** - 8 pages]

THE CITY OF
GREATER GEELONG

YOUTH COUNCIL - FINAL REPORT TO COUNCIL

9 December 2025

JUNIOR MAYOR – AYUSH SINGH

CITY OF GREATER GEELONG

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ACKNOWLEDGMENT OF COUNTRY

We, the Youth Council, acknowledge the Wadawurrung People as the Traditional Owners of the land where we all live, learn, work and dream. We pay our respects to their Elders past and present, and to all emerging leaders. We walk alongside the Wadawurrung and all First Nations People to build an inclusive and respectful Geelong and to care for Country so it can thrive. We honour their deep spiritual connection to Country, plants and animals. Where the soil beneath our feet, the water in our streams, and the sun rising in the sky carry stories passed down through the generations. We extend our acknowledgement to all First Nations people who are part of Greater Geelong community today.

PURPOSE

The purpose of this report is to update Council and the community on the activities, engagement, and outcomes of the City of Greater Geelong Youth Council from July to October 2025, and to provide advice to Council on issues of importance to young people. The topics presented in this report have been discussed through the Councillor Connect Mentoring Program (CCMP) sessions and have been thoroughly researched and explored by Youth Council members throughout the year.

Youth Council extends its appreciation to all those who contributed to shaping and validating the advice contained within this report.

PERSONAL REFLECTIONS

2025 Junior Mayor – Ayush Singh

I want to begin this reflection by thanking every single Youth Council member for being absolutely amazing this year. No matter who we're paired with, whether for a workshop or a project, everyone contributes meaningfully and treats each other with respect. We're all so different, yet we come together seamlessly for a shared purpose. Despite juggling jobs, sports, extracurriculars, and the constant pressure of school assessments, I'm incredibly proud of everything we've achieved together.

I'm also proud of my personal growth over the past year. With such a packed schedule, I've learned to be more organised and efficient, getting things done quickly without compromising on quality. I've developed my leadership, collaboration, and confidence, and I owe a lot of that to this program. The support from staff, Councillors, and everyone we've met through this program has given Youth Council members invaluable opportunities to learn and grow. These lessons will stay with us for life, and I'm deeply grateful.

Throughout the year, we've taken part in countless workshops and events, each one teaching us something new. A standout moment for me was the Regional Student Voice Conference. Alongside a few other Youth Council members, I had the chance to discuss important issues with students from different schools and present our ideas to the larger group. I also had the privilege of giving a speech to all attendees, where I shared how proud I was of everyone's efforts and encouraged them to keep advocating for young people and their communities. Seeing so many passionate young people working to create change was incredibly inspiring and it motivates me to keep pushing forward in my own advocacy too.

As Junior Mayor, I've had the honour of chairing meetings and helping drive change alongside the Youth Council. I've watched my peers grow, share bold ideas, and come up with creative solutions I never would've imagined. They've shown me what an incredible team can achieve, and they've inspired me every step of the way. Being part of the Youth Council has been one of the most rewarding experiences of my life, and it's sparked a deep passion in me for advocacy and community connection.

I'm so grateful for this opportunity, and I can't wait to see where the future leads. This journey has shown me the power and value of young voices and wherever life takes me next, I'll keep using mine to make a difference for my community and the future we share.

2025 Junior Deputy Mayor – Alanah Forbes

I am proud to have served as the Deputy Junior Mayor for the 2025 Geelong Youth Council. This year has been an incredible experience, giving me the opportunity to represent young people across our city and contribute to meaningful discussions about Geelong's future.

One of the highlights of the year was speaking at the Geelong Youth Awards, which brought together so many inspiring young people and celebrated their achievements. It was a powerful reminder of the talent, passion, and community spirit that exists among youth in our region. Events like this not only recognise individual accomplishments but also strengthen the connections that make Geelong such a vibrant and supportive community.

Meeting with the Geelong Councillors was another valuable part of this journey. These conversations gave us a better understanding of how Council decisions are made and how youth perspectives can influence local initiatives. It was particularly interesting to share our experiences and discuss the issues that are impacting young people in Geelong.

Most of all, I am incredibly proud of the 2025 Youth Council as a group. Over the year, we have built strong friendships, supported each other, and worked collaboratively to advocate for the needs of young people in Geelong. Each member brought their own strengths and ideas, and together we've shown how powerful youth leadership can be when we work as a team through proactive discussion.

Being part of this Council, and serving as Deputy Junior Mayor, has been a privilege and a learning experience I'll always value. I'm excited to see how the next group of young leaders continues to build on what we've achieved and keeps making Geelong a great place for all young people.

MEETINGS SINCE THE PREVIOUS REPORT

Since the previous report, Youth Council has held four monthly meetings in July, August, September and October. Across these meetings, we provided feedback to both City staff and external organisations, engaging in a range of discussions and consultations.

At our July meeting, we met with the City's Community Engagement Unit as part of the review of the Community Engagement Policy. Members shared creative ideas for reaching and involving young people in City consultations. In August, we heard from the Creative City Unit about the ROAM Geelong festival and provided advice on how to best promote the event to young audiences.

During the July and August meetings, we also set our priorities for the remainder of our term. Alongside our regular duties and preparation of advice to Council, we all agreed to undertake a small project focused on improving the youth webpages on the Geelong Australia website. This project involves reviewing existing content and developing recommendations for improvement, particularly in light of upcoming changes to social media legislation and the anticipated increased reliance on the City's website as a key source of information.

As part of this work, members have completed desktop audits of the City's webpages and examined youth-focused government websites from around the world to identify best practices. We also met with staff from the City's Corporate Content Unit to learn more about the website's content management system and the principles of effective digital communication. Youth Council will present its recommendations report at the November Youth Council meeting and request that City staff consider the findings in future website planning.

Our September and October meetings featured several engaging presentations from external organisations. In September, representatives from the Australian Office for Youth facilitated a workshop on the Digital Youth Hub. We provided feedback on our experiences using the platform and suggested ways to enhance its accessibility and impact. Meeting the Office for Youth team gave us valuable insight into how the federal government supports young Australians. We also heard from Geelong Sustainability about the upcoming Youth Voices for Climate Justice event and offered ideas for the Q&A segment.

In October, we were delighted to welcome 13 members of Cultura's Youth Council to our meeting. We learned about their role and priorities for multicultural youth in Geelong, as well as their ambitions for the future. The session concluded with time for networking, which gave us the opportunity to connect with members on a more personal level and hear about their experiences and challenges as part of Geelong's multicultural youth community. We look forward to future Geelong Youth Council groups continuing to build this relationship and working together to address the needs and aspirations of all young people in Geelong.

Youth Council thanks all guest presenters for their valuable contributions throughout the year, which have informed our discussions, inspired new ideas, and deepened our understanding of the diverse and impactful work taking place across Greater Geelong.

EVENTS AND OPPORTUNITIES

Councillor Connect Mentoring Program (CCMP)

The August and October CCMP sessions provided valuable opportunities for Youth Council members and Councillors to discuss key issues affecting young people in Greater Geelong. These sessions were held in person in the Councillor Lounge, creating a comfortable and welcoming environment for open discussion. In small groups, members and Councillors spoke about a range of important topics such as mental health and social connection, vaping, cost of living pressures, sustainability, transport, safety, and housing.

The format allowed both Youth Council members and Councillors ample opportunity to share their views, exchange perspectives, and work together to explore possible solutions to the challenges faced by young people in our region. These conversations also helped strengthen relationships, allowing Youth Council members to get to know Councillors better and understand more about their roles and experiences.

We sincerely thank all Councillors who attended CCMP sessions this year. Your commitment and openness made these sessions a highlight of our Youth Council experience and have played an important role in making the program as meaningful and impactful as it is today.

2025 Geelong Youth Awards

The 2025 Geelong Youth Awards once again celebrated the remarkable achievements of young people across our region who were nominated by the community for their contributions in a variety of areas. This year, Youth Council members were actively involved in the event as part of the judging panel, announcing winners on the night, and assisting with key tasks to support its successful delivery.

This experience gave us valuable insight into the processes of judging panels, large-scale public speaking, and event coordination. Engaging with community members and guests during the evening was a highlight, but the true standout moment was witnessing young people being recognised for their achievements and community contributions. The passion and dedication shown by so many young people was truly inspiring and has motivated us to continue being agents of change.

Citizenship Ceremony

In September, two of our members attended one of the City's Citizenship Ceremonies, where more than 200 people became citizens of Australia. The Junior Mayor was honoured to be on stage with the Mayor, Councillors, and local MPs, shaking hands and congratulating each new citizen. Youth Council members also played key roles in welcoming guests, seating attendees, and handing out native plants as part of the celebrations.

This was a memorable event for all involved and a privilege to experience the joy and pride of the new citizens and their families.

Geelong Regional Student Voice Conference

Youth Council was proud to be involved in the inaugural Regional Student Voice Conference, held in September at the Geelong Tech School. The event brought together student leaders from ten public secondary schools across Geelong to discuss important local issues and develop collaborative solutions.

Youth Council contributed to planning discussions ahead of the event, reviewing proposed activities and providing advice on how to engage young people in meaningful and action-oriented conversations. Members also supported the preparation of the Junior Mayor's speech, which highlighted what the Youth Council does, the importance of youth voice and encouraged attendees to apply for the 2026 Youth Council.

Three Youth Council members also participated in the conference through their schools, finding it an invaluable opportunity to connect with other student leaders and explore how their priorities align with those discussed by Youth Council throughout the year.

Victorian Youth Strategy 2022–2027 Forum

During September, one of our Youth Council members travelled to Melbourne alongside City staff to represent the Youth Council at the Victorian Youth Strategy 2022–2027 Forum. This event brought together young leaders, policymakers, and youth sector professionals from across the state to discuss the implementation and progress of the Victorian Youth Strategy.

The forum provided a valuable platform for youth representatives to share their perspectives on key issues affecting young people and the Youth Council member participated in roundtable discussions, contributed insights from the local community, and networked with other youth advocates.

The experience offered professional development opportunities, fostering leadership skills and a deeper understanding of youth advocacy at a strategic state level.

YOUTH COUNCIL ADVICE

2025 Youth Council members are excited to present their advice to Council, focusing on cost of living, health and wellbeing, youth engagement, and public transport. During the August and October Councillor Connect Mentoring Program sessions, Youth Council members shared their observations and experiences, exploring how these issues intersect and impact young people's lives. Councillors offered valuable insights and advice throughout the process, which we thoroughly appreciated. This collaborative approach, built on discussion, learning, and reflection, has ensured the advice presented to Council is meaningful, well-informed and ambitious.

Youth Specific Grants

Cost of living and financial stress are major concerns for young people. They were identified as the most important issue in the 2024 Mission Australia Youth Survey and among the top three issues of personal concern in the 2025 Geelong Youth Survey. The ongoing economic and social impacts of the COVID-19 pandemic have intensified these pressures, impacting young people's engagement in education, their wellbeing and their sense of independence. These pressures are further intensified by the rising cost of living, which influences and, in some cases, restricts young people's participation in community life.

Advice

1. Youth Council recommends that Council establish a pilot youth-specific grants stream within the City of Greater Geelong's existing grants program. This stream would be exclusively available to young people aged 12 to 25, providing equitable access to funding for youth-led initiatives that benefit their peers and the broader community. It would also foster leadership, skill development, community engagement, and innovative solutions driven by young people.

2. To ensure accessibility and maximise effectiveness of the youth grants stream, Council should:

- Provide tailored support for young applicants, including mentoring, templates, help sheets, and clear guidelines to build skills in project planning and grant writing.
- Involve Youth Council in shaping, designing and reviewing the grant stream, including identifying priority categories and contributing to its ongoing evaluation and improvement.

This initiative would position Council as a leader in recognising and responding to the impact of cost-of-living pressures on young people. It would also demonstrate a commitment to empowering young people to overcome these challenges, strengthen community connections, and contribute to the overall wellbeing of the community. These outcomes align with strategic priorities set out in the Council Plan 2025-29 and the Organisation Strategy 2024-29.

Vape-Free and Smoke-Free Zone in Central Geelong

Youth Council is passionate about reducing the number of young people in Geelong who vape or use harmful substances and believes Council plays an important role in prevention and harm reduction initiatives.

Advice

3. In alignment with the City of Greater Geelong's Health and Wellbeing Strategy 2025–29, which prioritises reducing the harms associated with substance misuse (including tobacco and vaping), Youth Council recommends that Council investigate the feasibility of establishing a designated vape-free and smoke-free zone in central Geelong. This initiative should prioritise high-traffic public areas such as Moorabool Street and Little Malop Street, where the recently introduced weekly market is generating significant community activity.

4. To support effective activation of the zone, Youth Council further recommends that Council:
    - Install prominent signage to clearly identify the zone and raise public awareness, including footpath decals, pole-mounted signs, and information displays at key entry points.
    - Ensure active enforcement of the zone through Council-led monitoring and compliance mechanisms.
    - Provide dedicated vape recycling bins to promote safe and environmentally responsible disposal of vaping devices and accessories.

Establishing a vape-free and smoke-free zone would support public health, reinforce Council's commitment to harm prevention, and enhance the amenity of central Geelong for residents and visitors.

Strengthening Youth Participation and Voice

The 2025 Geelong Youth Survey highlighted that young people face multiple barriers to accessing community programs, activities, and events. These include limited awareness of available opportunities, financial constraints, transport challenges, social anxiety, and low confidence. Youth Council considers these issues particularly significant during the middle years, a critical developmental stage when young people often lack adequate support as they transition from primary to secondary school.

Advice

5. Youth Council recommends that Council undertake a review of how it supports young people in their middle years of development. This review presents an opportunity to identify service gaps, strengthen collaboration with schools, community organisations and service providers, and invest in early intervention and preventative initiatives that promote belonging, wellbeing and participation. Through coordinated action and targeted programs, Council can help foster a more connected, resilient and supportive environment for children and young people across the community.

6. Considering the upcoming social media restrictions affecting young people under 16 years of age from 10 December 2025, Youth Council recommends that Council proactively explore and implement alternative digital and offline communication channels to maintain connection and information flow with this age group. To support this, the Youth Council suggests that Council:
    - Establish formal opportunities for young people to co-design marketing and promotional content through advisory panels, focus groups, creative workshops, and campaign development.

- Embed youth voice in program promotion by involving young people in shaping messaging, selecting communication channels, and contributing through advisory roles, internships, or paid liaison positions.

Enhancing awareness and engagement helps young people feel connected to their community, reduces social isolation, and encourages active civic participation. By embedding youth voices in planning and promotion, Council can ensure its initiatives are relevant, accessible, and inclusive, strengthening relationships with young people and contributing to long-term social and economic wellbeing.

Public Transport Access and Infrastructure

Public transport continues to pose challenges for young people across Geelong, with safety concerns, limited service frequency, and indirect routes restricting access to education, employment, and social opportunities. From 1 January 2026, public transport will be free for young people aged 17 and under. In anticipation of this change, it is vital that bus stops and supporting infrastructure are safe, accessible, and welcoming to encourage use and foster independence. Concerns about safety, reliability, and comfort can strongly deter young people from using public transport, and Youth Council emphasises that these issues should be addressed as a matter of priority.

Advice

7. To ensure young people in Greater Geelong can safely and confidently access public transport, Youth Council recommends that Council undertake a comprehensive review of all bus stops across the municipality. This review should prioritise upgrades that improve amenity and accessibility, including:
    - Installation of bins and lighting.
    - Adequate seating and shelters (including advocacy to Public Transport Victoria (PTV) where new assets are required).
    - Enhanced connections to nearby footpaths and bike lanes to support integrated transport options.

    In addition, Council should explore a co-designed youth safety and awareness campaign to promote safe, positive, and inclusive public transport use.

8. Youth Council commends the Victorian Government for introducing free public transport for young people aged 17 and under, and for committing to a review of the Geelong and Bellarine bus network in the 2024–25 State Budget. To ensure these initiatives deliver meaningful outcomes for young people in Greater Geelong, Youth Council recommends that Council advocate to the Victorian Government and Department of Transport and Planning to:
    - Improve safety and accessibility across the public transport network, including enhanced lighting, emergency signage, and accessible infrastructure such as front-mounted bike racks.
    - Commit to a targeted youth engagement plan as part of the bus network review, ensuring young people's needs in Greater Geelong are reflected in planning and decision-making.
    - Increase bus frequency, reliability, and route coverage, particularly in areas with limited or no direct connections to key destinations.

These recommendations align with the Council Plan 2025–29 and Integrated Transport Strategy, which prioritise investment in connected, accessible, and sustainable infrastructure. Improving transport access and infrastructure will ensure the benefits of free public transport are fully realised for young people across Greater Geelong.

CONCLUSION

To conclude, Youth Council would like to express our sincere appreciation to the dedicated City staff who have supported and guided us throughout the year, and to all Councillors who have taken the time to engage with the program. Your encouragement and involvement have made our experience both meaningful and rewarding.
The skills, knowledge, and confidence we have gained through the 2025 Youth Council program will continue to shape our future endeavours and empower us to create positive change within our community.

2.2. Bellarine Arts Centre Community Asset Committee 2024-25 Annual Report

Source: **Placemaking**
Executive Director: **James Stirton**

Purpose

1. To provide Council with an Annual Report from the Bellarine Arts Centre (Potato Shed) Community Asset Committee and showcase the venue's programs, activities and highlights during the 2024/25 period.

Background

2. The Bellarine Arts Centre (Potato Shed) is a multi-purpose arts venue featuring a 200-seat black box theatre, outdoor amphitheatre, and flexible spaces including studios, rehearsal rooms, classrooms, and amenities.

3. Council operates the Centre under a Development and Joint Use Agreement with Bellarine Secondary College and Melbourne Archdiocese Catholic Schools Limited Corporation, signed in March 2000 with an initial term to 2030.

4. A Community Asset Committee, established under section 65 of the *Local Government Act 2020*, manages the Bellarine Arts Centre on behalf of Council.

Key Matters

5. The Bellarine Arts Centre remains highly active, delivering 70 performances, 125 rehearsals and workshops, 145 dance classes, 11 community functions, 875 high school classes, and 450 outside school hours care sessions during 2024/25.

6. Updated calculation methods now provide a more accurate measure of visitation, with 50,250 visitors recorded based on ticket sales, student attendance, and community participation; figures exclude previous incidental attendance estimates, showing visitation is consistent or improved.

7. The Centre faces scheduling pressures due to high utilisation. Fundraising and advocacy will commence in 2025/26 to secure $36 million for the Redevelopment Business Case and Master Plan, which includes a second larger theatre, improved backstage and technical facilities, and additional teaching and learning spaces.

Recommendation

That Council:

1. Notes the Bellarine Arts Centre (Potato Shed) Community Asset Committee Annual Report (Attachment 1)

Financial Sustainability

8. Council manages the Bellarine Arts Centre (Potato Shed) in partnership with Bellarine Secondary College and the St Ignatius College Geelong under a joint-use agreement.
9. Annual contributions from Council and partner schools support the ongoing operation and maintenance of the venue.

Community Engagement

10. Two new community representatives were appointed to the committee in January 2025, representing the interests of local artists and residents.

Social Equity and Sustainability

11. The population of the Bellarine Peninsula has grown rapidly since the initial development of the Bellarine Arts Centre, and the facility has not grown with the changing population. Increased opportunities to participate in the arts will support key populations in the area; particularly young people (ages 0-15) and Seniors (65+)

Relevant Law/Policy/Legal Implications

12. This report forms part of the Governance requirements of a Community Asset Committee pursuant to section 65 of the *Local Government Act 2020 (*LGA) to prepare for Council an annual report and financial statements of the operations of the Committee in the preceding financial year.

Alignment to Council Plan and Vision

13. This report aligns with the Council Plan 2025-29 strategic priority:
    Economic Development
    Governance and Integrity
    Heritage and Culture
14. This report aligns with the Community led 30-year Vision, “Greater Geelong: A Clever and Creative Future” community aspiration:
    An inclusive, diverse, healthy and socially connected community.
    Creative and diverse culture.

Conflict of Interest

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

Risk Assessment

16. Bellarine Arts Centre meets all obligations under OH&S legislation to provide appropriate equipment and training and to ensure that work is carried out safely in order to meet Worksafe requirements.

Environmental Sustainability

17. There are no Environmental sustainability impacts associated with the report of the Community Asset Committee.

Attachments

1. BAC Committee Annual Report 202425 [**2.2.1** - 5 pages]

BELLARINE ARTS CENTRE ANNUAL REPORT 2024-25



2025 Potato Shed season
Spookfest Performance
Photo: CircArts

Bellarine Arts Centre, better known to locals as "The Potato Shed", is a small cultural venue making a big impact in the Bellarine community.

Since 2001 it has served as a beloved venue for performances, a creative education campus for generations of secondary students, and a welcoming home for countless community events.

2024/25 SNAPSHOT - PERFORMING ARTS

- **70** Performances
- **125** Rehearsals and Workshops
- **9,200** Tickets Sold
- **1,650** Spookfest Attendees
- **$175,000** Box Office Sales
- **13** Tech Maintenance Days

POTATO SHED | CITY OF GREATER GEELONG



2025 Potato Shed season
SpookFest Storytelling Workshop
Photo: City of Greater Geelong

Bellarine Arts Centre is operated by City of Greater Geelong under a Joint Use Agreement with Bellarine Secondary College and St. Ignatius College Geelong.
As an education campus, BAC is host to more than 1,000 hours of Music, Dance and Drama Classes each year, as well as outside school hours care for students from nearby St. Thomas Primary.
The venue also serves as a training ground for local music, dance and community theatre groups.

2024/25 SNAPSHOT - EDUCATION & COMMUNITY

875
High School Classes

450
Outside Hours Care Sessions

20,000
Secondary Student Visits

13,500
Outside Hours Student Visits

5,900
Community Participants

145
Dance Classes

11
Community Functions

POTATO SHED | CITY OF GREATER GEELONG

BELLARINE ARTS CENTRE COMMUNITY ASSET COMMITTEE

The Bellarine Arts Centre Community Asset Committee is a Section 65 Committee of Council and consists of Representatives from City of Greater Geelong, Bellarine Secondary College, St. Ignatius College Geelong, and Community Representatives.

BELLARINE ARTS CENTRE COMMITTEE MEMBERS 2024/25

July 2024 - October 2024		
Cr. Jim Mason	Chair	City of Greater Geelong
Dean Bushell		City of Greater Geelong
Michael Exton	Principal	St Ignatius College Geelong
Wayne Johannessen	Principal	Bellarine Secondary College
David Fitzgerald		St Ignatius College Geelon
Tahnee Kemp		Bellarine Secondary College
Chris Reynolds		Community Representative
Paul Watson		Community Representative

January 2025 - June 2025		
Cr. Rowan Story	Chair	City of Greater Geelong
Brendan Sanders		City of Greater Geelong
Michael Exton	Principal	St Ignatius College Geelong
Wayne Johannessen	Principal	Bellarine Secondary College
Leanne Quinten		St Ignatius College Geelong
Tahnee Kemp		Bellarine Secondary College
Robyn Birrell		Community Representative
Jaren Fulwell		Community Representative

Meeting Dates			
Aug 8, 2024	Nov 28, 2024	Mar 6, 2025	Jun 19, 2025

Note: Changes occurred to the committee membership following the October 2024 Council Elections, and again in January 2025 due to expiration of the terms of community representatives and an Expression of Interest process.

COMMITTEE BACKGROUND:

Council has established the Bellarine Arts Centre Community Asset Committee (Committee) pursuant to section 65 of the Local Government Act 2020 (LGA) for the purpose of managing the Potato Shed.

Council operates the Bellarine Arts Centre (Potato Shed) under a Development and Joint Use Agreement between Council and Joint Venture Partners Bellarine Secondary College and the Melbourne Archdiocese Catholic Schools Limited Corporation. Signed in March 2000, the initial term of this agreement extends to 2030, with each party making annual financial contributions to the operations and maintenance of the Facility.

The agreement makes provision for the establishment of a Committee of Management for the Facility.

The Terms of Reference reflect the Joint Use Agreement and set out the powers, duties and functions of the Committee, however due to a number of practical constraints in exercising the exact terms of the Agreement, appropriate measures to operate the facility have been developed in consultation with the committee; namely the undertaking of administration and operation of Bellarine Arts Centre as a business Unit of Council.

The full Terms of Reference are published on the Bellarine Arts Centre (Potato Shed) website.

POTATO SHED | GEELONG

PERFORMANCE HIGHLIGHTS:

- Consistent sell-out audiences across the 11 performances of the "Morning Showtime Season". These daytime performances, priced affordably at $20/ticket inclusive of Morning Tea, are scheduled with older audience members in mind and to accommodate those for whom evening performances are inaccessible. Reliably quality entertainment from the shows of local entertainers Issi Dye and Colin Mockett have kept cult followers coming back month after month.

- Strong showings for Children's School Holiday Offerings, with a sell-out crowd for "*Polite Mammals*" on 9 April 2025 and consistently high audience attendances at Community Theatre Company Theatre 3Triple2's Holiday Pantomimes. Audience feedback from these shows demonstrates strong demand for accessible and relaxed performances suitable for children with disability and neurodiversity.

- The triumphant return of Finucane and Smith's "*The Exotic Lives of Lola Montez*" on 17 May 2025. The multi-award winning creators of *Glory Box* & the legendary *Caravan Burlesque* tour returned to Bellarine Arts Centre for the first time since 2019 with the tale of Lola Montez, the wildest showgirl of the nineteenth century. An internationally acclaimed production delivered right here in Drysdale to 140 delightfully scandalised Audience members.

VOLUNTEERING:

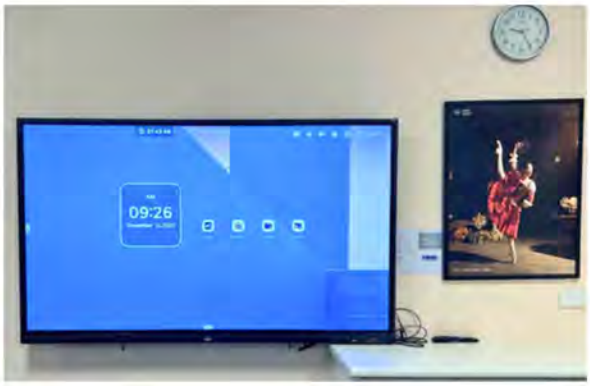
Bellarine Arts Centre's small but dedicated team of 20 Volunteers contributed 579 hours welcoming, hosting and ushering patrons to over 70 performances. A smaller group of 12 volunteers took on the role of garish ghouls and scary spectres as part of Spookfest Family Fun Day, giving fright to audiences as part of the interactive Haunted House and roaming the event.

CAPITAL IMPROVEMENTS:

Brand new commercial-grade Interactive LED Touch Screens have been installed to replace failing Televisions in all of the venue's education spaces.

These new displays offer teachers and students wireless connectivity, work as digital whiteboards and can connect to both the internet and school's internal networks to access lesson content.

In addition, they also enhance the venue's ability to host meetings and events for community and commercial hirers.





FUTURE NEEDS:

Having operated at or beyond capacity for over a decade, the future expansion and redevelopment of Bellarine Arts Centre is of key importance.

A Redevelopment Business Case and Master Plan was endorsed by Council in May 2025 for fundraising to commence in 2025/26.
This plan makes provisions for a second larger theatre, improved backstage and technical facilities, and additional teaching and leaning spaces; and will require $36M investment to be sourced over two stages.

OPERATING STATEMENT FY 2024/25	BUDGET	ACTUAL
C13004 - Equipment & Minor Capital		
Revenue Total	-$26,627	-$19,970
Expenditure Total	$77,048	$51,534
Internal Charges Total		$2,478
C13004 - Equipment & Minor Capital Total	**$50,422**	**$34,043**
R52001 - Venue Operations		
Revenue Total	-$376,472	-$350,723
Expenditure Total *(see Breakdown)	$976,645	$924,156
Internal Charges Total	$ -	-$369
R52001 - Venue Operations Total	**$600,173**	**$573,064**
R52007 - Annual Events		
Revenue Total	-$16,500	-$2,458
Expenditure Total	$50,198	$30,723
R52007 - Annual Events Total	**$33,698**	**$28,265**
Total Operating Deficit	**$684,293**	**$635,372**

FINANCIALS:

Council operates the Bellarine Arts Centre (Potato Shed) under a Development and Joint Use Agreement between Council and Joint Venture Partners Bellarine Secondary College and the Melbourne Archdiocese Catholic Schools Limited Corporation; with each party making annual financial contributions to the operations and maintenance of the Facility.

FINANCIAL CONTRIBUTIONS BY PARTY	
City of Greater Geelong	$635,372
Bellarine Secondary College	$43,720
St Ignatius College Geelong	$43,720

*** R52001 - Venue Operations Expenditure Breakdown**		
Expenditure Breakdown		
311000 - Salary Related Expenditure	$621,811	$568,089
312000 - Other Employment Costs	$42,297	$17,359
313000 - Materials	$17,999	$13,004
314000 - Plant & Equipment	$5,500	$3,603
315000 - External Services (incl. Artist Fees)	$215,172	$225,103
317000 - Administration Expenses	$9,374	$10,154
318000 - Professional Services	$ -	$1,920
319000 - Utilities	$25,225	$18,847
321000 - Depreciation	$79,267	$66,077
Expenditure Total	**$976,645**	**$924,156**

POTATO SHED | CITY OF GREATER GEELONG

2.3. Tourism Greater Geelong and The Bellarine Annual Report

Source: **Placemaking**
Executive Director: **James Stirton**

Purpose

1. To provide the formal Annual Report and highlight the achievements of the Council-supported entity, Tourism Greater Geelong and The Bellarine.

2. To note the Tourism Greater Geelong and The Bellarine 2024/25 Annual Report (Attachment 1).

Background

3. Tourism Greater Geelong and The Bellarine is an Incorporated Association, recognised as a Visitor Economy Partnership by the Victorian Government.

4. The Association delivers programs to develop and grow tourism across the region via a model that incorporates the three municipalities (City of Greater Geelong, Borough of Queenscliff and Golden Plains Shire), plus support from State Government and direct industry investment.

5. Under the Memorandum of Understanding, the City of Greater Geelong provides staffing and administration for the organisation, and the revenue it generates through other contributions underpins the delivery of programs.

Key Matters

6. Tourism Greater Geelong and The Bellarine, supported by the City of Greater Geelong, has prepared an Annual Report for the 2024/25 financial year (Attachment 1).

7. Tourism Greater Geelong and The Bellarine represented almost 900 businesses, including 417 financial members, during 2024/25. This is steady from 2023/24 and in line with expectations during what has been a challenging period for operators in the sector.

8. In 2024/25, Greater Geelong and The Bellarine saw 6.4 million visitors stay 5.7 million nights and spend $1.74 billion. International visitation is up 49% in numbers, 57.4% in nights and the international spend figure has increased by 142.2%. The Domestic spend figure is down 5.2% from 2023/24 as some markets have softened in line with the challenging economic climate.

Recommendation

That Council:

1. Notes the Tourism Greater Geelong and The Bellarine 2024/2025 Annual Report (Attachment 1).

Financial Sustainability

9. The audited financial reports of Tourism Greater Geelong and The Bellarine show that the organisation recorded an operating surplus of $178,247. The strong surplus is the result of the timing of grants and increased industry participation in marketing programs.

10. Revenue for 2024/25 was $1,420,699. This amount is exclusive of staffing and the administration support provided by the City, which is not reported in the Incorporated Association finances.

11. Revenue also includes membership fees collected from the tourism sector through their investment in Tourism Greater Geelong and The Bellarine and their participation in programs, and State Government partnership income and grants.

Community Engagement

12. The Geelong Visitor Information Service team of 63 volunteers devoted 7,800 hours to serving upwards of 63,000 visitors. They were stationed at The Carousel and City Hall all year, as well as Avalon Airshow 2025 and at the arrival of three cruise ships at Wangim Walk in December, January and May.

13. More than 894 people from local tourism businesses attended workshops and events delivered by Tourism Greater Geelong and The Bellarine throughout the year.

Social Equity and Sustainability

14. The Sustainable Destination Master Plan as a feature of the Tourism Greater Geelong and The Bellarine work delivered during the year. It underpinned 64 letters of support for local initiatives that align with the long-term vision for the sector and the region.

Relevant Law/Policy/Legal Implications

15. Tourism Greater Geelong and The Bellarine AGM was held in accordance with the Rules of the Association on 16 October 2025. The financial statements presented in the Annual Report were delivered to members who voted to accept them.

Alignment to Council Plan and Vision

16. This report aligns with the Council Plan 2025-29 strategic priority:
Economic Development
Healthy and Caring Community

17. This report aligns with the Community led 30-year Vision, “Greater Geelong: A Clever and Creative Future” community aspiration:
A destination that attracts local and international visitors.
A prosperous economy that supports jobs and education opportunities.
An inclusive, diverse, healthy and socially connected community.
Creative and diverse culture.
People feel safe wherever they are.

Conflict of Interest

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

Risk Assessment

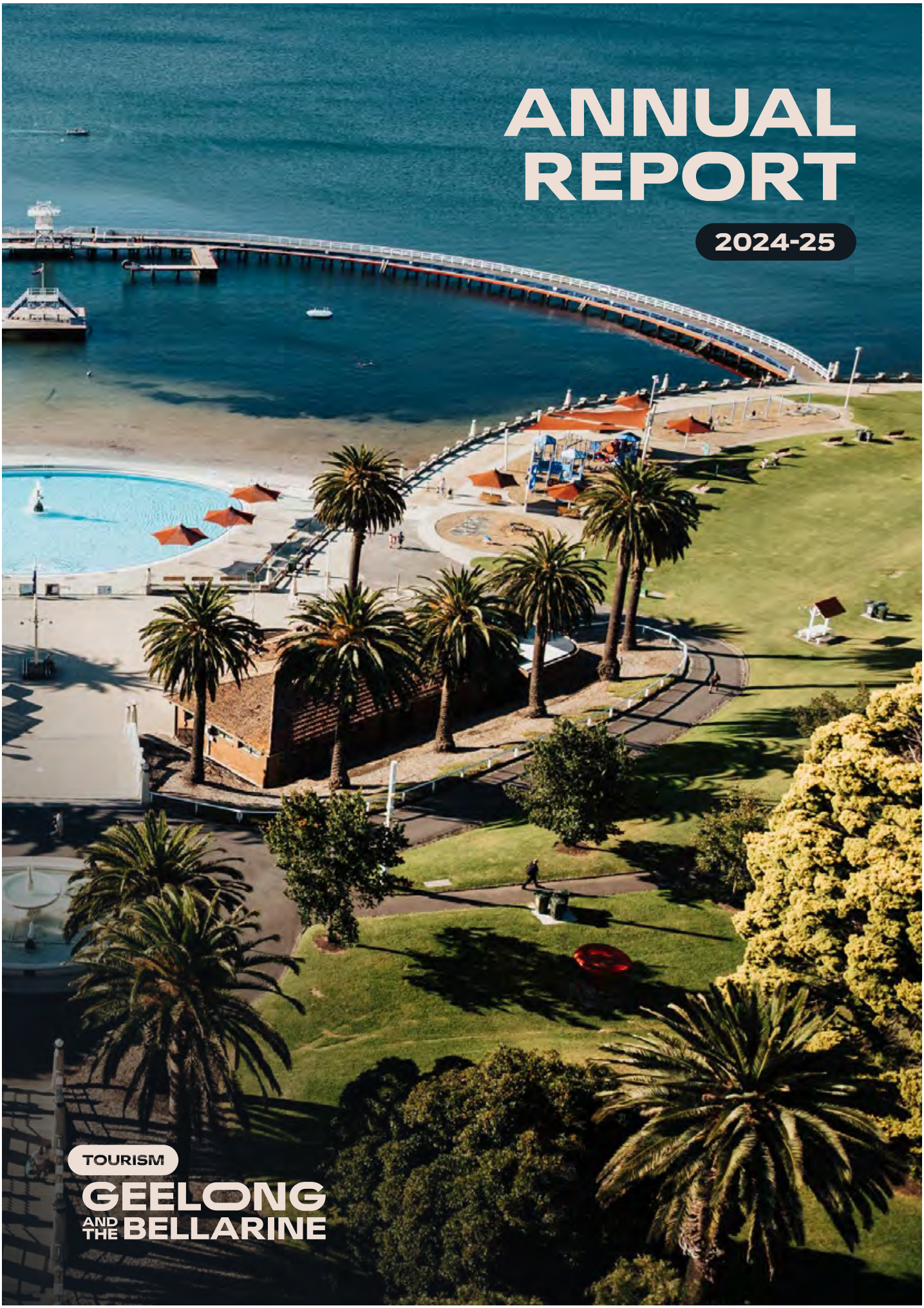
19. These annual reports are administrative in nature, there are no risks associated.

Environmental Sustainability

20. These annual reports are administrative in nature, there are no environmental sustainability implications from the reports.

Attachments

1. Tourism Greater Geelong and The Bellarine Annual Report 2024-2025 [**2.3.1** - 38 pages]


ANNUAL
REPORT
2024-25
TOURISM
GEELONG
AND THE BELLARINE



ACKNOWLEDGEMENT OF COUNTRY

We acknowledge Geelong and The Bellarine is Wadawurrung Country.

We welcome visitors to our region, a place we acknowledge has been cared for by the Wadawurrung people of the Kulin Nation for thousands of years.

The environment is a key reason visitors choose this destination.

Traditional Owners sharing the beauty and joy of these lands and waterways is a privilege, one we repay with respect for their country, Elders and people.



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3 A note from the Chair and Executive Director
4 Meet the Board
5 Meet the Team
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WHO WE ARE

Tourism Greater Geelong and The Bellarine is the regional tourism organisation spanning from Little River around Meredith and Inverleigh to Armstrong Creek including Geelong, The Bellarine, Queenscliff and Moorabool Valley.

We are a partnership between the tourism industry and government. Our founding local government partners are the City of Greater Geelong, Borough of Queenscliffe and Golden Plains Shire. We operate as a Visitor Economy Partnership recognised by the Victorian Government.

OUR VISION

Geelong and The Bellarine is a place to do, not simply see. It's an accessible destination that inspires visitors to immerse themselves in authentic experiences, create lasting memories and depart with a desire to return.

HOW WE WILL GET THERE

We will advocate for and showcase our region by providing exceptional service to our visitors, members, industry, and community so they have the knowledge, tools and capability to benefit from a sustainable visitor economy.

WHAT WE DO

We build strong partnerships that connect our vibrant community, industry and visitors. We advocate for sustainable and accessible tourism that showcases our region's diverse attractions. Through responsible tourism, we foster community pride, create authentic experiences, and develop a resilient visitor economy we can all be proud of.

WHY WE DO IT

To build a thriving and sustainable visitor economy that is valued and celebrates our region, creating a community where we are proud to live, work, and play.

A NOTE FROM THE CHAIR AND EXECUTIVE DIRECTOR

It's been a productive year of achievement for Team Tourism. And a lot has been accomplished by our small but mighty team.

We clinched gold at the Victorian Tourism Awards for our Everyone's an Influencer VFR campaign; delivered a brand new 4-year Corporate Plan; inducted four new locations-based board members; and launched a brand-new consumer website.

We hosted the Australian Tourism Export Council's (ATEC) Explore Victoria trade event, and welcomed 40 key decision makers to our region. Our volunteers said g'day to four cruise ships that brought in a combined total of 3,100 passengers and injected $1.2M into our local economy.

And there's been significant cut-through with international visitation, with latest stats from Tourism Research Australia (TRA) recording growth across total international visitors (+49%), visitor nights (+57%) and spend (+142%).

But that's not all. Between the pages of this annual report, you'll find achievements spanning the entire department. Because alongside the big ticket items, the quiet operational achievements are also worth celebrating. Because here at Team Tourism, we recognise that every person's contribution is valuable.

Over on the waterfront, great progress is being made on the development of *Nyaal Banyul Geelong Convention and Event Centre*, and our business events team is gearing up for its opening in 2026.

Interest in Nyaal Banyul is already building strong momentum, with a significant number of proposed events in the pipeline, and tens of thousands of attendees expected in the first two years. Demand from sectors such as medical, education and professional business services is particularly high, aligning closely with the City's economic priorities.

Per annum, *Macroplan* conservatively estimates Nyaal Banyul will bring in 119,000 equivalent day visits and approximately 78,000 visitor nights. Which is why we highlighted the need to place greater emphasis on business events as a strategic priority in our new Corporate Strategy.

The future looks bright for Geelong and The Bellarine, and we're excited about what's to come.

As always, a massive thanks goes out to our Board and Team who have approached every challenge this year with dedication and pride. Growing our visitor economy is at the heart of everything we do - and it's clear that every single one of you share the same vision.

A thank you also to our municipal partners the City of Greater Geelong, Golden Plains Shire and the Borough of Queenscliffe, who have signed a new 4-year Memorandum of Understanding to continue collaborating on tourism outcomes with us. As the saying goes, 'a rising tide lifts all boats' - by working together, sharing our knowledge, networks and resources, we are better positioned to create stronger outcomes for our region, and the broader visitor economy.

And finally, thank you to our members, who continue to place their trust in us. We are immensely proud to represent you and this sector in what looks to be a very promising future indeed.

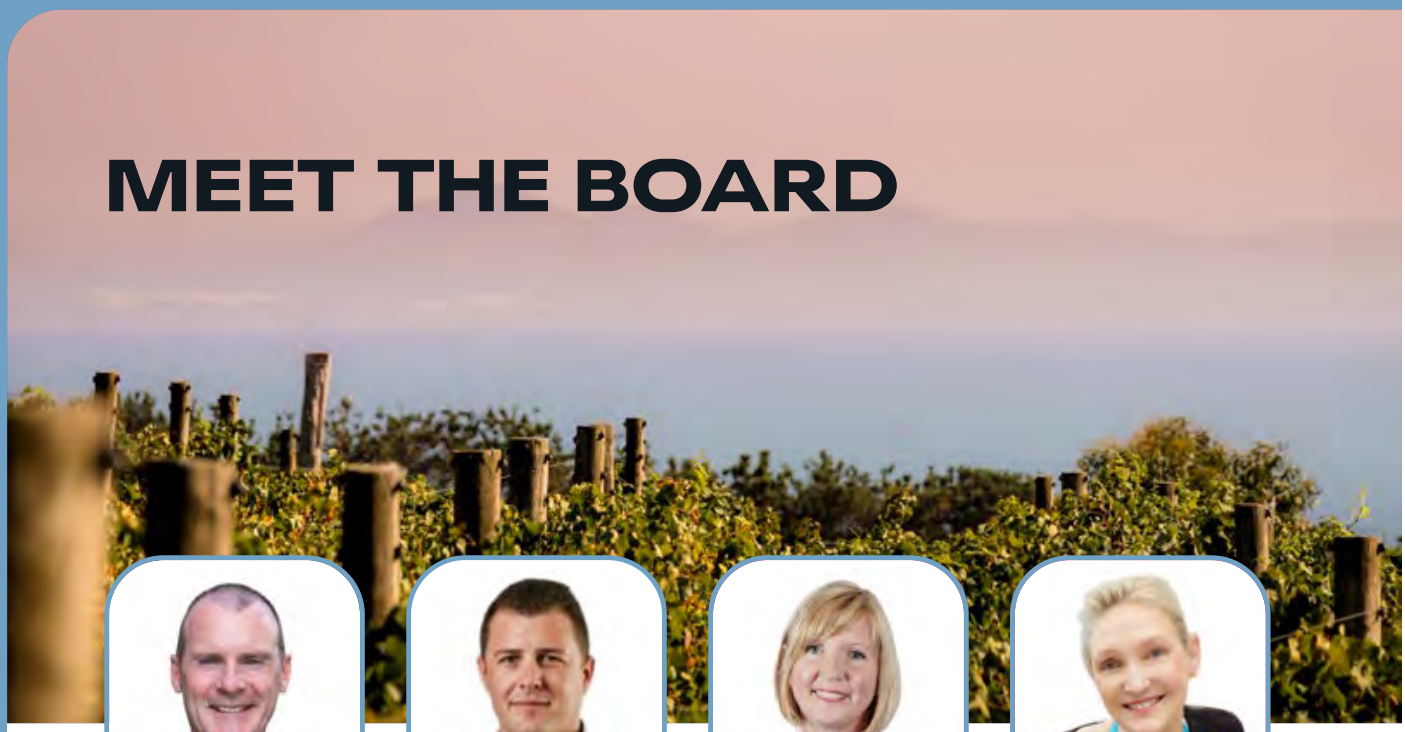


BILL MITHEN
Chairperson



TRACY CARTER
Executive Director

MEET THE BOARD





BILL MITHEN
Chairperson



TOM WARD
Murphy's, Queen of the West
Skills-based Finance



VARIA MITCHELL
Vue Apartments and R Hotel
Skills-based Marketing



LARELLE FITT
Skills-based Business Events



KATIE TINETTI
Nyaal Banyul Geelong Convention Event Centre
Location-based Board Member: Geelong



MARIE CLAIRE TROTTER
The Q Train
Location-based Board Member: Bellarine



PETER WALLACE
Searoad Ferries
Location-based Board Member: Bellarine



TENNILLE MOISEL
Splatters Cheese Bar
Location-based Board Member: Geelong



CR TRENT SULLIVAN
City of Greater Geelong



CR DI RULE
Borough of Queenscliffe



CR DOM COOK
Golden Plains Shire

MEET THE TEAM

EXECUTIVE



TRACY CARTER
Executive Director

STRATEGY AND DEVELOPMENT



JARRED PARSONS
Strategy and Operations Manager



CARLA GARNER
Industry Strengthening Officer



BONNIE TAI - VAN DORP
Industry Communication Officer



FELICITY MCKENZIE
Senior Dept Administration Officer

BUSINESS EVENTS GEELONG



TAMIE RYAN
Business Events and International Manager



CLAUDIA BARANSKI
Business Development Manager



CLAIRE STEELE
Marketing and Communications Cooridinator

MEMBERSHIP



ABBEY JONES
Membership Engagement Officer



FIONA TUDDENHAM
Membership Engagement Officer

VISITOR INFORMATION CENTRES



JOSHUA HARRIS
Visitor Services Coordinator



FIONA RUSHBROOK
Visitor Services Officer



ANNIE ZHANG
Visitor Services Officer

STUDY GEELONG



ISLA FOY
Student Engagement and Project Manager

INTERNATIONAL



BROOKE JAWORSKI
Trade and Partnership Manager

MARKETING



AMANDA SHERRING
Tourism Marketing and Communications Manager

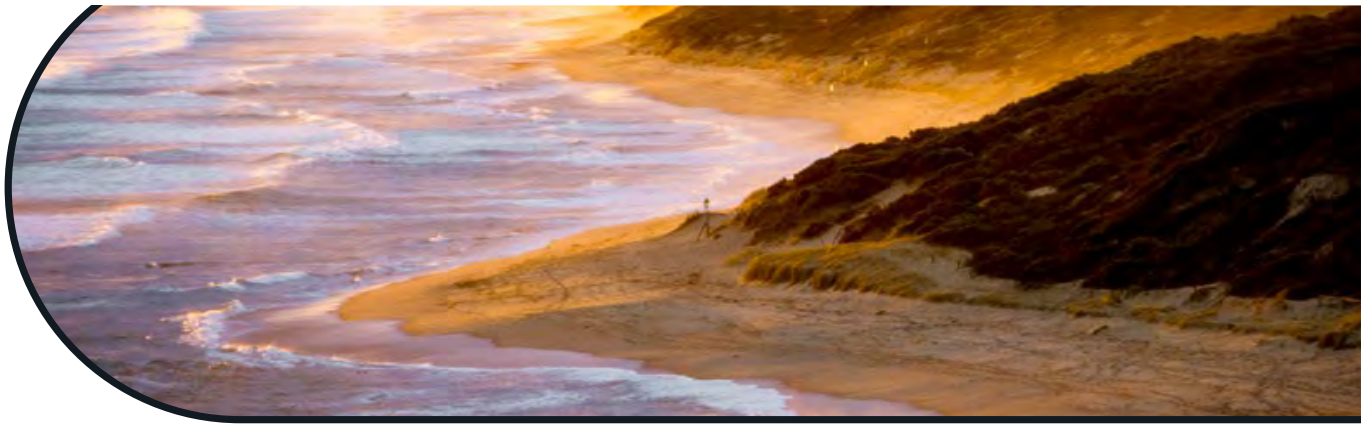


ELISE RIGA
Digital Marketing Officer



YAS PATON
Marketing and Communications Officer


VISITOR
ECONOMY
SNAPSHOT



THE STATS 2024-25

DOMESTIC YE 2023 VS YE DEC 2024

DOMESTIC OVERNIGHT VISITORS			DOMESTIC DAY VISITORS		
2023	2024	CHANGE	2023	2024	CHANGE
1.755M Visitors	1.768M Visitors	▲ 0.8%	4.533M Visitors	4.519M Visitors	▼ 0.3%
4.773M Nights	4.457M Nights	▼ 6.6%	-	-	-
$1,014M Spend	$1,001M Spend	▼ 1.3%	$775M Spend	$628M Spend	▼ 19%

LONGER TERM DOMESTIC YE DEC 2020 VS YE DEC 2024

DOMESTIC OVERNIGHT VISITORS			DOMESTIC DAY VISITORS		
2020	2024	CHANGE	2020	2024	CHANGE
936,000 Visitors	1.768M Visitors	▲ 88.8%	2.509M Visitors	4.519M Visitors	▲ 80.1%
3.037M Nights	4.457M Nights	▲ 46.8%	-	-	-
$404M Spend	$1,001M Spend	▲ 147.5%	$230M Spend	$628M Spend	▲ 173.4%

INTERNATIONAL YE DEC 2023 VS YE DEC 2024

INTERNATIONAL VISITORS		
2023	**2024**	**CHANGE**
49,000 Visitors	74,000 Visitors	▲ 49%
821,000 Nights	1.292M Nights	▲ 57.4%
$46M Spend	$111M Spend	▲ 142.2%

Note: Due to the pandemic, international overnight travel results for regional destinations were not published for YE Dec 20 to YE Sep 23. Subsequently, longer term total travel results could not be produced for this period.

TOTAL TRAVEL TO GEELONG & THE BELLARINE			
	2023	**2024**	**CHANGE**
Visitors	6.337M	6.361M	▲ 0.4%
Nights	5.594M	5.749M	▲ 2.8%
Spend	$1,835M	$1,740M	▼ 5.2%



The latest Tourism Research Australia (TRA) data for the year ending December 2024 provided valuable insights into the performance of our region. The following results are comparative to the year ending December 2023.

Overall Observations:

While there's been strong international visitor growth, the domestic market presents some challenges in the current economic environment, particularly for day trip expenditure as domestic visitors become increasingly 'value' driven.

Total visitor numbers to the region remained steady compared to the previous year, with a marginal increase of 0.4%. Total visitor nights increased by 2.8%.

China re-emerged as the largest source market for overnight international visitors (14.3%). New Zealand (11.4%) was the second biggest contributor, followed by Germany (10.9%) and USA (9.2%).

India is now the top contributor to visitor nights at 26.6% (up from just 4.3% in the previous year). United Kingdom (14.8%) was the second biggest contributor, followed by China (10.8%) and Germany (8.3%).

Sources: National Visitor Survey, International Visitor Survey & Regional Expenditure Model, Year Ending Dec 2024, Tourism Research Australia.







2024 - 2025 IN REVIEW

2024

JULY

TripAdvisor Traveller's Choice Award

AUGUST

Coffee catch ups held in six locations across the region

SEPTEMBER

Bookings open for Nyaal Banyul Geelong Event Centre

OCTOBER

Hospitality and Tourism Jobs Expo held in Partnership with The Gordon / Workforce Australia

NOVEMBER

Team Tourism scores GOLD at the Victorian Tourism Awards in the Tourism Marketing Campaigns category

DECEMBER

Visual Identity Rebrand for Tourism Greater Geelong and The Bellarine and associated sub brands

2025

JANUARY

New Visit Geelong and The Bellarine Consumer website launched

FEBRUARY

- Tourism Together Conference held in collaboration with Great Ocean Road Regional Tourism
- Hosted Australian Tourism Export Council's (ATEC) Explore Victoria trade event
- Along with our members, Business Events Geelong spruiked our region to international buyers at the Asia Pacific Incenties and Meetings Event (AIME)

MARCH

Held First Members Forum of the year

APRIL

Team Tourism arrived in Brisbane for the 2025 Australian Tourism Exchange (ATE), Tourism Australia's largest business-to-business event connecting tourism businesses with global distribution partners

MAY

Off Peak, On Point: new seasonal campaign launched

JUNE

Portarlington announced as a finalist in Top Tourism Town Award

DESTINATION MARKETING

Strengthen the brand and people's connection to the region to inspire a greater journey.

OBJECTIVE 1

Develop our reputation as a distinctive and desirable destination that inspires the world to visit.

HIGHLIGHTS:

- Celebrated a record-breaking $11 million of earned media value through our PR strategy.
- Launched new Visit Geelong Bellarine consumer website.
- Underwent an organisation-wide visual identity rebrand to unify branding and naming conventions.
- The marketing team clinched gold at the 2024 Victorian Tourism Awards for *Everyone's An Influencer* campaign.
- Nominated Portarlington in the Victorian Top Tourism Town awards.

RESULTS:

- Visit Geelong and The Bellarine consumer EDM open rate at 29% - nearly 35% higher than the industry average.
- Increased social media followers across social media channels by 10%.
- 491,000 page views, representing a 51% increase compared to FY23/24.
- Bellarine Taste Trail's social media reach grew 17%.
- Delivered the visual identity rebrand on time and within budget, with assets rolled out across all channels including web, social, and branding at Visitor Information Centres.
- Portarlington named Finalist in the Top Tourism Town Awards.

SECURED A RECORD

$11million

WORTH OF PR COVERAGE ACROSS TARGETED LOCAL AND NATIONAL OUTLETS.



OBJECTIVE 2

Capitalise on the region's strong visiting friends and relatives' market to drive greater yield.

STUDY GEELONG HIGHLIGHTS:

- Engaged 140 international students in Welcome and End of Year Study Geelong Functions.
- Vishrut Goswami was appointed as a Study Geelong Ambassador and quickly became a valuable asset. His contributions to International Student online platform Insiders Guide as well as his social media reel promoting Geelong and The Bellarine reached more than 300,000 views.
- Student ambassadors undertook 6 famils experiencing Geelong and The Bellarine to promote on Study Geelong's social channels.

MARKETING HIGHLIGHTS:

- Delivered the *Off Peak, On Point* seasonal campaign to capitalise on the visiting friends and relatives market by encouraging locals to use their influence and bring their loved ones to the region.

RESULTS:

- Off Peak, On Point campaign delivered impressive outcomes including:
  - 781,632 Meta impressions (target: 750,000)
  - 255,576 Meta reach
  - 10,764 Click Through Rate
  - 103,000 website visits (target: 70,000)
  - 7,600 key events (target: 5,000)
  - 12,659 Google impressions with interaction rate of 13.04%
- Study Geelong followers increased 10% on Instagram, while Facebook numbers remained steady.

OBJECTIVE 3

Grow the mid-week and shoulder seasons to reduce the impacts of seasonality.

BUSINESS EVENTS GEELONG RESULTS HIGHLIGHTS:

- To support the growth of business events in the region, Business Events Geelong took part in six key industry tradeshows, engaging in more than 400 in-person meetings.
- Meet Geelong significantly increased its destination showcasing efforts by hosting seven familiarisation tours throughout the year - more than tripling the activity compared to the previous year.
- Delivered two highly successful in-market events in Melbourne and Sydney, providing direct engagement with a strong cohort of highly qualified event organisers.

RESULTS:

- 30% increase in business event leads and a 30% uplift in confirmed events compared to the previous year.
- 28 business events secured, delivering an estimated economic impact of $8.5 million to the region, reflecting strong growth and the ongoing appeal of the destination for business events.





OBJECTIVE 4

Engage with the region's strong domestic and seasoned visitor markets to stay longer and experience more.

HIGHLIGHTS:

- Following the rebrand, new road signage was installed directing tourists to the Waterfront Visitor Information Centre (VIC). New wayfinding was also installed around Geelong City Hall.
- Obtained official accreditation for Waterfront Visitor Information Centre, which is co-located with The Carousel.
- The VIC team undertook four familiarisation programs through the region, expanding knowledge of product available for consumers.
- Volunteers greeted thousands of passengers disembarking from three cruise ships at Wangim Walk in Dec, Jan and May.

RESULTS:

- Recorded 59,195 visitors to the Geelong and Queenscliff Visitor Information Centres, rising to 62,625.
- In partnership with neighbouring Wyndham City Council, volunteers directly assisted more than 1,800 visitors who attended the Avalon Airshow 2025 and distributed 4,267 information packs to the event.
- 7,800 volunteer hours invested in to visitor servicing.
- The Visitor Information Centre at Geelong City Hall was awarded a TripAdvisor Traveller's Choice Award in 2024, making it amongst the top 10% of things to do worldwide.

The Visitor Information Centre

AT GEELONG CITY HALL WAS AWARDED A TRIPADVISOR TRAVELLER'S CHOICE AWARD IN 2024, MAKING IT AMONGST THE TOP 10% OF THINGS TO DO WORLDWIDE.

SUSTAINABLE DEVELOPMENT

Plan for balanced growth that delivers economic, social, and environmental benefit for future generations to enjoy.

OBJECTIVE 5

Ensure the region's visitor economy supports the collective interests of the community.

HIGHLIGHTS:

- Operated productively as a Visitor Economy Partnership following the successful transition to the model.
- Brand new four-year MoU penned with the City of Greater Geelong, Golden Plains Shire and the Borough of Queenscliffe, to continue collaborating on tourism outcomes.

RESULTS:

- Welcomed four new location based Board members, ensuring strong industry voices drive tourism priorities.

OBJECTIVE 6

Strengthen the connection to the history and culture of the region's Traditional Owners with visitors and industry alike.

HIGHLIGHTS:

- Invited Federation University Australia's Shannen Mennen, a proud Wadawurrung woman, to present at our Tourism Together conference on the topic of working with Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC) and the economic opportunities and challenges surrounding Cultural Tourism.
- Feasibility Study and Cultural Tourism Plan in progress.

OBJECTIVE 7

Enable businesses to succeed and grow, which benefits locals through stable, year-round employment.

HIGHLIGHTS:

- Partnered with Gordon TAFE, Skilling The Bay and Workforce Australia to deliver a Hospitality and Tourism Jobs Expo to address the workforce shortages in the hospitality and tourism sector.
- To address the challenges facing the hospitality sector, we delivered an inaugural Hospitality Mentoring Program which involved 1:1 tailored guidance with an industry expert to address specific business needs such as improving profitability, optimising operations, or sourcing local produce.
- Delivered Tourism Together regional tourism conference at GMHBA Stadium in partnership with neighbouring Great Ocean Road Regional Tourism.

RESULTS:

- 230 jobseekers attended the Hospitality and Tourism Jobs Expo - a new record.
- 50% of exhibitors surveyed reported they hired someone they met / interviewed at the Expo.



STRATEGIC ENGAGEMENT

Working together, deliver exceptional value and benefit to our members, visitors, Community, and destination.

OBJECTIVE 8

Ensure tourism continues to be a significant contributor to the local economy that celebrates the unique social and environmental fabric of the region.

HIGHLIGHTS:

- The 2032 Sustainable Destination Master Plan (SDMP) is in its third year, and in FY24/25 we delivered 64 letters of support for opportunities aligned to strategic priorities, and engaged in 12 meetings with potential investors and developers.
- The arrival of two brand new Spirit of Tasmania ships expected to bring a major tourism boost to the region.

RESULTS:

- At YE **December '24** our visitor economy is worth $1.74B (Tourism Research Australia data YE DEC 2024), putting us on track to achieve our $2.1B target by 2032.

OBJECTIVE 9

Operate as the peak tourism organisation for Geelong and The Bellarine.

HIGHLIGHTS:

- Membership structure overhauled and redesigned to ensure best value continues to be delivered to members at all levels. The new structure makes the most out of the new website and other opportunities including marketing, networking and development.
- 894 Members attended 9 Industry Development events including Members Forums, Coffee and Sector Catchups, as well as capacity-building workshops.
- *Simpleview* CRM adoption among the team is high, leading to better reporting for member engagement including attendance at training and networking events.
- Delivered a **Four-year Corporate Strategy** introducing refined KPIs to better measure direct, influenced, and external outcomes. Organisation values were also strengthened through a collaborative planning day, with data collection and insights added as a new key action.
- Received 'Highly Commended' at the Victorian Tourism Awards in the Local Government Category.

RESULTS:

- In tourism development and performance, we scored 63pts in the **2025 Local Government Community Satisfaction Survey** - significantly better than Victoria's average (60pts) and other regions (59pts).



OBJECTIVE 10

Maximise opportunities through strategic partnerships that provide value for industry and support the growth of the local visitor economy.

HIGHLIGHTS:

- Used the Sustainable Destination Master Plan to underpin advice and support for tourism businesses and investors seeking funding through the Victorian Government Enabling Tourism Fund, Regional Tourism Investment Fund and Regional Events Fund.

RESULTS:

- 64 letters of support provided to existing and potential tourism operators and events.
- International visitation grew 49%, total visitor nights up 57%, and International Spend increased 142% (TRA Y/E Dec 24).
- Welcomed 4 cruise ships with a combined total of 3,100 passengers and an estimated economic benefit of $1.2 million.

INTERNATIONAL HIGHLIGHTS:

- Represented the region at 6 trade events, connecting with over 300 travel trade decision makers.
- Hosted 10 famils showcasing the region to key travel trade.
- Provided access to market-specific training through ATEC's host program.
- Hosted an Inbound Tourism Operator briefing in Melbourne.
- Continued to be promoted via the Go Beyond Melbourne and Great Southern Touring Routes.
- Hosted ATEC's Explore Victoria Trade Engagement event, which saw over 40 key decision-makers converge in our region.

HOSTED ATEC'S

Explore Victoria Trade Engagement

EVENT, WHICH SAW OVER 40 KEY DECISION-MAKERS CONVERGE IN OUR REGION.

INDUSTRY CAPABILITY

Strengthen the capability of our region to flourish.

OBJECTIVE 11

Support the growth and breadth of exceptional product and experiences to support visitor demand and market trends.

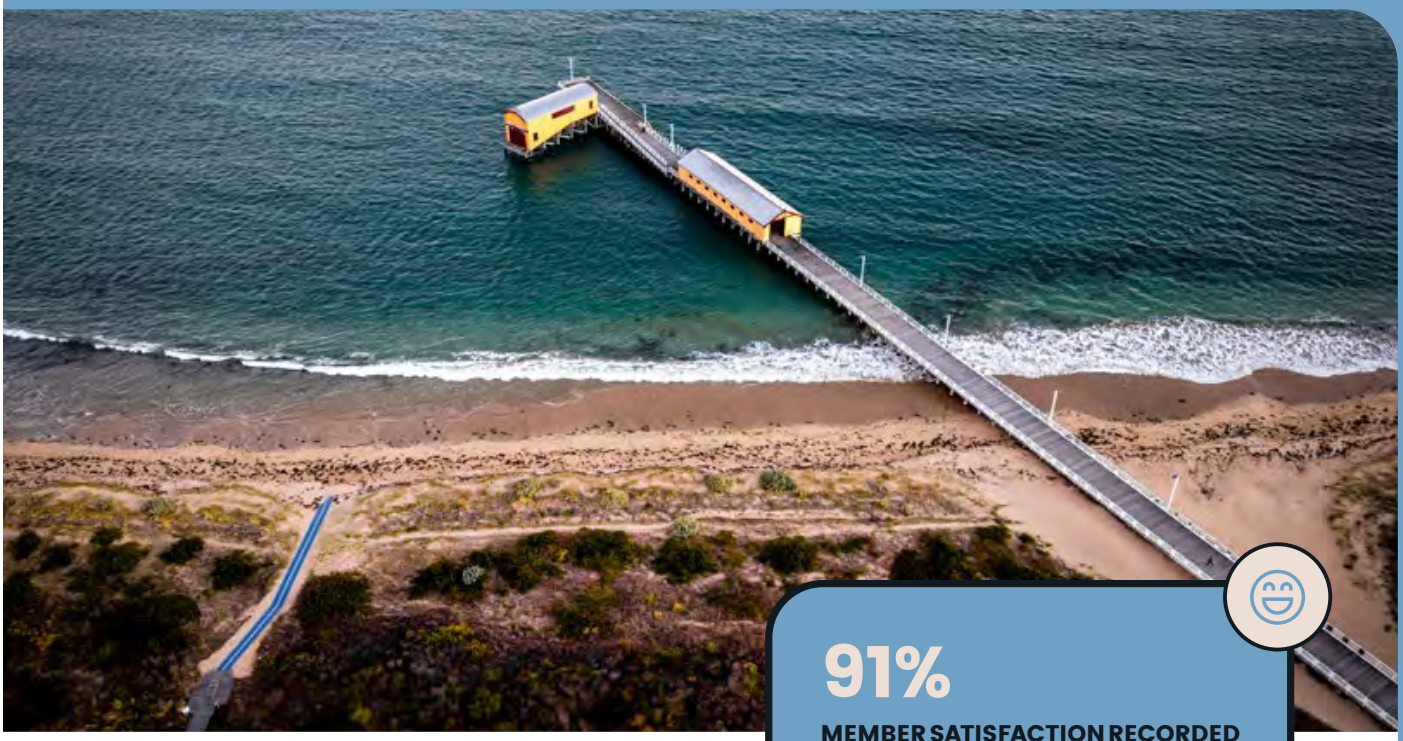
HIGHLIGHTS:

- Delivered an ongoing series of industry communication with a weekly newsletter, media engagement program, and regular posts on social platforms on industry initiatives, opportunities and celebrations.
- Provided customised event and business impact reporting to members, providing intel on who their visitors are, how much they spend in the region, and where they come from.
- Secured a more comprehensive dataset from Localis from a joint regional tourism Partnership for more comprehensive data / reporting.

RESULTS:

- 77 newsletters sent to 1,600 subscribers with a 51.6% open rate - 17.6% higher than the industry standard of 34%.
- Corporate Facebook page saw a 26.6% increase in visits.
- Generated 11 pieces of positive news coverage about TGGB's various initiatives including the Hospitality Tourism Jobs Expo and commentary surrounding major events, Spirit of Tasmania, and the Memorandum of Understanding with Devonport.
- Supported 8 members through the submissions process via a mentor for the Victorian Tourism Awards resulting in nine state awards, four of which won GOLD.





91%

MEMBER SATISFACTION RECORDED IN THE ANNUAL MEMBER SURVEY

OBJECTIVE 12

Ensure businesses have the knowledge and resources they need to meet the challenges of tomorrow.

HIGHLIGHTS:

- Hosted a series of industry networking events with topical speakers, information sharing and member engagement opportunities.
- Delivered a series of hands-on industry-led frontline training, raising the skills and expertise of hospitality staff around the region.
- Delivered a seasonal sector catch up process, pulling together operators and staff from specific experience types to share insights, collaborate, and provide feedback to TGGB on priorities and challenges.
- A record 230 attendees at our Tourism Together industry conference, delivered in partnership with Great Ocean Road Regional Tourism.

RESULTS:

- Expressions of Interest attracted 23 applications for the Hospitality Mentoring Program, with 8 candidates selected to participate through an interview process.
- 91% Member Satisfaction rate recorded in the Annual Member Survey.
- Record attendance at our industry training workshops which included Crafting Compelling Video Content (40 pax); and Digital Marketing Workshop (52).
- 894 Members attended 9 Industry Development events including Members Forums, Coffee and Sector Catchups, as well as capacity-building workshops.



REPORTS









INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF TOURISM GREATER GEELONG AND THE BELLARINE INC.

Report on the Audit of the Financial Report

Opinion

We have audited the financial report of Tourism Greater Geelong And The Bellarine Inc. (the association), which comprises the statement of financial position as at 30 June 2025, the statement of profit or loss and other comprehensive income, the statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the certification by members of the committee on the annual statements giving a true and fair view of the financial position and performance of the association

In our opinion, the accompanying financial report Tourism Greater Geelong and The Bellarine Inc. is in accordance with the requirements of the *Associations Incorporation Reform Act 2012* (Vic), including:

(i) giving a true and fair view of the association's financial position as at 30 June 2025 and of its performance for the year then ended; and

(ii) that the financial records kept by the association are such as to enable financial statements to be prepared in accordance with Australian Accounting Standards.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the association in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110: *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the association to meet the requirements of the *Associations Incorporation Reform Act 2012* (Vic). As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Responsibilities of the Committee for the Financial Report

The committee is responsible for the preparation and fair presentation of the financial report in accordance with the financial reporting requirements of the *Associations Incorporation Reform Act 2012* (Vic) and for such internal control as the committee determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the committee is responsible for assessing the association's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the committee either intends to liquidate the association or to cease operations, or has no realistic alternative but to do so.

The committee is responsible for overseeing the association's financial reporting process.

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Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the committee.
- Conclude on the appropriateness of the committee's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the committee regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

LBW CHARTERED ACCOUNTANTS

SRIPATHY SARMA
Principal

Dated this 23rd day of September 2025

CHARTERED ACCOUNTANTS

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33 Certification by Members of the Board of Management




ROOFTOP


The Carousel



FINANCIAL STATEMENTS

BOARD OF MANAGEMENT'S REPORT

Your committee members submit the finanical report of Tourism Greater Geelong and the Bellarine Inc. for the financial year ended 30 June 2025.

BOARD OF MANAGEMENT MEMBERS

The names of committee members from 1 July 2024 to 30 June 2025 were:

Mr Bill Mithen
– Independent Chair

MUNICIPAL REPRESENTATIVES

Cr Trent Sullivan
– City of Greater Geelong

Cr Isabelle Tolhurst
Cr Brendan Monahan
Cr Di Rule
- Borough of Queenscliffe

Cr Brett Cunningham
Cr Gavin Gamble
- Golden Plains Shire

SKILLS BASED REPRESENTATIVES

Tom Ward – Finance
Varia Mitchell - Marketing
Larelle Fitt – Business Events

LOCATION-BASED REPRESENTATIVES

Terry Jongebloed
Lisa Cunningham
Katie Tinetti
Tennille Moisel
- Geelong

Sophie Bone
James Murphy
Marie-Claire Trotter
Peter Wallace
- The Bellarine

A general election was held in the financial year ending 30 June 2025 to appoint location based board representatives.

PRINCIPAL ACTIVITIES

The principal activities of the association during the financial year were to market, promote and develop tourism businesses in the Greater Geelong and The Bellarine in partnership with Local Government Stakeholders, Tourism Members and State/ Federal Tourism Organisations.

OPERATING RESULT

A surplus of $178,247 was recorded for the association after ordinary activities for the year ended 30 June 2025. The surplus for the association year for the year ended 30 June 2024 was $22,040.

Signed in accordance with a resolution of the Members of the Board.



Mr Bill Mithen
(Independent Chair)



Mr Tom Ward
(Treasurer)

Dated this
23rd day of September 2025

FINANCIAL STATEMENTS

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the year ended 30 June 2025

	NOTE	2025 $	2024 $
INCOME			
Memberships & Partnerships		284,120	293,855
Marketing & Communication		153,238	229,678
Business Events Attraction		46,946	287,000
Visitor Servicing		58,550	78,995
Strategy & Development		835,170	368,253
Business Management		42,675	37,854
TOTAL REVENUE		1,420,699	1,295,636
EXPENDITURE			
Memberships & Partnerships Expenses		202,398	170,622
Marketing & Communication Expenses		388,651	480,241
Business Events Attraction Expenses		283,189	294,307
Visitor Servicing Expenses		57,424	53,929
Strategy & Development Expenses		270,231	236,427
Business Management Expenses		40,559	38,070
TOTAL EXPENSES		1,242,452	1,273,596
(Deficit) / Surplus for the year before income tax		178,247	22,040
Income Tax	1b	-	-
(Deficit) / Surplus for the year after income tax		178,247	22,040
Other Comprehensive Income		-	-
Total Comprehensive Income after income tax		178,247	22,040

The accompanying notes form part of this financial report.

FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL POSITION

As at 30 June 2025

	NOTE	2025 $	2024 $
CURRENT ASSETS			
Cash	2	421,573	397,631
Receivables	3	93,019	367,255
TOTAL CURRENT ASSETS		514,592	764,886
TOTAL ASSETS		514,592	764,886
CURRENT LIABILITIES			
Payables	4	886	204,691
Deferred Income		21,123	245,859
TOTAL CURRENT LIABILITIES		22,009	450,550
TOTAL LIABILITIES		22,009	450,550
NET ASSETS		492,583	314,336
MEMBERS' FUNDS			
(Deficit) / Surplus for the year	5	492,583	314,336
TOTAL MEMBERS' FUNDS		492,583	314,336

The accompanying notes form part of this financial report.

FINANCIAL STATEMENTS

STATEMENT OF CHANGES IN EQUITY

For the year ended 30 June 2025

	RETAINED SURPLUS $	TOTAL $
Balance at 1 July 2023	292,296	292,296
Surplus for the year	22,040	22,040
Balance as at 30 June 2024	**314,336**	**314,336**
Balance at 1 July 2024	314,336	314,336
Surplus for the year	178,247	178,247
Balance as at 30 June 2025	**492,583**	**492,583**

The accompanying notes form part of these financial statements.

STATEMENT OF CASH FLOWS

As at 30 June 2025

	NOTE	2025 $	2024 $
CASH FLOW FROM OPERATING ACTIVITIES			
Receipts from ordinary activities		1,470,199	890,565
Payments to suppliers		(1,446,257)	(1,068,905)
Net cash provided by (used in) operating activities		**(23,942)**	**(178,340)**
Net increase (decrease) in cash held		(23,942)	(178,340)
Cash at beginning of year		397,631	575,971
Cash at end of year	2	**421,573**	**397,631**

The accompanying notes form part of these financial statements.

FINANCIAL STATEMENTS

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2025

NOTE 1: STATEMENT OF MATERIAL ACCOUNTING POLICIES

FINANCIAL REPORTING FRAMEWORK

The financial statements are special purpose financial statements prepared in order to satisfy the financial reporting requirements of the *Associations Incorporation Reform Act 2012 (Vic)*. The committee has determined that the association is not a reporting entity. The entity is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

STATEMENT OF COMPLIANCE

The financial report has been prepared in accordance with *Associations Incorporation Reform Act 2012 (Vic)*, the basis of accounting specified by all Australian Accounting Standards and Interpretations, and the disclosure requirements of Accounting Standards AASB 101: *Presentation of Financial Statements, AASB 107: Cash Flow Statements, AASB 108: Accounting Policies, Changes in Accounting Estimates and Errors* and AASB 1054: *Australian Additional Disclosures*.

BASIS OF PREPARATION

The financial report has been prepared on an accrual basis and is based on historic costs and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

The following material accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

a. Revenue Recognition

Revenue (sponsorship and otherwise) is recognised and brought to account on an accrual basis by the Association.

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Operating Grants Donations and Bequests:

When the entity received operating grant revenue, donations or bequests, it assesses whether the contract is enforceable and has sufficiently specific performance obligations in accordance with AASB 15.

When both these conditions are satisfied, the Entity:

- identifies each performance obligation relating to the grant
- recognises a contract liability for its obligations under the agreement

FINANCIAL STATEMENTS

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2025

NOTE 1: STATEMENT OF MATERIAL ACCOUNTING POLICIES (CONTINUED)

b. Income Tax

No provision for income tax has been raised as the entity has self-assessed to be exempt from income tax under Div. 50 of the *Income Tax Assessment Act 1997.*

c. Cash and Cash Equivalents

Cash and cash equivalents includes cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

d. Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Tax Office. In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense.

e. Comparative Figures

Where appropriate, comparative figures have been adjusted to conform with changes in presentation for the current financial year.

f. Action Plan Activity Categorisation

The activities of TGGB as outlined in the Annual Action Plan are categorised under the pillars of Promotion, Development and Leadership as per the four-year Visitor Economy Strategy.

g. Key Judgements

Performance obligations under AASB 15.

To identify a performance obligation under AASB 15, the promise must be sufficiently specific to be able to determine when the obligation is satisfied. Management exercises judgement to determine whether the promise is sufficiently specific by taking into account any conditions specified in the arrangement, explicit or implicit, regarding the promised goods or services. In making this assessment, management includes the nature/ type, cost/ value, quantity and the period of transfer related to the goods or services promised.

h. Trade Payables

Trade and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the company during the reporting period which remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

i. Trade and Other Receivables

Trade receivable and other receivables include amounts due from customers. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets. Trade receivables are generally due for settlement within 30 days.

FINANCIAL STATEMENTS

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2025

	2025 $	2024 $
NOTE 2: CASH		
Cash on Hand	300	300
Cash at Bank	421,273	397,331
	421,273	397,631
NOTE 3: RECEIVABLES		
Accounts Receivables	87,702	361,938
GST Receivable	5,317	5,317
	93,019	367,255
NOTE 4: PAYABLES		
GST Payable	886	597
Trade Creditors	-	204,094
	886	204,691
NOTE 5: RETAINED PROFITS		
Retained Surplus	314,336	292,296
Surplus/(Defecit) for the year	178,247	22,040
	492,583	314,336

FINANCIAL STATEMENTS

ANNUAL STATEMENTS GIVE TRUE AND FAIR VIEW OF FINANCIAL POSITION AND PERFORMANCE OF INCORPORATED ASSOCIATION

We, Bill Mithen and Tom Ward, being members of the Board of Tourism Greater Geelong and The Bellarine Inc, certify that –

The statements attached to this certificate give a true and fair view of the financial position and performance of Tourism Greater Geelong and The Bellarine Inc during and at the end of the financial year of the association ending on 30 June 2025.



Board Member:

Mr Bill Mithen
(Independent Chair)



Board Member:

Mr Tom Ward
(Treasurer)

Dated this 23rd day of September 2025

GOVERNMENT PARTNERS

CITY OF GREATER GEELONG

Borough of Queenscliffe
Queenscliff & Point Lonsdale, Victoria, Australia

GOLDEN PLAINS SHIRE

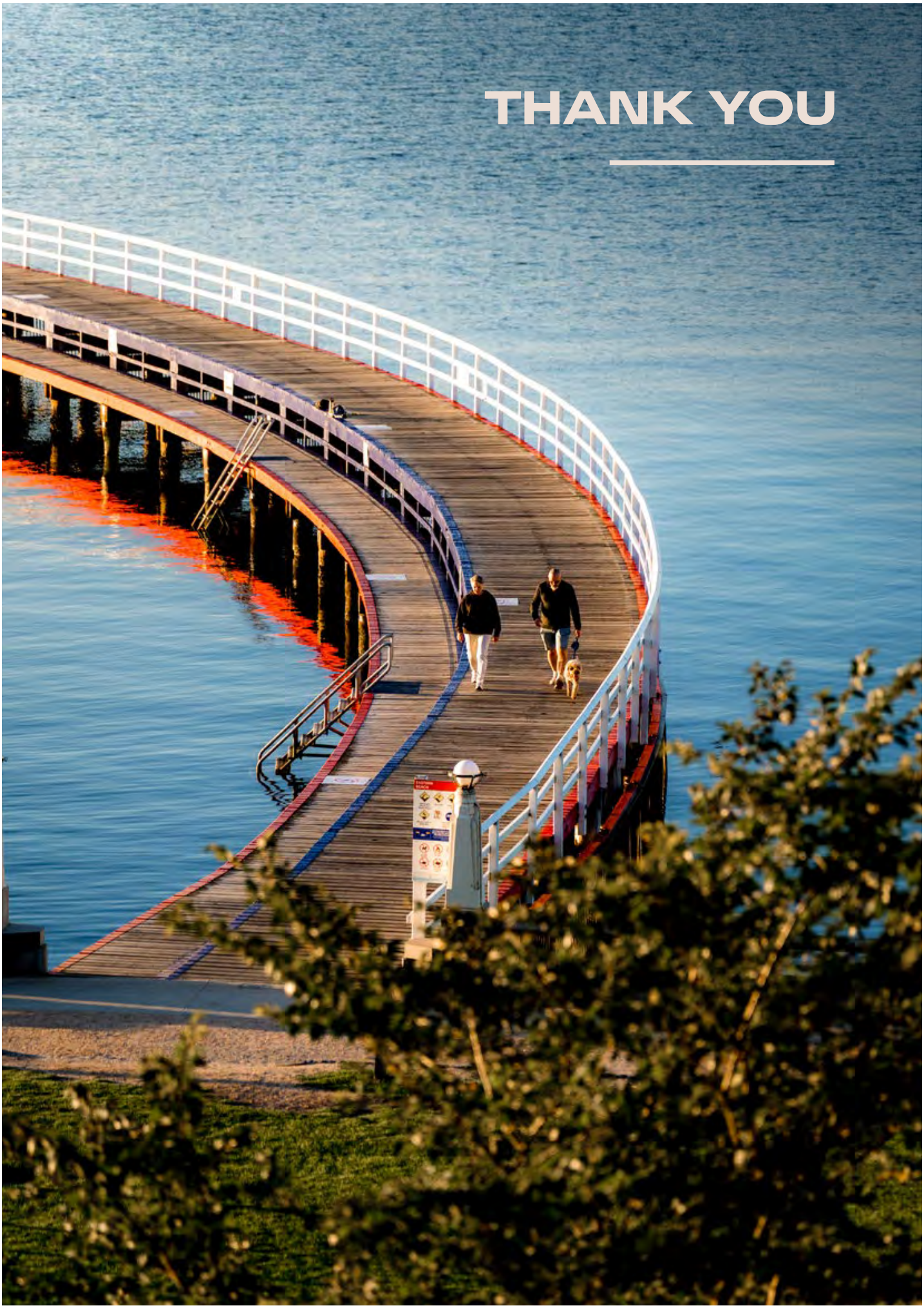
VISIT VICTORIA

VICTORIA State Government

PREMIUM PARTNER

Avalon Airport




THANK YOU


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2.4. 2025-26 Community Strengthening First Nations Grants guidelines

Source: **Corporate Services**
Executive Director: **Troy Edwards**

Purpose

1. To seek Council's approval of the 2025-26 Community Strengthening First Nations Grants guidelines and advise Council of the key dates for this grant.

Background

2. The City offers a range of competitive grants to support projects, events, activities and capital works to benefit the community.

3. All grants operate under the City's Standard Guidelines which include application and assessment processes, eligibility criteria and requirements for successful applicants.

4. At its meeting on 22 July 2025, Council approved the guidelines for the City's 2025-26 Community Grants program, except for the First Nations Cultural Heritage Grants.

5. The First Nations Cultural Heritage Grants were initiated in 2019-20 to support Aboriginal Cultural Heritage projects in collaboration with the Wadawurrung Traditional Owners Aboriginal Corporation. Four grant rounds were delivered between 2021-22 and 2023-24, after which the program was paused for review.

6. Following a review process, including consultation with key stakeholders, a revised grant program has been developed. As a result, officers recommend the adoption of new guidelines for the Community Strengthening First Nations Grants to replace the First Nations Cultural Heritage Grants.

Key Matters

7. The purpose of the Community Strengthening First Nations Grants is to support self-determined projects and initiatives aimed at increasing health and social equity for Wadawurrung Traditional Owners, First Nations people, organisations and groups living in greater Geelong.

8. The grant supports applications that deliver on the goals described in the City's Reconciliation Action Plan 2020-21, Community Health and Wellbeing Strategy 2025–2029, Council Plan 2025–2029, Social Equity Framework and the socio-economic targets of the National Agreement on Closing the Gap.

9. This Council-endorsed grant is open to applicants based in Greater Geelong, as well as Wadawurrung Traditional Owners residing outside Geelong, but wanting to undertake initiatives in the City. Non-First Nations applicants must demonstrate a partnership with a First Nations organisation, business, or individual. All funded projects must be delivered within Geelong.

10. Applicants are not eligible to apply if they cannot demonstrate at least 50% First Nations ownership or partnership, or if they are an individual without an ABN, or an educational institution.

11. The 2025-26 budget is $100,000, with two funding categories: Category 1 (up to $5,000) supports smaller, lower-risk projects and; Category 2 ($5,001–$25,000) is for larger-scale initiatives requiring comprehensive planning, stakeholder support, and may involve multiple partners.

12. The 2025-26 Community Strengthening First Nations Grants will open between December 2025 and early 2026 and funding recommendations will be presented to Council for endorsement in June 2026.

13. The guidelines for the 2025-26 Community Strengthening First Nations Grants are attached to this report (**Attachment 1**).

Recommendation

That Council:

1. **Approves the 2025-26 Community Strengthening First Nations Grants guidelines in Attachment 1 to this report;**

2. **Notes the 2025-26 Community Strengthening First Nations Grants will open between December 2025 and early 2026; and**

3. **Notes that funding recommendations will be presented to Council for endorsement in June 2026.**

Financial Sustainability

14. The $100,000 allocated for the First Nations Cultural Heritage Grant forms part of the City's Community Grants budget, which was adopted at the Council meeting on 24 June 2025. These funds will now be directed to the new Community Strengthening First Nations Grants program, supporting its revised guidelines and funding categories.

Community Engagement

15. Consultation for the development of the new grant guidelines included input from:

    15.1. Wadawurrung Traditional Owners Aboriginal Corporation

    15.2. Wathaurong Aboriginal Co-operative

    15.3. Wanyaari Aboriginal Consultancy Services

    16. Ngaweean Maroo, Closing the Gap audit for City of Greater Geelong

    16.1. Best Start Partnership

    16.2. Deakin University – Faculty of Health

    16.3. Department of Justice

    17. Geelong Arts Centre

    17.1. Give Where You Live

    17.2. Neighbourhood Houses Barwon

    17.3. The City's Executive Leadership Team and officers with relevant expertise.

18. During the consultation process, the following key topics were addressed:

    18.1. Clarification of the grant's name and purpose.

    18.2. Managing conflicts of interest in both applications and assessment.

    18.3. Ensuring cultural safety and effective dispute resolution within the community.

    18.4. Expression of Interest (EOI) process for the assessment panel, including examples and clear criteria such as connection to Geelong, cultural understanding, and prior panel experience.

    18.5. Providing background information on the Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC) and Wathaurong Aboriginal Co-operative.

    18.6. Eligibility requirements, including the need for a minimum 50% First Nations leadership and demonstration of partnership or participation.

    18.7. Funding priorities, focusing on First Nations-led projects that deliver health and wellbeing outcomes for First Nations people and the broader community through engagement and collaboration.

Social Equity and Sustainability

19. The grant supports applications that deliver on the goals described in the City's Community Health and Wellbeing Strategy 2025–2029, Council Plan 2025-2029 and the socio-economic targets of the National Agreement on Closing the Gap. The objective of this Agreement is to overcome the entrenched inequality faced by too many Aboriginal and Torres Strait Islander people so that their life outcomes are equal to all Australians. (Source 3. Objective and Outcomes | Closing the Gap).

Relevant Law/Policy/Legal Implications

20. All Community Grants respond to Council's Community Investment and Support Fund Policy.

Alignment to Community Plan and Vision

21. This report aligns with the Council Plan 2025-29 strategic priority:
Healthy and Caring Community
Heritage and Culture

22. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration:
An inclusive, diverse, healthy and socially connected community.
Creative and diverse culture.

Conflict of Interest

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

Risk Assessment

24. There are no high of extreme risks associated with implementing the recommendations contained in this report.

Environmental Sustainability

25. Environmental sustainability considerations are not directly applicable to this grant program; however, all funded projects are expected to avoid any negative environmental impacts.

Attachments

1. 2025- 26 Community Strengthening First Nations Grants Guidelines [**2.4.1** - 18 pages]

THE CITY OF
GREATER GEELONG

COMMUNITY STRENGTHENING FIRST NATIONS GRANTS

2025-26 GUIDELINES

CITY OF GREATER GEELONG

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ACKNOWLEDGEMENT OF COUNTRY

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

Welcome

ABOUT THIS BOOKLET

This booklet contains information about the City of Greater Geelong's Community Strengthening First Nations Grants. Please read it carefully before you apply.

Important words are explained at the back of this booklet (page 16).

THE CITY OF GREATER GEELONG COMMUNITY GRANTS

A grant is money given to a person, organisation or group for a specific purpose.

Our Community Grants help turn your idea into reality. Whether you're looking to purchase new equipment, offer group activities, run a community event, create an inspired arts project or upgrade facilities, funding is available.

You can apply to multiple City of Greater Geelong Community Grants programs, but each application must be for a different project, event, or activity.

APPLICATION SUPPORT

Contact the City

You must contact the City's Community Grants Unit before applying to discuss your eligibility, proposed activity and other grant matters.

E: communitygrants@geelongcity.vic.gov.au

P: 5272 5560

If you are deaf or have a hearing or speech impairment

National Relay Service (NRS)

If you are deaf, or have a hearing or speech impairment, and you wish to contact us, you can do so through the National Relay Service (NRS) and ask for 03 5272 5272. Our call centre team will then connect you with the grants team.

Our business hours are Monday to Friday, 8.30am–5.00pm.

TTY users – call 13 36 77

Speak & Listen (voice relay) users – call 1300 555 727

SMS relay users – message 0423 677 767

Note: Area code must be included for each call.

Further information and NRS call numbers can be found on the Access Hub website: www.accesshub.gov.au/about-the-nrs/nrs-call-numbers-and-links

If you need an interpreter



If you need an interpreter, please call the Translating and Interpreting Service (TIS National) on 131 450 and ask them to call the City of Greater Geelong on 03 5272 5272. Our business hours are Monday to Friday, 8.30am–5.00pm.

About this grant

OBJECTIVES

The Community Strengthening First Nations Grants support self-determined projects and initiatives aimed at increasing health and social equity for Wadawurrung Traditional Owners, First Nations People, organisations and groups living in greater Geelong.

The grant supports applications to:

- deliver on the National Agreement on Closing the Gap socio-economic targets
- deliver on the five pillars of the City's Community Health and Wellbeing Strategy 2025-29
- increase understanding, respect and celebration of First Nations perspectives and culture
- increase knowledge and understanding of the impacts of colonisation on First Nations People and Traditional Owners through Truth Telling
- strengthen and enable First Nations decision making and increase opportunities for community participation and diverse engagement.

CONTEXT

This grant is informed by key policies and strategies, including the City's Reconciliation Action Plan 2020-2021, Community Health and Wellbeing Strategy 2025–2029, Council Plan 2025-2029 and Social Equity Framework 2022-2025 which identifies First Nations communities as a priority population group.

This grant is also informed by the National Agreement on Closing the Gap. The data that supports the National Agreement on Closing the Gap comes from the Productivity Commission's Annual Data Compilation Reports, which track progress against 19 national socio-economic targets. This data includes detailed metrics across areas like life expectancy, health, education, and housing, and is used to assess progress and inform reporting on the agreement's implementation.

The objective of the National Agreement is to overcome the entrenched inequality faced by too many Aboriginal and Torres Strait Islander people, so that their life outcomes are equal to all Australians. Under the Agreement, all levels of Government committed to strengthening partnerships with Aboriginal and Torres Strait Islander peoples, to ensure their leadership is central to designing and delivering policies, programs, and services that affect them.

FIRST NATIONS COMMUNITIES IN GEELONG

The City is committed to supporting partnerships and collaborations with First Nations Communities across Geelong and recognises the rich diversity of these communities.

The City of Greater Geelong has the largest population of Aboriginal and Torres Strait Islander people in any local government area in Victoria, with an Aboriginal and Torres Strait Islander population of 1% (ABS 2016). This is larger than Greater Melbourne with 0.5% or Victoria with 0.8% of the population. Across Australia Aboriginal and Torres Strait Islander Peoples make up 2.8% of the total population[1].

There are two primary organisations who provide First Nations programs and services in Geelong.

The Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC) is the representative body for the Wadawurrung people, legally recognized under the Victorian Aboriginal Heritage Act 2006 as the Registered Aboriginal Party (RAP) for Wadawurrung Country. Its primary role is to manage, protect, and preserve Wadawurrung cultural heritage, including artifacts, sites, stories, and land.

Wathaurong Aboriginal Co-operative provide culturally appropriate programs, support and services for all Aboriginal and Torres Strait Islander people living on Wathaurong, Gulidjan and Gadubanud country, within the wider Geelong, Bellarine and Colac regions. Wathaurong Aboriginal Co-operative operates under the strategic direction of:

- National Agreement on Closing the Gap

[1] 2021 Greater Geelong, Census Aboriginal and/or Torres Strait Islander people QuickStats | Australian Bureau of Statistics

- National Aboriginal and Torres Strait Islander Health Plan
- Overarching Indigenous Australians' Health Programme (IAHP)
- United Nations Declaration on the Rights of Indigenous Peoples

KEY DATES

Applications open:	tbc December 2025
Applications close:	tbc February 2026 by 5.00 pm (we do not accept late applications)
Notification to applicants:	June 2026
Project start date:	You cannot commence your project until after the notification date (above) and you have a signed funding agreement with us.
Project end date:	You must complete your activity within 12 months of the notification date.

WHO IS ELIGIBLE TO APPLY

Being eligible means, you can receive a grant, but it does not guarantee funding. To apply for this grant, you must be one of the following:

- incorporated not-for-profit organisation
- group with an auspice
- registered charitable organisation
- Early Years (playgroups, kindergartens, childcare centres)
- businesses
- individuals operating as sole traders (with an active ABN).

WHO CANNOT APPLY

You are not eligible to apply if you are any of the following:

- unable to demonstrate 50% First Nations ownership or partnership.
- individual (without an ABN)
- school or learning institution (primary, secondary, tertiary).
- previous applicant with an outstanding acquittal for grant funding from the City
- applicant who has not complied with the terms of a previous funding agreement
- entity currently involved in legal proceedings with the City, bankruptcy or similar situations
- entity with outstanding debt to the City.

HOW MUCH FUNDING CAN YOU APPLY FOR?

The total amount of funding available for Community Strengthening First Nations Grants is $100,000.

This grant has two categories, and you may request:

- Category 1 – up to $5,000

  Suits projects with shorter timeframes, smaller scope or engagement.

- Category 2 –$5,001 up to $25,000

  Suits larger scale projects, with greater impact, supported by comprehensive budgets and project plans, and in-depth community consultation, and include several partners.

You can only apply for one category per funding round.

We generally accept only one application per applicant. However, for this grant we recognise that strong partnerships are essential. As a result, we understand that a First Nations individual, group or

organisation may be involved in more than one application as a partner. This involvement will not make any of the applications ineligible.

HOW WE ALLOCATE FUNDING

Our grants are competitive, so even if you meet the criteria, you may not get funding.

You cannot rely on the City's Community Grants for ongoing funding.

In some cases, we may offer partial funding for a smaller or modified project.

We typically fund projects only once. However, we may consider funding a project again if there is a strong reason that aligns with the objectives of this grant.

What you can apply for

To help you work out whether your project is the sort of thing we are looking to fund, we have developed the following list of example projects and costs we might cover.

Yes - we will fund	No - we will not fund
Types of projects	**Types of projects**
Examples of projects we may fund. Other project ideas may also be eligible. If you're unsure, please contact us for advice.	Black Cladded applications (cannot demonstrate transparent business practices or true Indigenous business ownership)
Projects within the City of Greater Geelong	Projects outside Geelong
Cultural awareness and capability building	Cultural Heritage Management Plans
Establish culturally safe spaces (e.g. signage, artwork acknowledgements, planting, enhancements or installations)	Permanent Public Art
NAIDOC celebrations and events	Capital Works (e.g. building property, structural improvements, alterations and extensions)
Reconciliation events and activities	Political or gambling activities
Truth Telling events and activities	Projects started before funding is approved
Promoting Wadawurrung Culture (may require WTOAC approval)	Core business expenses (e.g. rent, insurance, utilities, administration, finance, management)
Community development projects	
Community engagement activities	
Community events	**Expenses**
Training and development	Cost of Council services (e.g. rates, waste disposal, parking fees, fines)
Health promotion activities	Costs of organising and running competitions, prizes, awards, or fundraising events (e.g. prizes, gifts, trophies)
Arts projects and activities with demonstrated Health and Wellbeing outcomes	Gift cards
Expenses	Cash cards
Stipends and honorariums for Elder knowledge and participation	Volunteers
Cultural consultations and services	Own venue hire
Promotion, printing and materials	
Performers, artists, musicians and contractors	
Catering	
Equipment Hire, venue hire, (including City of Greater Geelong venues)	
Documentation and evaluation	

What you need for your application

You will need to provide certain documents and information with your application. This helps us confirm you can legally receive funding and practically deliver your proposed project.

CHECKLIST

Before you start your application, use this checklist as a guide – some items may not apply to your application:

- full and correct applicant name
- address and contact details of applicant
- name and contact details of the person authorised to apply for this grant
- certificate of incorporation
- auspice agreement letter (if your organisation is not incorporated)
- Australian Business Number (ABN) details registered to the grant applicant name
- a completed Statement by Supplier form (if you don't have an ABN)
- bank account details (account name, BSB and account number) which must match the applicant's name and ABN details
- evidence of First Nations ownership or partnership in the project (for all applications)
- Communication and engagement plan (for applications requesting more than $5,000)
- letters of support from project partners and/or stakeholders
- copies of required permits or approvals
- confirmation of venue booking
- a budget showing all income, expense and how the grant funds will be used
- quotes or cost estimates for grant related expenses.

How we assess applications

We carefully check all applications to make sure they meet the guideline rules and are a good use of the City's grant funding.

ASSESSMENT

The complete list of checks we do on each grant application include:

Eligibility checks – we check if the applicant and project are eligible (see pages 5, 7 and 8).

Officer panel review– if eligible, our officers review the application using the grant assessment criteria and funding priorities on pages 9 and 10.

Community panel assessment– a group of independent community members peer review the officer assessments and recommend funding to Council. The panel includes at least two First Nations Community representatives selected through an Expression of Interest process managed by the City.

Council endorsement –Council reviews and endorses funding recommendations.

ASSESSMENT CRITERIA

Assessment criteria are used to evaluate your application. You must answer questions in the application form to explain how your proposal meets these criteria. Your responses to these questions help us compare all applications fairly, rank them and make funding decisions.

We use a weighted scoring system, which means the criteria each have a set percentage based on how important they are. The higher the percentage, the more it affects your overall score.

The following table lists the assessment criteria and explains what we are looking for when assessing your application.

COMMUNITY STRENGTHENING FIRST NATIONS GRANTS ASSESSMENT CRITERIA

Criteria 1: First Nations Outcomes 40%

We assess this based on

- First Nations leadership or partnership to generate First Nations self-determined outcomes
- outcomes contribute to improved health, wellbeing, or social equity for First Nations people
- project supports the objectives of relevant strategies: Closing the Gap, City's Community Health and Wellbeing Strategy

Criteria 2: Community Engagement – 20%

We assess this based on

- a community engagement plan demonstrating knowledge of all stakeholders and the extent of active and continuous community engagement to be done throughout the life of the project

Criteria 3: Well-planned Project – 40%

We assess this on the following information to determine if a project is well planned and ready to proceed:

- a clear description of what is included in the project (i.e. scope)
- letters of support from all project partners
- permits as required and if applicable

- demonstrated understanding and application of First Nations Cultural Protocols and use of First Nations Cultural Intellectual Property.[2]
- Evidence that the applicant has the necessary expertise, capacity and support to deliver the activity.
- A clear, balanced budget that shows total income equals total expenditure. The budget must describe and show the total cost of the activity and list any other sources of funds that will contribute to the total project income.
- Written quotes that accurately reflect the complete scope of proposed project.

FUNDING PRIORITIES

If the total funding requested by all applicants exceeds the available funding, we may prioritise:

- applications from First Nations owned or controlled organisations
- applications relating to items with immediate or urgent need as identified in the socio-economic targets of the National Agreement on Closing the Gap
- applications from organisations that do not receive money from electronic gaming machines or gambling.

[2] Aboriginal Community Partnership Principles 2020-2022 | Victorian Equal Opportunity and Human Rights Commission
GUIDE_Respecting-and-Protecting-ICIP.pdf
AIATSIS Engagement Policy Snapshot 2020.pdf

How to apply

CONTACT THE GRANTS UNIT

Please contact the City's Grants Unit before applying to discuss your eligibility, proposed activity and other grant matters.

E: communitygrants@geelongcity.vic.gov.au

P: 5272 5560

APPLY ONLINE

All applications must be submitted online via SmartyGrants. You must log in or create an account before you begin. You can access the application form in two ways:

Visit the Community Grants section of the Geelong Australia website and navigate to the specific grant page. Click the **Apply Now** button and log in or create an account to access the form.

Visit SmartyGrants directly, log in or create an account, and select the grant you wish to apply for.

Paper or email applications will not be accepted.

PRESENTATION

In addition to the online application, you may request the opportunity to present to the assessment panel. This is optional, not a requirement of the application process. Applicants that do not make a presentation will not be disadvantaged.

WITHDRAWING OR CHANGING YOUR APPLICATION

If you have not yet submitted your application, you can log in to SmartyGrants at any time to make edits.

If you have already submitted your application and need to make changes, contact us before the closing date. We can reopen your application to allow edits.

Changes cannot be made after the closing date.

If you need to withdraw your application after submission, please notify the Community Grants Unit in writing.

ABOUT APPLICANT TYPES

To determine eligibility for a grant, please read all applicant types carefully. If you are unsure what sort of applicant you are, please check your details online.

incorporated associations – go to www.consumer.vic.gov.au

companies – go to https://connectonline.asic.gov.au

individuals or sole traders with an ABN – go to https://abr.business.gov.au

charities – go to www.acnc.gov.au/charity/charities

IF YOUR ORGANISATION IS NOT INCORPORATED

If your organisation or group is not incorporated, you can still apply for a grant by working with an auspice organisation.

An auspice is an organisation that meets our eligibility criteria and agrees to support and manage your grant. They take legal and financial responsibility for the funding.

Your auspice organisation will:

- sign the grant funding agreement
- receive the grant money and pass it on to you

- make sure all grant activities are completed
- submit the final evaluation and financial report on your behalf.

How to apply with an Auspice

If you want to apply with an auspice organisation, you must:

- get their approval before you submit your application.
- ask them to sign the application form and the funding agreement.
- submit a copy of a signed agreement with your auspice.

By using an auspice, your group can still access funding even if you are not legally incorporated.

What happens next

Once we have decided who is going to receive a grant, we will let you know of the outcome of your application, even if it was unsuccessful.

NOTIFICATION OF OUTCOME

The City of Greater Geelong will notify all applicants of their outcome by email by the date listed on page 5 of this booklet.

Successful Applications

If your application is successful, this does not guarantee funding. You must complete additional steps before receiving a grant payment.

You will receive an email with a link to a funding agreement outlining the terms and conditions of the grant (see **Funding Agreements** section below).

You must sign and return the agreement, upload a tax invoice and your public liability insurance certificate of currency before any payment is made.

Do not start your project until you have received a signed funding agreement.

Unsuccessful Applications

If your application is unsuccessful, we will notify you by email.

You are strongly encouraged to contact us for feedback which may help if you plan to apply again in future rounds.

PAYMENTS

If your application is successful, the City will transfer the approved funding amount to your nominated bank account after the funding agreement is signed.

We will only pay grant money to the applicant (or auspice).

A tax invoice is required before we pay any grant funds. Our team will contact successful grant applicants to arrange this.

If you do not provide either an ABN or a ‘Statement by a Supplier’ form, we may have to withhold tax from the grant payment at the top marginal rate of 45%.

FUNDING AGREEMENTS

Successful grant applicants will be required to enter into a funding agreement. The agreement will include:

- the terms and conditions of funding
- the details of the activity
- what you are expected to deliver
- your reporting requirements
- the schedule of payments.

General information

The following information applies to all City of Greater Geelong grants.

PERMITS AND APPROVALS

Some projects or events may need a permit or approval. These processes are separate to the grant application process and require additional time and budget in your project plan.

While you do not need to secure permits or approvals before applying, securing them will be a condition of the grant if your application is successful. As such, we may choose not to pay you any money until the relevant permits and approvals are secured.

You must demonstrate that you are aware of the necessary permits and approvals in your application. We will consider this information when assessing your application under the 'well-planned project' criteria on page 9.

INSURANCE

You must arrange public liability insurance (PLI) to cover the activity detailed in your application and provide the PLI certificate of currency if your application is successful.

Applicants using an auspice would include a PLI certificate from the auspice organisation.

A policy statement or receipt of payment is not an acceptable substitute for the certificate of currency.

REPORTING

If you receive a grant, you must submit an evaluation of your activity and a financial report within one month of your project finishing.

The evaluation report tells us about your project and the financial report includes all income and expenses for the grant. It demonstrates you have spent the money how you said you would.

We may request meetings with you to check your progress or ask for an audit of your financial records to prove you have spent the grant as you said you would. As such, you must keep accurate financial records and make them available to us if requested.

MAKING CHANGES TO YOUR FUNDED ACTIVITY

Projects are funded for delivery as described in your funding agreement.

If you need to change something about your grant, you must seek our approval in writing. This includes:

- changes to your proposed completion date
- changes to the nature of your activity
- changes to how you want to spend the money.

We reserve the right to withdraw funding if:

- we do not support your request for changes
- your request is not made within a reasonable time
- you make changes without our knowledge.

If a project stops or the grant funds are no longer required, you must repay the funding to the City of Greater Geelong.

WITHDRAWING FUNDING

We reserve the right to withdraw funding if we do not receive a tax invoice within the financial year in which the grant was awarded, or by the due date/s included in the agreement.

We can also withdraw funding if you are in breach of your funding agreement.

ACKNOWLEDGING OUR SUPPORT

You must acknowledge the City of Greater Geelong on your promotional materials if you receive a grant. We will provide a guide with detailed instructions on how to do this.

Definitions

Following are definitions of some of the words we use in this document. If you find other words that you are not familiar with, please contact us for help.

COMMUNITY STRENGTHENING FIRST NATIONS GRANTS

Word	Explanation
Black Cladding	Supply Nation (Australia's leading database of verified Indigenous businesses) considers 'black cladding' as the practice of a non-First Nations business entity or individual taking unfair advantage of a First Nations business entity or individual for the purpose of gaining access to otherwise inaccessible First Nations procurement policies or contracts. Supply Nation's definition of a First Nations business is at least 50% owned by an Aboriginal or Torres Strait Islands person(s).
Cultural Awareness	Cultural awareness means being aware of, and developing sensitivity to, cultural difference and cultural diversity. It involves knowledge, attitudes and values that demonstrate an openness and respect for other people and other cultures, languages, religions, dress and communication styles.
Cultural Capability	First Nations cultural capability is the ongoing, lifelong development of the skills, knowledge, behaviours, attitudes, and systems needed to respectfully and appropriately engage with, plan, support, improve, and deliver services that reflect the unique cultures, histories, and perspectives of Aboriginal and Torres Strait Islander peoples.
Cultural Safety	First Nations cultural safety is the creation of environments where the identity, culture, and experiences of Aboriginal and Torres Strait Islander peoples are respected and upheld, ensuring they are not challenged, assaulted, or denied.
Elder	An Aboriginal Elder is a respected community leader who is a recognised custodian of Indigenous knowledge and law. They are trusted guides who provide wisdom, advice, and support, passing down culture, traditions, and history to younger generations.
First Nations	First Nations recognises Aboriginal and Torres Strait Islander people as the sovereign people of this land. It goes further than First Australians as it recognises various language groups as separate and unique sovereign nations.
First Nations Communities	Aboriginal and Torres Strait Islander people
First Nations Cultural Heritage	First Nations Cultural Heritage encompasses the living knowledge, spiritual beliefs, cultural practices, and physical elements that are significant to Aboriginal and Torres Strait Islander peoples.
First Nations Cultural Intellectual Property	Cultural and Intellectual Property (CIP) refers to First Nations peoples' rights to their cultural heritage, which includes traditional knowledge, cultural expressions, sacred sites, and traditional medicines, as defined by customary laws rather than Western legal systems.
First Nations protocols	First Nations protocols are established customs, ethical principles, and ways of behaving developed by First Nations communities to guide interactions with their cultures, knowledge, and lands, encompassing everything from respectful communication and the protection of cultural and intellectual property.
National Agreement for Closing the Gap	The National Agreement on Closing the Gap is a partnership between Australian governments and Aboriginal and Torres Strait Islander peak organisations to improve life outcomes for First Nations People, shifting from a top-down approach to shared decision-making and accountability. The Australian Local Government Association is a partner to the Agreement.
Reconciliation	Reconciliation is a process aimed at strengthening relationships between Aboriginal and Torres Strait Islander peoples and non-First Nations peoples, for the benefit of all Australians. Reconciliation is an ongoing journey.
Registered Aboriginal Party	A Registered Aboriginal Party (RAP) in Victoria is a legally recognised Aboriginal corporation representing the Traditional Owners of a specific area of Country, responsible for protecting and managing Aboriginal Cultural Heritage under the Aboriginal Heritage Act 2006. Wadawurrung Traditional Owners Aboriginal Corporation are the Registered Aboriginal Party in Geelong.

Word	Explanation
Traditional Owners	In Victoria, *Traditional Owners* are Aboriginal people with deep cultural and spiritual ties to a specific area of land and water (Country). Wadawurrung are the Traditional Owners of the lands on which the City of Greater Geelong operates.
Truth Telling	In Victoria, *truth-telling* is a process of openly sharing historical truths about colonisation, its ongoing impacts, and the injustices suffered by First Nations peoples, as well as acknowledging their strength and contributions.

COMMUNITY GRANTS

Word	Explanation
ABN	Australian Business Number is a unique number that identifies a business in Australia.
Application	A form you fill out to ask for grant money.
Assess	How we review and consider your application.
Auspice	An organisation that applies for a grant on your behalf if your group is not legally registered.
Budget	A plan that shows how much money you have and how you will spend it.
Categories	Different types of funding available within one grant.
Community panel	A group of community members who review applications and recommend which projects should get funding.
Eligibility	The rules that decide if you or your project can receive grant funding.
Evaluation and financial report	A report you must complete after your project ends, explaining what you did and how you spent the grant money.
Expenditure	The things you spend money on for your project.
Funding agreement	A document that explains why we are giving you the grant money and the rules you must follow when using it.
Grant	Money given to a person or organisation for a specific purpose.
Group	Two or more people who meet regularly and run projects or activities that other people participate in (e.g., youth group, seniors group, cultural group)
GST	Goods and Services Tax. This is tax that applies to goods and services in Australia.
Income	Money that you have or expect to receive for your project. This can include grant money from the City, fundraising, sponsorship, ticket sales or other grant funding.
Incorporated	A group or organisation that has legally registered to become a formal entity.
Insurance	A contract you have with an insurance company that helps protect from financial loss if something goes wrong.
Log in	Your email and password used to access SmartyGrants.
Not-for-profit	An organisation that does not does not distribute profits to owners or shareholders.
Officer panel	A group of City officers who review applications and recommend which projects should get funding.
Online	Available on the internet.
Organisation	A legally constituted organisation that is registered or created by law. For example, incorporated associations, companies limited by guarantee or registered charities are all defined as organisations.
Quote	A written estimate of how much something will cost.
SmartyGrants	An online system we use to manage grant applications.
Submitted	When you finish your application in SmartyGrants and press the submit button.

Word	Explanation
The City	The City of Greater Geelong.
Unincorporated Group	A group that is not legally registered as an organisation.
Weighted average scoring	A method of scoring applications where some parts of the decision are more important than others.

2.5. Geelong Waterfront Master Plan

Source: **Placemaking**
Executive Director: **James Stirton**

Purpose

1. The purpose of this report is to seek Council endorsement of the final Geelong Waterfront Master Plan (Master Plan). Adoption of the Master Plan will provide a coordinated framework to guide development, management and investment across the waterfront precinct in coming decades.

Background

2. The updated Master Plan replaces the 2011 Geelong Waterfront Master Plan and builds on its achievements, addressing outstanding issues such as:

    2.1. Connectivity gaps across the waterfront and into Central Geelong.

    2.2. Ageing infrastructure and underutilised assets.

    2.3. Environmental resilience, coastal adaption, and climate risks.

3. Increased visitor and community demand for recreation and activation.

4. The Master Plan was prepared with input from internal teams, technical audits (tree and accessibility) and a quantity surveyor cost estimate to inform a phased implementation strategy.

5. Community and stakeholder engagement has been conducted in two stages:

6. Stage 1 (April – May 2023): Established priorities, values, and vision through surveys, social media, workshops, pop-ups and interviews.

7. Stage 2 (August – October 2025): The draft Master Plan was tested through surveys, pop-ups, stakeholder meetings, social media, and face-to-face engagement. Feedback confirmed strong overall support for the draft plan (average score 88/100) and was used to refine the actions and implementation strategy.

Key Matters

8. The Master Plan establishes a renewed strategic and spatial framework to guide the future development and management of Geelong’s waterfront.

9. It responds to community aspirations and emerging challenges by embedding principles of environmental resilience, cultural recognition, connectivity and sustainable activation.

10. Adoption of the Master Plan will enable coordinated implementation over time. Delivery will draw on a mix of available funding mechanisms, partnerships, and external grant opportunities.

11. A detailed Implementation Plan is being prepared to guide delivery, including funding and partnership opportunities. This Plan will be reviewed biannually to track progress, ensure alignment with Council priorities, and respond to emerging opportunities.

Recommendation

That Council:

1. **Adopts the *Geelong Waterfront Master Plan* (Attachment 1), which provides a coordinated framework for the future planning, investment, and activation of the waterfront;**

2. **Notes the *Geelong Waterfront Master Plan Engagement Report* (Attachment 2) as a summary of community and stakeholder feedback that informed the development of the Master Plan; and**

3. **Notes that implementation of the Master Plan will be staged, with projects delivered through a mix of available funding mechanisms, partnerships, and external grant opportunities.**

Financial Sustainability

12. Adoption of the Master Plan does not commit Council to any capital expenditure.

13. Future implementation will be staged and progressed in alignment with available opportunities, including partnerships and external grants.

14. Potential delivery and maintenance costs will be determined and refined during detail design of individual projects.

Community Engagement

15. The Master Plan was informed by two stages of engagement:

    15.1. **Stage 1 (Apr–May 2023):** Identified community values and priorities through surveys, social media, workshops, and interviews.

    15.2. **Stage 2 (Aug–Oct 2025):** Tested the draft plan and gathered feedback on proposed actions through online surveys, pop-ups, stakeholder meetings, and social media.

16. Community feedback showed strong overall support for the draft Master Plan, with average survey scores ranging from 80 and 96 out of 100 across key themes including vision, environment, access, family spaces, and commercial opportunities.

17. Respondents highlighted Convention and Creativity, Western Beach and Limeburners Point as priorities for activation, environmental protection, and recreational improvements.

18. Face-to-face engagement provided detailed insights from long-term residents and visitors, reinforcing enduring community values and identifying opportunities for enhancement.

19. State agencies and key stakeholders commended the Master Plan's vision and integration of cultural, ecological, and urban values. They emphasised balancing bold design ambition with practical, culturally sensitive, and climate responsive implementation, particularly improved active transport connections, heritage protection, and coastal adaptation.

20. Feedback from all engagement stages directly informed the final Master Plan, ensuring alignment with community values, guiding principles, and the strategic priorities that now frame the Implementation Strategy.

Social Equity and Sustainability

21. The Master Plan promotes:

    21.1. Inclusive and equitable access to the waterfront.

    21.2. Improved public amenity and recreation opportunities.

    21.3. Support for a sustainable local economy.

Relevant Law/Policy/Legal Implications

22. The Master Plan aligns with key policy commitments:

    22.1. Cleaver and Creative Future (2017)

    22.2. Council Plan (2025-2029)

    22.3. Urban Forest Strategy (2015-2025)

    22.4. Environment Strategy (2020- 2030)

    22.5. Central Geelong Framework Plan (2023)

    22.6. Revitalising Central Geelong Action Plan (2016)

    22.7. Eastern Beach Conservation Management Plan (draft)

Alignment to Council Plan and Vision

23. This report aligns with the Council Plan 2025-29 strategic priority:
    Core and Critical Infrastructure
    Economic Development
    Environment and Circular Economy
    Healthy and Caring Community
    Heritage and Culture

24. This report aligns with the Community led 30-year Vision, “Greater Geelong: A Clever and Creative Future” community aspiration:
    A destination that attracts local and international visitors.
    A prosperous economy that supports jobs and education opportunities.
    An inclusive, diverse, healthy and socially connected community.
    Creative and diverse culture.
    Development and implementation of sustainable solutions.
    People feel safe wherever they are.
    Sustainable development that supports population growth and protects the natural environment.

Conflict of Interest

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

Risk Assessment

26. The Master Plan provides a clear strategic framework to mitigate risks associated with:

    26.1. Infrastructure deterioration

    26.2. Event and visitor management

    26.3. Climate and coastal impacts

26.4. Transparent community consultation and have helped ensure reputation and operational risks are addressed.

Environmental Sustainability

27. The Master Plan embeds climate adaption, nature-based solutions, and water sensitive urban design.

28. Promotes urban cooling, biodiversity enhancement, and coastal habitat restoration, while preserving open space and coastal views.

Attachments

1. GWF Engagement Report [**2.5.1** - 14 pages]
2. Waterfront Masterplan Final [**2.5.2** - 55 pages]

THE CITY OF
GREATER GEELONG

GEELONG WATERFRONT MASTER PLAN

ENGAGEMENT REPORT

DECEMBER 2025

CITY OF GREATER GEELONG

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Executive Summary:

The City of Greater Geelong is updating the 2011 Geelong Waterfront Master Plan to address ageing infrastructure, climate challenges, and future urban renewal opportunities. The plan aims to create a vibrant, accessible, and sustainable waterfront that balances heritage, environmental protection, recreation, and activation.

Engagement Overview
Community and stakeholder engagement was conducted in two stages:

- Stage 1 (Apr–May 2023): Workshops, surveys, pop-ups, and interviews to identify community values and priorities. Key priorities included recreation, public spaces, heritage and environment, connectivity, and activation.
- Stage 2 (Aug–Oct 2025): Tested the draft plan through an online survey, pop-ups, social media, and stakeholder meetings to confirm alignment with Stage 1 priorities and gather feedback on proposed actions.

Participation

- Stage 1: 361 survey responses, 165+ participants at listening posts, 2 deep-dives with residents, businesses, and community groups, 13 interviews with key stakeholders and thousands reached via social media and a Have Your Say project page.
- Stage 2: 117 survey responses, 50+ face-to-face participants, 6 stakeholder meetings, and thousands reached via social media and a Have Your Say project webpage.

Key Findings

- Stage 1 feedback highlighted a strong community desire for a more accessible, sustainable, well-connected and activated waterfront, with better recreation opportunities, upgraded amenities, cohesive design, cultural recognition, and reduced car intrusion.
- Stage 2 feedback confirmed strong overall support for the draft plan (average support score 88/100), including the vision, public spaces, connectivity, recreation, heritage protection, and activation.

Stage 2 feedback highlighted priorities for upgrades at Creativity and Convention Precinct, Western Beach Precinct and Limeburners Precinct. Face-to-face engagement provided detailed perspectives from long-term visitors and residents, highlighting enduring community values and opportunities for improvement.

What we have done

- Refined the implementation section to clearly reflect community and stakeholder priorities.

Next Steps

- Present the Waterfront Master Plan to Council for adoption.
- Publish final documents online and issue media updates.

Introduction

The Geelong Waterfront is an iconic place on Wadawurrung Country. With the current 2011 Master Plan due for review, the updated plan will guide the next phase of transformation. It will address ageing infrastructure, respond to climate challenges, and support future urban renewal, while coordinating the ambitions of Council, State agencies, leaseholders, the Wadawurrung Traditional Owners, and the community.

Stage 1 engagement (Apr–May 2023) focused on community priorities and insights, while Stage 2 (Aug–Oct 2025) sought feedback on the draft plan.

Purpose of this report

- Summarise community and stakeholder engagement findings from both stages.
- Inform the community, councillors, and stakeholders about key feedback and themes.

Engagement Purpose

The engagement aimed to:

- Gather community and stakeholder feedback to guide Council decision-making.
- Build awareness and understanding of the draft plan.
- Strengthen relationships with Traditional Owners and the community.
- Provide opportunities for community input into the waterfront's future.

How we engaged

HOW WE ENGAGED

Stage 1 Engagement (April–May 2023)

- Methods: Deep-dive workshops, on-site pop-ups, interviews, paper/online survey and social media.
- Purpose: Capture broad input on waterfront values, priorities, and issues.

Stage 2 Engagement (Aug–Oct 2025)

- Methods: On-site pop-up, stakeholder meetings, paper/ online survey and social media,
- Purpose: Gather targeted feedback on draft proposals, validate Stage 1 priorities, and capture informal sentiment.

WHO WE ENGAGED

Stage 1 Engagement (April–May 2023)

- **Stage 1:** 361 survey responses, 165+ participants at listening posts, 2 deep-dive with residents, businesses, and community groups, 13 interviews with key stakeholders and thousands reached via social media and a Have Your Say project page.

Stage 2 Engagement (Aug–Oct 2025)

- Stage 2: 117 survey responses, 50+ face-to-face participants, 6 stakeholder meetings, and thousands reached via social media and a Have Your Say project page.
- Face-to-face sessions captured detailed perspectives from long-term visitors and residents who have experienced the foreshore over decades.

WHAT WE ASKED

- **Stage 1:** Focused on waterfront vision, priorities for infrastructure, amenities, recreation, and connectivity.
- **Stage 2:** Focused on feedback on draft plan proposals, including pathways, public spaces, recreation, heritage and environmental protections, activation, and commercial opportunities.

What we heard

STAGE 1 ENGAGEMENT – SURVEY & WORKSHOPS KEY THEMES

A full summary of Stage 1 engagement results can be found in the Stage 1 Engagement Report. Key themes included:

- Recreational amenity improvements (playgrounds, open space, shade)
- Environmental stewardship (protection of biodiversity and water quality)
- A range of commercial offerings and improvements to attract tourists.
- Connectivity to Central City and surrounding precincts.

STAGE 2 ENGAGEMENT – SURVEY, POP-UPS & SOCIAL MEDIA

Stage 2 engagement consisted of:

- Quantitative survey feedback: Participants rated and ranked proposed master plan design concepts, with strong support for all proposals.
- Qualitative survey feedback & pop-ups: Residents suggested improvements for parking, maintenance of existing infrastructure (bollards, pathways, beach access), and opportunities for cultural or family-focused activities.
- Social media feedback: Key themes mirrored survey findings, with additional suggestions and examples from other cities or international waterfronts. Comments ranged from enthusiastic support *"Such exciting plans for the waterfront!"* to critical suggestions regarding maintenance, accessibility, and city-wide connectivity.

STAGE 2 SURVEY RESULTS:

Q1. Vision for the Waterfront

Average support score 86/100 (Strong majority support, with most respondents indicating alignment with the proposed vision)

Key Themes from Comments:

- Broad support for a world-class, vibrant waterfront that balances public access, heritage, and environmental protection.
- Emphasis on recognising First Nations culture alongside post-colonial history, some respondents highlighting the importance of visible interpretation and integration in public space.
- Emphasis on Western Beach, Rippleside, and Limeburners Point as areas requiring more attention and activation.
- Desire for family-friendly, safe nature-based play spaces and increased recreational opportunities.
- Suggestions for enhancing year-round use through events, cafes, and public amenities.
- Calls for innovative and iconic features (e.g., swimming lagoons, water play, art installations) to create a signature destination.
- Some concerns about overly formal design, wanting the informal open character preserved.

"I love the idea of a world-class waterfront that everyone can enjoy, while keeping our heritage and environment safe."

Q2. Protecting and Enhancing the Waterfront Environment & Ecology

Average support score: 89/100 (Very strong support — respondents overwhelmingly value improving environmental health and natural character)

Key Themes from Comments:

- Strong community expectation to restore and protect the natural environment, with focus on Western Beach, Limeburners and coastal cliffs.
- High support for native planting, biodiversity enhancement, and improved water quality.
- Desire for more shade and greening, balanced with preserving coastal views and open character.
- Environmental resilience and Care for Country seen as central to the waterfront's future.
- Support for nature-based solutions. (e.g. habitat restoration, coastline protection)
- Concern that action may not go far enough or be targeted effectively.

"Continuous rejuvenation of the natural environment is essential, not just for today but for future generations."

"There's a definite lack of greenery; this is a fundamental opportunity for us to support what matters."

Q3. Pathways & Connections

Average support score: 84/100 (Very strong support, with most respondents indicating alignment with the proposed pathways and connections)

Key Themes from Comments:

- Strong support for wider, safer, and more accessible pathways for pedestrians, cyclists, and people with mobility aids.
- Emphasis on improving connections between Western Beach, Rippleside, Central and Eastern Beach, and linking to the Central Geelong and regional trails.
- Desire for paths that balance safety and usability with preserving the informal, open character of the waterfront.
- Importance of lighting, signage, and clear wayfinding to enhance safety and usability, including at night.
- Concerns about pathway conflicts with boating operations at Western Beach Boat Club and other active work areas.
- Support for pathways that encourage active transport, recreation, and tourism, while remaining inclusive for all ages and abilities.

"Just the need for continually improving access and facilities really, having connected and accessible pathways ensures more people can enjoy our space."

Q4. Family-Friendly Spaces & Activities

Average support score: 96/100 (Very strong support, with most respondents strongly backing upgrades and new opportunities for families)

Key Themes from Comments:

- Strong support for enhancing playgrounds, picnic areas, skateparks, and outdoor recreation spaces along the waterfront.
- Emphasis on Eastern Beach playground upgrades and ensuring facilities are accessible, safe, and suitable for all ages, including prams and mobility aids.
- Desire for family-friendly amenities such as shaded seating, feature lighting, restrooms, and tables to encourage longer visits and comfort.
- Integration of cafés, casual dining, and cultural activities is welcomed, but with careful management of litter, heritage values, and visual impact.
- Some concerns about safety near active work areas, gradients, and trip hazards; ongoing maintenance and security considered essential.
- Suggestions for creative enhancements such as half-court basketball areas, small water play zones, and inclusive play equipment to meet diverse community needs.

"The more inviting spaces, the more people will come to the waterfront and enjoy them. Assisting current venues as well as providing new facilities will make this area a true community asset."

Q5. New Business & Commercial Opportunities

Average support score: 81/100 (Strong support, with most respondents seeing potential for waterfront activation through dining, cafes, and commercial activity)

Key Themes from Comments:

- Strong support for new cafés, restaurants, bars, pop-up markets, and small-scale commercial activity to increase vibrancy, tourism, and economic benefit.
- Emphasis on careful integration so businesses complement public spaces without reducing access or overcrowding key areas.

- Support for activating underutilised areas such as Western Beach, Rippleside, and along the Convention and Creativity Precinct, drawing inspiration from successful waterfront precincts elsewhere (e.g., Manly Wharf, Newcastle Honeysuckle).
- Desire for high-quality, locally owned, and inclusive offerings across price points, with consideration of operational hours to ensure consistent activation throughout the day.
- Some caution about over-commercialisation or encroachment by large-scale venues; balancing public and commercial uses is key.

"Yes! This would be so great for our region to have. Anything that promotes growth for our local business, helps locals be employed and draws outside visitors & spending in our region!"

Q6. Changes to Parking on the Waterfront

Average support score: 80/100 (Moderate support, with diverse opinions reflecting competing needs for access, public space, and active transport)

Key Themes from Comments:

- High demand for parking, especially during peak times, events, and for families, with priority for disabled access to key destinations
- Support for reconfigurations or multi-level parking to increase capacity while preserving green space.
- Recognition that car access must be balanced with safe pedestrian, cycling, and public transport connections.
- Some support reducing parking to encourage active transport and create more open public space, provided alternatives are available.
- Safety concerns around mixing cars, pedestrians, and cyclists near activity hubs, and the need to protect heritage and recreational values.

"More parking is ace! As a family with young kids, being able to get a carpark makes the waterfront accessible. We can't ride there and we'd never make it there by public transport."

"Less parking, but the parking needs to go somewhere so people can still drive and not spend all day finding or paying for parking, but I like less parking so we have more grass space. If we also have less parking, we need better public transport, and to make the bus terminal safe for everyone."

Q7 Additional comments.

Respondents were invited to provide any additional comments on the draft plan. Feedback highlighted a range of considerations not captured in the structured questions, reflecting local knowledge, practical concerns, and ideas for enhancing the waterfront experience.

Key Themes from Comments:

- Traffic and Access: Need for improved traffic management along key roads, safe pedestrian crossings, vehicle access for deliveries and emergency vehicles, and park-and-ride options to reduce congestion.
- Amenities and Infrastructure: Calls for additional toilets, bins, seating, shade, and safe bike storage; suggestions for heated pools, water access points, and family-friendly facilities.
- Heritage and Environment: Desire to protect heritage features such as bollards, Lime Kilns, and coastal cliffs; emphasis on restoring natural environments, native planting, and incorporating water-sensitive urban design.
- Activation and Attractions: Suggestions for bold, signature projects including swimming lagoons, water play, BMX tracks, art installations, cultural spaces, and café/restaurant activation to create a year-round destination.
- Broader Waterfront Connectivity: Opportunities to extend paths, connect Rippleside, Limeburners, and Eastern Beach more effectively, and integrate with regional trails and recreational areas.

Overall, the comments reflect strong community engagement, a desire for a vibrant, safe, and accessible waterfront, and an appetite for innovative ideas that balance heritage, ecology, and activation.

STAGE 2 FACE TO FACE RESULTS

Face-to-face engagement provided valuable qualitative insights, with participants often drawing on their long-term experience and personal history with the foreshore. Many had lived, worked, or recreated in the area for decades and were able to provide detailed perspectives on how the waterfront has evolved over time, highlighting both enduring community values and opportunities for improvement.

This feedback broadly reflected the themes and priorities identified through the survey, reinforcing the consistency of community views across engagement methods.

Participants shared practical and cultural examples that highlighted local priorities including:

- Playground mulch moving onto surrounding paths, indicating a need for design solutions that keep play areas and pathways distinct and safe.
- Steep step pathway in the Western Beach Restoration precinct, which were difficult to navigate for some users, highlighting the importance of improving accessibility.
- Heritage features at Eastern Beach, including steps, lighting fixtures, and fencing, which the community strongly valued and wanted maintained to preserve the precinct's character.

These examples demonstrate that the community values both practical improvements and everyday use and careful maintenance of heritage and cultural features, providing clear guidance for the master plan recommendations.

STAGE 2 STATE AGENCIES AND STAKEHOLDER MEETINGS

Key state agencies and stakeholders acknowledged the strong vision and the cultural, ecological, and urban context of the draft Master Plan.

They emphasised the need to balance bold design ambition with practical, culturally sensitive, and ecologically responsive implementation.

Opportunities highlighted included enhancing pedestrian, cycle, and public transport connections; integrating commercial and built form to protect views and heritage; embedding coastal adaptation and ecological restoration; and coordinating streetscape and activation to create a vibrant, seamless city-to-waterfront experience.

Next Steps

MASTER PLAN REFINEMENT

Key refinements to the plan include:

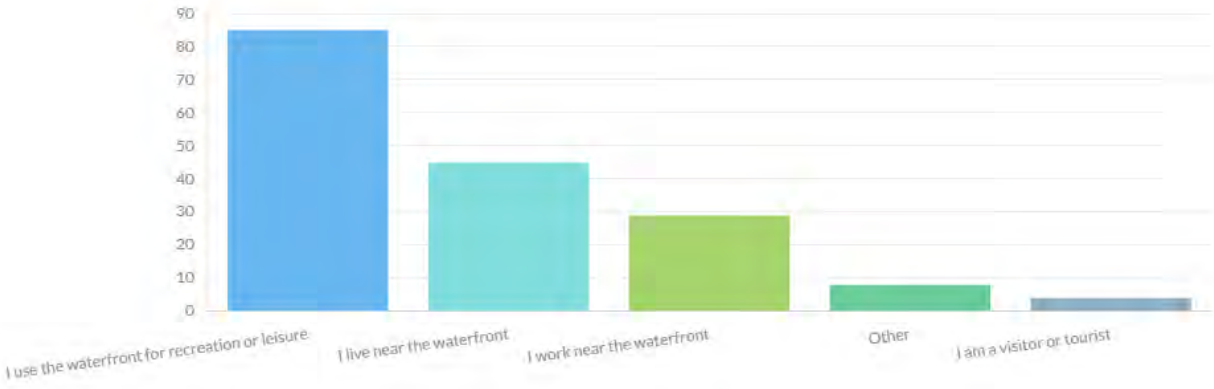
- Refine the implementation section to clearly reflect council and community priorities.

NEXT STEPS

- Present the final Waterfront Master Plan to Council for adoption.
- Once formally adopted publish final documents online and issue media updates.

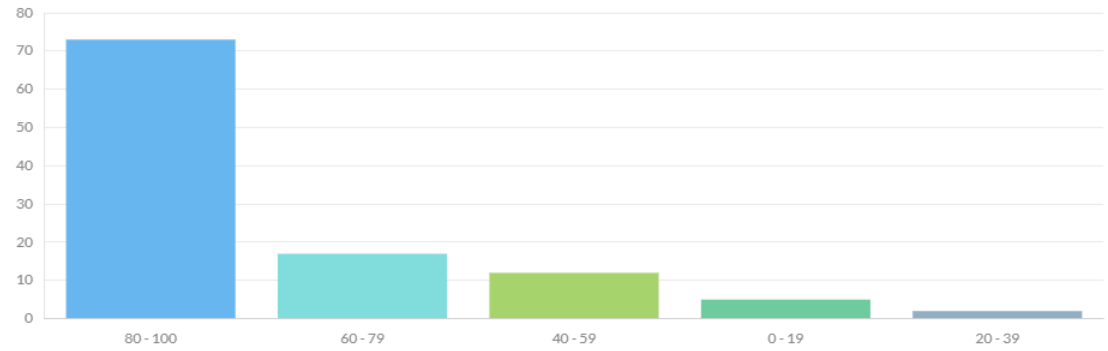
Appendix 1 – Draft Master Plan Full Survey Quantitative Questions

What is your main reason for taking part in this consultation?



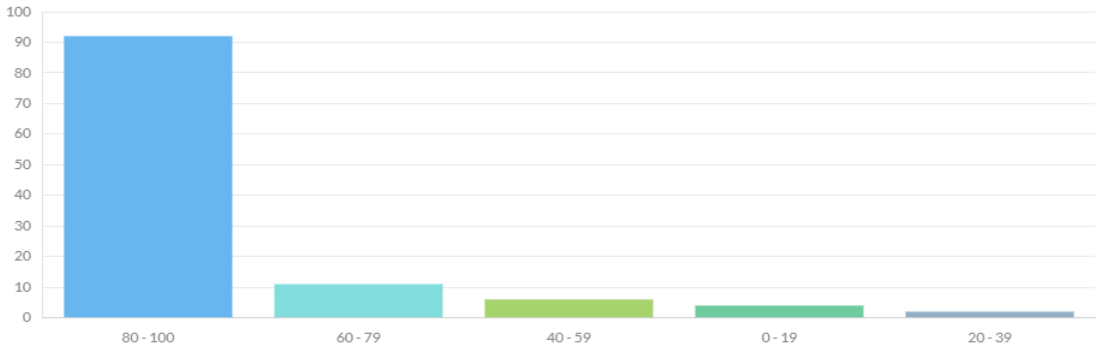
	RESPONSES	RESULT %
I use the waterfront for recreation or leisure	85	49.7%
I live near the waterfront	45	26.3%
I work near the waterfront	29	17.0%
Other	8	4.7%
I am a visitor or tourist	4	2.3%

Do you support the vision?



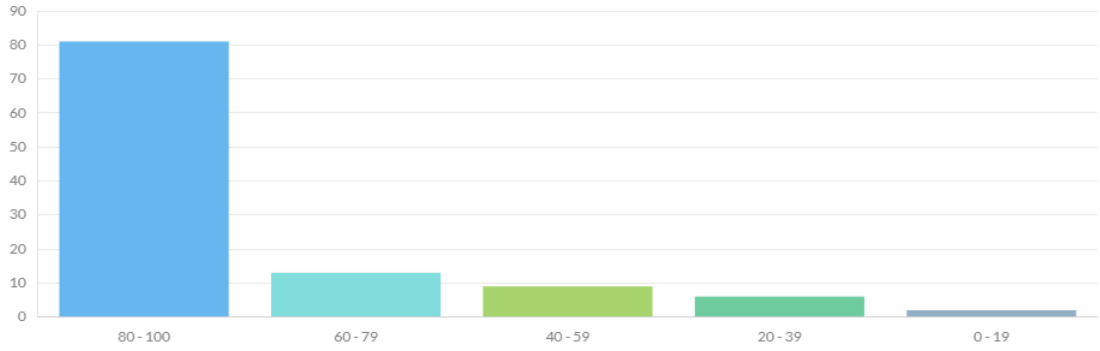
	RESPONSES	RESULT %
80 - 100	73	67.0%
60 - 79	17	15.6%
40 - 59	12	11.0%
0 - 19	5	4.6%
20 - 39	2	1.8%

Do you support the ideas for protecting and enhancing the waterfront's environment and ecology?



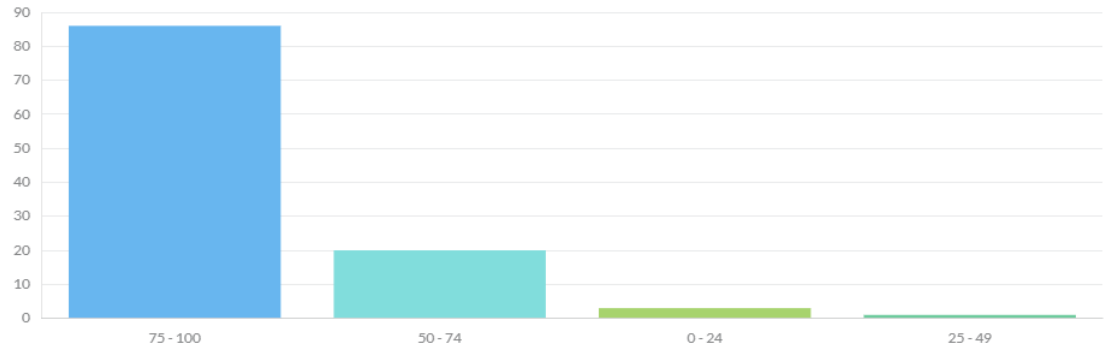
	RESPONSES	RESULT %
80 - 100	92	80.0%
60 - 79	11	9.6%
40 - 59	6	5.2%
0 - 19	4	3.5%
20 - 39	2	1.7%

Do you support the proposed pathways and connections?



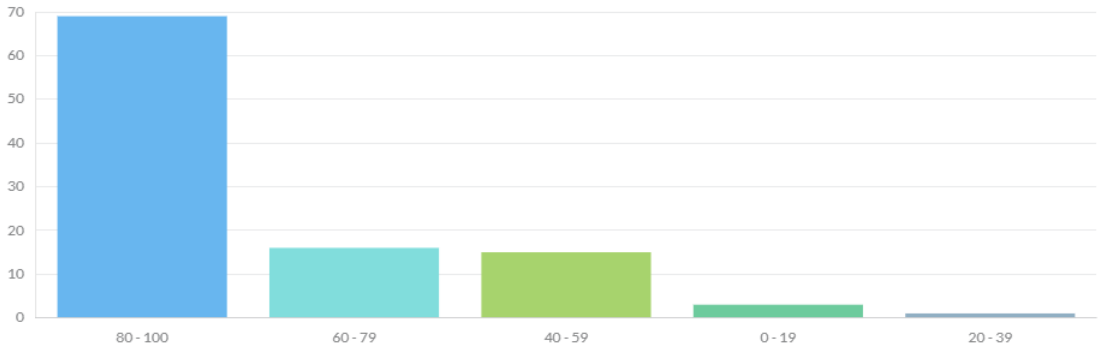
	RESPONSES	RESULT %
80 - 100	81	73.0%
60 - 79	13	11.7%
40 - 59	9	8.1%
20 - 39	6	5.4%
0 - 19	2	1.8%

Do you support the ideas for family-friendly spaces and activities?



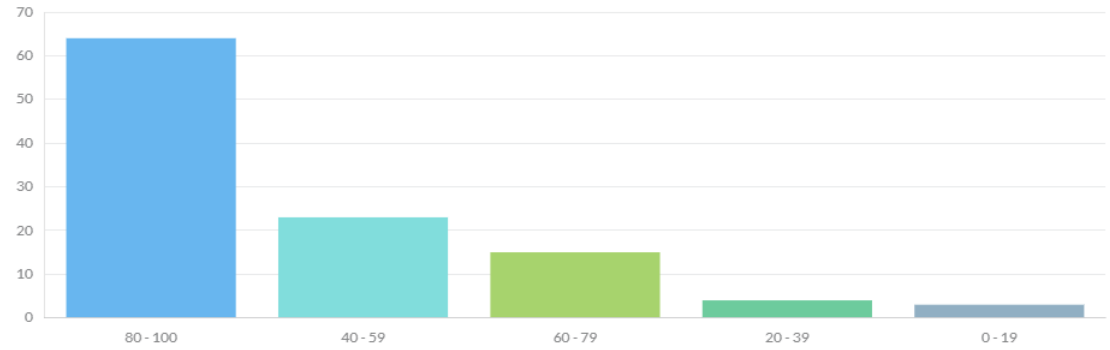
	RESPONSES	RESULT %
75 - 100	86	78.2%
50 - 74	20	18.2%
0 - 24	3	2.7%
25 - 49	1	0.9%

Do you support the ideas for new business and commercial opportunities on the waterfront?



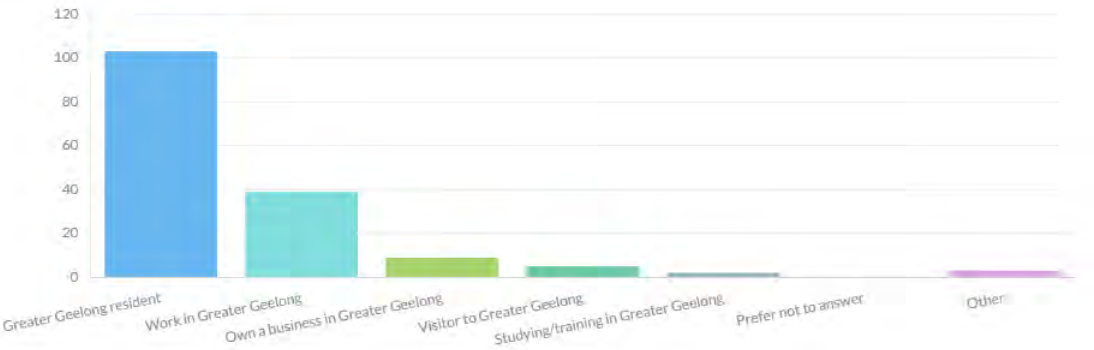
	RESPONSES	RESULT %
80 - 100	69	66.3%
60 - 79	16	15.4%
40 - 59	15	14.4%
0 - 19	3	2.9%
20 - 39	1	1.0%

Do you support the ideas for changes to parking on the waterfront?



	RESPONSES	RESULT %
80 - 100	64	58.7%
40 - 59	23	21.1%
60 - 79	15	13.8%
20 - 39	4	3.7%
0 - 19	3	2.8%

Which of the following best describes your connection to Greater Geelong?



	RESPONSES	RESULT %
Greater Geelong resident	103	64.0%
Work in Greater Geelong	39	24.2%
Own a business in Greater Geelong	9	5.6%
Visitor to Greater Geelong	5	3.1%
Studying/training in Greater Geelong	2	1.2%
Prefer not to answer	0	0.0%
Other	3	1.9%



THE CITY OF GREATER GEELONG

GEELONG WATERFRONT MASTER PLAN

Guiding the future of the Djilang Waterfront

December 2025

CITY OF GREATER GEELONG

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.

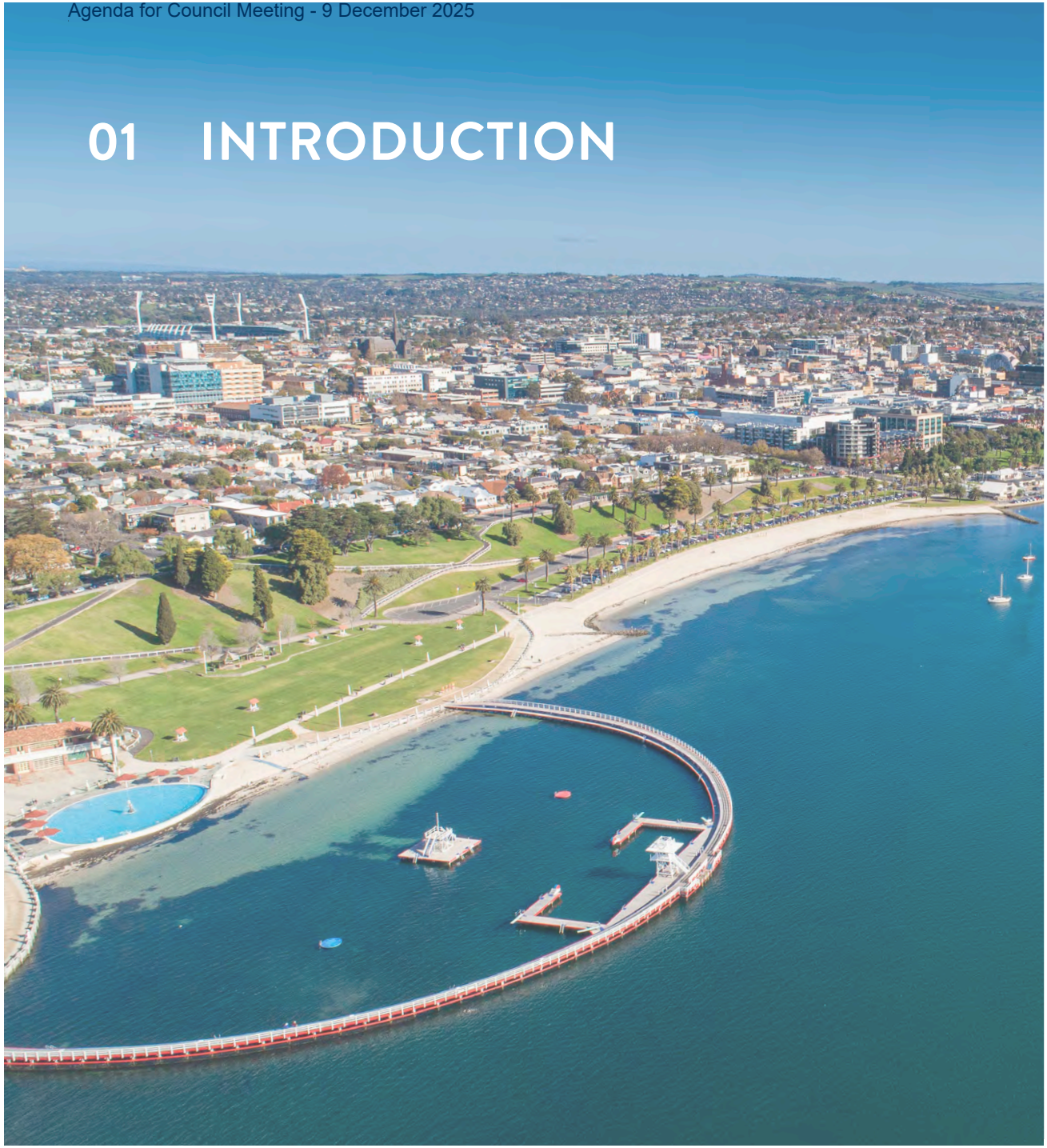
We extend our sincere thanks to the Wadawurrung Traditional Owners Aboriginal Corporation for their guidance, cultural leadership, and generosity in sharing stories that have enriched our understanding of the waterfront's deep cultural significance. We value this partnership and look forward to continuing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

45,0000 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 Von 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 Von 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

1838

Initial township and Western Gully



Part of map of Geelong, HWH Smythe, 1838

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



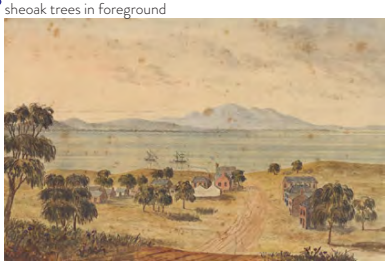
S. Mossman, Geelong in 1840: the beginnings of two important Victorian towns, 1840.

1841 - 1842

Campaign to import labourers from the United Kingdom

Immigration of Swiss vignerons

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 You Yang 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 Ripplside, 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

1905

Corio Quay South opens

1910

Limeburners Jetty: Recreational Fishing (1910 - 1942)

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

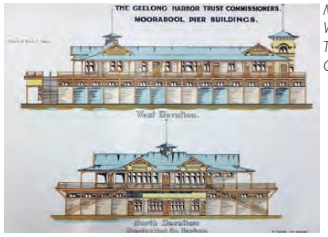


Anon, Moorabool Street Wharf, c.1910

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



Moorabool Pier, c.1910

1914 - 1918

World War I

1916-1920



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



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

Woods Jetty/Glenleith Avenue Jetty (1916 - 1959)



Anon, Geelong Yacht Club, c.1920



Geelong tram No. 2 at the Wharf terminus, c1920

1920

Tourism boom following the war

1925

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

1929

Great Depression (1929 - 1938)

Rippleside Baths Complex (1929 - 1960)

1930

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

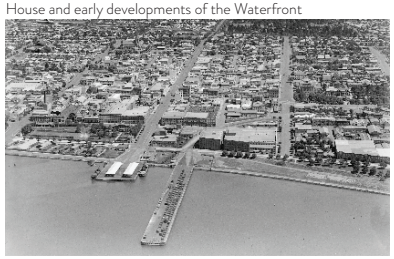
1935



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

1938

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

1939

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

1939

The Fountain, Eastern Beach



Anon, The Fountain, Eastern Beach, c.1940

1942

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

1947

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, Westnern 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

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

1976

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

1978

Ballarat rail line closes to passengers

1979

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



Wurdi Youang (You Yangs), Rockwell

1980

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

1999

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)

2000

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

2005

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

2005

Wathaurung 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.

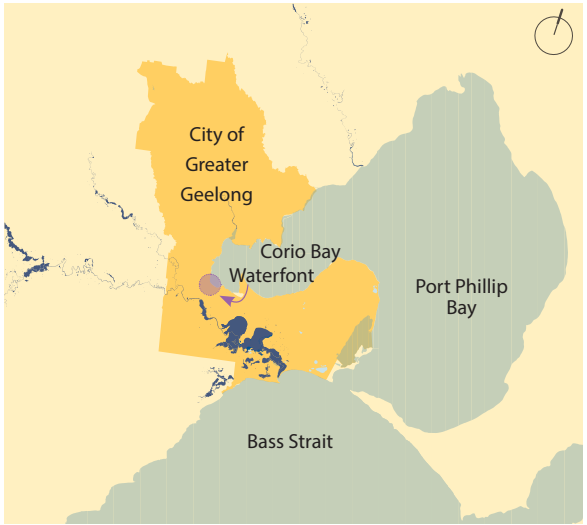


Figure 1. Context map

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, commenrcial 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 recreatation 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.

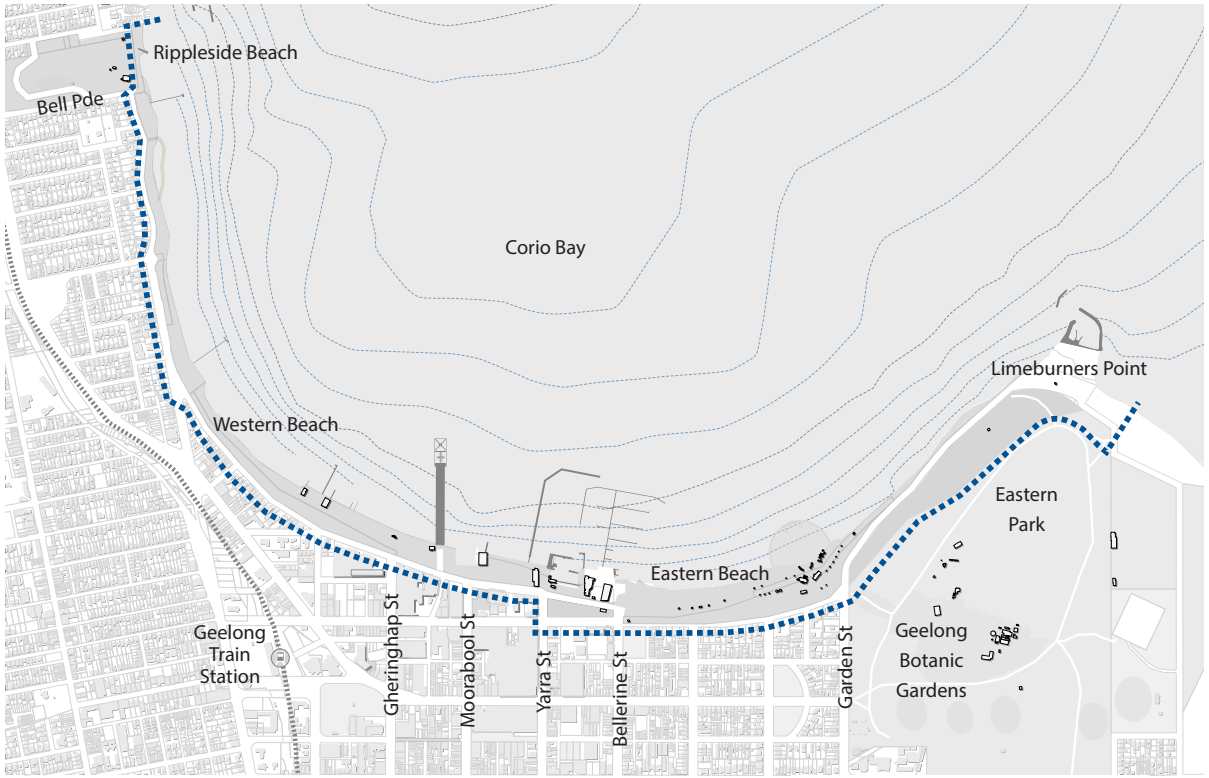


Figure 2. Study Area

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.

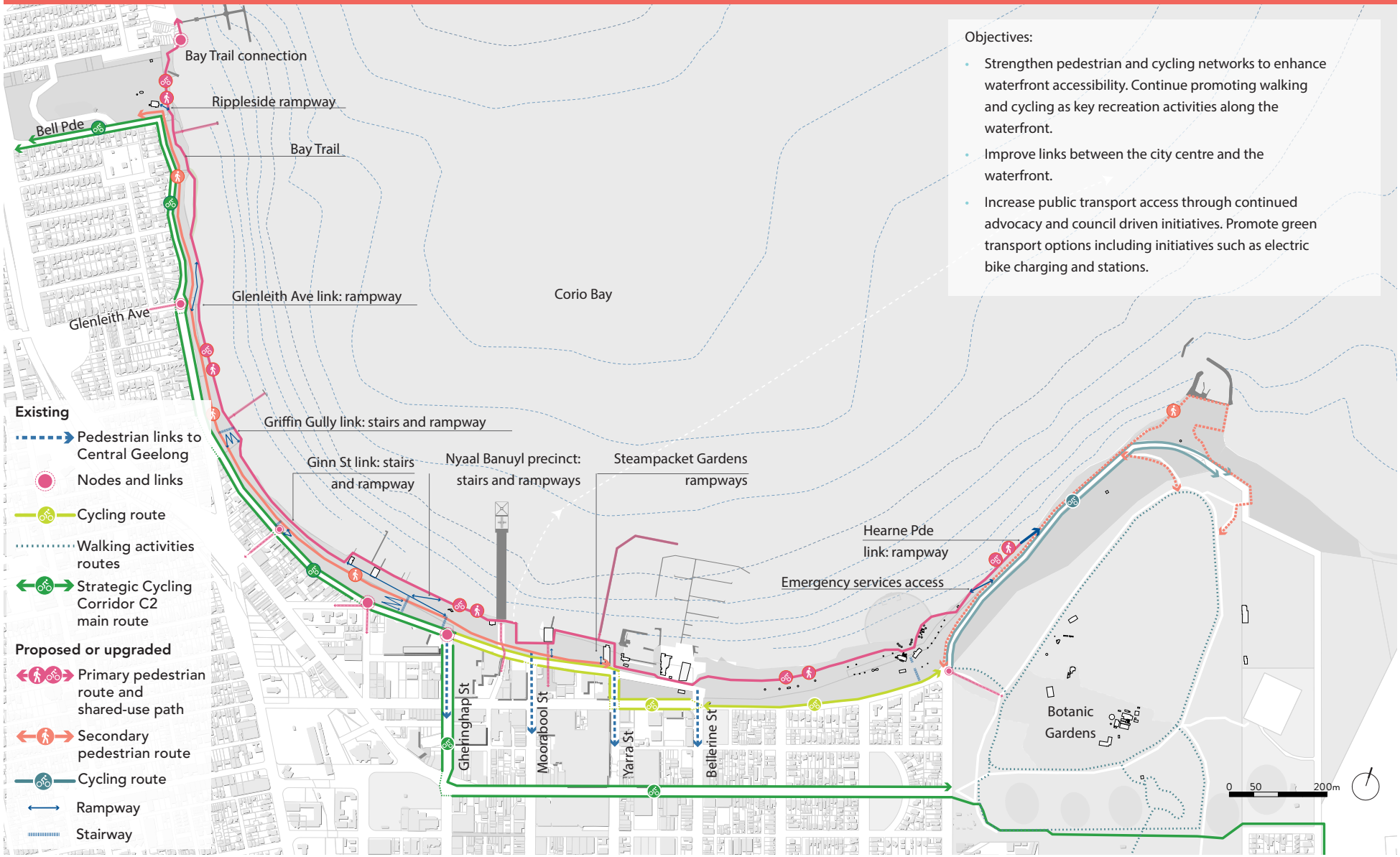


Figure 4. Connectivity and Movement

15

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.

Objectives:

- Apply best practice climate-adaptive design strategies to improve biodiversity, manage coastal hazards, and strengthen coastal ecology.
- Improve stormwater management and implement water-sensitive urban design strategies.
- Placement of significant planting to be responsive to the landscape character, whilst considering the retention of key views.
- Increase tree canopy coverage throughout the waterfront. Prioritise the replacement of specimens of low Useful Life Expectancy (ULE). Ensure diversity of genus to promote biodiversity and reduce the risks of loss to disease. Ensure tree species are a balanced mix of indigenous, native and exotic species. Where possible, protect and enhance local biodiversity by promoting linked habitat corridors. Sourcing of indigenous plants to give preference to local provenance stock.
- Integrate climate adaptation measures into built form and public space projects in order to maintain asset functionality, safety and viability, supporting economic activities. Align project briefs with sea level rise projections of 1.19–1.45m by 2100.
- Enhance aquatic environment through design and initiatives that protect native seagrass and restore coastal and near-hore marine ecosystems.

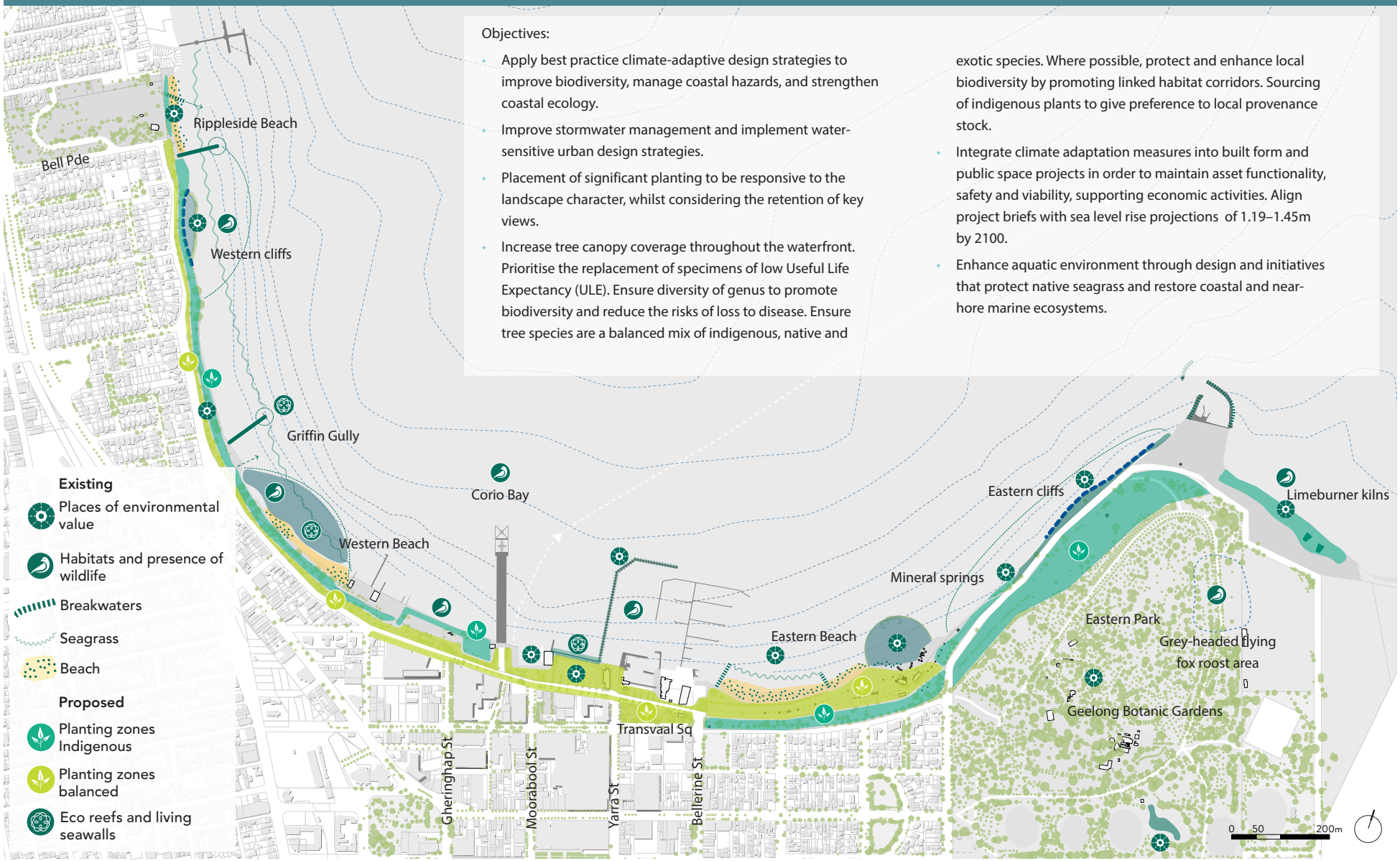


Figure 5. Environmental Protection, Climate Resilience and Ecology

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.

Objectives:

- Encourage interpretive storytelling, public art, and cultural expressions that celebrate Wadawurrung Country and Aboriginal heritage, while also recognising the diverse cultural stories of all communities connected to the waterfront.
- Curate public art that showcases the cultural stories and history of the waterfront.
- Create opportunities for living heritage through ongoing cultural practices and community engagement.
- Protect key views of Corio Bay and the You Yangs, respecting both cultural and natural landscapes.
- Use sustainable, locally-sourced materials that reflect Geelong's history while supporting modern ecological needs.

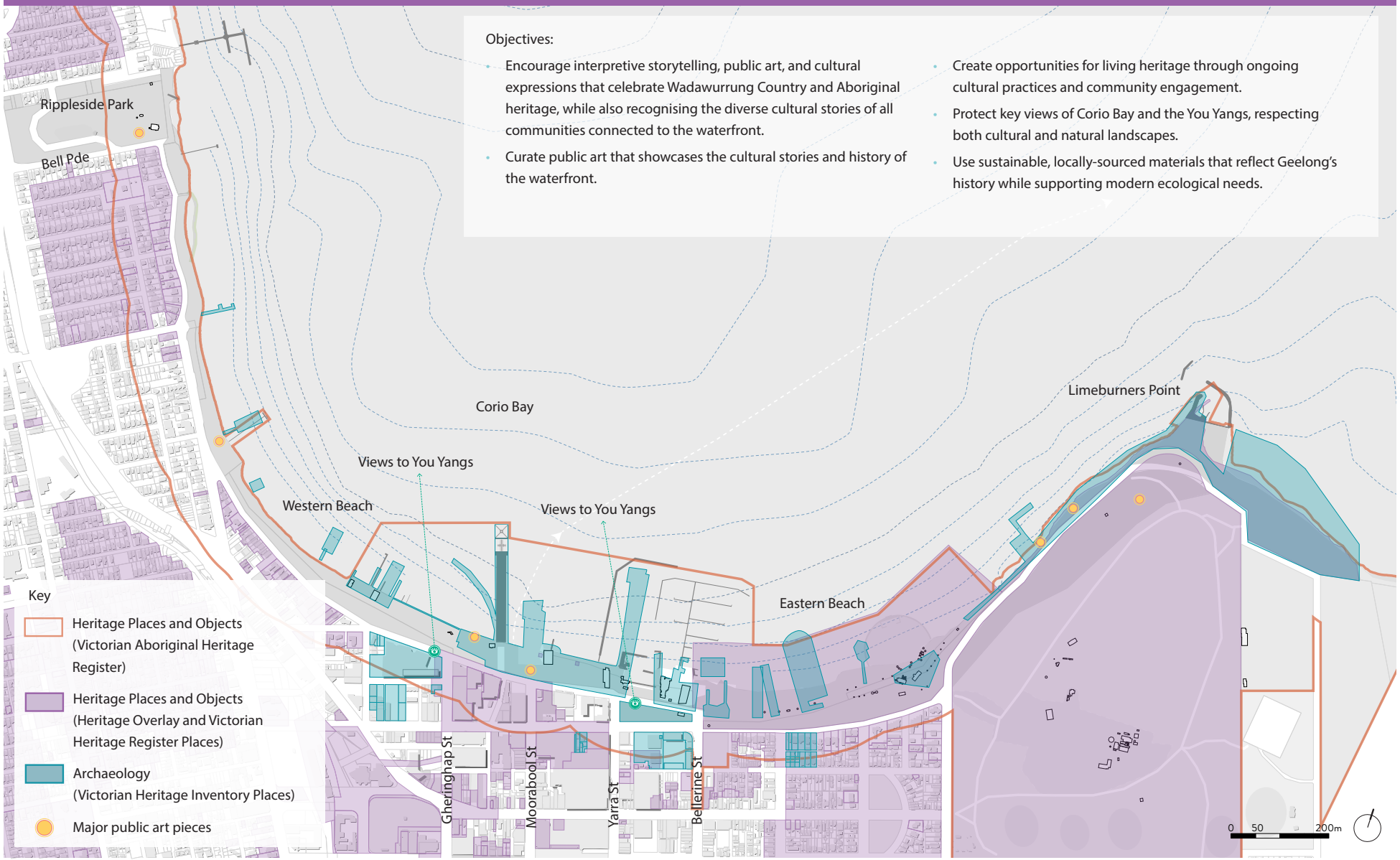


Figure 6. Culture, Heritage and Public Art

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.

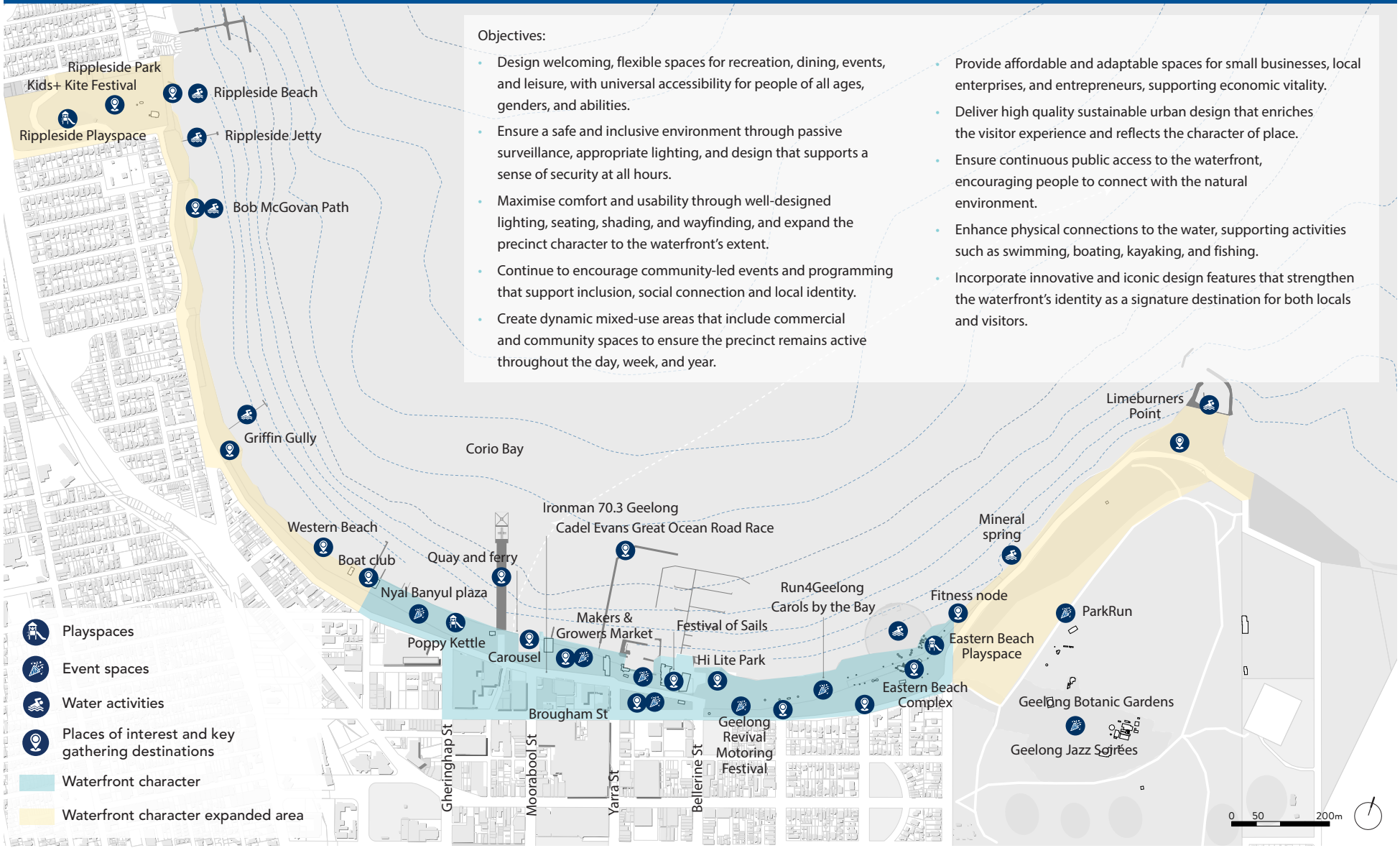


Figure 7. Place Activation, Liveliness and Vibrancy

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



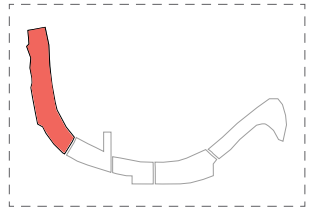
Eastern Beach Heritage and Leisure Precinct: Supporting history, heritage and leisure



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



4.1 WESTERN BEACH RESTORATION PRECINCT



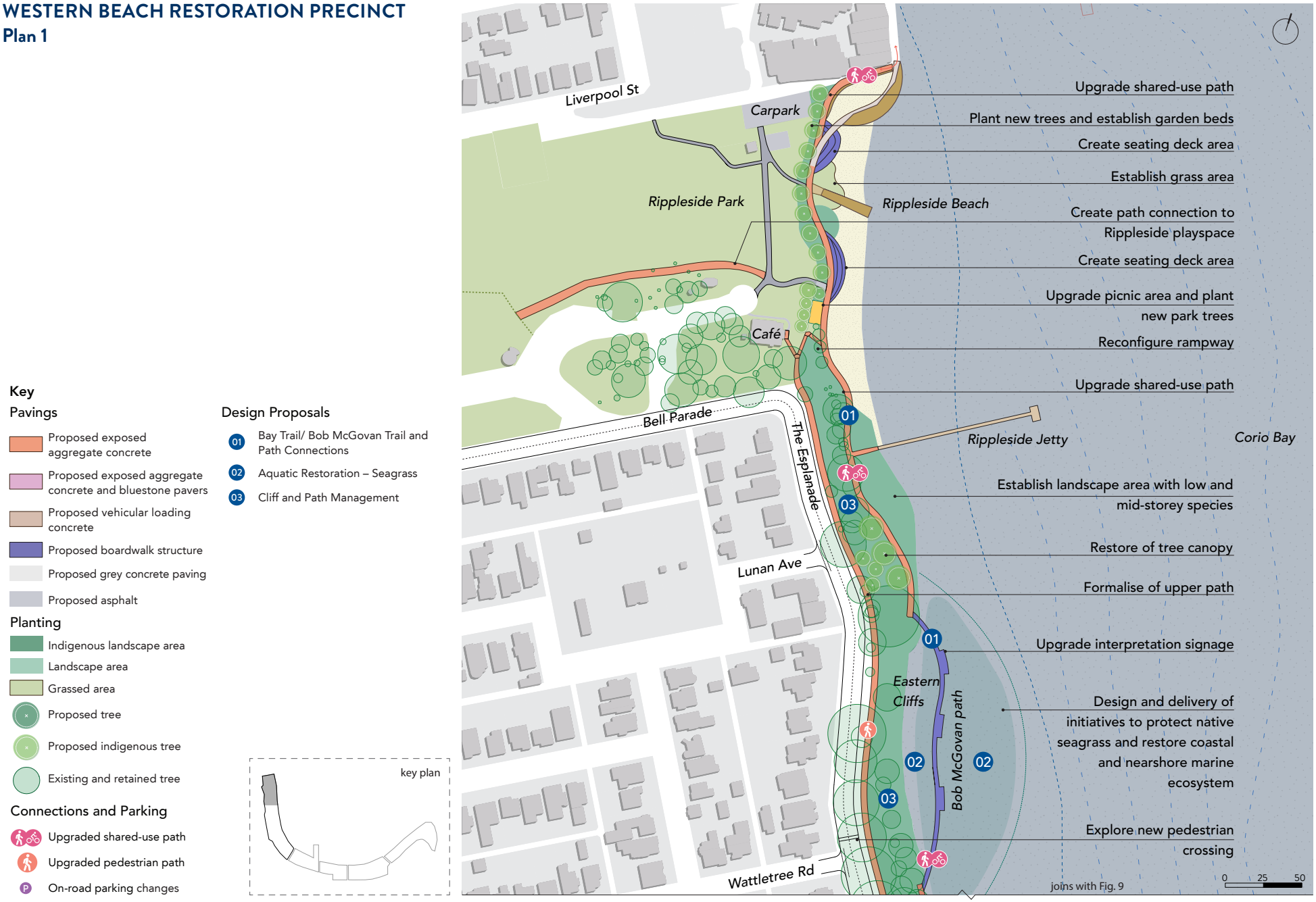
The Western Beach Restoration Precinct, stretching from Rippleside Park to the Western Beach Boat Club, is an area of high natural and cultural value. It features coastal cliffs, marine ecology, fossil sites, and important seagrass beds, alongside valued recreational spaces.

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

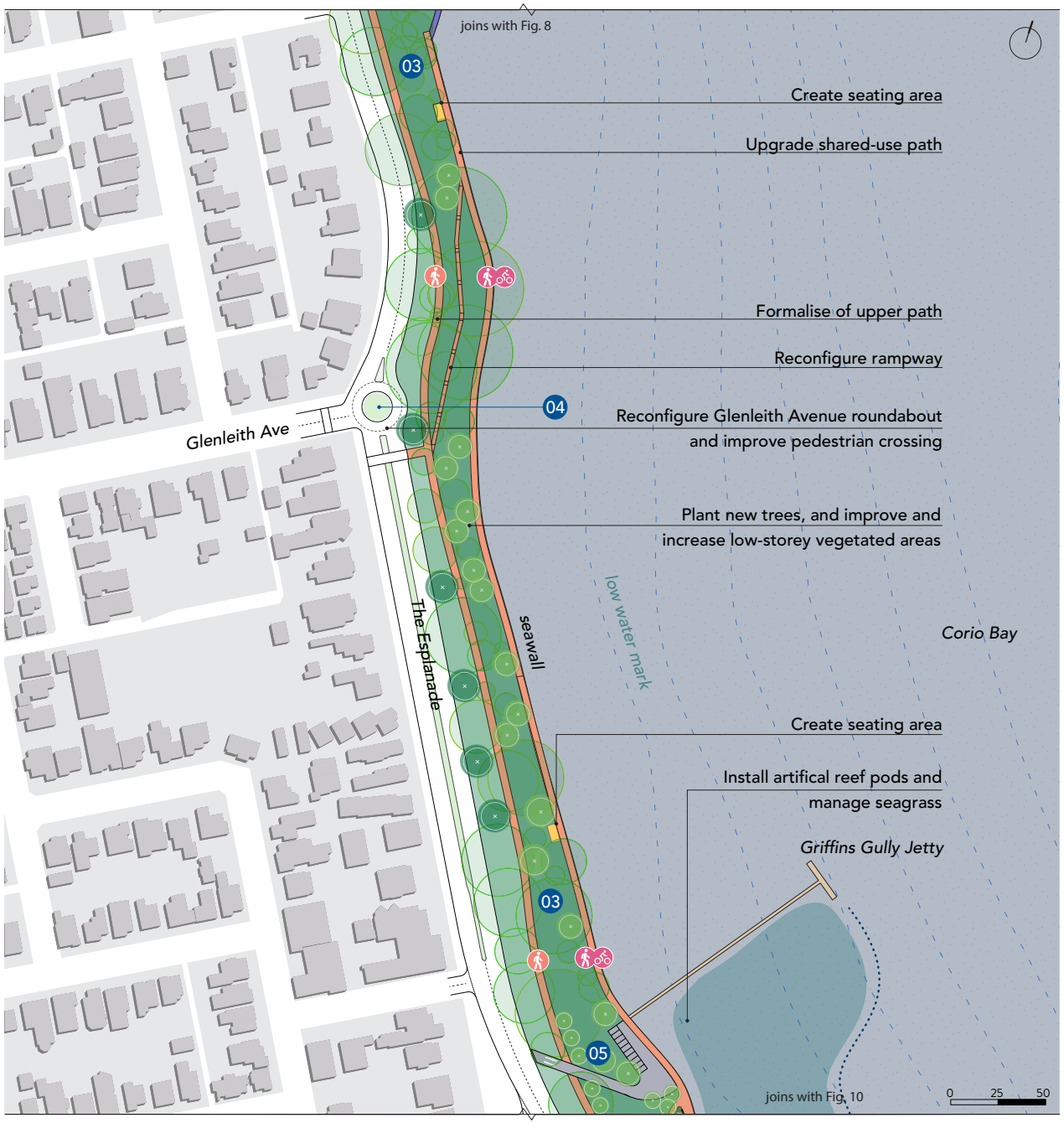
01 Bay Trail/ Bob McGovan Trail and Path Connections

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

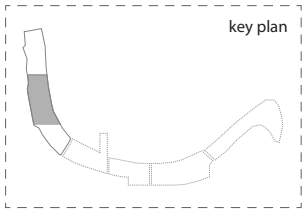


Figure 10. Western Beach Precinct - Plan 2

WESTERN BEACH RESTORATION PRECINCT
Plan 3

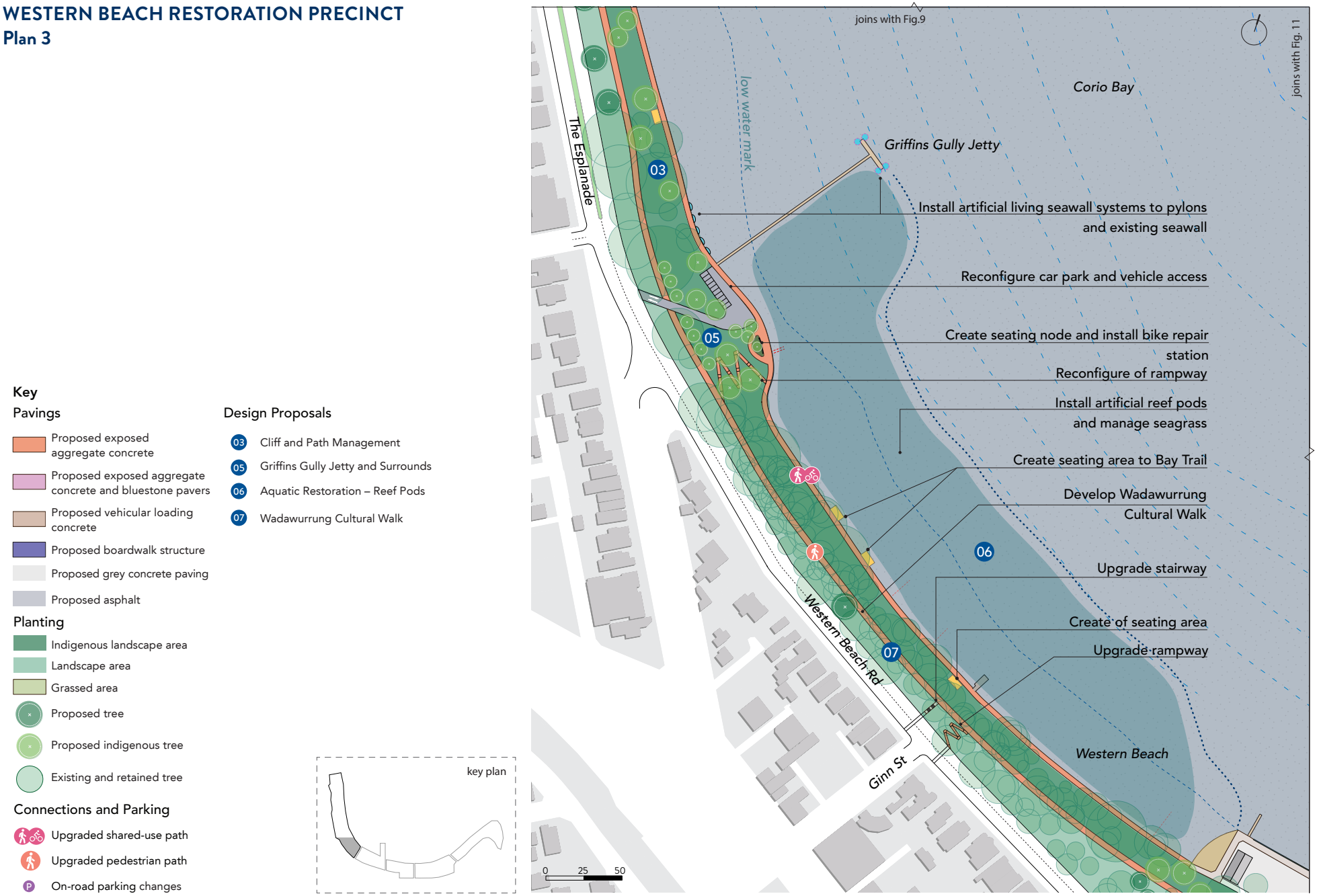


Figure 11. Western Beach Precinct - Plan 3

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

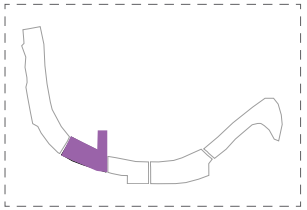
The proposal involves using artificial reef pods and seawalls along the foreshore for aquatic restoration. These pods create habitat for marine species such as oysters and mussels, while also helping mitigate coastal erosion. Informative signage will be installed to engage the public, highlighting the 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

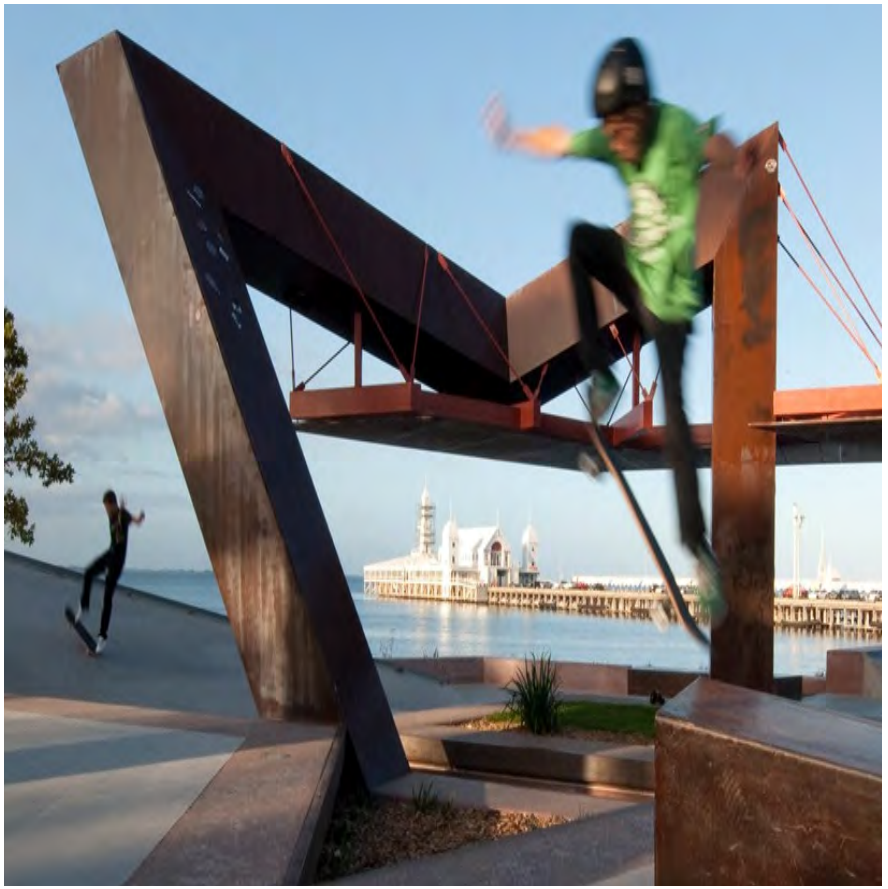


4.2 CONVENTION AND CREATIVITY PRECINCT

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

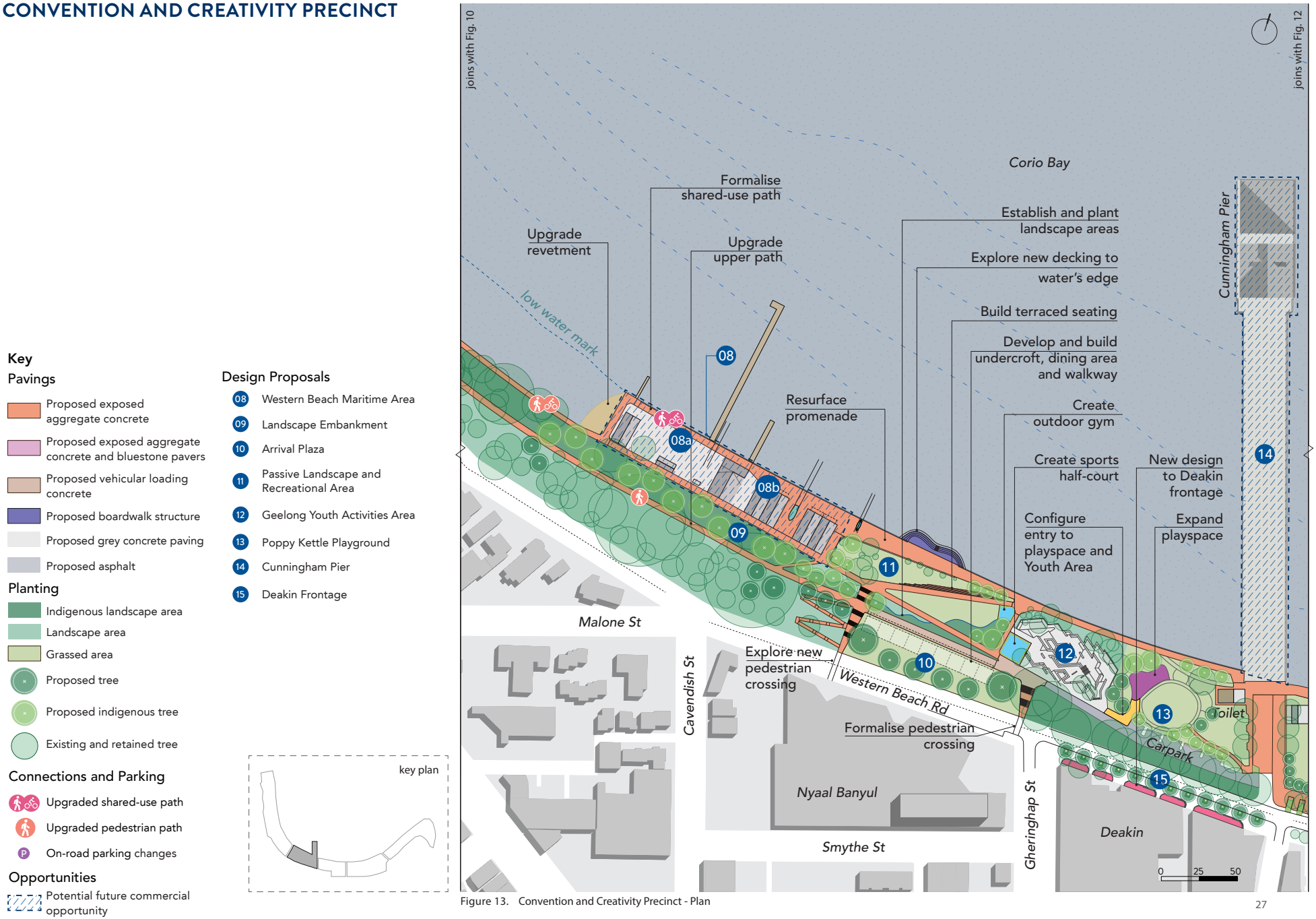


Figure 13. Convention and Creativity Precinct - Plan

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

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 permiability of the area is vital and can be linked to maritime tourism.
8b Commercial or public/ tourism based opprtunities 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, opening onto a lively dining and plaza area facing the bay. Reshaped landscape banks, cut into the natural ground, may provide opportunities for new buildings set back from the water's edge. These buildings could feature north-facing active edges that engage with the surrounding open space. At ground level, windows and doors might offer views into the building's interior, helping to activate the edges and draw people in.

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 to connect the playground to its surroundings, ensuring a distinct and varied play experience compared with the two other waterfront playspaces (Rippleside Park and Eastern Beach).
The design and upgrade of pathways and surrounding landscape areas should be considered holistically, taking into account both current and future site characteristics as well as retained elements.

14 Cunningham Pier (Priority Proposal)

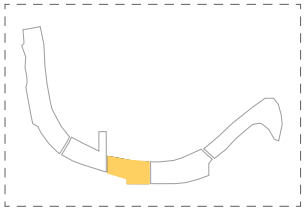
Cunningham Pier offers significant potential for redevelopment. With its private ownership status and state government regulations, we will continue to support commercial partnership development opportunities that benefit the community and promote activation on the waterfront. Reimagining the current 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

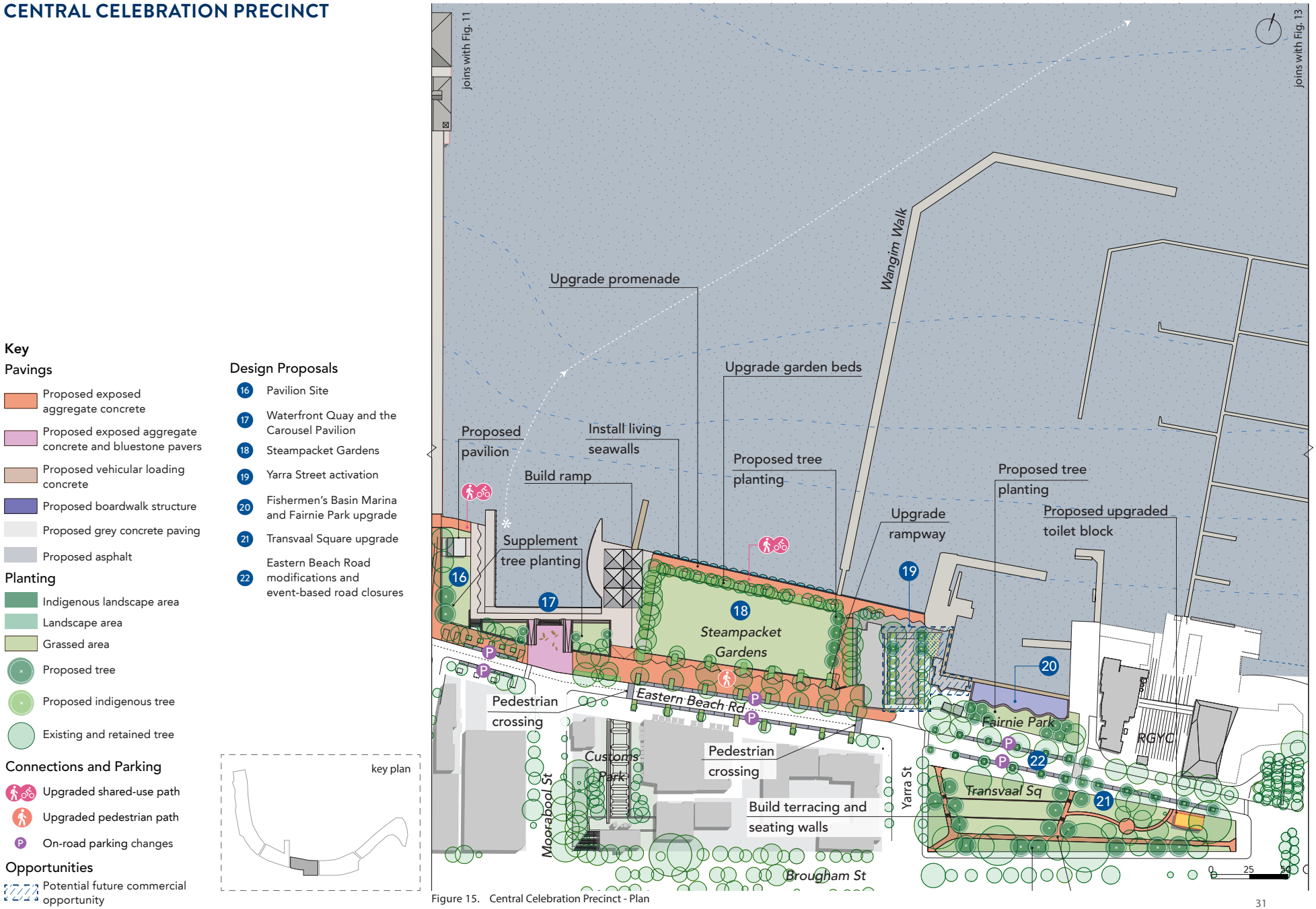


Figure 15. Central Celebration Precinct - Plan

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 link Steampacket Gardens and Customs Park open space to the waterfront should also be explored.

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

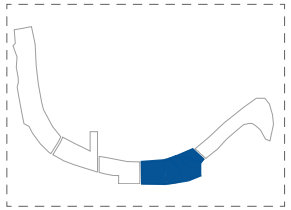
Transvaal Square is a key open space linking Brougham Street to Eastern Beach Road. Its park character will be enhanced through improved paths, recreational areas, upgraded amenities, new seating, lighting, and public art. An expanded tree canopy will offer shade and frame views to Corio Bay.

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.



HERITAGE LEISURE 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

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

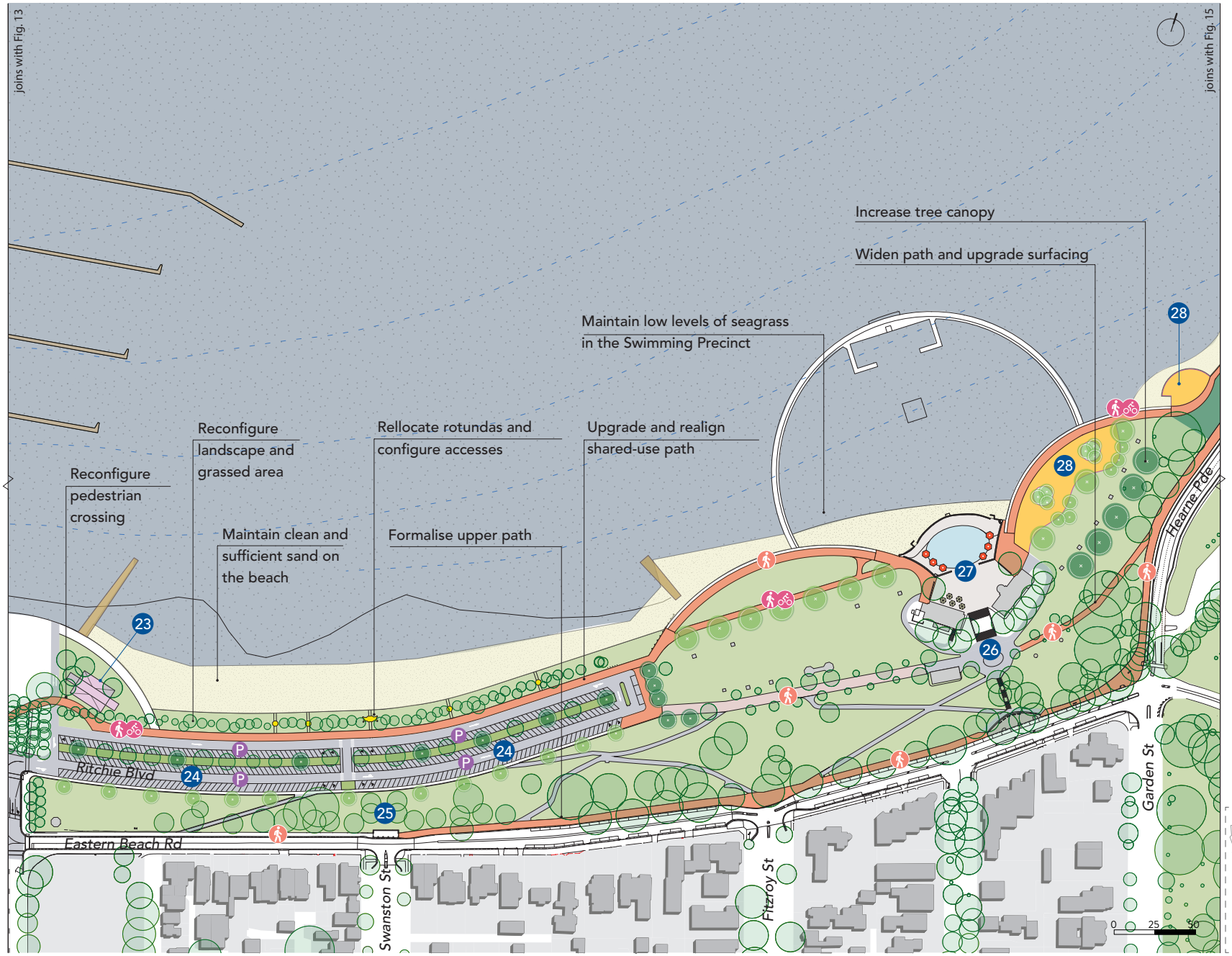
Widen the shared path along Hearne Parade from Bellerine Street to the viewing pergola to improve pedestrian and cycling access and ensure paths meet accessibility standards without impeding vehicle movement. Increase lawn areas and plant additional shade trees to enhance comfort and amenity. Replace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



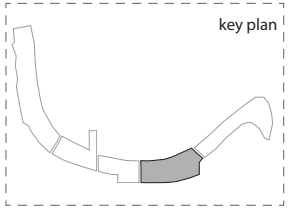
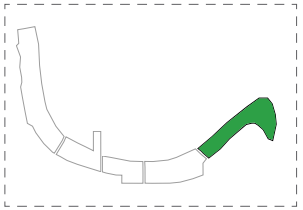


Figure 18. Heritage Leisure Precint - Plan



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

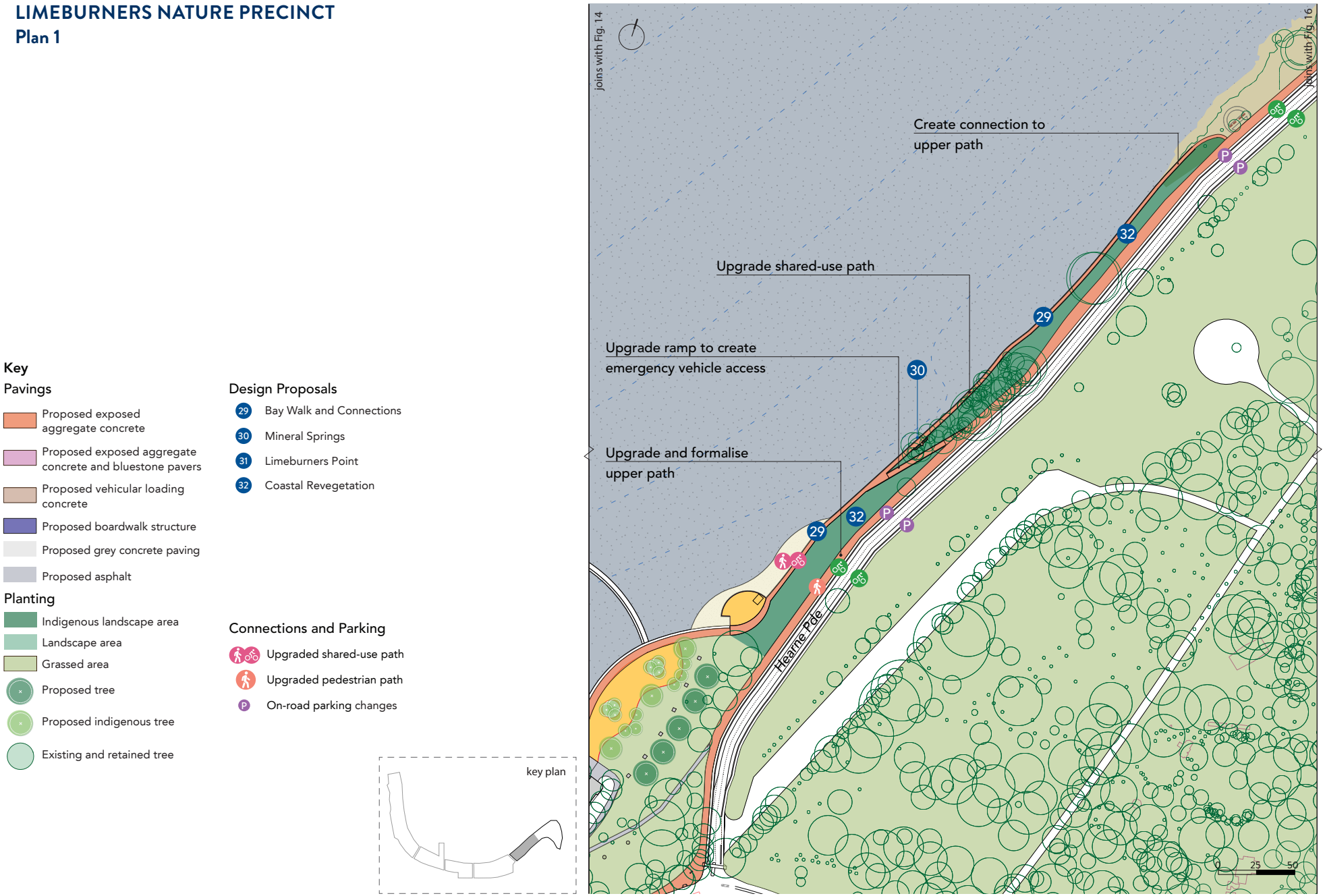


Figure 20. Limeburners Nature Precinct - Plan 1

LIMEBURNERS NATURE PRECINCT
Plan 2



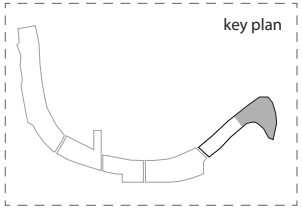


Figure 21. Limeburners Nature Precinct - Plan 2

40

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.

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.

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.



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.



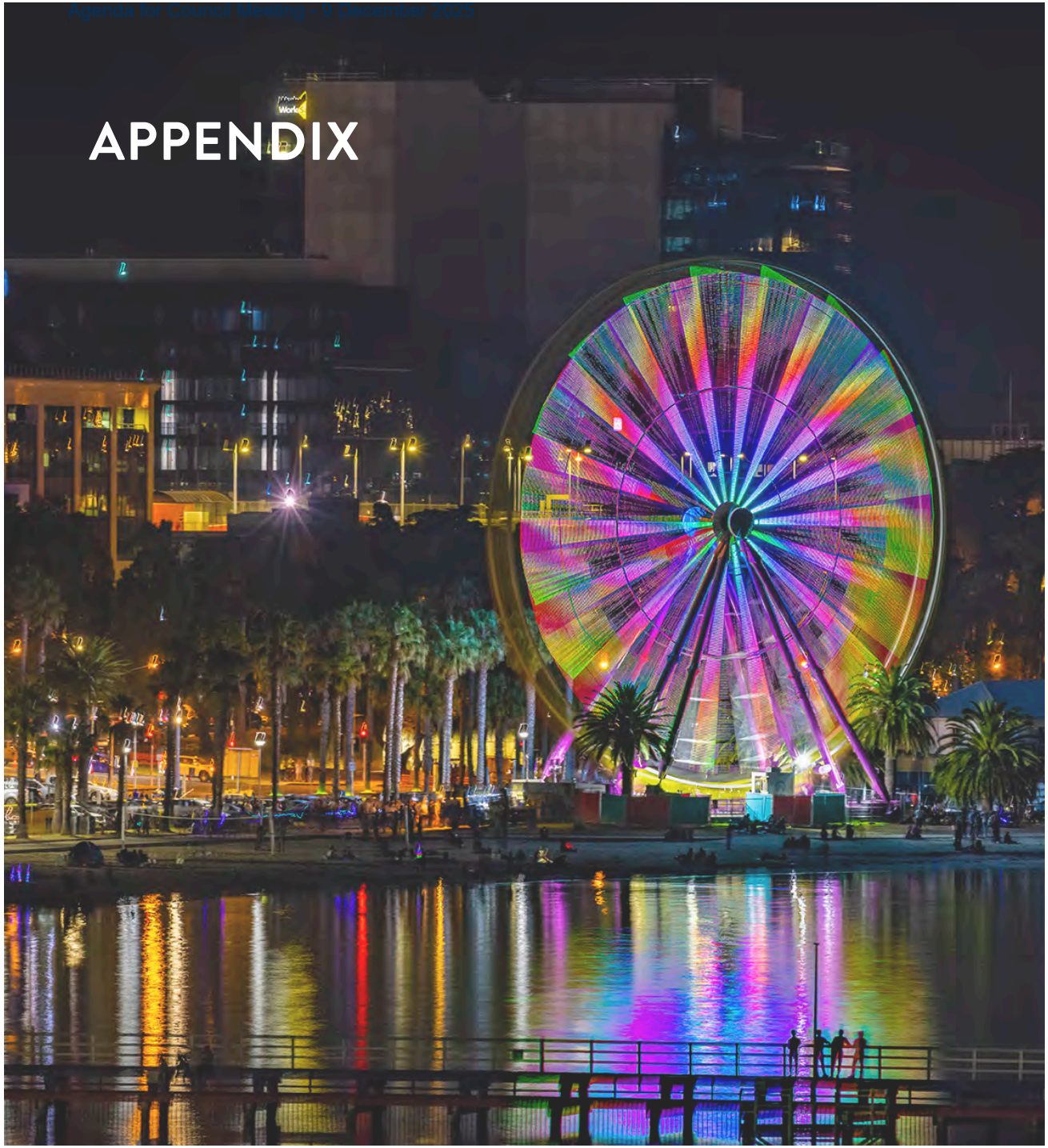
GREENING THE WATERFRONT

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

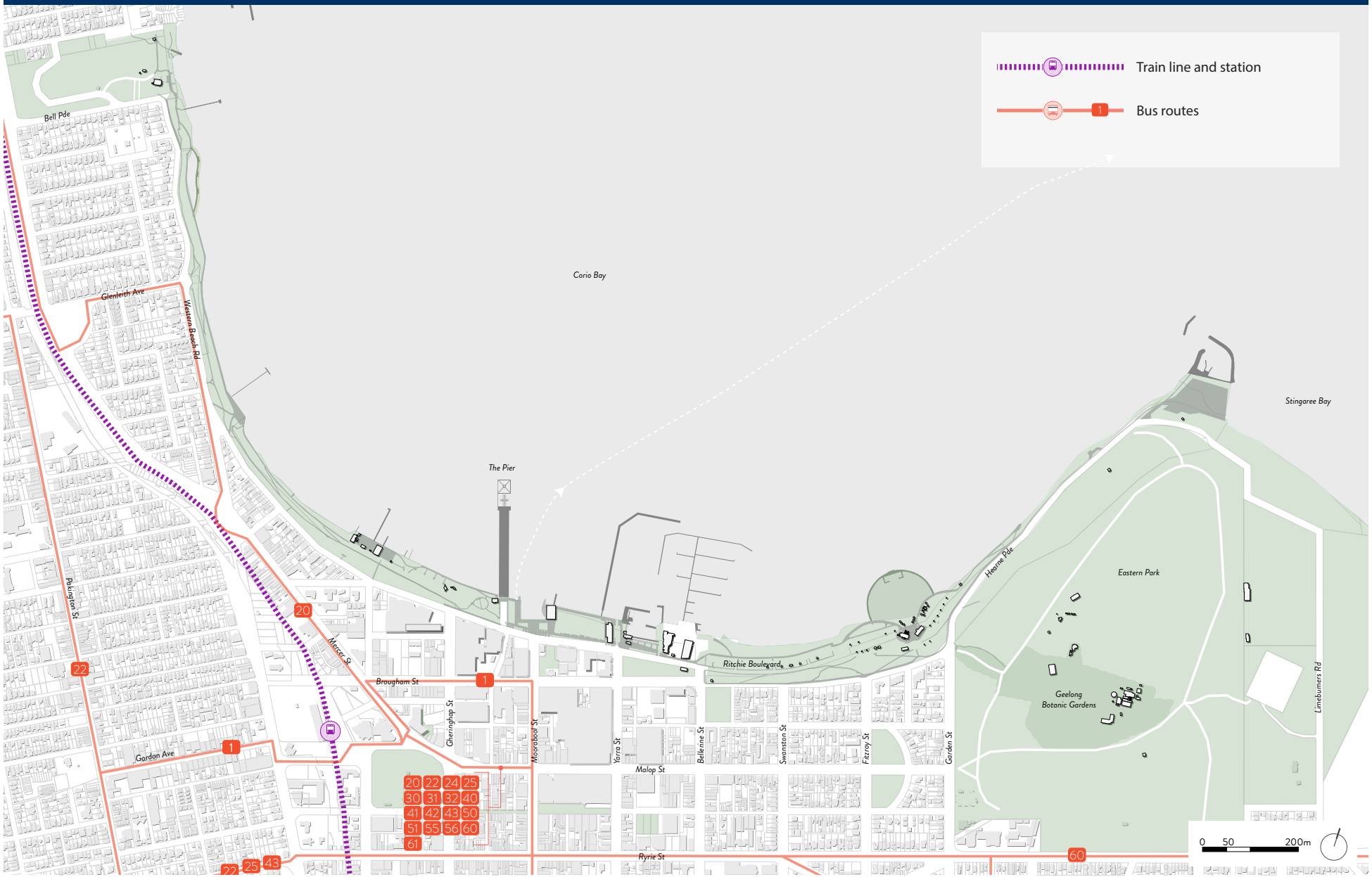


Figure 23. Existing Public Transport

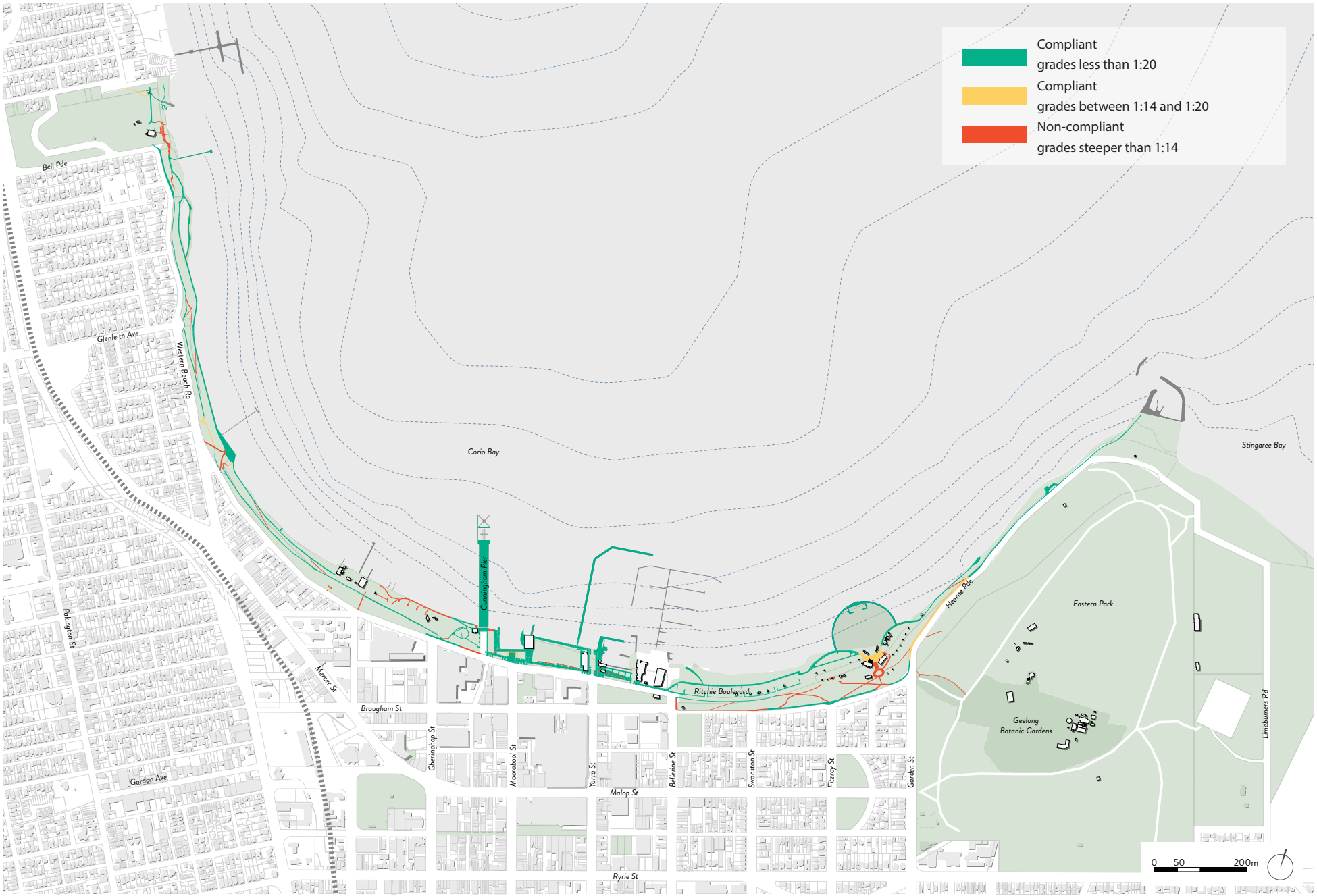


Figure 24. Existing Pathways - Accessibility and Compliance

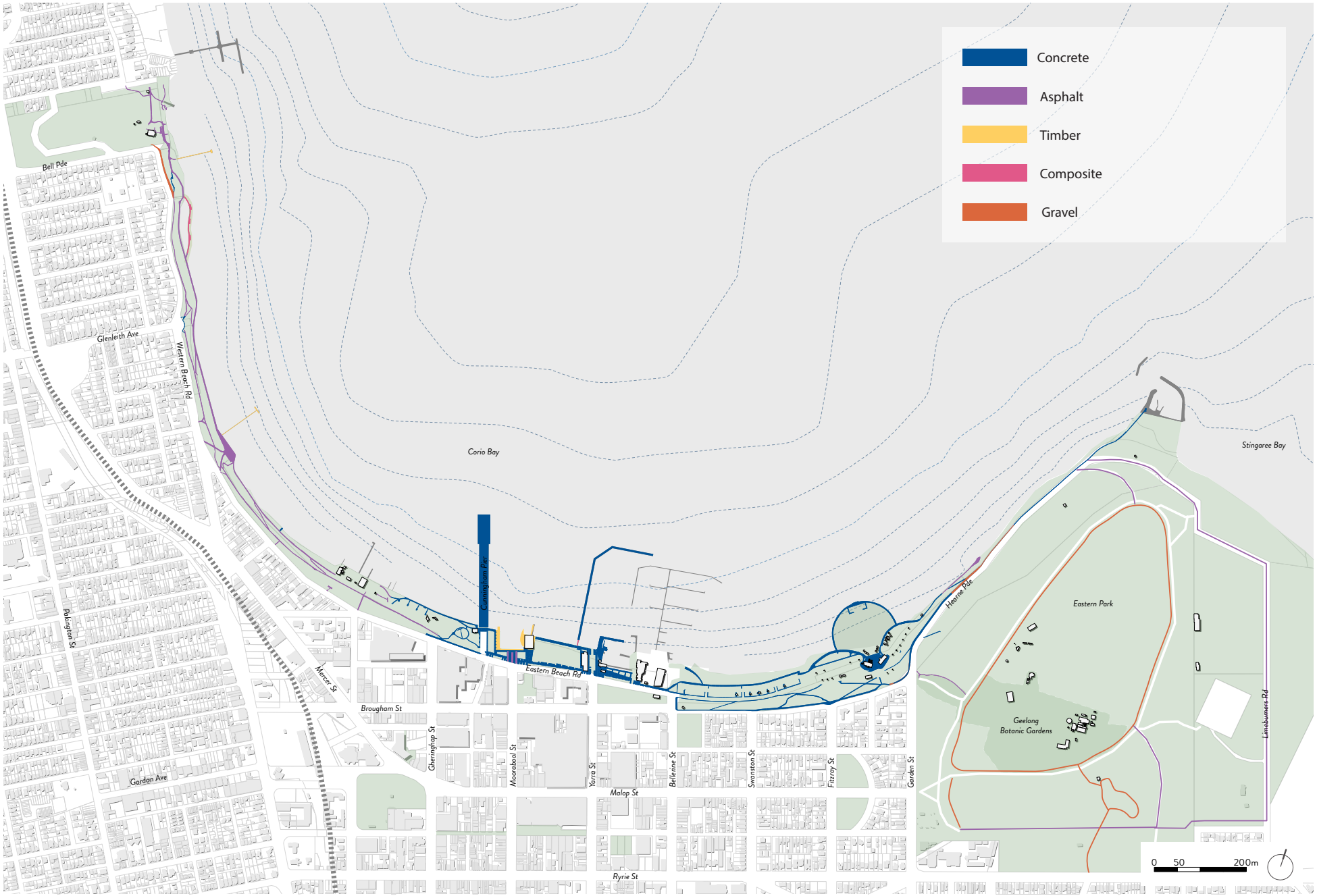


Figure 25. Existing Pathways - Materiality



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



Figure 27. Existing Trees - Useful Life Expectancy

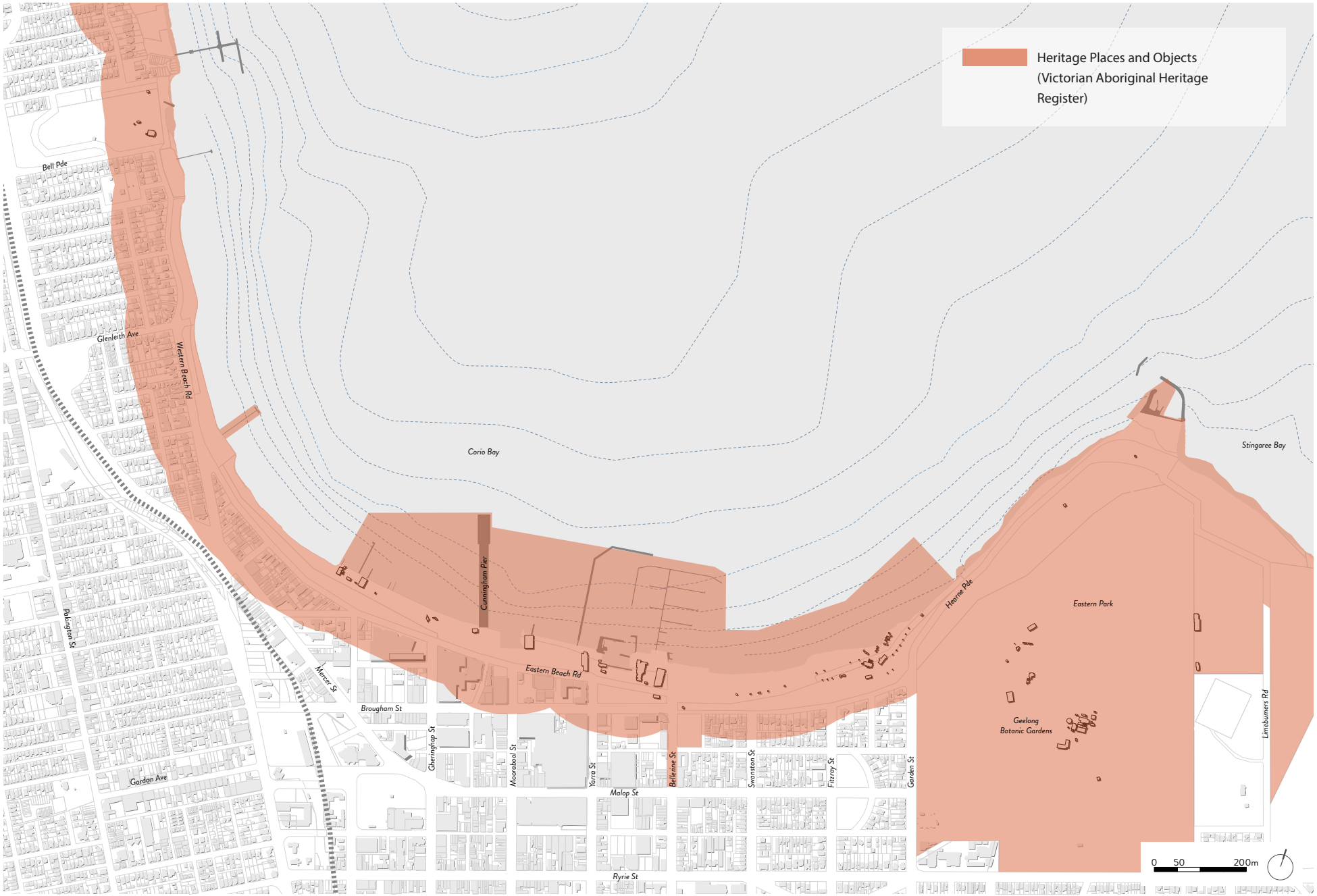


Figure 28. Zones of Aboriginal Cultural Heritage Sensitivity

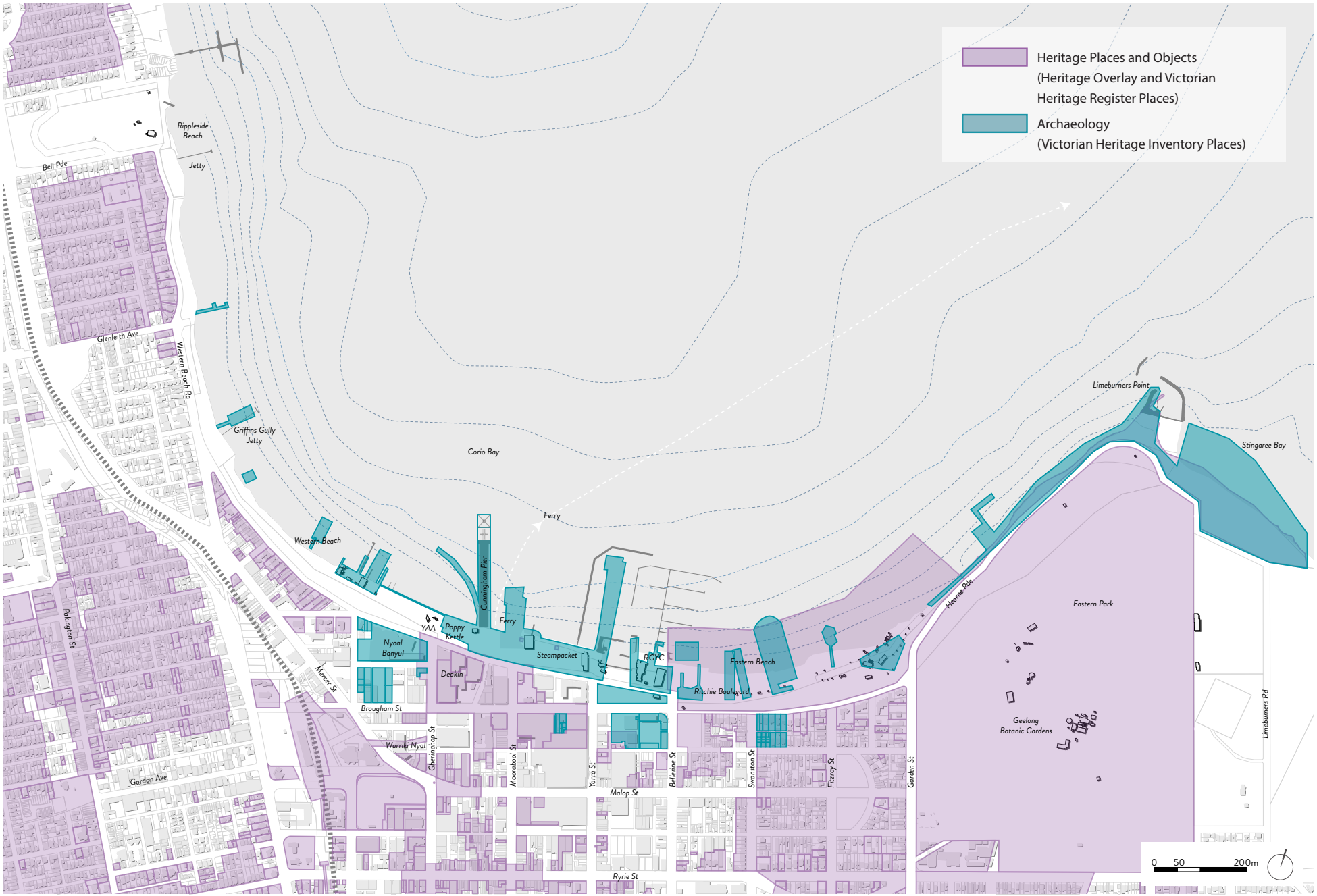


Figure 29. Zones of Cultural Heritage Sensitivity

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CITY OF GREATER GEELONG

2.6. Sovereign Drive Recreation Reserve Master Plan

Source: **City Life**
Executive Director: **Anthony Basford**

Purpose

1. To seek adoption of the final Sovereign Drive Recreation Reserve Master Plan (Master Plan) following completion of a four-week community engagement period.

Background

2. The Master Plan has been developed to guide the delivery of Stage 2 of the active recreation reserve located at 81-113 Sovereign Drive, Mount Duneed. Stage 1 of the reserve was delivered in 2017 by the developer Villawood Properties.

3. In August 2025 Council released the draft Master Plan for a four-week community engagement period. Updates to the plan were made following the closure of this period. The Community Engagement Report is attached for reference (Attachment 2).

4. The Master Plan development has been supported by key stakeholders including representatives from key sporting associations, local sporting clubs and the Mount Duneed Men's Shed.

Key Matters

5. This Master Plan and master plans more broadly play a pivotal role in ensuring Council has the evidence to advocate for external funding to deliver on community aspirations and its obligations under adopted structure plans.

6. The Council is required to deliver this active open space reserve under its obligations in the Armstrong Creek West Precinct Structure Plan and Armstrong Creek West Development Contributions Plan.

7. Community engagement on the draft Master Plan recorded 1,027 views via the City's online Have Your Say platform. The engagement resulted in 57 total contributions and included a face-to-face drop-in session.

8. Feedback from the community engagement indicated strong overall support for the draft Master Plan with 96 percent of respondents either fully supportive or mostly supportive.

9. Minor amendments have been made to address feedback received in the community engagement that now inform the Master Plan.

    9.1. Amendments to the Master Plan include provision of a designated dog off leash area, highlighting traffic and car parking improvements, and adjustment to netball courts.

Recommendation

That Council:

1. **Adopts the Sovereign Drive Recreation Reserve Master Plan as at Attachment 1;**

2. **Notes that additional grant funding will be required to fully implement the Sovereign Drive Recreation Reserve Master Plan following detailed design and costing;**

3. **Notes the Sovereign Drive Recreation Reserve Master Plan Engagement Report as at Attachment 2; and**

4. **Acknowledges the community for their contributions to the Sovereign Drive Recreation Reserve Master Plan throughout the community engagement period.**

Financial Sustainability

10. The total estimated construction costs to deliver the Master Plan recommendations are $12.8m and exceed current budget allocations.

11. Costs provided for recommendations within the Master Plan are high level, and do not include any allowances for non-construction costs, contingencies or escalation and may change throughout detailed design and delivery.

12. If funding for delivery of all Master Plan recommendations is insufficient, implementation will be staged based on priorities identified within the Plan, and external grant opportunities will be sought.

13. Appropriate external funding will be sought to support the delivery of remaining master plan recommendations in line with the City's prioritisation process.

Community Engagement

14. The draft Master Plan was released for community consultation for a period of four weeks between 27 August and 29 September 2025. The engagement included communications via the Have Your Say platform, media release, social media, letter box drops to surrounding residents, signage located at the reserve, direct email engagement to key stakeholders and a community on-site drop-in session.

15. The Master Plan's development has been supported by direct engagement with key stakeholders including representatives from key sporting associations, local sports clubs and the Mount Duneed Men's Shed.

16. Engagement activities resulted in 1,027 views on the Have Your Say page, 57 total contributions and 8 attendees to the onsite drop-in session.

17. 96 percent of survey respondents fully support or mostly support the draft Master Plan and 98 percent of respondents believe that the draft Master Plan meets the needs of the community.

18. Feedback on the draft Master Plan informed the Master Plan with minor changes incorporated into the plan to address identified key engagement themes. Key changes include:

    18.1. Recommendation (2) car park has been updated to more clearly identify car park expansion and road widening.

    18.2. Recommendation (4) netball courts have been slightly amended moving warm up area to east and indicating court lighting.

    18.3. Recommendation (9) has been amended to indicate investigation of future dedicated fenced dog off leash area in response to community feedback.

    18.4. Future road frontage has been noted on the eastern side of the reserve with potential for additional on-street carparking.

Social Equity and Sustainability

19. The Master Plan responds to increased participation demands, female participation, and increased demand for passive open space.

20. The vision for the Master Plan is to foster a strong sense of place and connection to the reserve, support environmentally sustainable design, and offer accessible opportunities for all ages and abilities to engage in sport, recreation and social interaction.

21. The Master Plan ensures all new facilities are universally designed for use by people of all ages, gender, abilities, and cultural backgrounds. Infrastructure projects identified within the plan will also require Gender Impact Assessments (GIA+) to be completed prior to commencement.

22. The proposed developments contained within the Master Plan align with adopted sporting association guidelines and standards to ensure investments are in accordance with provision requirements and service levels are realistic considering resource constraints.

Relevant Law/Policy/Legal Implications

23. The City is required to deliver this active open space reserve under its obligations in the Armstrong Creek West Precinct Structure Plan and Armstrong Creek West Development Contributions Plan to ensure that the community within the area is provided with access to infrastructure and services to support a quality, affordable and connected lifestyle.

Alignment to Council Plan and Vision

24. This report aligns with the Council Plan 2025-29 strategic priority:
    - Core and Critical Infrastructure
    - Healthy and Caring Community

25. This report aligns with the Community led 30-year Vision, “Greater Geelong: A Clever and Creative Future” community aspiration:
    - An inclusive, diverse, healthy and socially connected community.

Conflict of Interest

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

Risk Assessment

27. The development of the Master Plan identifies sport and recreation infrastructure deliverables to ensure the City meets its provision requirements in line with population demand. Any delay in delivering the plan would prevent the Mount Duneed community from having fair and timely access to essential open spaces and sporting facilities.

28. The Master Plan provides a clear strategic framework to mitigate risks associated with:

    28.1. Infrastructure provision

28.2. Climate impacts

29. Transparent community consultation has ensured reputational and operational risks are addressed.

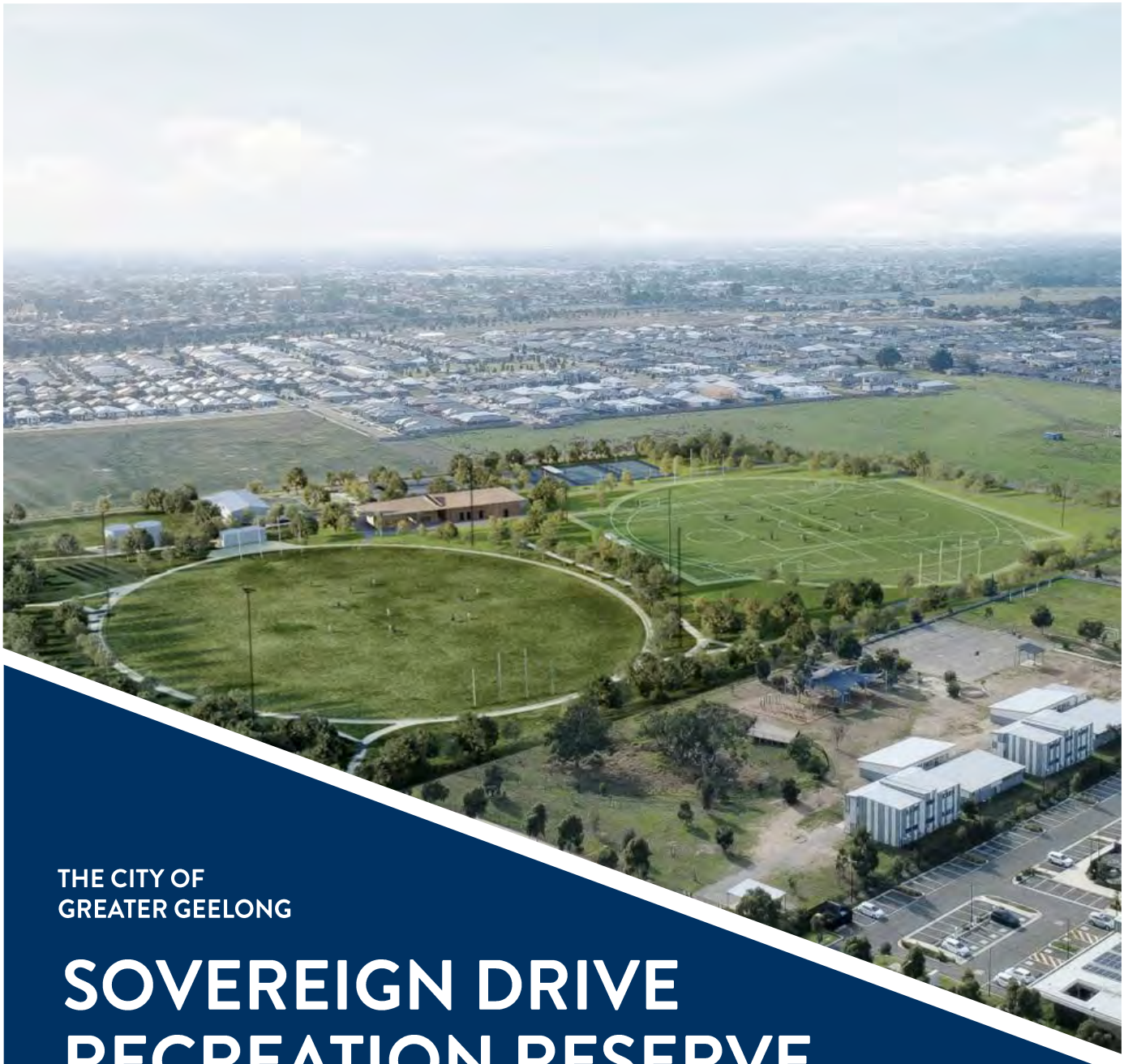
Environmental Sustainability

30. The Master Plan aligns with a key direction of the City's Sustainability Policy to enhance, protect and restore our biodiversity and natural environments, including plants and animals that inhabit them.

31. All facility developments will consider environmentally sustainable design principles in line with Council's Sustainable Building Policy.

Attachments

1. Sovereign Drive Recreation Reserve Master Plan – Final Report – December 2025
2. Sovereign Drive Recreation Reserve Master Plan – Final Engagement Report – December 2025

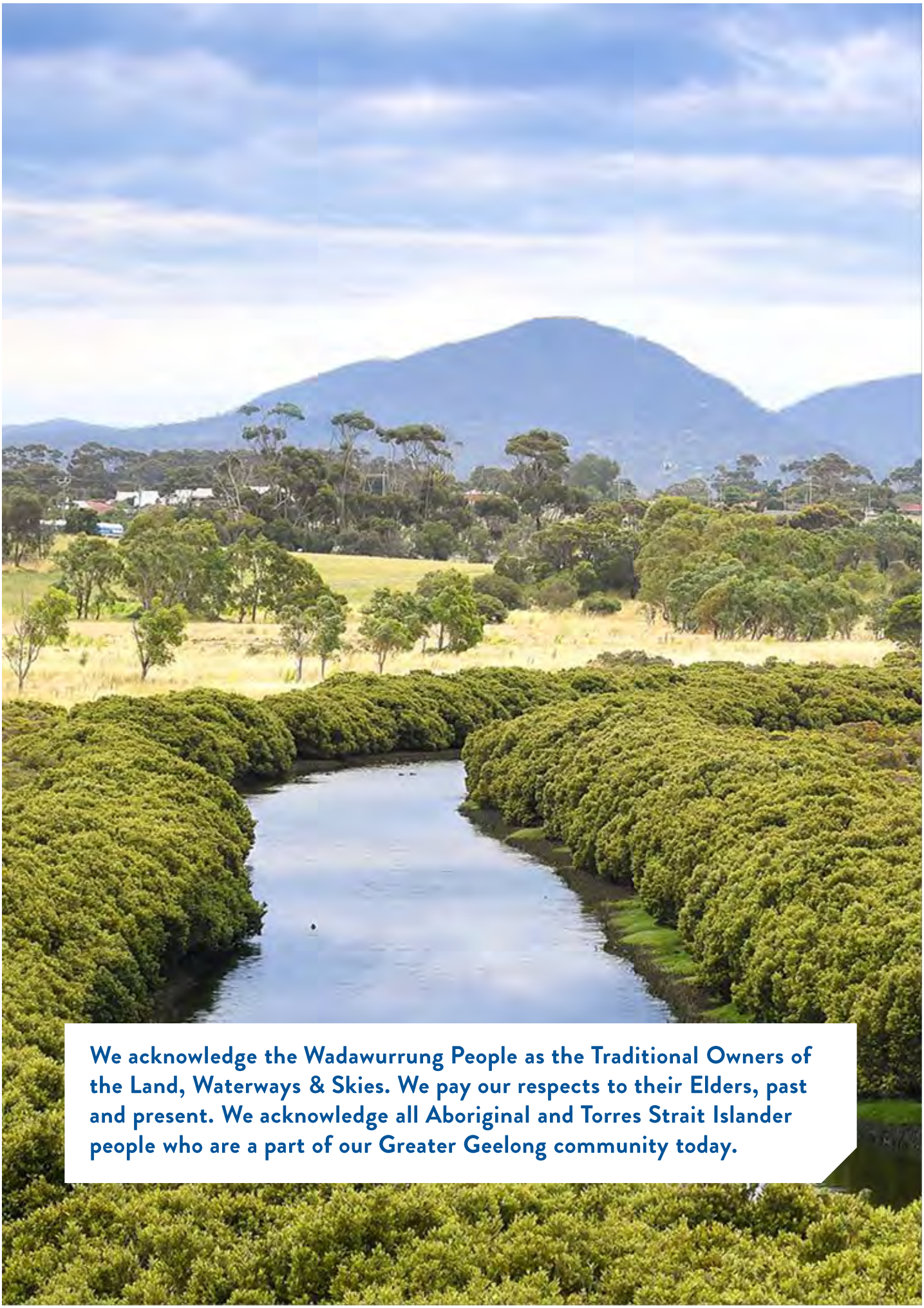


THE CITY OF
GREATER GEELONG

SOVEREIGN DRIVE RECREATION RESERVE MASTER PLAN

DECEMBER 2025

CITY OF GREATER GEELONG



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





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ACKNOWLEDGEMENTS

We would like to extend our gratitude to Solucio and The OCD for helping us to prepare this master plan, as well as the many community members and stakeholders whose feedback helped shape this plan.

EXECUTIVE SUMMARY

PROJECT CONTEXT

The City of Greater Geelong has engaged Solucio and The OCD to develop a master plan for stage 2 of the development of the Sovereign Drive Recreation Reserve, which will be integrated with stage 1. The master plan has been designed to inform the direction of the future delivery of the reserve to support local sport and community recreation activities.

PLANNING CONTEXT

The Sovereign Drive Recreation Reserve is located in Mount Duneed within the Armstrong Creek Urban Growth Area (ACUGA). The ACUGA is an urban development of 2,600 hectares of farmland in Geelong's south. The region's growth in the future will provide the opportunity for creating an economically and environmentally sustainable community. The reserve is included within the Armstrong Creek West Precinct.

KEY CONSIDERATIONS

The following considerations were identified for the site to be addressed in the master plan.

- Growth of the surrounding residential catchment increasing demand for sport and recreation facilities.
- Potential to strengthen pedestrian links through new east-west and north-south connections.
- A constrained budget environment with increasing facility standards, specifications and costs.
- Men's Shed facing space limitations due to growing membership and activity levels.
- Lack of core infrastructure including a pavilion, changerooms, and toilets.
- Surrounding play spaces are currently meeting local demand, reducing the need at this reserve.
- Access road, netball courts and cricket nets requiring upgrades to meet compliance standards and functionality.
- Changes in the site levels from stage 1 to stage 2.
- A requirement for a flexible pavilion and fields of play to maximise long-term utilisation options.

SITE CONTEXT

The site currently includes the provision of one Australian Rules football/cricket oval, two netball courts, a Men's Shed, vehicular access from Sovereign Drive and a small car park. The Armstrong Creek West Precinct Structure Plan (ACWPSP) identifies that the reserve will deliver two Australian Rules football/cricket ovals, two netball courts, two bowling greens and a pavilion. Stage 1 was completed in 2017.

While the reserve is currently used for overflow sporting games and passive recreation, its primary purpose has always been to function as a sporting reserve. The master plan reinforces the ACWPSP's intent for the site to serve as active open space for the growing community.

MASTER PLAN RECOMMENDATIONS

The recommendations for the master plan are outlined below.

- Deliver a new multi-use sports field comprising of an Australian Rules football/cricket oval with the opportunity to include two senior-sized soccer pitches.
- Relocate the existing netball courts to a more central and accessible location within the reserve.
- Develop a new multi-purpose sports pavilion to serve multiple user groups and support inclusive, accessible participation.
- Provide additional car parking and widen the access road to accommodate increased visitation and ensure safe access to all facilities.
- Extend and enhance the internal shared pathway network to improve connectivity.
- Support the moderate expansion of the existing Men's Shed building.
- Upgrade and expand the cricket net facility from two to four nets and fully enclose to meet compliance.
- Upgrade the existing sports lighting from halogen to LED.
- Investigate future development of a dedicated dog off-leash area.

INTRODUCTION

The City has engaged Solucio and The OCD to develop a master plan for the Sovereign Drive Recreation Reserve.

The master plan will be informed by the development aspirations of State Sporting Associations, the current and potential reserve user groups, and the local community, whilst considering the priorities outlined in the ACWPSP, sport provision and demand assessments and site conditions survey.

WHAT IS A MASTER PLAN?

A master plan is a strategic document that reflects the aspirations, needs, and priorities of local residents and key stakeholders. It establishes a framework to guide the long-term planning, development, and investment in a reserve.

By articulating a vision and set of guiding principles, a master plan supports the coordinated and sustainable approach of a site over time. In the context of recreation reserves, this involves identifying opportunities to enhance accessibility, inclusivity, and environmental sustainability.

PROJECT DELIVERABLES

As part of the master plan process, the following deliverables were met:

- An issues and opportunities report – including relevant site assessments.
- An analysis of the existing conditions and landscape.
- A landscape master plan.
- Concept plans for a pavilion and fields of play.
- A community engagement report.
- Final master plan report and landscape plans.

PROJECT METHODOLOGY

The Sovereign Drive Recreation Reserve Master Plan has been created with the following methodology.

Project Scoping

- Project team scoping workshop.
- Site inspections and assessments.
- Development of a project plan.
- Introductory workshops with the PWG and PRG.

Site Conditions Assessment

- Detailed research and data collection process.
- Site conditions and overall site base plan.
- Identification of suitable locations for facility development.
- Background report and draft infrastructure design brief.

Design Process, Draft Master Plan and Public Exhibition

- Illustrative landscape plan.
- Development of a draft master plan.
- Public consultation program and consolidation of feedback.
- Preliminary cost estimates.

Final Master Plan

- An updated master plan incorporating community feedback with designs, costs, implementation schedule and funding strategy.

STUDY AREA

The Sovereign Drive Recreation Reserve is on City-owned land and is zoned as an Urban Growth Zone (UBZ) with the primary function being for active recreation as determined in the ACWPSP.

The ACWPSP identifies that the reserve will support the delivery of two Australian Rules football/cricket ovals, two netball courts, two bowling greens and a pavilion. Stage 1 was completed in 2017.

Stage 2 of the development and the primary subject of this master plan is the development of an additional 3.6-hectare area which will be joined to stage 1 to form a larger recreation reserve of approximately 8.7 hectares.



Figure 1. VICPLAN Planning Report – 81-113 Sovereign Drive, Mount Duneed.



Figure 2. Map of the Sovereign Drive Recreation Reserve

MASTER PLAN VISION AND DEVELOPMENT PRINCIPLES

Master plan vision

Sovereign Drive Recreation Reserve will be a vibrant local destination for active sport and recreation, community gathering, and inclusive play - seamlessly integrating quality facilities with the natural landscape.

The reserve will foster a strong sense of place and connection, support environmentally sustainable design, and offer accessible opportunities for all ages and abilities to engage in sport, recreation, and social interaction.

Master plan principles

The ACWPSP outlines the key principles that will shape the integrated neighbourhood design of the Armstrong Creek West Precinct (ACWP).



Sense of place and community

Foster a strong community identity through diverse streetscapes, public spaces, and well-designed activity centres that encourage social interaction.



Accessibility and vibrant activity centres

A network of activity centres that are designed as pedestrian-friendly hubs integrating retail, community services, and public spaces.



Better transport options

A well-connected transport network that prioritises walking, cycling, and public transport, with a new train station, bus services, and a modified grid road system for enhanced accessibility.



Climate change and environmental sustainability

Sustainable urban design will be implemented through passive solar orientation, water-sensitive urban design, and enhanced vegetation to improve environmental resilience.



Accessible, integrated and adaptable community facilities

Community hubs will co-locate schools, sports facilities, and social services, ensuring equitable access to recreation and community infrastructure for all residents.

STRATEGIC CONTEXT



Figure 3. Strategic documents reviewed throughout the master planning process.

LITERATURE REVIEW

KEY CONSIDERATIONS

Several documents have been critically reviewed to identify and understand implications and opportunities for this master plan. The following are the key considerations from the literature review to be addressed within this master plan.

- It will assess the site's capacity to accommodate PSP-proposed sporting facilities and alignment to the broader PSP growth area principles.
- The master plan will support active lifestyles and carbon-neutral, low-emission infrastructure.
- All infrastructure will be fit-for-purpose, compliant, and economically viable to support long-term use and growth.
- Walking and cycling pathways will be incorporated to enable sustainable and connected travel throughout the reserve.
- Implementation planning will be grounded in realistic cost and funding considerations.
- Facilities will be safe, high-quality, and inclusive, promoting gender equity and fair use.
- Designs will prioritise sustainability, adaptability, and resilience to climate change impacts.
- The master plan will contribute to increasing urban tree canopy and integrating natural elements across the reserve.
- Passive recreation opportunities will compliment active usage to support diverse community participation.

DEMOGRAPHIC REVIEW

COMMUNITY PROFILE

The City of Greater Geelong is in the south-west of Victoria, spanning an area of 1,252 square kilometres. It is the second-largest city in Victoria and is on the boundary of the Moorabool Shire Council, Wyndham City Council, Borough of Queenscliff, Surf Coast Shire Council and Golden Plains Shire Council areas.

The City is divided into 11 electoral wards – Barrabool Hills, Charlemont, Cheetham, Connewarre, Corio, Deakin, Hamlyn Heights, Kardinia, Leopold, Murradoc and You Yangs. The Sovereign Drive Recreation Reserve is in the Deakin ward.

LOCAL DEMOGRAPHIC REVIEW

The proportion of younger residents within the ACUGA is significantly higher than the equivalent proportion of the Victorian population.

- Those aged from 5 years to 39 years old made-up 61 percent of the male population and 58 percent of the female population within the ACUGA. The proportion of this cohort is significantly higher than the same age and gender groupings for the Victorian population – 48 percent of males and 46 percent of females were aged from 5 to 39 years old.

The number of residents will consistently grow in the region for the next 25 years and at a considerably higher rate over the next 10 years.

- In the twenty-five years from 2021 to 2046, the population of the ACUGA is expected to increase by 39,298 people.

Key demographic considerations

With a significantly high proportion of residents aged between 5 and 39 years old, the sporting reserves in the ACUGA will need to provide enough facilities that support children's and young adults' participation in sports and recreation activities, fostering long-term community health and well-being.



Figure 4. The 11 electoral wards.

FAST FACTS – CITY OF GREATER GEELONG

- **1,252 square km total area**
- **282,809 people**
- **125,047 jobs**
- **6,299 jobs supported by tourism**
- **28% single person households**
- **39 years median age**
- **26% of residents are 60+ years**
- **$2.2 billion in total building approvals**
- **103,508 private dwellings**
- **$1,592 median weekly household income**
- **$76,102 Gross Regional Product per Capita**
- **$44.27 billion in economic output**

ANALYSIS AND PLANNING

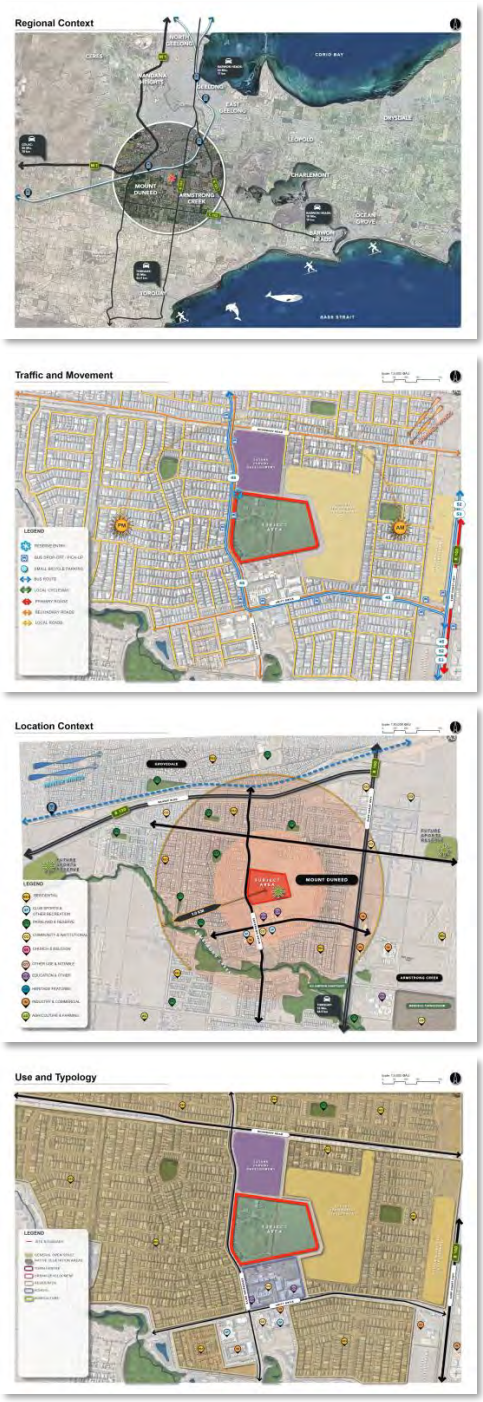


Figure 5. Site analysis and context images.

SITE CONTEXT

REGIONAL LOCATION AND ACCESS

The Sovereign Drive Recreation Reserve is located on Wadawurrung country, situated at 81-113 Sovereign Drive, Mount Duneed in the urban growth area in the Armstrong Creek West Precinct. The development of this reserve has been implemented in two stages. Stage 1 involved the provision of one Australian Rules football/cricket oval, two netball courts, a Men's Shed, vehicular access and a small car park.

The reserve is within an 18-minute drive of Barwon Heads (19km) and a 20-minute drive of Geelong (11km). It is within one kilometre of the Surf Coast Highway, providing access via a major highway and from various local connector roads.

URBAN CONTEXT

Stage 2 of the reserve has an area of approximately 3.6 hectares. The site is owned by the City and is zoned as an Urban Growth Zone (UBZ) with the primary function being for active recreation as determined in the ACWPSP.

The one-kilometre radius is largely populated with residential housing and supported by schools, industry and commercial spaces, community and institutional facilities, and sport and other recreation opportunities. This indicates sufficient walkability to additional passive open space opportunities and supports the identified role of this reserve as a local level sport and community facility.

SURROUNDING AREA

The reserve is largely surrounded by residential areas including the currently vacant area to the eastern edge of the reserve which is earmarked in the ACWPSP for more residential development. There is a new high school proposed for the vacant land on the north-west edge of the reserve and the Mirrapoa Primary School and Poa Banyal Community Hub are located to the south.







PRECINCT STAGING AND EXISTING SITE

Stage 1 was completed in 2017 and included the provision of one Australian Rules football/cricket oval, two netball courts, a Men's Shed, vehicular access from Sovereign Drive and a small car park. Stage 2 of the development and the primary subject of this master plan is the development of an additional 3.6-hectare area which will be joined to Stage 1 to form a larger recreation reserve.

The focus of this master plan is indicated with the red asterisk (marked 1) with consideration for the integration of this second stage of reserve development with the first stage which includes Sovereign Drive Oval (marked 2).

More detailed site contextual analysis is provided in the appendices.

Key planning considerations

The site analysis has allowed us to identify the following planning considerations for integration into the development of this master plan.

- Provision of an integrated layout between stage 1 and stage 2 to create a cohesive reserve.
- Enhancement of pedestrian access and connectivity, building on the existing pathway networks adjacent to the reserve.
- Planning for vehicle access from Sovereign Drive, including possible upgrades or entry refinement to support increased use.
- Coordination with public transport services along Sovereign Drive to support accessible and inclusive access to the reserve.

CURRENT SITE CONDITIONS

The reserve is currently used as an overflow venue for various sporting clubs. Mount Duneed Men's Shed is the only permanent tenant of this reserve, with an aspiration for more tenants to be added with the potential addition of the secondary sports field. The Men's Shed have been on the site since 2020 and have grown their membership from 27 to 64 over that time. Ideally, they would like a larger workshop and common area to accommodate the growing membership.

The facilities provided on the existing reserve are inadequate to support ongoing sporting group tenancy due to lack of amenities. The reserve has approximately 48 car parking spaces, including one accessible space. The access road is currently sufficient, however with the potential addition of a secondary oval and associated permanent sporting tenant clubs, the road will need to be widened.



The signage and current user groups.



The water tanks and open space to the west of the Men's Shed.



Existing access road and Men's Shed.



The current entry and access road.



A close up of the water tanks.



The open space originally identified to accommodate bowling greens.



Existing full-size Australian Rules football/cricket oval.



The existing car park and side profile of Men's Shed.



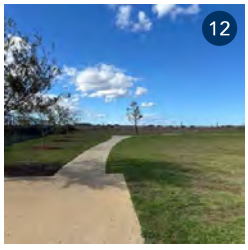
The car parking.



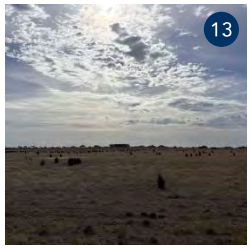
The halogen lighting on the existing oval.



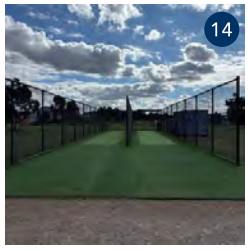
Two netball courts that are not compliant with Netball Victoria's facility guidelines.



The existing pathways and slope between stage 1 and 2.



Untreated farmland that will require soil test/ Geotech, however has a largely flat topography.



Two lane cricket net facility that is not compliant with Cricket Australia's guidelines.



The existing spectator seating.

TECHNICAL STUDIES AND IMPLICATIONS

SITE FEATURE SURVEY

During this project, a site feature survey was conducted to assess the existing site conditions. The key findings are summarised below.

- The topography presents some minor challenges with a two-metre rise in elevation around the north-east side of the sports oval in stage 1. In stage 2, there is also a steady rise towards the east of the reserve.
- Some levelling will need to be completed for the second field of play, while the placement of a potential pavilion between the fields of play may require some additional consideration.
- There are existing utility markers on the survey map, identifying the locations of underground services like electrical pits, Telstra pits, sewer pits, and irrigation pits.

Noting that further site investigations could be undertaken as the project progresses, such as soil testing.

CULTURAL HERITAGE

As part of the site analysis of Sovereign Drive Recreation Reserve, a cultural heritage due diligence assessment was undertaken by a certified archeologist.

Based on the results of this assessment, it is recommended that:

- The Sovereign Drive Recreation Reserve expansion may proceed in the subject site without any further Aboriginal or historic cultural heritage investigation. A Cultural Heritage Management Plan (CHMP) is not required (or mandatory) beforehand because the proposed site is not in any area of cultural heritage sensitivity.
- There is the option to undertake a voluntary CHMP, which may be of benefit in case of any unexpected archaeological discoveries.
- In the unlikely event that Aboriginal or historic cultural heritage is uncovered during the course of future development, all work must cease and the City, or its contractors, must contact the relevant heritage authorities including this Heritage Advisor for advice. It is an offence under the relevant legislation to disturb or destroy relics without written authorisation.

STORMWATER

As part of the technical investigations supporting the master plan, a stormwater assessment was undertaken for the reserve.

The assessment provided that the site is draining west and discharging to Sovereign Drive as was intended in the Stormwater Water Management Strategy.

The drainage plan shows a possible connection point for stage 1 at the north (just south of the netball courts) and in the middle of the site (adjacent to the oval). The site currently drains south-west with a grade of approximately 1 in 50. This grade is sufficient to drain the proposed eastern oval and netball courts to the connection points.

The recommendation is that the site will drain west and ultimately outlet to Sovereign Drive. There is also no requirement to retard or treat stormwater flows onsite.

POWER SUPPLY

A site power assessment was undertaken for the reserve to determine the electrical load requirements for the proposed pavilion and external reserve facilities.

The pavilion assessment considered major kitchen, refrigeration, ventilation, heating/cooling, and lighting equipment, with the peak load estimated at 160–180 amps three phase. The reserve assessment factored in sports field lighting, car park lighting, and irrigation, with peak load estimated at 60 amps three phase.

Allowing for a 30% spare capacity for future growth (e.g. EV chargers or additional kitchen items), the recommended combined total supply is 286 amps three phase. The current incoming supply is limited to 150 amps three phase, therefore an upgrade to 300 amps three phase will be required, subject to further assessments and detailed designs.

GEOTECHNICAL ASSESSMENT

A geotechnical assessment was undertaken for the reserve to evaluate the subsurface conditions and inform future design and construction of the proposed sports pavilion, car park, and playing fields.

Subsurface investigations identified topsoil overlying medium to high plasticity clay with variable moisture content. The site is generally suitable for development, with expected founding conditions at shallow depths of around 0.2–0.5 metres below ground level.

It is not expected that the site will provide any geotechnical risks that cannot be mitigated successfully with appropriate investigation, reporting, design and construction controls.

ACCESSIBILITY CATCHMENT ANALYSIS

The following maps demonstrate the 5-, 10- and 15-minute catchments for the Sovereign Drive Recreation Reserve and the number of residents within the catchment area. The summary table indicates the amount of people and dwellings that fall within each catchment area, as well as the percentage of residents that reside in these catchments.

DRIVE-TIME CATCHMENT

The reserve services a significant portion of the City's population (26 percent) in the 15-minute catchment, as well as some residents from the neighbouring Surf Coast Shire. Its proximity to the Surf Coast Highway enhances accessibility, providing a convenient connection to the Geelong CBD.

WALKING CATCHMENT

The 10-minute walking catchment surrounding the reserve captures approximately 2,653 residents and 954 dwellings, equating to 1 percent of the total population of Greater Geelong (as of 2021). It demonstrates the importance of walking pathways and trails to support the large number of residents that are within 10-minute walking distance.

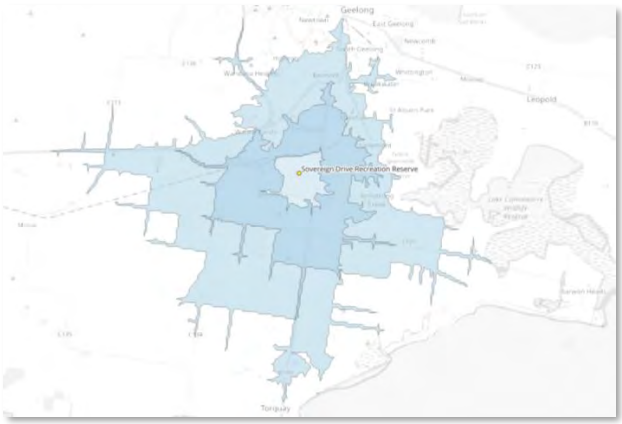


Figure 6. Drive-time catchment analysis of Sovereign Drive Recreation Reserve.



Figure 7. Walking catchment analysis of Sovereign Drive Recreation Reserve.

Catchment	Drive-Time			Walking		
	Dwellings (#)	Population (#)	Population Catchment (%)	Dwellings (#)	Population (#)	Population Catchment (%)
5-minute	2,245	5,884	2%	269	722	0%
10-minute	12,736	32,463	12%	954	2,653	1%
15-minute	28,768	70,139	26%	1,494	4,126	2%

DEMAND ANALYSIS

SPORTING FIELD PROVISION

A sporting field provision analysis was conducted to identify and validate the key gaps in sporting field provision in the ACWPSP and broader Armstrong Creek Urban Growth Area (ACUGA).

Our standard provision ratios are outlined in the City's *Social Infrastructure Plan Generation One 2020-23*. These were used as a starting point and further benchmarking, and analysis has been completed to assess and validate them. This includes benchmarking against 12 Local Government Authorities, State Sport Association (SSA) strategic plans, Geelong Regional Alliance and local sport strategies and engagement with and review of SSA local participation data.

The research and benchmarking has indicated little change is required from the provision standards outlined in the *Social Infrastructure Plan Generation One 2020-23*. The ratios on the right-hand side illustrate the provision of each sporting asset relative to the population size that were used in this analysis.

Aus. Rules Football
1 oval per 5,000 people

Baseball/Softball
1 diamond per 40,000

Cricket
1 oval per 4,000

Athletics
1 track per 100,000

Soccer/Football
1 pitch per 5,000

Tennis
1 court per 3,000

Rugby
1 pitch per 80,000

Netball
1 court per 4,000

Hockey
1 pitch per 100,000

Bowling
1 green per 40,000

Provision review considerations

For the ACUGA, the analysis shows that there is an existing and long-term need for sporting facilities proposed in the ACWPSP for this reserve with the exception of bowling greens, where a demand has not been identified.

Planned provisions compared with ABS Population projections

The following table represents the current and future provision requirements of sporting fields for the broader ACUGA.

	Aus. Rules Oval	Cricket Oval	Soccer/ Football Pitch	Rugby Pitch	Hockey Pitch	Baseball/ Softball Diamond	Athletics Track	Tennis Court	Netball Court	Bowling Green
Current Provision	3.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0
Benchmark Provision Today	4.4	5.5	4.4	0.3	0.2	0.5	0.2	7.3	5.5	0.5
Provision Gap Today	-1.4	-2.5	-4.4	-0.3	-0.2	-0.5	-0.2	-7.3	-1.5	-0.5
Benchmark Provision in 2046	12.2	15.3	12.2	0.8	0.6	1.5	0.6	20.4	15.3	1.5
Provision Gap in 2046*	-9.2	-12.3	-11.2	-0.8	-0.6	-1.5	-0.6	-20.4	-11.3	-1.5

*If planned sporting facilities were not delivered.

PLAY SPACE PROVISION

The ACWPSP and Armstrong Creek West Precinct Developer Contributions Plan (ACWPDCP) do not identify a play space for delivery at Sovereign Drive Recreation Reserve. The surrounding one-kilometre radius of the reserve demonstrates that there are currently five play spaces within a close and walkable proximity, including a regional level facility. The play space and skate park immediately to the south of the reserve is approximately 700 metres away from the car park and well within walking distance.

The analysis supports that no play space is required for implementation at this reserve.



Figure 8. The existing play space provision surrounding the Sovereign Drive Recreation Reserve.

SPORT AND RECREATION TRENDS

AusPlay is the Australian Sports Commission's annual survey of participation, collecting data on over 600 different sports and activities in Australia and provides estimates of both casual and organised participation combined. The diagram below is an extraction of the 2023/24 AusPlay data for Victoria for the top 10 outdoor sports and activities.

AusPlay data for Victoria highlights that recreational walking is by far the most popular physical activity, with nearly 3 million participants. This is followed by swimming (1.03 million), running/jogging (974,147), and bush walking (869,529), indicating a strong preference for informal, self-directed outdoor activities.

Organised sports such as soccer/football (400,695 participants), AFL (323,281 participants) and cricket (209,987 participants) have comparatively lower participation rates than the informal activities but still represent important structured sports with strong community engagement.

The master plan will need to balance the integration of structured and unstructured infrastructure to cater for the community demand in both areas.

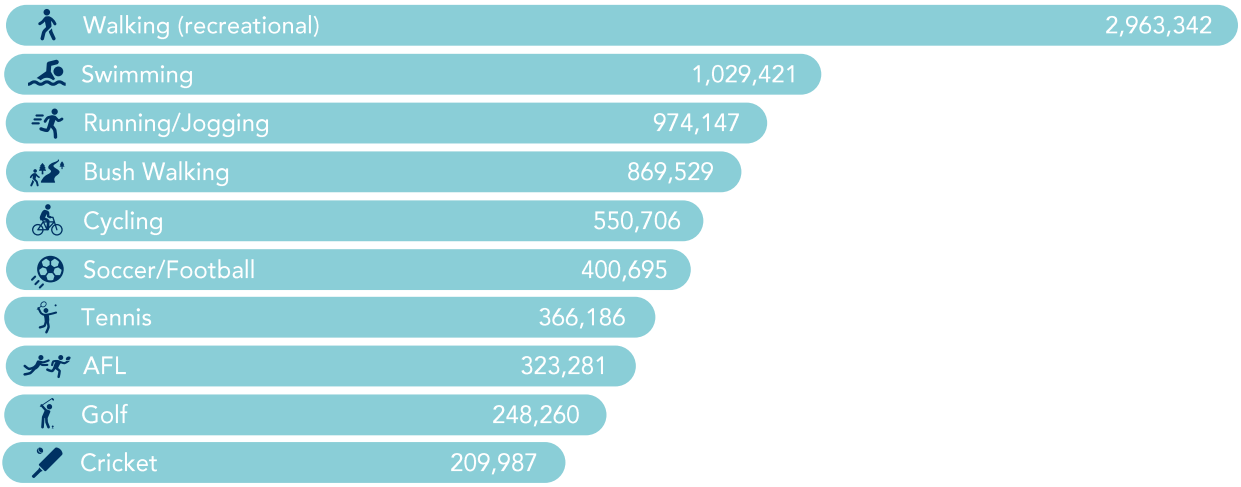
Sport and recreation trend considerations

Based on current sport and recreation trends in Victoria, there is a clear preference for accessible, low-cost, and informal physical activities. Walking (recreational), swimming, jogging, and bush walking dominate participation rates.

For the reserve, this trend highlights the importance of integrating infrastructure that supports informal, unstructured activity, such as walking paths, shared trails, open spaces, and multi-use areas.

Facilities should cater to diverse users of all ages and abilities, ensuring that recreation opportunities are inclusive, flexible, and reflective of how the local community chooses to be active.

AUSPLAY 2023/2024 VICTORIA – TOTAL PARTICIPANTS



CONSULTATION SUMMARY

SITE USER GROUPS

As part of the development of the master plan, consultation was undertaken with the Mount Duneed Men's Shed, the only ongoing reserve tenant.

The purpose of the consultation was to understand their current use of the site, community connections, and any future needs or aspirations for the facility to ensure these are appropriately considered in the planning process.

MOUNT DUNEED MEN'S SHED

The Mount Duneed Men's Shed, formerly known as the Old Hangar Men's Shed, has been operating at the Mount Duneed site since 2020, with its official opening occurring in 2022. The group initially relocated from another site and began with 27 members. Since moving to their current location, the Shed has experienced substantial growth, now boasting 64 financial members ranging in age from 18 to 90. The group operates three days a week (Tuesday to Thursday) from 10:00am to 4:00pm, with members engaging in hands-on workshop activities.

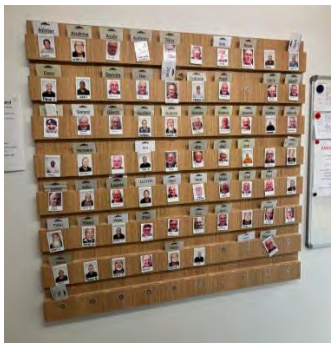
In addition to their core membership, the facility is used by several community groups, including the University of the Third Age (U3A), and the Geelong Malaylee Association. The shed is available for hire at an affordable community rate.

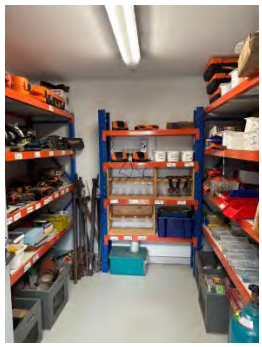
The shed also plays a meaningful role in the broader community through charitable work and support for local schools, such as, St Catherine of Siena, Montpellier Primary, Mirripoa School, and others. Occasionally, they undertake small commercial engagements, such as, those for Club Armstrong, and reinvest the proceeds into their community-focused initiatives.

As membership and activity levels have increased, the shed's existing workshop area has become increasingly cramped, limiting capacity for project storage and safe working conditions.

The group is seeking a modest extension of the workshop area to support increased usage, equipment and storage.











COMMUNITY CONSULTATION

Community consultation was undertaken between 27 August and 29 September 2025. The engagement process sought to understand the community's priorities for the future of the reserve and to gather feedback on the draft master plan. Input from residents, potential tenant clubs, and key stakeholders ensures the plan is aligned with community aspirations and helps inform Councillors in their decision-making.

HOW WE ENGAGED

A mix of in-person and online consultation was conducted to ensure that all members of the community could participate. Various engagement methods included:

- Online survey – 57 responses.
- On-site consultation – 8 people attended.
- Letterbox drop – 622 pamphlets delivered.

WHO WE ENGAGED

Survey results indicate a strong representation of families and young couples, with 58 per cent of respondents aged 25-49 years. This aligns with the demographics of Mount Duneed as a growing community of younger people.

The majority of respondents (74 per cent) live in Mount Duneed, highlighting that most are local residents and key users of the reserve.

WHAT WE HEARD

The community engagement sought feedback on the draft master plan to ensure it reflects the needs and expectations of local residents and key users. The survey explored:

- Overall views on the draft master plan – levels of support, concerns, and whether it meets community needs.
- Sport and recreation use – current participation in clubs and activities, as well as the likelihood of future use of the reserve.
- Accessibility and inclusiveness – perceptions of whether the plan provides equitable access for all users.
- Access to the reserve – how people currently travel to and from the site.

KEY FINDINGS OVERVIEW

All community survey responses were reviewed in detail and analysed to identify common themes. These insights have informed the preparation of the final master plan, ensuring it aligns with community priorities and aspirations.

Overall, the community expressed strong support for the draft master plan, recognising its potential to enhance both organised sport and community recreation opportunities within Mount Duneed.

96 per cent fully support or mostly support the draft master plan.

98 per cent believe that the draft master plan meets the community needs very or somewhat well.

75 per cent are very likely to use the reserve once it's developed.

From the review of the consultation feedback, the following overarching themes were identified.

Integration of sport and recreation facilities

- Support for the additional sports oval and pavilion.
- Support for the extension of the Men's Shed.

Integration of a fenced dog area

- A desire for the development of a secure, fully enclosed dog area and;
- Provide supporting amenities such as dog bag dispensers, seating, shade, and water fountains.

Car parking and access concerns

- Ensure adequate car parking is provided within the reserve.
- Confirm the road widening of the existing access road into the reserve.
- Investigate additional access from Foundation Drive.

Public toilets

- A desire for the provision of public toilets within the reserve with all hours access.

MASTER PLAN RESPONSE TO THE COMMUNITY FEEDBACK

The master plan has been reviewed and updated with the feedback from the community in mind.

Theme 1. Integration of sport and recreation facilities

The master plan delivers a balanced mix of sport and community infrastructure that supports both organised and informal recreation opportunities. The addition of a new multi-sport field and the integration of a new community sports pavilion will help to accommodate the future growth of the area. This responds directly to community feedback highlighting the need for more space to support sporting opportunities in Mount Duneed.

A key strength of the master plan is its flexibility. The additional Australian Rules football/cricket oval overlaid with two soccer fields allows for a variety of sporting codes and formats to be played, ensuring the site remains adaptable to changing participation trends over time. The new sports pavilion has been strategically located between the two ovals to function as a central hub for activity and is supported by universal design and gender equity design principles to provide access for all user groups.

The master plan also includes the extension of the Men's Shed that will accommodate the group's growing membership. This will provide additional space for equipment and promote inclusivity for all to participate in the community.

Theme 2. Integration of a fenced dog area

Following a review of the feedback, the master plan has been updated to support the investigation of a fenced dog off-lead area within the reserve. The area identified at number 9 within the master plan has been noted as a potential future site for a fenced dog park for the following reasons:

- Strategic placement: The site has been identified to help meet the demand for off-leash areas within the surrounding growth corridor. It is positioned to complement the planned dog park at 111-215 Sparrovale Road, Charlemont, by serving a different catchment and expanding access to dog off-leash facilities across the region.
- Size of area and location: The area identified in the master plan at number 9 meets the size requirements for a fenced dog park and is a highly visible site.

Theme 3. Car parking and access concerns

The master plan provides a substantial amount of on-site parking consistent with benchmarked facility design standards for reserves of this scale, while balancing available space to deliver a fit-for-purpose community facility. To further support this, additional on street parking to the future road on the eastern side of the reserve will be recommended in the master plan to be considered by the future developer(s).

The master plan recognises the need to widen the reserve access road to meet the preferred standard for two-way traffic. The master plan has been updated to emphasise this requirement and proposes widening the road to a minimum of 6.0 metres to allow safe two-way vehicle movement. This adjustment will also necessitate widening the vehicle crossing to the south and removing the current encroachment into an adjacent parking space. Exact dimensions and layouts will be determined in the projects detailed design phase.

Feedback suggested the introduction of an additional entry point from Foundation Drive, located south of the reserve. This road will be delivered by a future developer as part of the adjoining residential development. While the detailed designs are yet to be confirmed, it is anticipated that future road connections around the reserve will include pedestrian pathways but will not provide direct vehicular access into the reserve.

Theme 4. Public toilets

Public toilets are proposed within the new pavilion and are shown on the master plan as an integrated component of the facility. Locating the amenities within the pavilion ensures they are accessible to both sporting participants and general park users while maintaining safety, visibility, and ease of maintenance.

The specific hours of operation will be determined at a later stage, informed by community demand, patterns of reserve usage, and operational considerations. This approach provides flexibility to adjust access as the reserve becomes more established and visitation increases over time.

The full community engagement report is available as an appendices.

MASTER PLAN

KEY RECOMMENDATIONS

Throughout the master planning process, the detailed site analysis, stakeholder engagement, and strategic planning activities have each contributed to the following key recommendations. Each recommendation responds to identified community needs, projected population growth, spatial opportunities, and broader recreational trends. These recommendations have been carefully shaped by the project's master plan principles, which prioritise community identity, accessibility, environmental sustainability, and the delivery of flexible, inclusive infrastructure.

The master plan can be found on the following page that incorporates the below recommendations.

Sense of place and community

Accessibility and vibrant activity centres

Better transport options

Climate change and environmental sustainability

Accessible, integrated and adaptable community facilities

KEY RECOMMENDATIONS		KEY PRINCIPLES
1.	Deliver a new multi-use sports field comprising of an Australian Rules football/cricket oval with the opportunity to include two senior-sized soccer pitches.	
2a.	Develop the changerooms in the new multi-purpose community sports pavilion to serve multiple user groups and support inclusive, accessible participation.	
2b.	Develop the social place in the new multi-purpose community sports pavilion to serve multiple user groups and support inclusive, accessible participation (to be delivered post-establishment of tenant sporting clubs).	
3.	Expand car park and widen access road to accommodate increased visitation and ensure safe access to all facilities.	
4.	Relocate the existing netball courts to a more accessible location within the reserve.	
5.	Extend and enhance the internal shared pathway network to improve connectivity.	
6.	Support the moderate expansion of the existing Men's Shed building.	
7.	Upgrade and expand the cricket net facility from two to four nets and fully enclose to meet compliance.	
8.	Upgrade the existing sports lighting from halogen to LED.	
9.	Investigate future development of a dedicated dog off-leash area.	

Master Plan

Scale: 1: 1500 @A3

0 10 20 40 60 100m



MASTER PLAN ELEMENTS

MULTI-USE FIELD

The master plan includes the development of a versatile multi-use sports field with sports lighting, that will primarily support Australian Rules football and cricket, while also catering to a range of other sporting activities throughout the year.

The field is designed to provide an Australian Rules football/cricket oval with the opportunity to include two senior sized soccer pitches.

While Australian Rules football is expected to be the predominant use, the field layout allows for other rectangular sports such as soccer to be accommodated as demand requires. The design ensures flexibility to support various levels of competition and changing community needs.

The field will be framed by shared walking paths and is strategically located for direct access from the car park and new central sports pavilion.



PAVILION

A new pavilion is proposed in the centre of the reserve, positioned between the existing oval and the new multi-use field, and directly adjacent to the car parking area.

The pavilion will provide essential facilities to support the sports and activities taking place across the reserve. These will include dedicated change rooms for players and officials, club and meeting rooms, public amenities, a canteen with basic kitchen functions, equipment storage, and undercover viewing and social areas.

The location has been determined considering universal design, CPTED and gender equity principles. This ensures strong connectivity and equitable access to all fields of play, courts, and paths throughout the reserve.

Further Gender Impact Assessments will be undertaken during design development to ensure the above access and inclusion principles are met and the facility aligns with our Fair Access Policy.



MASTER PLAN ELEMENTS

DOG PARK

An investigation into the integration of a dedicated dog park within the reserve will be undertaken to enhance the diversity of recreational opportunities available to the community. The proposed space would be designed to accommodate both small and large dogs, featuring secure fencing and agility equipment to encourage active play and social interaction.

WALKWAYS

A network of walkways is proposed to connect all key facilities within the reserve, while also enabling safe and convenient access to and from surrounding neighbourhoods, the primary school, Poa Banyal Community Hub, and future high school to the north. These walkways will integrate with the existing paths within the reserve and extend eastward to connect with future access points, ensuring the reserve remains accessible as the surrounding residential areas continue to develop.

VEHICULAR ACCESS AND PARKING

An extension of the existing car park is proposed to accommodate increased visitation and support the expanded sporting and community infrastructure at the reserve. The upgraded car park will provide formalised parking bays, including accessible parking spaces, helping to ensure safe and efficient access for a wide range of users.

The layout improves circulation for vehicles and pedestrians, with clear entry and exit points and direct connections to key destinations such as the fields of play, the new pavilion and netball courts.

The existing internal access road provides vehicle entry to the reserve and will require widening as part of the car park upgrade to accommodate higher volumes of traffic and ensure safe two-way movement. The exact dimensions and layout of the access road and car park will be determined in the detailed design phase.

Tree planting and landscaping throughout the car park will help soften the built form and contribute to the reserve's amenity and environmental performance.









IMPLEMENTATION AND FUNDING

COST ESTIMATES

Indicative costings have been prepared by a Certified Quantity Surveyor to determine the funding requirements to deliver the Sovereign Drive Recreation Reserve Master Plan.

Costs are current at December 2025 and require refinement through further detailed investigations and design development.

FUNDING STRATEGY

Significant funding for the delivery of the master plan will be provided by the City of Greater Geelong through the Council Budget and Developer Contributions Plan, however additional funding from external sources will be required to complete all master plan proposals.

An indicative list of funding opportunities has been provided that could be pursued to support completion of the plan. These reflect the typical funding pathways available to local government and community organisations for sport and recreation projects.

Generally, opportunities can be sought to support:

- Facility upgrades and new builds – State and federal programs often target investment in pavilions, change facilities, and playing surfaces, particularly where they address participation growth and community demand.
- Lighting and safety improvements – Grants are commonly available to upgrade sports lighting, improve accessibility, and extend safe use of facilities.
- Inclusion and female participation – Dedicated funds regularly focus on increasing opportunities for women and girls, as well as removing barriers for under-represented groups.
- Open space and active recreation – Broader programs can support improvements to parks and informal recreation spaces that encourage physical activity.
- Planning and feasibility – Funding is sometimes provided for master planning, feasibility studies, or detailed designs that prepare projects for future investment.

INDICATIVE PROGRAMS

- **Sport and Recreation Victoria: Local Sports Infrastructure Fund** – Delivers new and upgraded infrastructure across community facilities, community sports lighting, and planning.
- **Federal Government: Play Our Way – National Sport Participation Grants** – Increases opportunities for women and girls in sport, including facility enhancements that remove barriers to participation.

IMPLEMENTATION PLAN

The implementation table outlines the recommendations in the Sovereign Drive Recreation Reserve Master Plan, including priority order and indicative costs. The project has a delivery budget of approximately $8.6 million, therefore a staged approach to delivery will be required and additional funding to be sought.

The indicative costs for the recommendations in the table below do not include non-construction expenses, contingencies, and cost escalations, which are estimated to add approximately $8 million to these cost estimates. Implementation will remain focused on aligning outcomes with the vision, objectives, and community needs, supported through collaboration with key stakeholders, future tenant clubs, and funding partners.

KEY RECOMMENDATIONS		INDICATIVE 2025 COST ESTIMATE	PRIORITY
1.	Deliver a new multi-use sports field comprising of an Australian Rules football/cricket oval with the opportunity to include two senior-sized soccer pitches.	$3,000,000	High
2a.	Develop the changerooms in the new multi-purpose community sports pavilion to serve multiple user groups and support inclusive, accessible participation.	$2,500,000	
3.	Expand car park and widen access road to accommodate increased visitation and ensure safe access to all facilities.	$600,000	
4.	Relocate the existing netball courts to a more accessible location within the reserve.	$850,000	Medium
5.	Extend and enhance the internal shared pathway network to improve connectivity.	$1,000,000*	
6.	Support the moderate expansion of the existing Men's Shed building.	$360,000	
2b.	Develop the social place in the new multi-purpose community sports pavilion to serve multiple user groups and support inclusive, accessible participation (to be delivered post-establishment of tenant sporting clubs).	$1,400,000	
7.	Upgrade and expand the cricket net facility from two to four nets and fully enclose to meet compliance.	$200,000	Low
8.	Upgrade the existing sports lighting from halogen to LED.	$120,000	
9.	Investigate future development of a dedicated dog off-leash area.	$150,000	

*Cost includes general reserve landscaping.

APPENDICES

LITERATURE REVIEW

The following documents provide a broader context for this master plan and ensure that it aligns with our process and planning. We have reviewed several others that can be found in this section.



Each document has been critically reviewed to provide an initial summary of the document, as well as the key insight for consideration.

Council Plan 2025-29

The Council Plan outlines the vision and strategic direction of the Greater Geelong community over the next four years.

The plan provides insights into the key indicators that will help Geelong to achieve their vision of being 'internationally recognised as a clever and creative city-region that is forward looking, enterprising and adaptive, and cares for its people and environment'.

- **Wealth generated by businesses, organisations and individuals working.**
- **Percentage of residents reporting their health and wellbeing as very good or excellent.**
- **Percentage of journeys to work made by public transport, walking or cycling.**
- **Total number of visitors to the city-region.**
- **Percentage of urban tree canopy cover.**
- **Percentage of Geelong's population in the labour force.**
- **Tonnes of CO2 emissions.**
- **Number of Greater Geelong suburbs in the bottom 20 per cent of Index of Relative Socio-Economic Disadvantage.**

The plan highlights the key areas that will be the focus for the next four years:

- Core and critical infrastructure
- Healthy and caring community
- Economic development
- Heritage and culture
- Environment and circular economy
- Governance and integrity

The master plan will deliver infrastructure that is high-quality, while prioritising climate responsibility, encouraging sustainable transport, and creating healthy, inclusive spaces connected to the natural landscape.

Community Health and Wellbeing Strategy 2025-29

This document outlines the health and wellbeing priorities for The City over the next four years and is shaping the social, environmental and economic factors that influence health.

The six health and wellbeing priorities identified in the Strategy are:

- Mental wellbeing and social inclusion – tackling loneliness, psychological distress, and housing insecurity while strengthening community hubs.
- Equitable access to safe, healthy, and sustainable food – addressing rising food insecurity, poor diets, and the resilience of the local food system.
- Physical activity and active living – improving walkability, transport, and affordable access to active spaces to reduce sedentary behaviour.
- Gender equity and prevention of violence – promoting safety, reducing discrimination, and addressing family violence, particularly for women and diverse groups.
- Climate change and health impacts – preparing for extreme weather, heat, and environmental risks while integrating health into climate action.
- Harm minimisation – reducing harm from tobacco, vaping, alcohol, and gambling, especially among young people and disadvantaged communities.

The strategy commits to annual action plans and regular reviews, including an evaluation framework to track progress. Partnerships are central, working alongside health services, community organisations, and state agencies to deliver collective impact.

The master plan should ensure spaces foster connection, active living, safety, equity, and climate resilience. Facilities and environments should actively promote positive health behaviours, reduce harm, and provide inclusive, accessible opportunities for all community members.

Social Infrastructure Plan – Generation One 2020-23

This document aims to ensure that future decision making and investment in community infrastructure is clear, equitable and based on evidence of need. The plan brings together all our social infrastructure strategies, plans, needs, priorities and responses.

Generation One of the *Social Infrastructure Plan* covers the following social infrastructure networks: early years, youth spaces, libraries, community meeting and program spaces, arts and culture, open space, play spaces, aquatics and leisure, indoor sport and recreation, outdoor sport and recreation (including sports pavilions), golf, cycling and trails, and public toilets.

The key focus areas of the plan are:

- Improving access and connectivity.
- Empowered and informed.
- Intergenerational and adaptive.
- Place based and fit-for-purpose.
- Addressing our ageing and obsolete infrastructure.
- Bridging the difference in service provision across sectors and locations.
- Contemporary systems and data.

The outdoor sport and recreation social network will be vital for this project, identifying the following four key focus areas:

- Focus on building capacity and capability across the existing network.
- Align maintenance programs and budgets to meet agreed service levels.
- Contemporise and undertake holistic planning and policy development.
- Ensure adequate resource alignment to enable and service growth and new projects.

The master plan will need to ensure that proposed facilities not only meet the minimum requirements but provide an equitable and sustainable offering to the local community.

Armstrong Creek West Precinct Structure Plan

The key information relating to the Armstrong Creek West Precinct Structure Plan (ACWPSP) has been detailed throughout this report, where a summary is provided below of the PSP and the key elements of the vision for the precinct.

A Precinct Structure Plan is the planning mechanism used for major new urban development together with the infrastructure and services required by its future community. This PSP is in relation to the Armstrong Creek West Precinct (ACWP) that covers approximately 553 hectares in gross area.



The key elements of the vision for the ACWP are to create:

- An inter-linked public open space and path network and public open space nodes that build on the existing landscape character while protecting the biodiversity in habitat conservation areas and through native vegetation retention and protection.
- A series of well defined, diverse and walkable neighbourhoods that are connected internally and externally and which promote establishment of a positive sense of place.
- An interlinked system of public open space and pathways that focus on the Armstrong Creek and retained areas of remnant native vegetation.
- A modified grid-based transport system that distributes traffic flows and promotes use of a range of transport options including walking, cycling and public transport.
- A high-quality public realm that focuses on the important role of streets and street tree planting as highly important character elements.
- A physical form including high quality streets that supports delivery of diverse housing types and other land uses over time.
- A series of diverse, liveable and interesting activity centres that promote containment and are the focus for the community.

The PSP identifies the delivery of two football/cricket ovals, two netball courts, two bowling greens and a pavilion. The master plan will need to consider the capacity of the site to appropriately cater proposed facilities (along with consideration of the sports provision analysis).

As outlined by the vision for the ACWP, the master plan will also look to involve the integration of interconnected walking and cycling pathways into and through the reserve to provide a sustainable transport network for a range of transport options.

Armstrong Creek West Precinct Development Contributions Plan

This DCP was developed to support the funding of infrastructure outline- in the ACWP. The precinct sets out a long-term strategic framework for:

- Land use (such as residential development of varying densities, open space and community facilities).
- Transport (such as the road network, collector roads & proposed public transport).
- Activity centres (e.g. community and commercial facilities).
- Open space (passive & active), waterways and environmentally sensitive areas.

Many components of the Sovereign Drive Recreation Reserve are included within the DCP – including active open space and community pavilion.

Estimated project costs are determined in the DCP and indexed annually.

The master plan will need to take the budgetary costs into consideration for the implementation planning phase.

Sports Facility Development Guide

The Sports Facility Development Guide sets out the different levels of facility provision for sport open space and the facility standards required by us for the growth areas.

The guide aims to:

- Provide the community with local access to places and spaces where they can achieve health and wellbeing aspirations through, physical activity and social connectedness.
- Provide places and spaces where people feel safe, supported and respected, where they can participate free from discrimination and fear of violence.
- Plan, design and deliver places and spaces where people of all ages can participate in physical activity together.
- Maximise the flexibility of facilities through inclusive design which promotes active leisure by the whole community including people of varying ages, interests, gender, identities, abilities and cultures.
- Provide facilities that are flexible, multi-use and shared by a range of users to maximise use of limited spaces.
- Ensure facilities are fit-for-purpose, compliant, economically sustainable and maximise principles of Environmentally Sustainable Design (ESD) to achieve a balance between functionality and sustainability.
- To undertake careful planning and design to address the community access to a range of activities and diversity of opportunities to be healthy and active.

The guide provides standard specifications for regional and district level facilities for each sport. As the Sovereign Drive Recreation Reserve is a district level facility, we have provided the detailed specifications for the relevant sports are provided in an appendix.

The master plan will need to prioritise sporting infrastructure that is fit-for-purpose, compliant, and economically sustainable, ensuring long-term financial viability. Facilities will be designed to accommodate people of all ages, encouraging community participation and maximising usage.

Armstrong Creek Sports Development Plan

The plan outlines how sport and associated partners can make a positive contribution towards delivering an active and healthy community. It builds on the historical commitment and grows our involvement in sport to progress and develop its new communities.

The vision as outlined in this plan for Armstrong Creek is 'a residential development that meets the highest standards of sustainable living.'

In alignment with this vision, this plan identified the following four priority areas as having the greatest impact on the planning, development and delivery of sport across Armstrong Creek.

Participation
Ensure the right mix of programs are planned and delivered for the community, whilst balancing development, competition and participation needs.

Management
Understanding the needs of the local community and to match them with the requirements of sport, in addition to delivering quality infrastructure and managing it in a welcoming, shared and flexible way.

People
Understanding the local community, who they are (now and in the future) and how they will connect with sport in the local area.

Delivery
Securing sport, government and community resources, aligning objectives, integrating existing systems and accessing enough resources (financial and human) to create a sustainable sports development model for the local community.

The master plan needs to ensure that sustainable facility planning, and flexible infrastructure is a priority for the Armstrong Creek Urban Growth Area to plan for future growth and delivery of sport.

Fair Play Strategy (2017)

(Strategy currently under review)

This document provides the fees and charges framework for use of community assets and clarity around the standard provisions and levels of service to be consistent across the region.

We currently own, manage and maintain 1,700 hectares of open space and $85 million in sport and recreation facilities and assets. These facilities and assets are home to 300 clubs and community groups.

Our renewal gap in 2017 was $197 million over the next 20 years, whereby $121 million is contractually obligated infrastructure in planned growth areas.

The aim of the strategy was to gain a clear understanding of the cost of sport and recreation to us and participants, the subsidy required to support healthy communities and physical activity, and the capacity of clubs and community groups to pay for facility use.

The master plan will need to consider that any new tenants will have a cost associated with their activities and also consideration to the provision of facilities aligns with fair play.

Fair Access Policy (2024)

This document addresses known barriers experienced by women and girls in accessing and using community sports infrastructure.

The policy aims to progressively build the capacity and capabilities of us and our associated stakeholders in identifying and eliminating systemic causes of gender inequality in policy, programs, communications, and delivery and allocation of community sports and recreation infrastructure.

We have previously identified a need to improve participation for all genders and abilities, in its *Fair Play Strategy*. A *Fair Access Policy* is required focusing on infrastructure, programs and governance.

Whilst key findings from the Greater Geelong Sport and Recreation Census (2023) show encouraging trends across:

- 95 percent of all sports facilities are used for training, events or games for all genders.
- 91 percent of clubs have women coaches, managers and administrators.
- 84 percent of clubs report women and girls' results and achievements.

Other indicators from the census support the research that more support is needed to reverse the lower levels of participation and barriers experienced by women and girls, trans and gender diverse people:

- Sports participation rates among girls (22 percent) are lower than boys (37 percent).
- Sports participation rates among women (16 percent) are lower than men (24 percent).
- 30 percent of change rooms are gender neutral.

The *Fair Access Policy*, together with the *Fair Access Action Plan* aim to facilitate greater equitable access and allocation of community sport and recreation infrastructure in Greater Geelong.

The policy framework aligns with the State Government's six guiding principles and commitments under the Fair Access Policy Roadmap – two of the six principles relate to infrastructure.

Principle 1 – Infrastructure
Commitment – Community sports and active recreation infrastructure are genuinely welcoming, safe and inclusive.

Principle 3 – Allocation and Scheduling
Commitment – Women and girls will have fair access to and use of community sport and recreation infrastructure which is of the highest quality, at the most convenient location and times and includes new opportunities and sports.

The master plan will need to consider that any new infrastructure is welcoming, safe, inclusive and of a high quality.

Sustainable Communities Infrastructure Guidelines (2016)

The document is intended to facilitate the development of Sustainable Communities through quality planning, design and construction of infrastructure. The infrastructure guidelines are split into the following areas, where relevant components to this project have been provided:

- Transport and Movement.
- Landscape and Streetscape (park and street planting, turf and planting preferences, and weed management).
- To make open space contribute to the health of the local community.
- Water Management.
- Sport, Recreation and Open Space (sporting open space, and pavilions and built infrastructure).
- Protect and enhance the natural and cultural environments.
- Open spaces that ensure conservation and heritage values are retained.
- Social and Community Facilities.
- Environment and Biodiversity

Infrastructure and/or developments should be designed so that:

- They remain viable under the widest range of probable climate futures.
- They can be implemented within planned budgets or refer to sufficient evidence to justify budget/revenue increases.
- They incorporate flexible features and preserve options.
- Due consideration is given to systematic interdependencies when considering climate impacts.

The master plan will need to ensure that facilities not only meet minimum requirements but provide a high quality, equitable and sustainable offering to the local community.

Opportunities for passive recreation, as well as active sporting tenants will need to be discussed.

Urban Forest Strategy (2015-25)

The *Urban Forest Strategy* expands on the concept of enhancing the public and private tree population, where the sum of trees and vegetation is the urban forest. The strategy provides a vision for the urban forest of 'Geelong will be a cool green city for the future.'

Four objectives to achieve the vision:

To green the city
Increase tree planting and associated vegetation in prioritised locations.

To cool the city
Increase canopy cover, increase use of smart water sensitive urban design and an increase in landscape permeability.

To engage the city's community and build regional partnerships
More community activities: tree planting, arts and culture activities, use of social media, working with partners to improve and enhance tree planting projects.

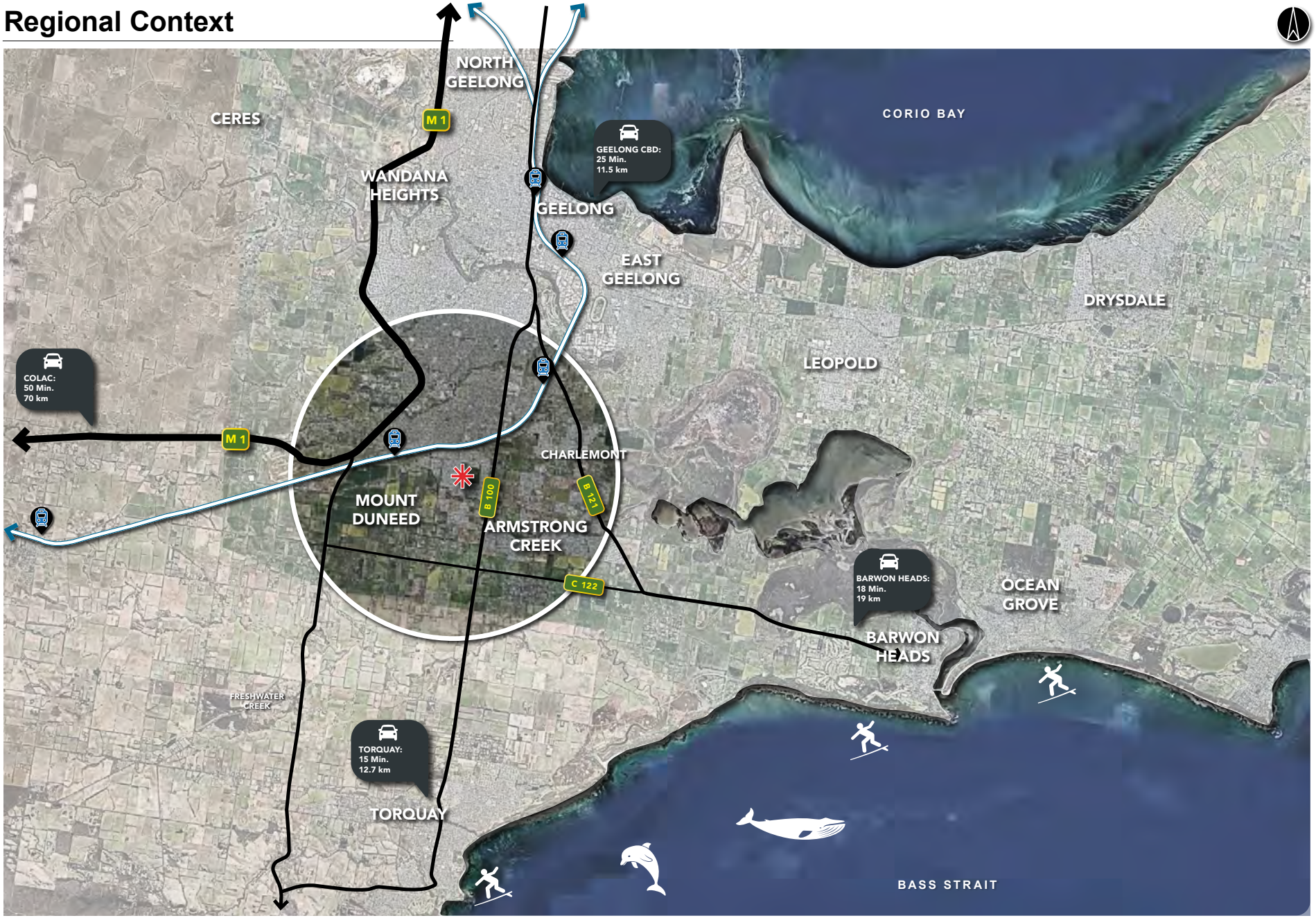
To demonstrate best practice urban tree management
Develop a complete set of technical guidelines for urban tree management and offer training and upskilling where needed.

The key opportunities for providing a healthier and more dynamic urban forest are:

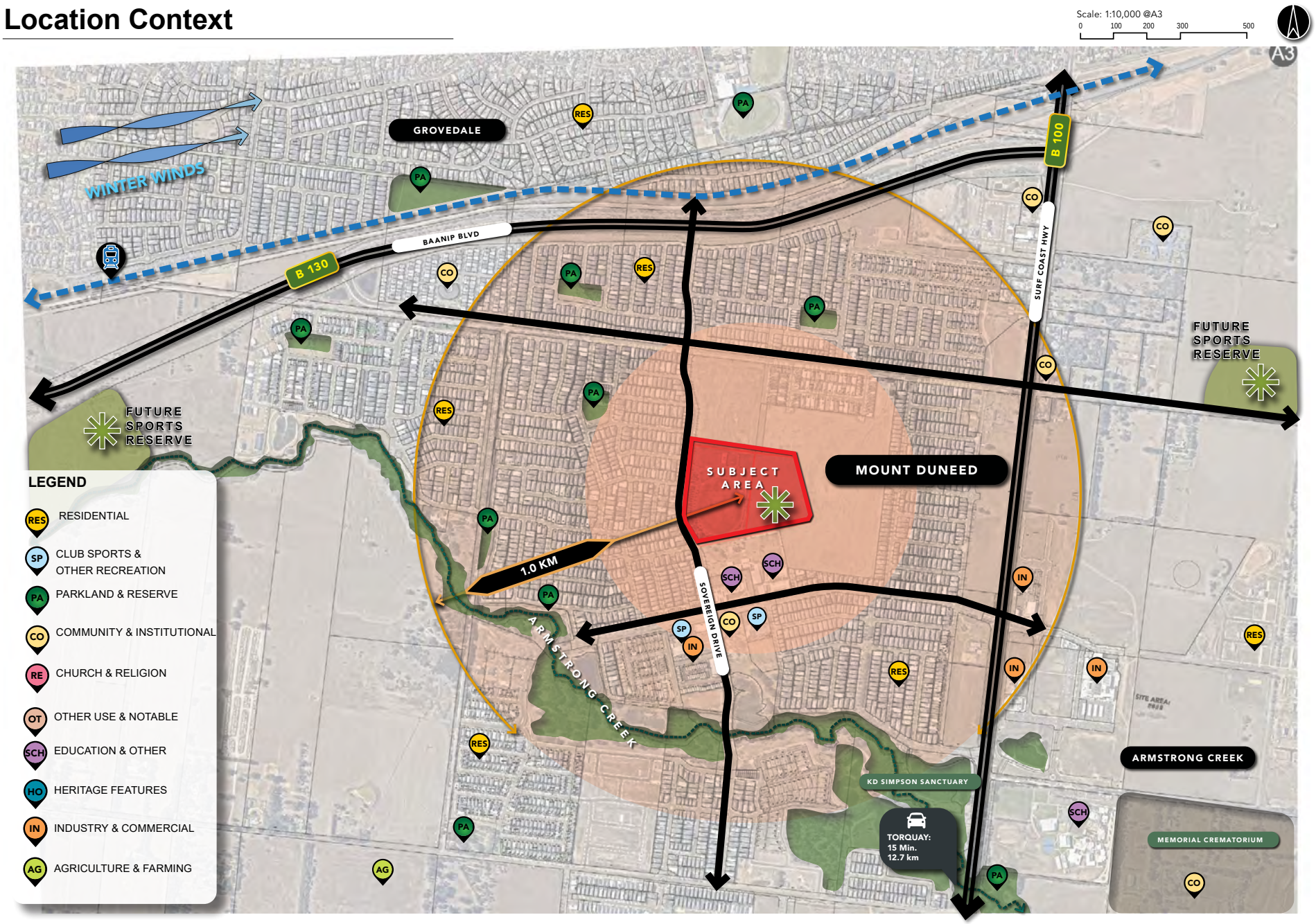
- 45,000 existing vacant nature strips in our streets.
- Developing tree lined entrances to our city.
- Thousands of tree planting locations across Geelong's open space network.
- Improving the quality of streetscapes and open space in urban growth areas.
- Planting more indigenous trees in wetland reserves and conservation areas.

The master plan will be required to conserve the existing forestry and landscape in its planning. The reserve will need to integrate sufficient trees and vegetation to work towards the goal of increasing the tree canopy to 25 per cent over a 30-year period across Geelong.

Regional Context



Location Context



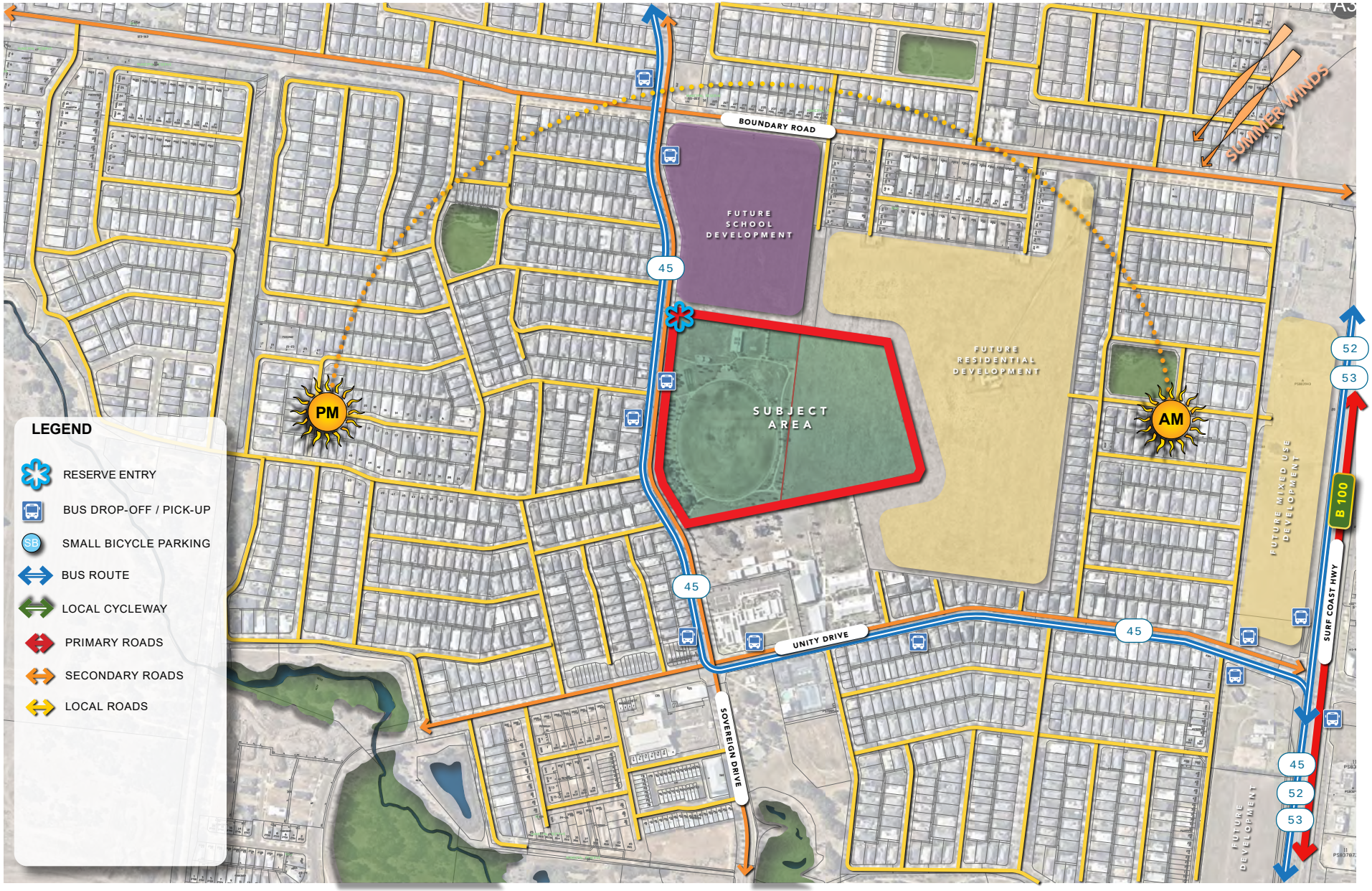
Use and Typology

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0 50 100 150 300

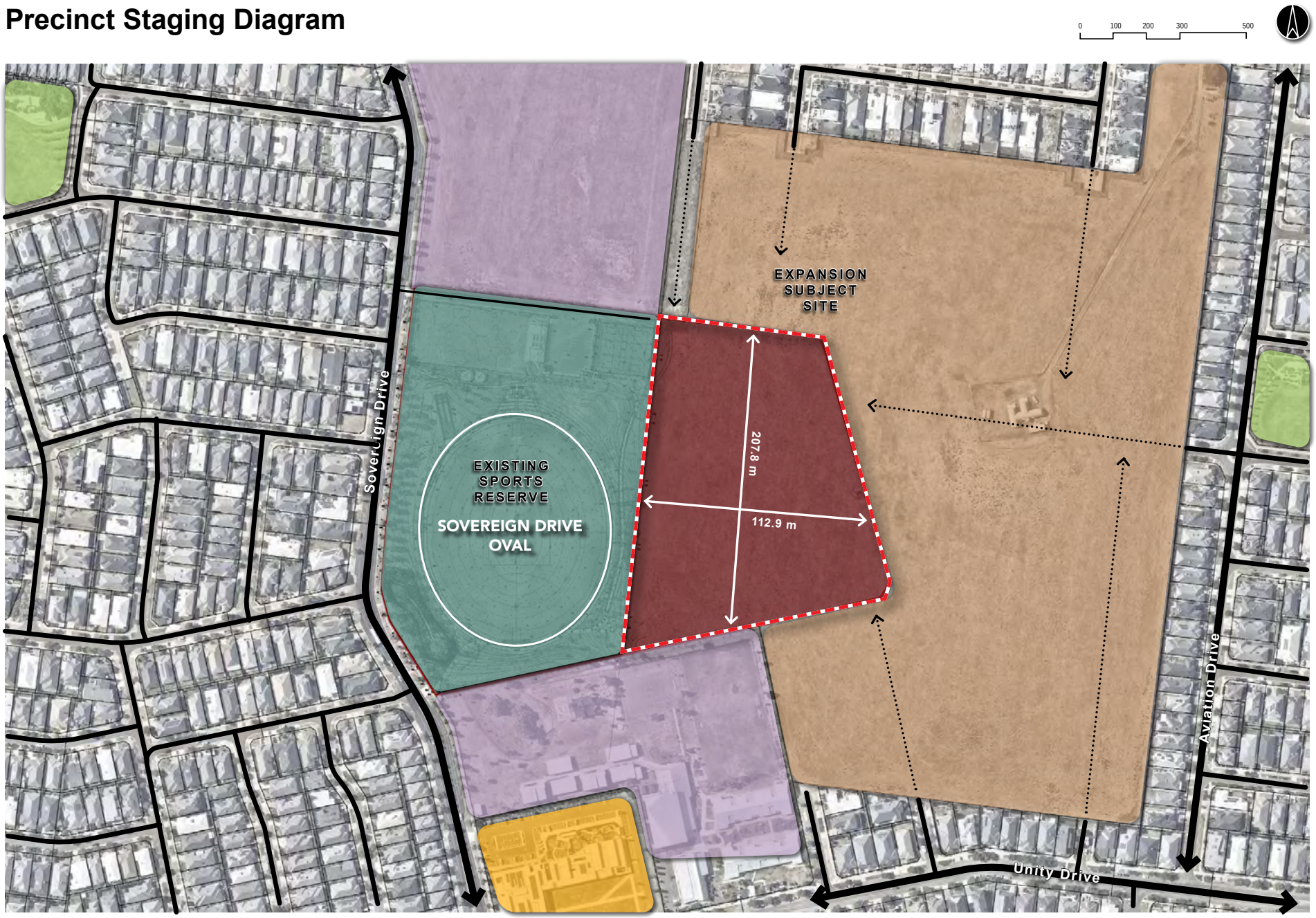


Traffic and Movement

Scale: 1:5,000 @A3
0 50 100 150 300



Precinct Staging Diagram



Precinct Plan

Scale: 1: 2500 @A3

0 25 50 75 100 150m



Existing Use Plan

Scale: 1: 1500 @A3

0 10 20 40 60 100m



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8.00am-5.00pm

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CITY OF GREATER GEELONG

THE CITY OF
GREATER GEELONG

SOVEREIGN DRIVE RECREATION RESERVE MASTER PLAN

FINAL ENGAGEMENT REPORT

DECEMBER 2025

CITY OF GREATER GEELONG

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Executive Summary

PROJECT OVERVIEW

The City of Greater Geelong engaged consultants Solucio, in partnership with The OCD, to prepare a master plan for stage 2 of the development of the Sovereign Drive Recreation Reserve in Mount Duneed, which will be integrated with stage 1. The master plan will aim to inform the direction of the future delivery of the reserve to support local sport and community recreation activities.

ENGAGEMENT OVERVIEW

Community engagement was undertaken between 27 August and 29 September 2025. The purpose was to understand the community's priorities for the future of the reserve and to gather feedback on the draft master plan.

HOW WE ENGAGED

Throughout the engagement process, a mix of in-person and online consultation was conducted to ensure that all members of the community could participate. The various engagement methods included:

- Online survey – 57 responses.
- On-site consultation – 8 people attended.
- Letterbox drop – 622 pamphlets delivered.

WHO WE ENGAGED

Survey results indicate a strong representation of families and young couples, with 58 per cent of respondents aged 25-49 years. This aligns with the demographics of Mount Duneed as a growing community of younger people.

The majority of respondents (74 per cent) live in Mount Duneed, highlighting that most are local residents and key users of the reserve.

WHAT WE HEARD

Overall, the community expressed strong support for the draft master plan, recognising its potential to enhance both organised sport and community recreation opportunities within Mount Duneed.

96 per cent fully support or mostly support the draft master plan.

98 per cent believe that the draft master plan meets community needs very or somewhat well.

75 per cent are very likely to use the reserve once it's developed.

From the review of the consultation feedback, the following overarching themes were identified:

Integration of sport and recreation facilities

- Support for the additional sports oval and pavilion.
- Support for the extension of the Men's Shed.

Integration of a fenced dog area

- A desire for the development of a secure, fully enclosed dog area.
- Provide supporting amenities such as dog bag dispensers, seating, shade, and water fountains.

Car parking and access concerns

- Ensure adequate car parking is provided within the reserve.
- Confirm the road widening of the existing access road into the reserve.
- Investigate additional access from Foundation Drive.

Public toilets

- A desire for the provision of public toilets within the reserve with all hours access.

WHAT'S NEXT

After conducting community engagement for a period of 35 days for the Sovereign Drive Recreation Reserve Master Plan the following has been undertaken:

- Review of the engagement findings and completion of a consultation report (this report).
- The master plan has been updated and finalised addressing the feedback received in the community consultation process.

The next step is to present the final master plan to the community in December 2025.

Introduction

PROJECT BACKGROUND

The City of Greater Geelong engaged consultants Solucio, in partnership with The OCD, to prepare a master plan for stage 2 of the development of the Sovereign Drive Recreation Reserve in Mount Duneed, which will be integrated with stage 1. The master plan will aim to inform the direction of the future delivery of the reserve to support local sport and community recreation activities.

The site currently includes the provision of one Australian Rules football/cricket oval, two netball courts, a Men's Shed, vehicular access from Sovereign Drive and a small car park.

The Armstrong Creek West Precinct Structure Plan (ACWPSP) identifies that Sovereign Drive Recreation Reserve will support the delivery of two Australian Rules football/cricket ovals, two netball courts, two bowling greens and a pavilion. Stage 1 was completed in 2017.

While the reserve is currently used for overflow sporting games and passive recreation, its primary purpose has always been to function as a sporting reserve. The master plan reinforces the ACWPSP's intent for the site to serve as an active open space to provide for the growing community.

Before releasing the draft for consultation, a series of activities were completed, including:

- A scoping workshop and on-site review with the project team.
- Review of relevant planning documents and population data.
- Site investigations covering cultural heritage, stormwater, geotechnical, and power supply considerations.
- Participation and provision analysis.
- Preparation of the draft master plan.

This report presents the findings of the community consultation process and is intended for the City of Greater Geelong, the Project Working Group, the Project Reference Group, and the wider community.

ENGAGEMENT PURPOSE

The engagement process sought to understand the community's priorities for the future of the reserve and to gather feedback on the draft master plan. Input from residents, state sporting associations, potential tenant clubs, and key stakeholders ensures the plan is aligned with community aspirations and helps inform Councillors in their decision-making.

In addition to collecting feedback, the consultation also aimed to build awareness of the project, encourage community interest, and strengthen relationships between the City and local residents.

ABOUT THIS REPORT

This report summarises the consultation process, which was open from 27 August to 29 September 2025. It outlines the engagement methods used, key themes emerging from the feedback, and how community insights will help refine the final master plan.

The report provides transparency around how feedback has been considered and demonstrates Council's commitment to delivering a high-quality and community-focused recreation reserve.

A copy of the community engagement snapshot report has already been shared on our HYS platform to align with the requirements of our Engagement Policy.



Image 1. Artistic render of the Sovereign Drive Recreation Reserve Master Plan.

How We Engaged

SNAPSHOT

The following mix of online and in-person engagement activities were undertaken to provide the community with multiple ways to participate in the Sovereign Drive Recreation Reserve Draft Master Plan consultation.



HAVE YOUR SAY (HYS) PLATFORM

The Have Your Say (HYS) platform was the main engagement tool. [Sovereign Drive Recreation Reserve Draft Master Plan | Have Your Say].

A quick view map of the draft master plan was provided on the HYS platform to allow respondents to easily view the plan.

An email campaign was sent out from the HYS platform to members who have indicated an interest in Armstrong Creek projects, sport and recreation, families and children, health and similar categories.

2,655 emails were sent to interested HYS members.

ONLINE SURVEY

An online survey was published on the Have Your Say project platform to seek feedback on the draft master plan. The survey sought feedback on the community's support for the plan, any issues with the plans, and any other feedback.

57 responses to the survey were received.

ON-SITE CONSULTATION

One x two-hour onsite drop-in session was held on Saturday 20 September at the reserve.

Eight people attended the session.

SOCIAL MEDIA

The City created a story post that was published on Facebook and Instagram. It was live for 24 hours on Tuesday 16 September.

It had a reach of 1,763 across Facebook and Instagram.

LETTERBOX DROP

Flyers were distributed in the first 2 weeks of the engagement to inform residents in close proximity to the reserve of the engagement.

622 pamphlets were delivered to residents. Pamphlets were also provided to the nearby Poa Banyul Community Hub, Mirripoa Primary School and Club Armstrong.

MEDIA RELEASES

A media release went out on 2 September providing information about the master plan and community engagement opportunities.

ON-SITE SIGNAGE

Four signs were installed on-site at entry points into the reserve, directing people to the City's HYS platform to provide feedback.

Who We Engaged

WHO WE PLANNED TO ENGAGE

Sovereign Drive Recreation Reserve currently functions as an overflow venue for several sports and clubs based in Armstrong Creek and Mount Duneed. In the future, it is expected to become an important sport and recreation hub for Mount Duneed, supporting both local residents and the wider sporting community.

The engagement sought input from:

- Local residents living near the reserve, as the primary users of the site.
- Current sport and recreation users of the reserve.
- Potential future sporting participants.

The engagement primarily focused on the Mount Duneed community to ensure the master plan reflects the needs and aspirations of those living within the immediate catchment area.

PARTICIPATION

The engagement was conducted across a variety of engagement methods, including:

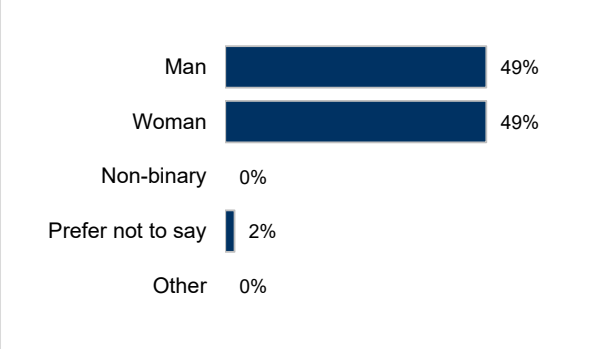
- Online survey – 57 responses.
- On-site consultation – 8 people attended.
- Letterbox drop – 622 delivered.

DEMOGRAPHICS

Survey results indicate a strong representation of families and young couples, with 58 per cent of respondents aged 25-49 years. This aligns with the demographics of Mount Duneed as a growing community of younger people.

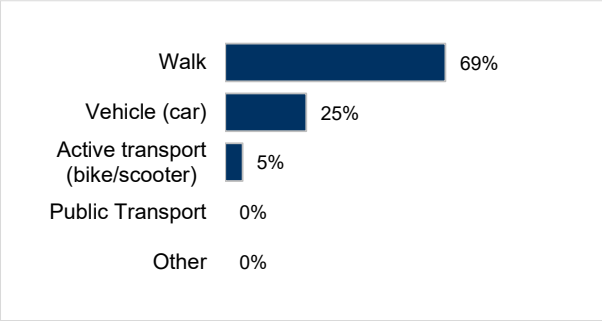
- 9 per cent are under 18.
- 4 per cent are aged 18-24 years.
- 18 per cent are aged 25-34 years.
- 40 per cent are aged 35-49 years.
- 9 per cent are aged 50-59 years.
- 9 per cent are aged 60-69 years.
- 11 per cent are aged 70 years and over.

The gender split of male and female was even at 49 per cent for both.



The majority of respondents (74 per cent) live in Mount Duneed, highlighting that most are local residents and key users of the reserve.

Main Mode of Transport



WHO ACTIVELY ENGAGED

The majority of respondents (61 per cent) were not members of a sporting club. This indicates that feedback was strongly representative of local residents and casual users of the reserve, rather than only organised sport participants.

This level of community representation highlights the reserve's importance as a space for everyday recreation, social connection, and community wellbeing reinforcing the need for the master plan to balance formal sporting use with informal and passive recreation opportunities.

What We Heard

WHAT WE ASKED AND WHY

The community engagement sought feedback on the draft master plan to ensure it reflects the needs and expectations of local residents and key users.

The survey explored:

- **Overall views on the draft master plan** – levels of support, concerns, and whether it meets community needs.
- **Sport and recreation use** – current participation in clubs and activities, as well as the likelihood of future use of the reserve.
- **Accessibility and inclusiveness** – perceptions of whether the plan provides equitable access for all users.
- **Access to the reserve** – how people currently travel to and from the site.

KEY FINDINGS OVERVIEW

All community survey responses were reviewed in detail and analysed to identify common themes. These insights have informed the preparation of the final master plan, ensuring it aligns with community priorities and aspirations.

Four key themes consistently emerged across the feedback:

1. Strong support for the integration of sport and recreation facilities.
2. Significant interest in a fenced dog area within the reserve.
3. Concerns regarding car parking capacity, access road width, and connection from Foundation Drive.
4. A desire for accessible public toilets that remain open at all times.

Overall, the community expressed strong support for the draft master plan, recognising its potential to enhance both organised sport and community recreation opportunities within Mount Duneed.

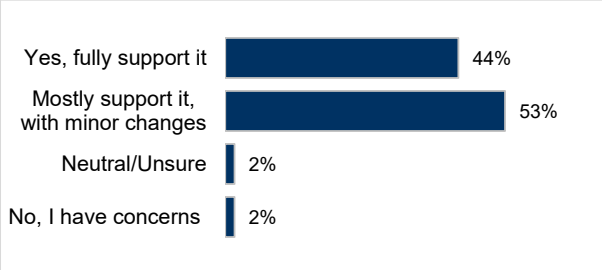
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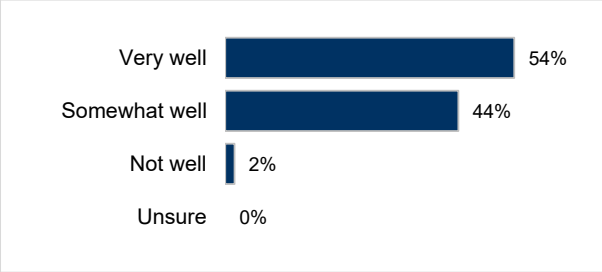
75 per cent are very likely to use the reserve once it's developed.

BREAKDOWN OF FINDINGS

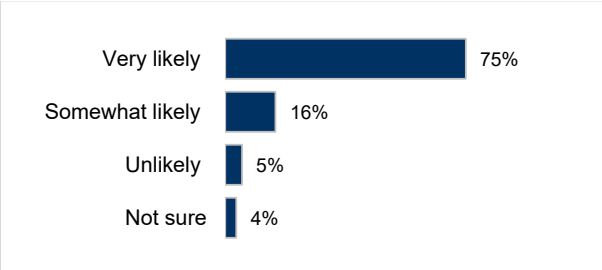
Support for the draft master plan



Responds to Community Needs



Likely to Use Once Developed



Activities to Do at the Reserve



What We Heard

KEY THEMES

The key themes reflect the feedback most commonly raised throughout the community survey. With a large number of comments received, it was important to examine the responses closely and group them in a way that best captures the scale of community views.

Each theme has been broken down into sub-themes to highlight specific areas of interest or concern. The following section outlined the key themes that emerged throughout the consultation process and shaped the final master plan.

Integration of sport and recreation facilities

- Support for the additional sports oval and pavilion.
- Support for the extension of the Men's Shed.

Integration of a fenced dog area

- A desire for the development of a secure, fully enclosed dog area and;
- Provide supporting amenities such as dog bag dispensers, seating, shade, and water fountains.

Car parking and access concerns

- Ensure adequate car parking is provided within the reserve.
- Confirm the road widening of the existing access road into the reserve.
- Investigate additional access from Foundation Drive.

Public toilets

- A desire for the provision of public toilets within the reserve with all hours access.

KEY THEME 1

Integration of sport and recreation facilities

Feedback on the proposed sport and recreation facilities was highly positive, with respondents recognising the value of new infrastructure that supports both organised sport and community use. The additional sports field, new pavilion and extension of the community shed were seen as vital to meeting future demand and creating a long-term home for sport in Mount Duneed.

Sub-theme – Expansion of sporting infrastructure

Community members strongly supported the inclusion of an additional sports oval and the construction of a new multi-purpose pavilion. These facilities are viewed as essential to accommodating local growth and providing equitable access to sport for all age groups and abilities.

Sub-theme – Supporting the men's shed extension

The extension of the Men's Shed was also highlighted as a key priority. The group has experienced significant growth in recent years, with increasing membership and a broader range of community-focused activities. The proposed expansion is viewed as essential to accommodate this growth, providing additional space for equipment that promote inclusion and wellbeing.

"Creating a sports facility which allows for clubs to utilise and bring the community together."

"The expansion of the Community Shed is important… Membership of the Men's Shed has also increased to the point where with the installation of new equipment and increasing membership that now includes several members confined to wheelchairs and NDIS participants."

KEY THEME 2

Integration of a fenced dog area

The inclusion of a fenced dog area was highlighted throughout the community engagement process. Many respondents expressed a strong desire for a secure and dedicated space where dogs can exercise and socialise safely, without impacting the use of sports fields or open community areas.

What We Heard

Sub-theme – Fully enclosed dog area

Respondents consistently highlighted the importance of integrating a fully enclosed dog area that is safe for off-leash activity. It was noted that fencing is essential to separate dogs from the sporting ovals and other users. Several comments suggested that the area should be well-sized to cater for both small and large dogs, with clear entry points and internal zoning.

Sub-theme – Support dog amenities

In addition to the enclosed area, respondents expressed interest in supporting amenities to enhance usability and maintenance. Suggestions included the installation of dog bag dispensers, waste bins, water fountains, and shaded seating.

> "Given the large growth area there have been many requests for a dog park in the area - the oval is currently used and isn't really fit for purpose in that lots of people don't pick up after their animals. I am a dog owner and a parent and love that we are able to have our dogs off lead in the oval but a dedicated space that separates children and animals would be a huge addition to the area and bring people together."

KEY THEME 3

Car parking and access concerns

Several respondents raised practical concerns around car parking and vehicle access to the reserve. As the area continues to grow and community use of the site increases, ensuring safe and efficient movement to and within the reserve was seen as essential.

Sub-theme – Adequate car parking

Respondents emphasised the importance of providing sufficient car parking to support both organised sport and casual recreation. Many noted that the existing parking provision may not be adequate once the additional oval, pavilion, and community facilities are established.

Sub-theme – Access road widening

A concern related to the width of the current access road, which was viewed as too narrow to safely accommodate two-way traffic. Respondents recommended road widening to alleviate the stress on the busy sporting days.

Sub-theme – Additional access point

There was some questions surrounding Foundation Drive that is to the south of the reserve as a potential access road. This could improve vehicular access and provide another entry point, reducing the reliance on the access road off Sovereign Drive.

> "I am concerned about traffic and the lack of car parking the current oval provides. I am also very conscious that as a parent that the morning rush of traffic is also at times dangerous and chaotic - would the master plan potentially see an expansion of Foundation Drive… even have a second car park."

KEY THEME 4

Public toilets

Access to public toilet facilities emerged as a consistent priority throughout the community feedback. Respondents emphasised that well-located and accessible toilets are essential for supporting both organised sport and informal community use of the reserve.

Sub-theme – Access to public toilets

Community members expressed a strong preference for conveniently located toilets that are easy to access from all areas of the reserve, including the ovals, pavilion, and possible future dog park. Respondents noted that proximity and visibility are important to encourage use and improve safety, especially for children and parents during training sessions and events.

Sub-theme – All-hours access

Many respondents requested public toilets that remain open beyond organised sporting hours, to accommodate informal users such as walkers, dog owners, and families visiting outside of club activities. After-hours access was viewed as critical to supporting the reserve's broader community role.

> "Have the toilets open even when there's no organised sport."

How We Are Responding

The purpose of the engagement was to ensure the draft plan accurately reflects the needs and aspirations of the community. The master plan has been reviewed and updated with the feedback from the community in mind.

KEY THEME 1

Integration of sport and recreation facilities

The master plan delivers a balanced mix of sport and community infrastructure that supports both organised and informal recreation opportunities. The addition of a new multi-sport field and the integration of a new community pavilion will help to accommodate the future growth of the area. This responds directly to community feedback highlighting the need for more space to support sporting opportunities in Mount Duneed.

A key strength of the master plan is its flexibility. The additional sports field allows for a variety of sporting codes and formats to be played, ensuring the site remains adaptable to changing participation trends over time. The new sports pavilion has been strategically located between the two ovals to function as a central hub for activity.

The master plan also includes the extension of the Men's Shed that will accommodate the group's growing membership. This will provide additional space for equipment and promote inclusivity for all to participate in the community.

KEY THEME 2

Integration of a fenced dog area

Following a review of the feedback, the master plan has been updated to support the investigation of a fenced dog off-lead area within the reserve. The area identified at Location 9 within the master plan has been noted as a potential future site for a fenced dog park for the following reasons:

- Strategic placement: The site has been identified to help meet the demand for off-leash areas within the surrounding growth corridor. It is positioned to complement the planned dog park at 111-215 Sparrovale Road, Charlemont, by serving a different catchment and expanding access to dog off-leash facilities across the region.
- Size of area and location: The area identified in the master plan at location 9 meets the size requirements for a fenced dog park and is a highly visible site.

KEY THEME 3

Car parking and access concerns

The master plan provides a substantial amount of on-site parking consistent with benchmarked facility design standards for reserves of this scale, while balancing available space to deliver a fit-for-purpose community facility. To further support this, additional on street parking to the future road on the eastern side of the reserve will be recommended in the master plan to be considered by the future developer(s).

The master plan recognises the need to widen the access road to meet the preferred standard for two-way traffic. The plan has been updated to emphasise this requirement and proposes widening the road to a minimum of 6.0 metres to allow two-way movement. This adjustment will necessitate widening the vehicle crossing to the south and removing the current encroachment into an adjacent parking space. Exact dimensions and layouts will be determined in detailed design.

Feedback suggested the introduction of an additional entry point from Foundation Drive, located south of the reserve. This road will be delivered by a future developer as part of the adjoining residential development. While the detailed designs are yet to be confirmed, it is anticipated that future road connections around the reserve will include pedestrian pathways but will not provide direct vehicular access into the reserve.

KEY THEME 4

Public toilets

Public toilets are proposed within the new pavilion and are shown on the master plan as an integrated component of the facility. Locating the amenities within the pavilion ensures they are accessible to sporting participants and general park users while maintaining safety and visibility.

The specific hours of operation will be determined at a later stage, informed by community demand, patterns of reserve usage, and operational considerations. This approach provides flexibility to adjust access as the reserve becomes more established and visitation increases over time.

NEXT STEPS

The master plan has been amended, updated and finalised addressing the feedback received in the community consultation process. It is scheduled to be tabled at the Council Meeting in early December 2025.

2.7. Special Rates and Charges Council Policy

Source: **City Infrastructure**
Executive Director: **Amanda Locke**

Purpose

1. For Council to adopt the updated Special Rate and Charge Scheme Corporate Policy at **Attachment 1 – Special Rates and Charges Policy**.

Background

2. The existing Special Rates and Charges Policy, adopted by Council in 2021, is scheduled for review in late 2025.

3. The updated version, Special Rates and Charges Policy (referred to as `the Policy') sets the strategic direction for future Special Rate and Charge schemes (SRC) across the municipality. It provides a governance framework and operational guidance for implementing infrastructure or service delivery projects funded with the use of contributions from benefitting property owners, in accordance with Section 163 of the *Local Government Act 1989* and consultation requirements of the *Local Government Act 2020*.

4. The policy is supported by a detailed procedure document that outlines how the City manages applications for SRC schemes and the step-by-step process for initiating and delivering a scheme.

Key Matters

5. SRC schemes enable the City to respond to community requests to provide a higher level of service by facilitating the timely delivery of infrastructure upgrades or services that are specifically requested or supported by local property owners. Without SRC's, these improvements may be significantly delayed or not delivered at all due to funding constraints.

6. These schemes have historically been applied to projects such as road construction, drainage improvements, footpath installations, or services like marketing, promotion, and economic development initiatives that benefit business within the Central Activity Area. Other infrastructure (i.e.: lighting) or services associated with providing an increase in service level to select properties may be considered as part of future schemes.

7. The draft Policy and supporting procedure outline the decision-making process for establishing SRC schemes, including how costs are apportioned among benefiting properties. This ensures that contributions are fair, transparent, and aligned with the level of special benefit received by property owners within the scheme area.

8. The draft Policy introduces key changes to the administration of Special Rates and Charges (SRC) schemes, including a requirement for property owners to demonstrate a minimum of 60% support from responding property owners for infrastructure upgrades. It also removes the previous threshold that limited schemes to projects involving five or more properties, eliminating barriers and enabling all requests for

infrastructure upgrades to be considered. These changes aim to strengthen community-led decision-making while ensuring consistency and transparency in the delivery of locally supported improvements.

Recommendation

That Council:

1. **Formally revokes the existing Special Rates and Charges Policy version 2 and replace it with the updated policy framework.**

2. **Adopts the Special Rates and Charges Policy (Attachment 1).**

Financial Sustainability

9. Under the current Special Rate and Charge (SRC) program, the City is planning to deliver approximately $21.3 million in new roads and footpaths, guided by the cost apportionment models outlined in the draft SRC Procedure. Based on this works program, the City anticipates recovering an estimated $9.3 million (38.1%) of the total construction costs from the benefitting property owners over the four-year period from 2025/26 to 2028/29.

10. Without the implementation of SRC schemes, the delivery of upgraded or new infrastructure and services would face significant delays or require a substantial increase in expenditure within the City's annual capital budget.

11. The capital budget (2025-2029) includes an allocation of funds which will facilitate the planning stages of upcoming Special Rate and Charge schemes. Any additional budget necessary for detail design and construction services will be sought through the Council Chamber during the Declaration of Charge phase of the SRC scheme.

12. Our cost apportionment criteria for SRC's is covered within the supporting procedure and has been reviewed by two community focus groups as part of ensuring the accompanying procedure remains contemporary. The cost apportionment of SRCs will be applied in accordance with the requirements of the Local Government Act 1989 and the SRC procedure.

Community Engagement

13. The review process of the policy considered the outcomes of previous scheme declarations and interactions with the community regarding SRC's.

14. Officers engaged an external consultant to assist in collaborating with two community focus groups to explore potential improvements in our use of SRCs and to ensure that our cost apportionment methods are fair and reasonable. A report outlining the findings from these engagements can be found in **Attachment 2 – SRC Procedures Review Report.** The removal of barriers presented in the current SRC policy and greater % of favourable support toward a SRC all align with feedback from the consultation. Other changes and feedback are restricted to the supporting procedure.

15. Feedback was sought from the broader community through the City's online "Have your Say" platform, a media release, and social media posts over a four-week period to gather input on the draft Special Rates and Charges Policy 2025-2029. A report outlining the findings from this engagement can be found in **Attachment 3 – Draft SRC Policy – Engagement Summary Report.** Following this consultation, the following amendments were made:

    15.1. Consideration of health impacts, in line with the Local Government Act 1989, within our prioritisation framework.

    15.2. A stronger threshold for community support: 60% evidence of support from responding property owners at each stage of engagement (an increase from the previous 51%).

    15.3. Discussions with our Finance team to consider a ten-year repayment plan for property owners struggling financially.

Social Equity and Sustainability

16. The City is committed to providing an open and transparent process that is fair, reasonable, and equitable. We actively encourage input from all benefitting properties to ensure inclusivity and accountability.

17. The updated policy and supporting procedure provide a consistent methodology to apply cost apportionments for future SRC schemes.

18. The City offers hardship provisions for benefitting property owners for future SRC schemes.

Relevant Law/Policy/Legal Implications

19. This policy is pursuant to Section 163 of the *Local Government Act 1989 and* consultation requirements of the *Local Government Act 2020..*

Alignment to Council Plan and Vision

20. This report aligns with Our Council Plan 2025-2029 strategic priority:
Core and Critical Infrastructure.

21. This report aligns with the Community led 30-year Vision, “Greater Geelong: A Clever and Creative Future” community aspiration:
Development and implementation of sustainable solutions.

Conflict of Interest

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

Risk Assessment

23. Without SRCs as an equitable funding mechanism, the City’s reputation may be impacted given the reduced ability to fund community infrastructure requests for new or upgraded roads, drains or footpaths, as well as services above or outside the current service offering. These upgrades will deliver an improved or higher level of service to the benefitting property owners.

24. SRCs provide a funding model for growth, upgraded or new infrastructure where no Developer Contribution Plan is in place or external funding is available for capital works or to support the City’s economic development.

25. The City is not obligated to approve all infrastructure upgrades proposed under a Special Rate and Charge Scheme. Requests may be declined if the upgrade is not considered to provide a demonstrable benefit to the community, does not align with strategic priorities, or is deemed unreasonable in scope or cost.

Environmental Sustainability

26. Proposed schemes consider any environmental issues such as vegetation, local flora and fauna habitats, natural water ways and relevant legislative and regulatory requirements in the planning stage of SRC schemes.

Attachments

1. Attachment 1 - Special Rates and Charges Policy 2025 (D 25-561996) [**2.7.1** - 9 pages]
2. Attachment 2 - SRC Procedures Review Report (D 25-534735) [**2.7.2** - 19 pages]
3. Attachment 3 - Special Rates and Charges Policy - Engagement Summary Report (D 25-550491) [**2.7.3** - 19 pages]

THE CITY OF
GREATER GEELONG

SPECIAL RATES AND CHARGES POLICY

VERSION:	**3**
TYPE OF POLICY:	**Council**
APPROVAL DATE:	**10 DECEMBER 2025**
REVIEW DATE:	**DECEMBER 2029**
RESPONSIBLE OFFICER:	**SPECIAL RATES AND CHARGES PROGRAM MANAGER**
AUTHORISING OFFICER:	**EXECUTIVE DIRECTOR CITY INFRASTRUCTURE**

CITY OF GREATER GEELONG

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Introduction

PURPOSE

A Special Rate and Charge Scheme is a funding model by which the City can recover the costs, or part thereof, from property owners where works or services provide a special benefit to those property owners.

This policy provides guidance for implementing and delivering services paid for through contributions as part of a Special Rate and Charge Scheme pursuant to Section 163 of the Local Government Act 1989 and 2020.

SCOPE

Under the Local Government Act 1989, Councils may levy a special rate or charge to fund services or infrastructure that provide a special benefit to specific property owners. These schemes enable the City to deliver projects more efficiently, overcoming budget and timing constraints, and benefiting both individual properties and the broader community.

Special Rate and Charge Schemes are not limited to physical infrastructure—they may also support services such as marketing, promotion, and economic development.

In new developments, infrastructure costs are typically apportioned by the developer across all lots. Where infrastructure or services are introduced later, property owners may be required to contribute fairly to the cost of those benefits.

This policy outlines the decision-making process and criteria for implementing Special Rate and Charge Schemes, ensuring transparency, equity, and alignment with community benefit.

Services include but are not limited to:

- Increase in maintenance above municipal pre-determined levels of intervention
- Treatments to address nuisance amenity issues associated with City infrastructure
- Marketing and promotion

The provision of Infrastructure includes but is not limited to:

- Sealed roads
- Drainage
- Kerb and channel
- Footpaths
- Streetlighting
- Other capital infrastructure
- Design and construction of the above

Definitions

The following definitions apply to this Policy:

Term	Definition
City	The City of Greater Geelong organisation, led by the CEO.
City Officers	Includes employees, volunteers and contractors.
Council	The City of Greater Geelong Council comprised of elected councillors and led by the Mayor.
ELT	The Executive Leadership Team of the City, as constituted from time to time.
Submission Review Panel (SRP)	A panel of Councillors to consider feedback from property owners who support or oppose a proposed scheme.
Special Benefit	Benefit received by those property owners included in the scheme. Benefitting property owners pay the special benefit.
Community Benefit	The wider community that are not receiving a Special Benefit in the proposed scheme. The community benefit is paid by the City.
Total Benefit	Special Benefit plus Community Benefit.
VCAT	Victorian Civil and Administrative Tribunal.

Policy

The City aims to deliver a standard of infrastructure and services that ensures the connection, safety, wellbeing and prosperity of all members of the community. This in turn creates a healthier community by reducing isolation, encouraging physical activity and socialisation and strengthens the local economy.

The City welcomes nominations and support from the community where infrastructure and services may need improvement and could be delivered under a Special Rate and Charge Scheme funding model.

Where possible, works and services delivered under a Special Rate and Charge Scheme will comply with relevant standards and guidelines and the Local Government Act 1989 and the Local Government Act 2020.

As a result of increasing population growth in Greater Geelong, there is community expectation that infrastructure and services are provided to support the growing community.

A Special Rate and Charge Scheme may be initiated by the City via a petition or may be requested by property/business owners or residents. A Special Rate and Charge Scheme may be delivered to raise the standard of a specific service or infrastructure to provide better amenity for residents or to better respond to growth. Without Special Rate and Charge Schemes, the upgrading or construction of new infrastructure or provision of services would be significantly delayed or never delivered.

Apportioning costs enable the City to balance its financial sustainability with benefiting communities/properties. Any cost adjustments will be confirmed in accordance with the requirements of the Local Government Act 1989 at the finalisation of the Scheme.

Apportionment of costs from a Special Rate and Charge Scheme is calculated in recognition of the benefit to the property owners and the local community. The classification of the road or drain defines the ratio of Special Benefit and Community Benefit for the different asset classes.

Costs will be apportioned using information available to derive the proportion of Special Benefit gained by each individual party to the Scheme and Community Benefit.

1. OPEN AND TRANSPARENT ENGAGEMENT WITH THE COMMUNITY

When engaging in a Scheme, the City aims to provide an open and transparent process, on a fair, reasonable and equitable basis and encourages property owner input.

To ensure a Special Rate and Charge Scheme is implemented in accordance with the requirements of the Local Government Act 1989 and 2020, Council follows this policy, and internal procedures, for all Schemes undertaken.

Each Special Rate and Charge Scheme is unique. A community engagement plan shall be prepared to suit specific needs in accordance with Council's Community Engagement Policy.

The City, in considering a Scheme, may adopt, abandon or modify a proposed scheme. If a Scheme is abandoned, it generally won't be revisited within 10 years from the decision or unless it is clearly demonstrated that community support has changed. Support is demonstrated by the majority (60% or more) of survey responses received indicating their support for the upgrade under a future SRC Scheme.

2. PRINCIPLES

The following principles underpin the City's Special Rate and Charge Scheme decision making.

As a principle the City will:	What will this look like in practice?
Consult and engage with the community and stakeholders	The City aims to connect with the community and stakeholders when planning for new, upgraded or improved infrastructure or services for the community. The City commits to engage with the community to ensure the community has a voice.
Be driven by evidence of need and the benefit to the community	The City aims to take a purposeful and strategic approach to funding infrastructure or services that deliver meaningful community benefit and social impact. The City aims to ensure that decisions are aligned to the agreed provision standards, robust evidence and the requirements of the community. As a priority, the City aims to consider solutions that meet safety and mobility outcomes, the place-based needs of the community and focus on addressing social challenges, economic impacts and opportunities.
Provide access to services where it is needed, in a timely way	The City aims to ensure that service and infrastructure design, location, and support arrangements address the needs and obstacles faced by the community. The City aims to ensure that the community has access to infrastructure, support and services where it is needed and as soon as practicable.
Align decisions with Council's role, strategic priorities, and needs of the community	The City aims to ensure that community spend is focussed on delivering strategic objectives and priorities, while ensuring there are appropriate mechanisms to consider community led ideas and initiatives. The City aims to play a stronger role as an advocate, leader, facilitator, planner, monitor and part funder of new and upgraded services. The City aims to continue to fulfil a variety of roles as appropriate, including the support and delivery of new and upgraded infrastructure and services. If the City identifies the need for new or upgraded infrastructure but the contributing parties do not support the Scheme, it may still proceed if the City contributes more than one-third of the total cost. Under Section 163B of the Local Government Act 1989, the Scheme can proceed even if a majority of property owners object, provided the Council's contribution exceeds one-third of the cost. Alternatively, the City may refer the proposal to Council's budget process and/or explore external funding sources. The City aims to be fair and transparent in its funding priorities, processes and decision making, ensuring funding achieves best value.
Demonstrate fairness and transparency in decision making	The City aims to provide the community with a clear understanding of Council's role and how decisions are made to ensure that the community understands what is planned for the place that they live.

3. PRIORITISATION FRAMEWORK

The City aims to ensure that residents have the infrastructure they need. The intent is to work in partnership with property owners in responding to the needs of the community whilst maximising community benefit.

The following factors will be considered when assessing the need for a proposed project under a Special Rate and Charge Scheme:

- The proportion of property owners who support the proposal.
- Community and Special Benefits.
- Previously proposed Schemes.
- Existing conditions, the need for the project, matters of health, safety and amenity.
- Support from City Officers.
- Infrastructure provision priorities based on adopted strategic and asset management plans.
- The available options for staging and funding the project.
- A preliminary estimate and method of distributing costs.
- Social, environmental, cultural or economic implications.
- Cost benefit to the greater community in assessing apportionment of public funds to the Scheme.
- Addressing health impacts as outlined within the Local Government Act 1989

To determine if a Scheme proceeds, all relevant circumstances must be considered before the Scheme is put to Council for approval. Should a Scheme proceed, the City will fund the community benefit component.

Implementation of this Policy

MONITORING AND REPORTING

The City's commitment to the implementation of this Policy includes:

- Providing a rolling four-year Special Rate and Charge infrastructure plan in alignment with Council's Community Plan and the long-term financial plan; and
- Periodically review the economic development derived from commercial businesses for services provided through a Special Rate and Charge Scheme; and
- Conduct an annual review of Special Rate and Charge Scheme priorities.

ADVICE AND ASSISTANCE

The Responsible Officer for this policy manages the provision of advice to the organisation regarding this policy.

A person who is uncertain how to comply with this policy should seek advice from this person or from their Manager.

RECORDS

The City must retain records associated with this Policy and its implementation in accordance with its Records Information Management Policy

REVIEW

The City should review and, if necessary, amend this Policy within four years of the Approval Date.

References

Legislation

- Local Government Act 1989
- Local Government Act 2020
- Ministerial Guidelines 2004

Other Documents

- Records Information Management Policy
- Infrastructure Design Manual (IDM)
- Community Plan 2025-2029
- Special Rate and Charge Scheme Procedure 2025

City of Greater Geelong

SPECIAL RATE AND CHARGE SCHEME

Community Focus Group Report

October 2025

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SPECIAL RATE AND CHARGE SCHEME 1

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Background

What is a Special Rate and Charge Scheme?

A Special Rates and Charges Scheme SRC is an arrangement where the cost of specific infrastructure or services, such as the development of a new or upgraded footpath (which is not prioritised in the capital works budget and may otherwise not be funded), is shared between the City of Greater Geelong and property owners who are deemed to receive a 'special benefit' from these works. A special benefit may include flood protection, improved storm water drainage, improved amenity (visual appeal), improved visibility, reduced mud or dust, improved road safety and all-weather access. The need for the specific form of infrastructure or service is identified either by property owners or the City.

The ability of Local Government Authorities to levy a special rate or charge to property owners who receive a 'special benefit' from a specific project is outlined in the Local Government Act (1989). This Act states that Councils can determine the amount that is levied to property owners, based on the perceived amount of benefit they will receive. Councils then contribute the proportion of community benefit that has been identified for the project. However, in order for SRCs to proceed, there are clear processes and procedures, including agreement by a certain percentage of affected property owners.

Why is City of Greater Geelong engaging with the community about SRCs?

The City of Greater Geelong is in the process of reviewing its Special Rate and Charge Scheme Procedure. Members of the community were engaged to provide feedback on the Special Rate and Charge Scheme Procedure to ensure that what is proposed is fair, equitable and transparent.

Who was involved in the review?

Expressions of interest were sought from the broader community in May 2025 to attend a panel meeting to provide input into the Special Rate and Charge Scheme Procedure review, specifically the cost apportionment method identified in the appendix.

Initially three sessions were planned – one in Geelong, one in Lara and one in Drysdale. Due to a limited number of responses for the Lara session, it was combined with the Geelong session. The first session was held at Wurriki Nyal on Tuesday 19 August from 5.30pm to 8.00pm, and the second session was held at Drysdale Library on Wednesday 28 August from 10.00am to 12.30pm. A total of 17 people attended the two sessions. In addition to selected community representatives, three staff from the Civil Infrastructure unit attended. The session was jointly facilitated by these three staff along with an external facilitator.

A brief profile of participants follows:

	Session 1	Session 2
Number of participants	5	12
Gender	4 males, 1 female	8 males, 4 females
Age	36-75	56-76
Suburb / town of residence	Lara (2), Moolap, South Geelong, Ocean Grove	Ocean Grove (5), Drysdale (3), Portarlington (2), Mt Duneed (1), South Geelong (1)
Property ownership	All property owners	All property owners
Independent or group representative	All independent	10 independent; 1 representing Combined Bellarine Community Associations; and 1 representing Ocean Grove United Church
Involved in an SRC previously	0	8

Participants were provided with a Terms of Reference document and pre-reading material comprising of a link to the draft Review of Special Rates and Charges review 2025; and background material incorporating information about the process and cost apportionment methods. Participants were contacted in advance to determine whether or not they had any questions prior to the workshops.

What was the role of panel members?

Panel members were invited to attend one of the two workshops to discuss:

- The existing SRC process from project initiation to completion, with a view to identifying any improvements.
- The proposed cost apportionment methods for footpaths; roads and street lighting; drainage; kerb and channel to determine whether or not they are fair and reasonable, and if not, suggest a more suitable methodology.
- Any other aspects of the review or cost apportionment method they think could be changed.

Review of Special Rate and Charge process

Group 1

Group 1 was asked to discuss the existing SRC process. Feedback received indicates that they are generally satisfied with the existing process. Participants asked questions about:

- Whether or not Councillors were happy with the process and touch points
- How many SRC's Council undertakes each year
- What happens if works aren't as expensive as estimated by Council during the design stage
- What happens if a contractor goes out of business mid-construction
- Whether or not there are hardship provision and who picks up the cost until such time as property owners are able to pay their share
- Whether or not it would be better to have a higher percentage of agreement at the first stage of the assessment process (i.e. evidence of community interest) of around 70%-80%, recognising that this figure may decline as time goes on down to the 60% level required.

Group 2

Group 2 was asked to discuss the existing SRC process in two groups. Feedback received indicates that they are relatively happy with the current process. Their questions and comments included:

- How long do you have to pay your special rate and charge if it is designated?
- What if you can't reach everyone in the street?
- How does the scheme apply to holiday homes?
- Potentially too many interactions with Councillors
- Need to let people know the timeframe it takes for each step
- Need to state that in the evidence of community interest section that the area in question may not be one street, but a precinct
- How does Council communicate the work that it does and what it's about to do (rather than expecting people to read the Council budget to find out what has been funded).

Summary

Overall, participants expressed a reasonably high level of satisfaction with the existing structure, noting that it was very comprehensive and had lots of 'checks and balances' before proceeding to the next level or being abandoned.

Preferred methods used to apportion costs

Participants were asked to give their view about the various methods currently used to apportion costs for infrastructure developed as part of an SRC scheme. Feedback is as follows:

Method	Group 1 Feedback	Group 2 Feedback
Equal share of costs by all property owners in the SRC	It was felt that there were too many variables with this method.	There was some support for equal share of costs.
Frontage	There was general support for street frontage (pending the project).	There was some support for frontage.
Land value	There was general support for land value (pending the project), providing that there is a cap on how much property owners are required to pay. It was agreed that the fairest way of determining land value was to use the amount indicated on the City of Greater Geelong's rate notices. This method, however, may not work as well in lower socio-economic areas as the amount raised will be less, although infrastructure won't cost less.	There was some support for land value.
Usage (access and amenity)	Usage was not discussed in any detail.	There was no support for usage.
A combination of apportionment criteria methods	A table of different costs was presented as part of the package for this question, showing different costs according to which method was chosen. Participants did not have time to read and discuss this in detail, although they could see that different methods resulted in quite different charges depending on land value, frontage and an equal share of costs.	A table of different costs was presented as part of the package for this question, showing different costs according to which method was chosen. Participants did not have time to read and discuss this in detail, although they could see that different methods resulted in quite different charges depending on land value, frontage and an equal share of costs.
General comments		Participants felt that it's best to keep the model as simple as possible.

Summary

At this point of the sessions, consideration was given to equal share, frontage and land value.

Best option for different scenarios

Participants were asked to discuss their thoughts on what they believe is fair and reasonable for three different scenarios:

Scenario 1	Scenario 2	Scenario 3
		

Feedback on these scenarios follows:

Scenario	Group 1	Group 2
One	• 2 participants supported frontage • 2 supported land value • 1 supported equal share	All supported equal share.
Two	• 2 supported land value • 1 supported equal share • 1 said that it depends on what the works are for, but would go for either land value or frontage, however, would need to take into consideration very small blocks • 1 said that it depends on what the works are for but would go for land value if it's a road and frontage for other works.	All supported equal share.
Three	• 3 supported frontage • 2 supported land value • In terms of units, one person suggested measuring the internal roadway in a block of units and divide that by the number of units to come up with the length of frontage. Another suggested to utilise the original size of the block and divide that by the number of units to work out the proportion of costs each person living in the unit needs to pay. • The question of how to address battle axe blocks was stated.	All supported equal share.

Scenario	Group 1	Group 2
	• One person believes that a people living in a court receive a 100% special benefit. However, after a short discussion it was agreed that the percentage of special benefit is likely to be less than 100% if that court is adjacent to another street where there is a school for example, and people use the court for parking. • A discussion was held about the number of traffic movements estimated for each property each day, as well as improved amenity.	
General comments		One person stated that if a commercial property is involved in the scheme, there may be greater usage of the item in question (e.g. road) and hence this may need to be looked at differently.

Summary

In summary, Group 1 had varying opinions about which method was best according to each scenario, with land value and street frontage the most popular responses. Group 2, however, all supported equal share.

Footpaths

Group 1

Participants were asked to review the proposed percentages for property owners (as a special benefit) and the proposed community benefit.

Road Hierarchy	Special Benefit	Community Benefit	Feedback – preferred percentages	
Category 3 – Arterial / Collector	30%	70%	**Special benefit** 30% 30% 10% 10% Did not answer Average: 20%	**Community benefit** 70% 70% 90% 90% Did not answer Average: 80%
Category 2 - Local	50%	50%	**Special benefit** 50% 50% 20% 20% Did not answer Average: 35%	**Community benefit** 50% 50% 80% 80% Did not answer Average: 65%
Precinct	35%	65%	**Special benefit** 30% 30% 0% 0% Did not answer Average: 15%	**Community benefit** 70% 70% 100% 100% Did not answer Average: 85%
Activity centre	30%	70%	**Special benefit** 30% 30% 0% 0% Did not answer Average: 15%	**Community benefit** 70% 70% 100% 100% Did not answer Average: 85%
Parks / reserves	30%	70%	**Special benefit** 30% 30% 0% 0% Did not answer Average: 15%	**Community benefit** 70% 70% 100% 100% Did not answer Average: 85%
General comments			Group 1 had a discussion about courts (as part of Local Roads – Category 2), having their own specific hierarchy level. A fair special benefit of 30% was identified, with a community benefit of 70%.	

Group 2

Participants were asked to review the proposed percentages for property owners (as a special benefit) and the proposed community benefit.

Road Hierarchy	Special Benefit	Community Benefit	Feedback – preferred percentages
Category 3 – Arterial / Collector	30%	70%	• Support proposed rate
Category 2 - Local	50%	50%	• Support proposed rate
Precinct	35%	65%	• Agreed special benefit should be 30% and community benefit should be 70% • One person felt that precinct should be called network • One person wanted to know who determines when it's a precinct, i.e. does it go from local area to precinct • Need a clear definition of precinct, neighbourhood and suburb • Want a threshold for precinct, i.e. where do connections go
Activity centre	30%	70%	• Support proposed rate
Parks / reserves	30%	70%	• Support proposed rate
General comment			• Need to place an asterix in the document to say that the rates can be varied if Councillors decide to do so.

Summary

Group 1 consistently advocated for a lower rate than Council's proposed amount, whereas Group 2 supported all of Council's proposed amounts for footpaths, with the exception of 'Precinct'.

Roads and street lighting

Group 1

Participants were asked to review the proposed percentages for property owners (as a special benefit) and the proposed community benefit.

Road Hierarchy	Special Benefit	Community Benefit	Feedback – preferred percentages	
Category 3 – Arterial / Collector	50%	50%	**Special benefit** 20% 20% 0% 0% 30% Average: 14%	**Community benefit** 80% 80% 100% 100% 70% Average: 86%
Category 2 (Through road) - Local	70%	30%	**Special benefit** 25-30% 25-30% 10% 10% 50% Average: 25%	**Community benefit** 70-75% 70-75% 90% 90% 50% Average: 75%
Category 2 (No through road) - Local	100%	0%	**Special benefit** 60-70% 60-70% 50% 50% Did not answer Average: 58%	**Community benefit** 30-40% 30-40% 50% 50% Did not answer Average: 42%
Category 1 - Laneway	100%	0%	**Special benefit** 80% 80% 50% 50% Did not answer Average: 65%	**Community benefit** 20% 20% 50% 50% Did not answer Average: 35%
Precinct	35%	65%	**Special benefit** Did not answer Did not answer 0% 0% Did not answer Average: 0%	**Community benefit** Did not answer Did not answer 100% 100% Did not answer Average: 100%

Group 2

Participants were asked to review the proposed percentages for property owners (as a special benefit) and the proposed community benefit.

Road Hierarchy	Special Benefit	Community Benefit	Feedback – preferred percentages
Category 3 – Arterial / Collector	50%	50%	• The group supported the percentages proposed by Council.
Category 2 (Through road) - Local	70%	30%	• One person suggested that local roads should have a 65% special benefit. The remainder of the group was happy with what has been proposed by Council.
Category 2 (No through road) - Local	100%	0%	• One person mentioned that a no through road which has beach access definitely has some community benefit.
Category 1 - Laneway	100%	0%	• The group supported the percentages proposed by Council.
Unformed road reserve	100%	0%	• The group supported the percentages proposed by Council.
Precinct	35%	65%	• One person suggested that precinct could be a combination of category 2 and 3 • One person suggested 40% for special benefit and 60% for community benefit for precinct. The remainder of the group was happy with what has been proposed by Council. • One person suggested adding neighbourhood to the precinct definition.

Summary

Group 1 consistently advocated for a lower rate than Council's proposed amount, whereas Group 2 supported all of Council's proposed amounts for roads and streetlighting, with the exception of one person for each of 'Local road' and 'Precinct'.

Drainage

Group 1

Participants were asked to review the proposed percentages for property owners (as a special benefit) and the proposed community benefit.

Road Hierarchy	Special Benefit	Community Benefit	Feedback – preferred percentages	
Easement drain	100%	0%	**Special benefit:** 80-90% 80-90% 20% 20% 50% Average: 52%	**Community benefit:** 10-20% 30-40% 80% 80% 50% Average: 48%
Road drain	Match road type	Match road type	Special benefit: 60-70% 60-70% 20% 20% Did not answer Average: 34%	**Community benefit:** 30-40% 30-40% 80% 80% Did not answer Average: 66%
Network / trunk drain	70%	30%	**Special benefit:** 80% 80% 0% 0% 30% Average: 38%	**Community benefit:** 20% 20% 100% 100% 70% Average: 62%

Group 2

Participants were asked to review the proposed percentages for property owners (as a special benefit) and the proposed community benefit.

Road Hierarchy	Special Benefit	Community Benefit	Feedback – preferred percentages
Easement drain	100%	0%	The group supported the percentages proposed by Council.
Road drain	Match road type	Match road type	The group supported the percentages proposed by Council.
Network / trunk drain	70%	30%	The group supported the percentages proposed by Council.
General comments			• Some discussion was held about major drainage issues for some houses that were built in in Drysdale and the modelling that is currently being undertaken.

Road Hierarchy	Special Benefit	Community Benefit	Feedback – preferred percentages
			• Group members acknowledged that drainage is essential.

Summary

Group 1 consistently advocated for a lower rate than Council's proposed amount, whereas Group 2 supported all of Council's proposed amounts for drainage.

Kerb and channel

Group 1

Participants were asked to review the proposed percentages for property owners (as a special benefit) and the proposed community benefit.

Road Hierarchy	Special Benefit	Community Benefit	Feedback – preferred percentages	
Category 3 – Arterial / Collector	50%	50%	**Special benefit** 30% 30% 0% 0% 30% Average: 18%	**Community benefit** 70% 70% 100% 100% 70% Average: 82%
Category 2 (Through road) - Local	70%	30%	**Special benefit** 40-50% 40-50% 10% 10% 50% Average: 32%	**Community benefit** 50-60% 50-60% 90% 90% 50% Average: 68%
Category 2 (No through road) - Local	100%	0%	**Special benefit** 70-80% 70-80% 30% 30% Less than 100% if access to an amenity, e.g. a school Average: 52%	**Community benefit** 20-30% 20-30% 70% 70% Greater than 0% if access to an amenity, e.g. a school Average: 48%

Group 2

Participants were asked to review the proposed percentages for property owners (as a special benefit) and the proposed community benefit.

Road Hierarchy	Special Benefit	Community Benefit	Feedback
Category 3 – Arterial / Collector	50%	50%	The group supported the percentages proposed by Council.
Category 2 (Through road) - Local	70%	30%	The group supported the percentages proposed by Council.

Road Hierarchy	Special Benefit	Community Benefit	Feedback
Category 2 (No through road) - Local	100%	0%	Group supported 70% for special benefit and 30% for community benefit if there is amenity attached to the no through road, e.g. access to a beach.

Summary

Group 1 consistently advocated for a lower rate than Council's proposed amount, whereas Group 2 supported all of Council's proposed amounts for kerb and channel with the exception of no through roads if there is amenity attached to the road such as access to a beach.

General comments

Group 1:

Setting the scene at the beginning of the session around Council's assets and budget was helpful for participants to understand the financial pressures and constraints impacting the Infrastructure Team.

In general, participants expressed satisfaction with the Special Rate and Charge process, however, some discussion was held regarding implementing a percentage of around 70-80% approval from impacted property owners at the community expression of interest phase, recognising that it could slip to the nominated 60% cut-off rate as the project progresses through the SRC process. Participants felt that this would alleviate some costs to Council for engagement, preliminary design and indicative costings. City staff advised that it is rare for a potential project to have a support rate of around 80%, so that would mean fewer projects would be approved.

Some participants also wanted to ensure that there was a cap placed on the maximum contribution that they would be asked to contribute so that they could effectively budget for this amount.

Participants were happy to see that there is a hardship consideration for property owners and liked that the special contribution could be paid back to Council on sale of the property.

Given that some participants signed up to the focus group as they have some concerns about the Special Rate and Charge scheme, or are keen to ensure that they will not have to pay too much for infrastructure impacting their property, it is not surprising that the percentages identified by participants for special benefits versus community benefits was erring more on the side of community benefits rather than benefits for property owners. However, the proportions were relatively similar to those proposed by City staff.

Group 2:

Once again, setting the scene at the beginning of the session around Council's assets and budget was very helpful for participants to understand the financial pressures and constraints impacting the Infrastructure Team.

Group 2 generally supported the Special Rate and Charge process and also the percentages proposed to be charged by Council for footpaths, roads, street lighting, drainage and kerb and channel as part of the scheme, with just a few exceptions.

Like Group 1, Group 2 was pleased to hear than hardship considerations are available and that the rate charged to property owners can be paid off over a period of time. The group wants to see a tiered repayment system implemented.

Recommendations

It is recommended that Council officers review the feedback contained within this report and:

1. Retain the existing Special Rate and Charge process
2. Provide clearer definitions of categories such as 'precinct'
3. Undertake minor amendments to the proposed percentages to be charged for special benefits and community benefits for footpaths, roads, street lighting, drainage and kerb and channel, i.e.
    a. Footpaths – Precinct – 30% special benefit to property owners and 70% community benefit
    b. Amend the percentages in the case of no through roads where there is community amenity, e.g. beach access or school access from the no through road, to 70% special benefit to property owners and 30% benefit to the community
4. Document a tiered repayment system in the Special Rate and Charge Scheme Procedure.

Officer feedback to recommendations made

1 No changes have been made to the existing Special Rate and Charge process.

2 Clearer definitions relating to road meanings and neighbourhood precinct have been added to the procedure.
    a. As per recommendation, neighbourhood precinct has now been amended to 30% special benefit and 70% community benefit and a note added to ensure consideration is given for a no through road that provides a community amenity e.g. beach access or school access from the no through road, to 70% special benefit to property owners and 30% benefit to the community.

3 The tiered repayment process is available under step 7 of the Special Rate and Charge Scheme Procedure.

THE CITY OF
GREATER GEELONG

DRAFT SPECIAL RATES AND CHARGES CORPORATE POLICY

ENGAGEMENT REPORT

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7 OCTOBER 2025 – 5 NOVEMBER 2025

CITY OF GREATER GEELONG

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Executive Summary:

EXECUTIVE SUMMARY

The City's Special Rates and Charges (SRC) Policy is scheduled for review by the end of 2025.

This Policy outlines the purpose, guiding principles, and prioritisation framework for Special Rate and Charge schemes.

A supporting procedure provides detailed guidance on how schemes are developed to align with community expectations, organisational priorities, and legislative requirements.

SRCs are used to fund infrastructure or services that benefit specific properties and are not covered by the City's capital works program, developer contribution plans, or external grants.

Following two productive meetings with individual Community Reference Groups to review the supporting procedures, the City invited broader community feedback on the draft SRC Policy from 7 October to 5 November 2025. The aim being to ensure the Policy was clear, practical and easy to understand.

All feedback received was carefully considered. Where clarification was needed, residents were contacted directly by phone to address questions or misunderstandings. All suggestions were reviewed and incorporated where appropriate.

Introduction

PROJECT BACKGROUND

When communities request localised upgrades such as roads, drainage, kerb and channel, footpaths, or lighting that are not prioritised in Council's annual capital works budget, but where a 'special benefit' exists, we may consider using a Special Rate and Charge Scheme to fund these projects. This approach enables delivery of infrastructure that might otherwise not be constructed.

The City's Special Rates and Charges Policy and a supporting procedure document is scheduled for review in late 2025.

To help create a fair and reasonable cost apportionment process, we invited community members to participate in a community engagement process ahead of the scheduled review.

Two sessions were held:

Thursday 17 August 2025, 10.00am – 12.30pm

Tuesday 29 August 2025, 5.30pm – 8.00pm

In addition to these sessions, we sought feedback on the draft Special Rate and Charge Scheme Policy, which had undergone extensive internal review. The engagement aimed to:

- Gauge community support for the draft policy
- Assess whether the policy's purpose was clear
- Ensure the policy was practical and easy to understand

This feedback informed the finalisation of the policy and procedure, helping to ensure transparency, equity, and community confidence in the Special Rate and Charge Scheme process.

ENGAGEMENT PURPOSE

Community input was actively sought to ensure the Policy was clearly understood and to promote transparency in our approach. This engagement aimed to support the community in accessing infrastructure upgrades and enhanced service levels that fall outside the City's standard budget and service provisions.

ABOUT THIS REPORT

This report presents the outcomes of the consultation process, which ran from 7 October to 5 November 2025. It summarises the engagement methods used, the feedback received, and how these insights will inform the final Special Rates and Charges Policy.

The intended audience includes the City of Greater Geelong, Councillors, the Project Working Group and the wider community. For residents and stakeholders, it offers transparency, shows how feedback has been considered, and demonstrates Council's commitment to working in partnership with the community to deliver a fair and equitable approach to funding projects that might not otherwise be built through general rates alone.

How We Engaged

ELIGIBLE PARTICIPANTS

The engagement was open to all residents living in the City of Greater Geelong municipality.

METHODS OF ENGAGEMENT USED

A Have Your Say webpage was created inviting residents to ask questions, complete a quick poll or to complete a survey.

We advertised via:

- our Have Your Say webpage
- a media release published in the Geelong Independent
- City News
- Instagram
- Facebook
- LinkedIn.

Who We Engaged

WHO WE PLANNED TO ENGAGE

We aimed to engage with the entire municipality to assess whether the draft Special Rate and Charge Scheme Policy was clear, practical and easy to understand. Our objective was to ensure the Policy is accessible and meaningful.

We sought community feedback on several proposed changes, including:

Proposed Additions:

- Consideration of health impacts, in line with the Local Government Act 1989, within our prioritisation framework.
- A stronger threshold for community support: 60% evidence of support from property owners at each stage of engagement (an increase from the previous 51%).

Proposed Removals:

- The requirement to apply the four criteria principles to all potential SRC schemes. While originally intended to ensure consistency, these principles have proven too rigid in practice, making it harder for new proposals to progress, and limiting flexibility.

We outlined what could be influenced through the engagement:

- The type of infrastructure offered through an upgrade program, such as:
  - sealed roads
  - kerb and channel
  - footpaths
  - underground drainage
  - street lighting
  - other capital infrastructure.
- The timeframe for reconsidering an unsupported scheme (currently set at 10 years).
- The percentage of property owner support required for an SRC to proceed (currently 51% of respondents but we prefer 60% to reflect a clear majority).
- The type of service offered under an SRC.

And what couldn't be changed in the Policy:

- The types of benefit:
  - Special benefit (benefit received by the property owner directly).
  - Community benefit (benefit received by the wider community).
- Compliance with relevant legislation.
- Matters dealt with under the Special Rate and Charge scheme procedure.

To ensure broad community participation, we offered multiple ways to provide feedback — including a detailed survey, a quick poll, and an open Q&A platform where questions could be asked and answered publicly for everyone to see.

PARTICIPATION

The engagement was open to all residents living in the City of Greater Geelong municipality.

A Have Your Say webpage was created inviting residents to ask questions, complete a quick poll or to complete a survey.

We advertised via our Have Your Say page, a media release published in the Geelong Independent, City News, Instagram, Facebook and LinkedIn.

During the engagement period:

- We received 3 questions which were answered by Officers.
- 6 residents completed the quick poll
- 34 residents completed the survey.

What We Asked

WHAT WE ASKED

In the **quick poll** we asked:

I looked at the Policy and I'm happy with it	3
I didn't have time to leave feedback	0
I didn't have anything new to add	3
I don't feel strongly about the topic	0

In the **survey** we asked:

To enable us to get a feel of where people lived, we asked which suburb they resided.

Please refer to Appendix C.

Have you previously been involved in a Special Rate and Charges scheme?

Yes	8
No	26

Is the Policy's purpose clear:

Very clear	13
Somewhat clear	12
Neutral/Unsure	8
Somewhat unclear	1
Very unclear	0

Do you think the draft policy clearly defines when a special charge is applied?

Yes	24
No	10

How strongly do you support or oppose the City using Special Rate and Charge schemes to help fund infrastructure upgrades?

Strongly support	4
Somewhat support	11
Neutral/Unsure	2
Somewhat oppose	6
Strongly oppose	11

Do you agree that a scheme should only proceed if at least 60% of responding property owners express support?

Yes	19
No	15

Please indicate what percentage you feel is fair?

40%	1
51%	3
70%	1
75%	2
80%	1
90%	1
99%	1
100%	3

Did you know we offer a number of payment options over five years and have a hardship provision?

Yes	22
No	12

Before this engagement, how familiar were you with Special Rate and Charges schemes?

Very familiar	3
Somewhat familiar	17
Heard of them but unsure	6
Not familiar at all	8

Do you have any suggestions on how we can improve this policy to ensure fairness and equity?

Please refer to Appendix A.

General comments received:

Please refer to Appendix B.

What We Heard

KEY FINDINGS OVERVIEW

Clear Communication is Crucial

It's essential that our messaging around SRCs is transparent and educational. Residents need to understand the benefits these schemes can deliver when supported, especially in terms of infrastructure improvements that would not otherwise be funded.

Community Concerns and Support

We acknowledge that residents may be apprehensive about potential charges. It's important to reinforce that SRCs will only proceed with community support. Payment options are available over a five-year period, and those experiencing genuine hardship are encouraged to contact our Finance team for assistance.

Exploring Flexible Repayment Options

A 10-year repayment plan was proposed and discussed with our Finance team. While not currently available, it may be considered in the future, reflecting our commitment to equitable financial solutions.

Increasing the Support Threshold

Raising the required majority from 51% to 60% was broadly supported by submitters, offering a clearer representation of community backing. While alternative percentages were suggested, these may be considered in future policy reviews.

Familiarity with SRCs

Most respondents had not previously participated in an SRC but were familiar with the concept. They acknowledged that the SRC Policy is clear in its intent and application.

Mixed Sentiment, Strong Potential

Feedback showed an equal mix of support and opposition to SRCs. Nonetheless, we are confident that SRCs remain a valuable tool for enabling communities to upgrade infrastructure that was not in place – or paid for – when properties were originally purchased.

What We Have Done and Next Steps

WHAT WE HAVE DONE

Resident Engagement

All residents with questions have been contacted directly.

Questions have been addressed and clarifications provided.

Policy Development

Discussions have commenced with the Finance team to explore the feasibility of a 10-year repayment plan.

Procedure Review

A supporting procedure document detailing the process and cost apportionment methods has been reviewed both internally and externally.

Two community focus groups participated in the external review to ensure transparency and inclusivity.

Public Accessibility

If the revised Policy is adopted, the procedure and cost apportionment details will be made available:

- On the official webpage.
- In hard copy format for those who require physical copies.

Community Initiation

Information has been added to clarify how a Special Rate and Charge (SRC) scheme can be initiated via a community petition.

NEXT STEPS

Submit the revised SRC Policy to Council for adoption with the following supporting documents:

- This engagement outcome report
- SRC Procedures
- SRC focus group meeting outcome report.

Appendix A – Suggestions for Improving the Policy to Ensure Fairness and Equity

I think you need to look at developments that are increasing density, especially around the infill suburbs such a Clifton Springs. The community is experiencing growth, and this infrastructure is often associated with increased development and should be factored in at that point, not applied to existing residents who, in this town, will probably not live long enough to see ROI.	Council are responsible for flooding properties after removing drains & replacing with an ineffective spoon drain, these properties have previously been unaffected. I have lived at my address for 17 1/2 years, the first 14 unaffected, since councils removal of drains this has affected & devalued by flooding. It should NOT be property owners responsibility financially. I understand that spoon drains remove the onus on Council to maintain cleaning drains which were only cleaned when notified. According to this proposal just what do we get for our expensive rates. My (& other property owners) have homes that are severely devalued due to flooding that never occurred prior to a spoon drain.
The hardship policy is not what is stated and does not reflect those who cannot or have	Just be careful as we already pay so much and receive so little
difficulty paying when this charge is at will and over and above the general rates of a property! If a charge was placed on a property of say $30 to $50 per year or even quarter (or a nominated amount) in the 10 years leading up to an acknowledgement that a major infrastructure was to be implemented, then that money could be written back against the initial charge and thus reduce the debt to be paid. To be faced with a charge of magnitude always causes pain to ratepayers!	unlike other council areas
Residents shouldn't have to pay for upgrades to City infrastructure, it should come out of your existing budget.	Unless the work directly benefits property owners and no one else then charging an agreed fee is ok . However where , for instance you want to install footpaths or sealed road that benefit all then not fair .
Should be even higher than 60%. It's already difficult enough pay bills. Special rates and charges are something many of us cannot afford. I know you have payment plans but that	there shouldn't be extra fees for things that need attention with the money that the government gets already.

doesn't make it any easier, just spreads the suffering over a longer period of time. I'd rather food than asphalt. Thanks	
To strengthen fairness and equity, the policy should recognise that well designed infrastructure improves community safety, mobility and liveability for all residents, not only property owners. **Active transport and footpaths** The policy should prioritise projects that support safe walking and cycling, particularly near schools, public transport stops, playgrounds and community facilities. Footpaths and shared paths are essential for children, older residents and people with disability, and they promote inclusion and better health outcomes. **Public transport connectivity** Infrastructure funded under special rates and charges should connect safely to existing or planned bus and train routes. This will make it easier for residents to access	I believe that Councils should bear the entire cost any improvements and upgrades that are covered by this 'scheme'. That is their responsibility. Ratepayers yearly rates should be enough to cover these additional costs. If they are not, then Council should look at how it spends our money and stop wasting it on overseas trips etc.

public transport, reduce reliance on private cars and support families in lower socio economic areas. **Environmental considerations** Project design should include trees and environmentally sustainable elements such as drainage that supports vegetation and shaded pedestrian corridors. These improve amenity, reduce heat and support local biodiversity. **Equity for lower socio economic areas** The City should consider adjusting contribution ratios or providing hardship assistance in areas where residents have limited ability to pay. This would help address historic under investment in older or disadvantaged neighbourhoods. **Community safety and CPTED principles** The policy should also encourage safer public spaces through good lighting, open sightlines and well maintained paths, consistent with Crime Prevention Through Environmental	

Design principles. This is particularly important for children and women travelling at night. **<u>Whole of community benefit</u>** Fairness should be measured not only by the benefit to individual property owners but also by how much a project improves community wellbeing, safety, accessibility and environmental sustainability.	
You have no provided a reason for moving to 60%. 60% creates a bias in favour of non-acceptance. 51% is democratic. People are already biased against spending their own money in a cost of living crisis. COGG needs to seeks additional revenue by other means. Eg State or Federal Government or a Bellarine visitor fee for paid parking etc.	Further explain if there happy to be lots of redevelopment i.e knock-down rebuild with multi dwellings etc. As the area ages, this will happen, so what is the plan with all these new buildings, does it ever not need this special rate to be eligible for updated or upgraded services etc.
Residence from old suburbs would seem to be disadvantage especially where infrastructure has worn out and the policy does not discuss renewal considerations.	After having a perfectly functioning gravel road removed a few years back by the Council and replaced with some clay sand junk that gets caked all over the car and shoes when its wet and dragged through the house and garage.

	Then after many complaints from people the Council said they could seal the roads for an estimated $10,000 which ended up blowing out to more than double under the special rates and schemes, that most people said nope. It did not go ahead, so now we pay the same rates as properties in surrounding streets with sealed roads while having to put up with a farm road quality in a suburban street. In my opinion your Special Rates and schemes are a cop out to slug the rate payer.
Both the State of Victoria and the Commonwealth of Australia are awash with cash. Comrade Albanese is the gift that keeps on giving away borrowed money. Just ask and the vault will be opened. Comrade Allen has an over $40 billion war chest for the forth coming State Election. COGG should demand at least $6 billion from Madam Allen.	Proceed with scheme only if everyone in agreement

Extend the payment options window to 10 years. Most properties are unlikely to encounter more than one proposal per ownership period. A 10 year payment window would enable owners to budget for payment, such that they could support proposals.	Making sure that the percentage of owners are the ones actually affected, not others living in other areas who won't be paying the levy. As an example, estates that run off the said areas or retirement villages that won't be affected as the one in Central road
In my experience the calculation to apportion costs was too heavily weighted to the property's value. In our case, it created a rate which was disproportionate to the benefit, compared with other properties with the same or greater metreage of sealed road. In our case our property's special levy was calculated at 50% more than the adjoining properties which have 50% more metreage. This is an example of a calculation which is not fair and equitable and needs to be closely re-examined to ensure a fairer system in the future.	Balance the benefit to the community as a whole compared to the benefit to those asked to make a contribution.
As long as the residents have enough time to pay. Consider pensioners on fixed income in these older areas.	If 100% of the rate payers don't agree then there should be no special levy. We pay enough over priced rates, let the

	council pay out of rates already paid.

Appendix B – General Comments

It could be made clearer why some projects fall under this scheme and others do not. There is some explanation in the policy about when developers cover costs for new developments, but there are still instances where footpaths are upgraded in existing neighbourhoods without a special charge scheme. Perhaps links to specific examples or case studies would help with the perception of fairness to owners.	This should be councils existing budget.
Council are sidestepping their responsibility with older areas & are issuing planning permits for this area where there is already a lack of infrastructure & permeable surfaces. Council mention newer areas, these are developer's responsibility. Does this mean Council are not responsible for any of their above conditions over all of the City of Geelong. I am 100% not in favour of these conditions & financially cannot afford to contribute payment to any of these proposals.	When council passes a motion to implement these processes and agrees on a schedule but the actual timelines and project blow out why does the payment schedule alter unconditionally and doe snot allow residents / ratepayers any options especially re payment within 30 days??
Before doing this make green waste free as you benefit from it already anyways no need to charge so much for it	Why does the council reseal roads in ocean grove that clearly do not require work. For instance Bramwell st was recently completed where it was not required. Yet other roads in OG remain untouched for years for instance Thacker street .?
council need to look properly at where the money we pay already is going	There have been at least 2 proposals for a SRC to seal our road. We have never been directly informed of the outcome despite returning the survey. The road remains unsealed so we can only assume it wasn't supported. Initiating a proposal should also be seen as an opportunity for affected residents to get to know one another. Part of the consultation process should involve working with at least a few of the initiators in the community to plan and start the engagement process. Engagement should not just rely on mail and online surveys. There needs to be a personal element.

Focus and concentrate on Roads, Rates and Rubbish!!!!	Is there a time frame from start to finish for each proposal which is considered under this scheme ? Or is each proposal considered on a case- by -case basis? Knowing how this could potentially drag on - I wonder if there should be a sub-clause/sentence along the lines of - if this option has been considered & been unable to get the 60% owners support - it will not be reconsidered for another (for example) five years. Or is that impractical/ too restrictive? Just a suggestion.
If the Council makes my street worse that I have to battle 24/ 7, that drags mud through my property, Then tries to offer a sealed road through special rates and schemes that has a massive cost that most people can not afford. I should not be paying the same rates as properties on sealed roads.	The COGG has allowed developers to get away with not building footpaths,curbs and gutters , closed drains ,when developing housing builds. Vicroads who has responsibiliyy for roads like Murradoc Road , Drysdale just ignores the pleas for repair ,upgrade, etc. Port Arlington Road should be renamed " Pothole Paradise Road". Drivers should be allowed to travel in the lane with the least potholes.
I don't feel that as a property owner I would benefit from a foot path out the front of my property, so why should I have to pay for it when it is not actually my land anyway.	What happens if someone is paying a special rate and they sell their property. Who continues to pay the charge??
My concern would be that projects get moved from what the Council should fund to a Special Rate and Charges scheme. Our rates are quite high now due to the re-zoning of our area since 2010. However Highton is a unique area in Geelong and things that could improve and make this area better are welcome. But we have many units in our road, a number which are rented out so that could possibly make the 60% requirement difficult, its unlikely landlords will want the extra charge.	I live in a Court in Bell Park, and the storm water drain on the nature strip side, which is council land, it is broken! As neighbours visitors have parked on the nature strip infront of my house and the weight of the cars broke the pipe near the gutter blocking it. My back yard got flooded after heavy rain because the water couldn't go anywhere. I put in a complaint someone came and had a quick look and said it was my responsibility to fix. Well no it's not! When you look at my neighbours storm water pipe exits into the gutter, they're not exposed like mine. We just put some cement over the pipe as we don't have the money and again it's on the nature strip, council land! So why should I have to make

	a special payment when you're not doing your job. Again the pipe is exposed, the rest of the neighbours kirbs and gutters are the way they should be. Not giving or paying any kind of payment.
Whats the point in have a consultation about anything when you ignore the replies? Look at the recent Ocean Grove sale of land. You just disregard the submissions.	

Appendix C – Suburbs of Respondents

Anakie	
Armstrong Creek	1
Avalon	
Balliang	
Bareena	
Barwon Heads	
Batesford	
Bell Park	1
Bell Post Hill	2
Bellarine	
Belmont	3
Breakwater	
Breamlea	1
Ceres	
Charlemont	1
Clifton Springs	5
Connewarre	
Corio	
Curlewis	
Drumcondra	1
Drysdale	2
East Geelong	1
Fyansford	
Geelong	
Geelong West	
Grovedale	1
Grovedale East	
Hamlyn Heights	
Herne Hill	1
Highton	2
Indented Head	2
Lara	1
Leopold	
Little River	1
Lovely Banks	
Manifold Heights	
Mannerim	
Marcus Hill	
Marshall	
Moolap	
Moorabool	
Mt Duneed	
Newcomb	
Newtown	
Norlane	
North Geelong	
North Shore	
Ocean Grove	5
Point Lonsdale	
Point Wilson	
Portarlington	1
Rippleside	
South Geelong	
St Albans park	
St Leonards	1
Staughton Vale	
Thomson	
Wallington	
Wandana Heights	
Waurn Ponds	

Whittington

2.8. Energy from Waste: Navigating Future Waste Operations and Circular Economy Opportunities

Source: **City Infrastructure**
Executive Director: **Amanda Locke**

Purpose

1. The purpose of this report is to inform Council of the City's approach to Energy from Waste (EfW) solutions and the legislative direction set by the Victorian State Government, which prohibits the establishment of new landfills and encourages the use of EfW facilities as part of a broader circular economy strategy. The report has been created in response to a Notice of Motion from the January 2025 council meeting.

Background

2. The Victorian State Government, through Recycling Victoria, has established a clear policy that no new landfills will be permitted. The intention is for residual waste to be transferred to EfW facilities, as part of the transition to a circular economy.

3. The vision of the City's Waste and Resource Recovery Strategy 2020-2030 is to contribute to a circular economy by leading and supporting the community to actively avoid waste and increase resource recovery.

4. The vision is supported by three goals (see attachment 1):

    4.1. Avoid Creating Waste

    4.2. Recover More Resources

    4.3. Protect the Environment

Key Matters

5. The City currently disposes of kerbside waste at the Drysdale and Wyndham Landfills.

6. Following the closure of the Drysdale Landfill, the City will need to transport all residual waste to the Wyndham Landfill, or another location outside of the Greater Geelong municipality.

7. The waste management hierarchy is a set of priorities for waste management that ranks actions from most to least environmentally favourable (see attachment 2).

8. EfW facilities with energy recovery are in the 'recover' tier, which is one step above landfill on the waste hierarchy, demonstrating they are a more sustainable method of waste management.

9. The City is investing in upgrades to our Organic Processing Facility to allow the roll out of a food organics and garden organics (FOGO) green bin kerbside service.

10. The FOGO service will divert additional waste from the red bin, increasing the amount of waste the City can recycle, and divert from landfill or EfW.

11. The green and yellow kerbside bins, along with our Resource Recovery Centre's, sit in the ‘recycle’ tier of the waste hierarchy.

12. The City has waste education programs that encourage the top two tiers of the waste hierarchy – ‘reduce’ and ‘re-use’.

13. The City currently operates an EfW facility at our Drysdale Landfill through capturing landfill gas, which is used to generate energy each to power approximately 1500 homes and reduce greenhouse gas emissions.

14. As the governing body of the waste and resource recovery sector in Victoria, Recycling Victoria has determined EfW as a future solution. By converting residual waste into energy, Victoria can reduce its reliance on landfill, while also producing energy, and supporting a circular economy. The benefits of EfW include:

    14.1. Reduction in material being sent to landfill, and the production of leachate and landfill gas.

    14.2. Additional source of electricity, heat and fuel.

    14.3. Potential recovery opportunities for metals and valuable materials in municipal solid waste and/or construction and industrial waste.

    14.4. Successful history of generated pollution capture from processing technology.

15. The disadvantages of EfW include:

    15.1. Generation of pollutants, carbon dioxide and difficult to recover or hazardous ash waste.

    15.2. Recoverable materials may be destroyed during the process.

    15.3. Operational success depends on consistency of feedstock which could disincentivise waste reduction.

    15.4. Expensive and complicated equipment and infrastructure requirements.

    15.5. Community opposition to the facilities.

16. Recycling Victoria has recently approved seven cap licenses for the construction of EfW facilities within Victoria, with a total cap of 2.35 million tonnes per annum.

17. These facilities will use a range of technologies, including incineration, gasification, pyrolysis, and bio-digestion.

18. All facilities are expected to only process materials that cannot be reasonably subject to further recycling.

19. While the licences for Victoria have been allocated, most facilities are still in the feasibility stage and will be required to work through additional legislative approvals. The date for when the facilities will be operational is unknown.

20. Licenced facilities are expected to require waste supply agreements with local governments in order to secure the funding required for construction.

21. It is unknown what the gate fee per tonne for waste disposal at EfW facilities will be.

22. The gate fee per tonne at landfill is expected to continue to increase due to the increase in the EPA levy imposed by the state government.

23. The EPA landfill levy increased by 29% in the current financial year to $169.79 per tonne.

24. Landfill operators, including the City, are required to pay the EPA levy to the state government quarterly.

Recommendation

That Council:

1. **Does not currently support an incineration Energy from Waste facility within the City of Greater Geelong.**

2. **Notes the policy position of the Victorian State Government and Recycling Victoria that no new landfills will be permitted and that the intention for residual waste is to be processed at Energy from Waste facilities.**

3. **Notes that Recycling Victoria have recently approved seven cap licenses to construct Energy from Waste facilities within Victoria.**

4. **Notes that the cap licenses of these Energy from Waste facilities adopt technology consisting of incineration, gasification, pyrolysis, or bio-digestion.**

5. **Continues to explore the best mix of residual waste options available to Council currently and following the closure of landfills.**

6. **Engages with the market to explore innovative Energy from Waste technologies further than the technologies that are currently offered.**

7. **Supports and advocates to the Victorian State Government to legislate the reduction of soft plastics and non-recyclable container use to reduce residual waste packaging at the source.**

8. **Notes the significant work and investment the City presently engages in industry-leading organic waste processing.**

9. **Requests a further report not later than December 2026 that further explores Energy from Waste facilities as an option for the City's residual waste post-landfill.**

Financial Sustainability

25. The City will continue to focus on achieving maximum value for money in waste management to minimise the financial impact on of waste disposal on residents.

26. The City will continue to advocate for cost effective recycling to maximise resource recovery and diversion from landfill and/or EfW facilities.

27. There are no additional staffing or operational costs anticipated as part of this report.

Community Engagement

28. Community engagement is not required for this report, as its purpose is solely to note the relevant legislation and formally state Council's opposition to the development of incineration EfW facilities within Greater Geelong. No changes to policy or implementation are proposed, and as such, there is no direct impact on residents or stakeholders necessitating consultation.

Social Equity and Sustainability

29. By prioritising the minimisation of waste disposal costs, the City helps to reduce the financial burden, ensuring that all residents have equitable access to essential waste management services. This approach directly addresses social inequity by making sure that cost barriers do not disproportionately impact those in our community who are most vulnerable.

Relevant Law/Policy/Legal Implications

30. The EfW scheme in Victoria implements the Victorian Waste to Energy Framework.

31. The Circular Economy (Waste Reduction and Recycling) Act 2021 provides for the Head, Recycling Victoria to issue energy from waste licences and regulate thermal energy from waste facilities.

32. The Waste to Energy Framework is regulated by the Circular Economy (Waste Reduction and Recycling) (Waste to Energy Scheme) Regulations 2023.

33. The City’s Waste and Resource Recovery Strategy 2020-2030, and the waste management services provided by the City, are also governed by the Circular Economy (Waste Reduction and Recycling) Act 2021.

Alignment to Community Plan and Vision

34. This report aligns with the Council Plan 2025-29 strategic priority: Environment and Circular Economy.

35. This report aligns with the Community led 30-year Vision, “Greater Geelong: A Clever and Creative Future” community aspiration: Development and implementation of sustainable solutions.

Conflict of Interest

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

Risk Assessment

37. There are no high or extreme risks associated with noting the recommendations contained in this report. The report is limited to recording relevant legislation and expressing Council's formal position, without proposing any policy changes or operational actions that would introduce significant risks to the community, finances, staff, reputation, or Council systems.

Environmental Sustainability

38. The legislation supporting the transition to energy from waste facilities is expected to reduce greenhouse gas emissions by diverting waste from landfill and generating renewable energy. This approach not only helps to decrease methane emissions from decomposing waste but also supports broader sustainability objectives by promoting circular economy principles and reducing reliance on non-renewable resources.

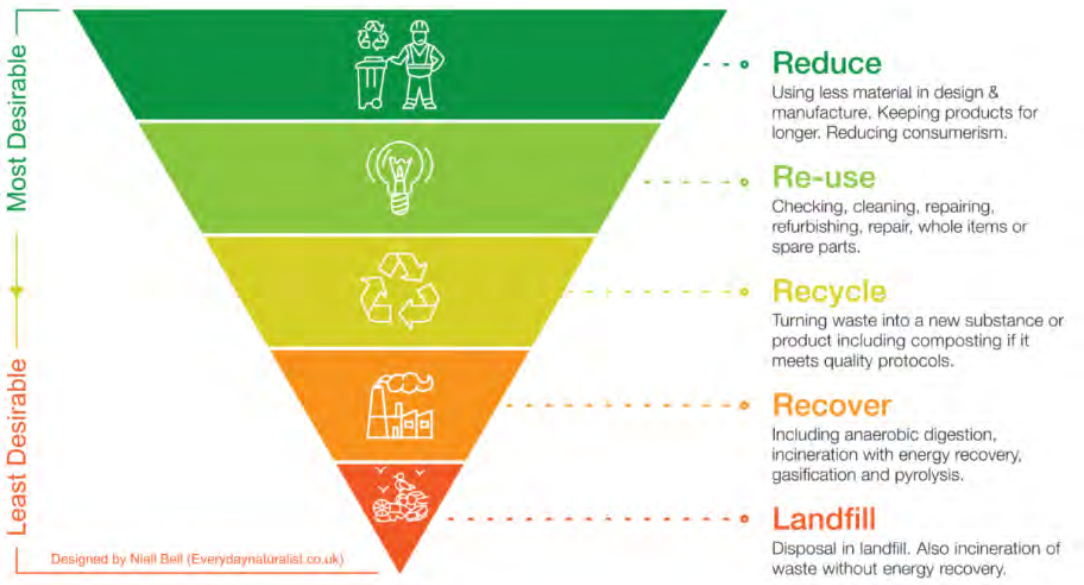
Attachments

1. Waste and Resource Recovery Strategy 2020 – 2030 – Vision and Goals and Waste Management Hierachy [**2.8.1** - 2 pages]

Attachment 1 – Waste and Resource Recovery Strategy 2020 – 2030 – Vision and Goals



Attachment 2 – Waste Hierarchy



Source: https://niallbell.com/the-waste-hierarchy/

2.9. Kerbside Glass Collection Service and Statewide Waste Reform

Source: **City Infrastructure**
Executive Director: **Amanda Locke**

Purpose

1. To provide an update and proposed actions on the City's transition to the statewide waste and recycling services as mandated in the *Circular Economy (Waste Reduction and Recycling) Act 2021*, and to seek endorsement of the proposed service model to implement the standard four-stream waste and recycling system for households in the City of Greater Geelong, including the introduction of a glass-only collection service.

Background

2. The Victorian Government launched the Recycling Victoria: A new economy policy in 2020 which set the strategic direction for transforming Victoria's waste, recycling and resource recovery system. The key actions within the policy included:

    2.1. standardising waste and recycling services for all households across the state,

    2.2. launching a container deposit scheme,

    2.3. supporting new waste and recycling infrastructure, and

    2.4. banning the use of single-use plastics.

3. The policy aims to introduce systemic change to address the volatility in the recycling markets and minimise disruptions to waste services, hence moving Victoria towards a circular economy where resources are kept in use in their lifecycle and minimise waste disposal.

4. The Circular Economy (Waste Reduction and Recycling) Act 2021 (Act) was passed in December 2021 to give effect to the policy reforms. The Act embeds a structural change to Victoria's waste section with new waste service standard, regulatory powers, reporting obligations and a new regulator called Recycling Victoria.

Key Matters

5. City officers have prepared a report in Attachment 1 to provide an update on the City's transition to the statewide waste system, and outline the proposed actions the City must take to meet the requirements of the Act, including the introduction of a glass-only collection service for all households in the City of Greater Geelong.

6. Section 60 of the Act requires the City to introduce a glass bin collection service by the date required in the applicable regulations which are currently in draft form. However, it is expected that once passed, a glass collection service will be required to be implemented by 1 July 2027.

7. To meet the residential glass recycling service requirements, it is proposed households will receive a 120-litre glass recycling bin collected every four weeks by a waste collection contractor.

8. Since 2024, the City has been part of the Glass Advocacy Group being led by Maroondah City Council advocating for a delay in the implementation date and increased flexibility of the glass service rather than a mandatory glass-only kerbside collection service.

Recommendation

That Council:

1. **Notes the City's on-going participation in the Glass Advocacy Group calling on the Victorian Government to allow greater flexibility of the glass service.**

2. **Notes current legislation requires the City to introduce a mandatory kerbside glass service.**

3. **Notes the City's proposed kerbside waste and recycling service model, implementation, education and operation plans as outlined in Attachment 1;**

4. **Approves the introduction of the mandated residential glass collection service using a 120-litre bin on a 4-weekly collection frequency from 1 July 2027; and**

5. **Endorses the City to commence the required procurement activities to implement the glass collection service, including:**

   5.1. Purchase of new mobile bins for glass collection;

   5.2. Lease of a local warehouse for storage of new bins;

   5.3. Assembly and distribution of new bins to households; and

   5.4. Kerbside collection service for glass bins (as part of the kerbside collection tender for all waste streams).

Financial Sustainability

9. To meet the requirements of the Act, the City must introduce a kerbside glass collection service to eligible residential households which incurs both implementation and ongoing operational costs as outlined in Attachment 1.

10. The capital and rollout costs for a new glass bin service is estimated to be about $8.6 million. The ongoing operating cost for kerbside glass collection is about $5.4 million a year.

11. Alternate glass recycling models may offer better value for money to residents.

Community Engagement

12. To ensure the community understands and is aware of the new glass service, an education campaign will be initiated before and during the bin rollout and immediately following the commencement of the glass collection service.

Social Equity and Sustainability

13. The introduction of a residential glass collection service that is standardised across Victoria will provide all households access to a dedicated glass recycling service regardless of income or location.

Relevant Law/Policy/Legal Implications

14. The *Circular Economy (Waste Reduction and Recycling) Act 2021* (the Act) was passed in December 2021 to give effect to the waste reforms. The Act embeds a structural change to Victoria's waste section with new waste service standard, regulatory powers, reporting obligations and a new regulator called Recycling Victoria.

15. Under Part 5 Waste and Recycling Services of the Act:

    15.1. Councils and Alpine Resorts Victoria (ARV) must deliver four municipal waste and recycling services (general waste, mixed recycling, glass recycling and food organics garden organics) on and from dates to be prescribed in regulations (Section 60),

    15.2. the head of Recycling Victoria may prepare a service standard and must submit it to the Minister for Environment for approval. Service providers, including councils, must comply with any applicable service standards that are in place (once finalised and take legal effect) (Section 62), and

    15.3. it is an offence to refuse or fail to incorporate relevant service standards (Section 71).

16. The Victorian Government released the proposed regulations, service standard and regulatory impact statement in June 2024 and was expected to be approved in early 2025. However, these documents remain in draft and there is no clear timeline for finalisation.

Alignment to Council Plan and Vision

17. This report aligns with the Council Plan 2025-29 strategic priority:

Environment and Circular Economy

18. This report aligns with the Community led 30-year Vision, “Greater Geelong: A Clever and Creative Future” community aspiration:
Sustainable development that supports population growth and protects the natural environment.

Conflict of Interest

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

Risk Assessment

20. The recommendations in this report address risks of non-compliance with changes legislated by the Victorian Government. A failure to progress with the recommendations may result in financial sanctions to the City.

Environmental Sustainability

21. The introduction of a fourth kerbside bin will increase the environmental impact of kerbside waste service due to the increased emissions from the trucks servicing the additional bin.

Attachments

1. Officers Report Kerbside Glass Collection Service and Statewide Waste Refo [**2.9.1** - 12 pages]

THE CITY OF
GREATER GEELONG

OFFICERS REPORT

KERBSIDE GLASS COLLECTION SERVICE AND STATEWIDE WASTE REFORM

CITY OF GREATER GEELONG

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Estimated costs of kerbside glass collection service 9

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Glass advocacy summary 10

Conclusion **11**

Background

RECYCLING VICTORIA: A NEW ECONOMY POLICY

The Victorian Government launched the *Recycling Victoria: A new economy* policy in 2020 which set the strategic direction for transforming Victoria's waste, recycling and resource recovery system. The key actions within the policy included:

- standardising waste and recycling services for all households across the state,
- launching a container deposit scheme,
- supporting new waste and recycling infrastructure, and
- banning the use of single-use plastics.

The policy aims to introduce systemic change to address the volatility in the recycling markets and minimise disruptions to waste services, hence moving Victoria towards a circular economy where resources are kept in use in their lifecycle and minimise waste disposal.

CIRCULAR ECONOMY (WASTE REDUCTION AND RECYCLING) ACT 2021

The *Circular Economy (Waste Reduction and Recycling) Act 2021* (the Act) was passed in December 2021 to give effect to the policy reforms. The Act embeds a structural change to Victoria's waste section with new waste service standard, regulatory powers, reporting obligations and a new regulator called Recycling Victoria. Under Part 5 Waste and Recycling Services of the Act,

- Councils and Alpine Resorts Victoria (ARV) must deliver four municipal waste and recycling services (general waste, mixed recycling, glass recycling and food organics garden organics) on and from dates to be prescribed in regulations (Section 60),
- the Head of Recycling Victoria may prepare a service standard and must submit it to the Minister for Environment for approval. Service providers, including councils, must comply with any applicable service standards that are in place (once finalised and take legal effect) (Section 62), and
- it is an offence to refuse or fail to incorporate relevant service standards (Section 71).

The Victorian Government released the proposed regulations, service standard and regulatory impact statement in June 2024 and was expected to be approved in early 2025. However these documents remain in draft and there is no clear timeline for finalisation.

UPDATES ON THE CITY'S TRANSITION TO THE STATEWIDE WASTE SYSTEM

The City currently provides general waste, mixed recycling and garden organics three-bin kerbside waste and recycling collection service to over 130,000 eligible residential properties.

Following the release of the first draft of the service standard in 2022, the City started supplying new and replacement bins with lids of the statewide standardised colours, red for general waste, yellow for mixed recycling and lime green for garden organics. This transition to standardised bin lid colours via natural attrition, from the previous burgundy general waste bin and dark green garden organics bin, has avoided additional capital cost to ratepayers and unnecessary replacement of bin lids that are in good condition.



The City has aligned our waste education and communication materials with the draft standard bin contents lists for mixed recycling service and general waste service. Our online waste and recycling guide has been updated to reflect the changes including items not acceptable in any household bins.

Under the Act, councils' waste and recycling services must comply with the applicable service standards and regulatory requirements set out in the Act and its associated regulations. Consequently, when councils enter into contracts for waste collection, recycling and disposal services, those contracts must align with the obligations established under the Act. In anticipation of these requirements, the City's most recent waste contract for mixed recycling and glass processing services, which commenced in July 2024, has been structured to align with the service-provision obligations under the Act and the draft service standard.

In relation to glass collection service, with funding support from the Victorian Government, the City has purchased 3 hooklift bins and 10 large wheelie bins for residents to drop off glass material at our Drysdale and Geelong Resource Recovery Centres. The design of the bin signages also align with the Sustainability Victoria's statewide education material.





Introduced in November 2023, the Victorian Container Deposit Scheme (CDS) has been a huge success. Working closely with the network operator to set up the scheme in the Geelong region, the City is a host to six of the nineteen dropoff points across the municipality. The photo below shows the reverse vending machine at the City's Leisurelink Aquatic and Recreation Centre. In its 18 months of operation, over 82 million items have been returned. Of these, approximately 25% were returned through the six sites enabled by the City.



Apart from standardising our bin lid colours, bin contents and introducing glass drop-off points, to meet the requirements of the Act, the City must introduce a new kerbside glass collection service and expand our current garden organics collection to include food organics by 1 July 2027, or the date prescribed by the service standard when they are released.

JOINT COUNCILS ADVOCACY

In 2024, the City joined over 30 Victorian Councils in the Glass Advocacy Group being led by Maroondah City Council opposing the rollout of a kerbside glass bin to reduce the financial burden to communities and minimise the inefficiency and environmental impact of glass recycling. The group has been seeking the Victorian Government to reconsider the glass only recycling service.

The Group commissioned a research report by an independent consultant to assess the costs and benefits of the new service in comparison with the Victorian Government modelling.

The report found that the cost per household was significantly higher than the Victorian Government's modelling. These findings were consistent with the City's estimates of $65 per household for glass bin rollout and $41 per household for glass bin collection and processing service each year.

The report also raised questions relating to the need for a glass only kerbside service, given the implementation of the CDS in 2023 has contributed to the decline in the volume of glass materials being collected through kerbside bins.

The summary below outlines the key advocacy actions taken by councils following the release of draft regulations, service standard and regulatory impact statement (RIS) in July 2024 via the Engage Victoria website.

Action	Date	Outcome
Department of Energy, Environment and Climate Action (DEECA) undertook public consultation on the regulations, service standard and RIS to standardise household waste and recycling services.	18 June – 14 August 2024	Following public consultation, council officers formed a working group to investigate the cost model to for statewide implementation of a fourth bin for glass.
22 Councils agree to fund a research report looking at options for kerbside glass collection services	August – November 2024	• Report finalised and shared in November 2024. Used data from 22 councils to establish an average cost model for provision of a glass only bin service. • Modelling could not replicate the findings in the RIS and identified significant costing anomalies.
Engagement with Minister for Environment	December 2024 – present	• Multiple engagements (i.e. letters and face to face meetings) with Minister and Ministers office. • 2 July 2025 – Maroondah CEO, CFO met with Minister to discuss solutions.
Local Government Mayoral Advisory Panel	11 June 2025	Panel met with Minister discussions included glass only bin, awaiting confirmation of Minister's response.
Engagement with DEECA	July 2025 - On-going	• DEECA provided updated cost model to support implementing glass, Maroondah officers met with DEECA to discuss cost differences. • Maroondah officers have provided DEECA and the Minister with a summary of the key cost discrepancies and are awaiting a response.
Engagement with Waste Management and Resource Recovery Association (WMRRA) CEO Gayle Sloan	28 July 2025	• Supportive of council advocacy against glass only bin. • Supportive of request to expand CDS and national harmonisation of items eligible for refund.

Discussion – Kerbside Glass Collection

GLASS COLLECTION SERVICE MODEL

Based on current legislative requirements, the glass only recycling collection service is required to commence on Thursday 1 July 2027.

Benchmarking has been undertaken against other councils that have introduced a kerbside glass only collection service. The benchmarking showed most councils provided households with a 120-litre bin that is collected on a four-weekly frequency. The bin presentation rates reported are between 20-30%, which is substantially lower than the other three kerbside service streams.

With reference to this benchmarking and drawing on the operational efficiency of City's current services, it is proposed that the City's kerbside glass only collection service will be delivered using 120-litre bins collected on a four-week collection cycle.

The City currently purchases and supplies two bin sizes to residents, 120 litre and 240 litre. Any bin swap or excess 120-litre glass bin bodies can be used for other waste streams which reduces bin wastage and storage and improves operational efficiency.

Given the low presentation rates other councils have experienced with glass only collection and the low volume of glass materials to be collected by a separate kerbside bin, which are redirected from the current mixed recycling bin, a four-weekly service will reduce the risk of overservicing the bins and ensures a cost-effective service for the community.

Less frequent models such as eight-weekly have been considered to reduce costs. However these introduce other issues such as higher glass contamination in recycling or glass spilling and breaking on roads from overfull bins.

The service model for the collection of three existing bins will initially remain unchanged after the transition from garden organics collection to combined food organics garden organics (FOGO) collection using the lime green lidded bins. The City has designed and developed plans to engage with the community on future collection frequencies on general waste and FOGO following the introduction of glass only collection service.

GLASS BIN ROLLOUT

There are currently 130,743 residential properties receiving the City's kerbside waste and recycling services. This number is forecast to increase to 132,500 by 2027. In preparation for the commencement of the glass collection service on 1 July 2027, each household will receive a fourth bin through a bin rollout program expected to take up to six months.

The requirement for Victorian councils to implement a residential glass collection service is placing significant pressure on Australia's limited bin manufacturing capacity, resulting in reported lead times of over 12 months for new bin orders. Given these constraints, it is critical that the City engages the market to procure bins by late 2025 to ensure these bins can be supplied in time to comply with the requirements of the Act.

The City will also seek to undertake a procurement process to secure a contractor to undertake the distribution and assembly of kerbside glass bins to all eligible residential properties. To support the rollout, it is also recommended to lease a local warehouse to store the glass bins and parts upon delivery from the bin supplier and for the duration of the bin delivery period, which is estimated to be approximately 9 to 12 months. The contractor would utilise this site to store and load bins for the distribution of bins to households.

EDUCATION AND COMMUNICATION

The rollout of the new glass collection service will require an extensive community education campaign which will focus on the bin delivery details, service commencement dates, collection frequency and acceptable items. This will help residents better understand the costs and environmental impacts of their waste services, and have their say on whether they prefer a lower cost or higher frequency collection model.

The acceptable contents list for the glass recycling bin, in addition to the lists for general waste, mixed recycling and FOGO bins, will be confirmed in the service standard which is pending to be finalised.

The City plans to conduct two mailouts to all eligible residential households, with the first mailout to occur prior to bin rollout, and the second mailout to occur in mid-June 2027 prior to the service commencement date. There will also be other engagement activities and media campaigns to promote this new service.

PROVISION OF GLASS COLLECTION SERVICE

It is recommended that the kerbside glass only collection service be undertaken by an external contractor and should be included as part of the upcoming procurement of the City's kerbside waste and recycling collection services.

The current 3-bin kerbside waste and recycling collection contract has been extended and due to expire on 30 June 2027. A public tender process was planned to commence in July 2025 for the 4-bin collection services. However the uncertainty surrounding councils' requirements under the draft service standard has tremendously increased the City's risks of specifying our service requirements, which affected the procurement timelines.

A minimum of 18 months lead time is required for contractors to procure and customise the kerbside collection vehicles. To minimise the risks that may impact the City's waste service continuity, it is recommended that a public tender process will be undertaken in January/February 2026 to secure a contractor for the City's kerbside waste and recycling collection services. It is recommended to include a kerbside glass collection service in this tender as a provisional item, with service commencement on 1 July 2027 but subject to change based on the final compliance date to be released by Recycling Victoria.

There are potential efficiency gains and economies of scale for a single service provider to undertake all 4 bin collection services, hence providing more consistent and streamlined customer experience to our residents.

The City has a current contract in place, as part of the mixed recycling receival and processing contract, for the receival and processing of glass materials. Glass materials collected from kerbside collection will be dropped off at a local transfer station and then be transported to a material recovery facility in Laverton for sorting. Some of the glass material will go to glass beneficiation facility to make new glass bottles. These transport logistics are the same as the current logistics for the glass materials being collected in the yellow mixed recycling bins.

ESTIMATED COSTS OF GLASS SERVICE ROLLOUT

To implement the kerbside glass service, new 120-litre bins need to be procured, supplied and delivered to approximately 132,500 residential properties prior to the service commencement date on 1 July 2027. The table below summarises the cost implications for the key activities to support the kerbside glass bin rollout.

Part of this service rollout and bin purchase cost can be offset by the Kerbside Reform Support Fund provided by the Victorian Government. Under this fund, the City prepared a draft kerbside transition plan that was approved in 2021. Upon approval, the City was allocated base funding of approximately $300,000. The full amount that the City is eligible for is yet to be determined. Officers from the Victorian Government have verbally indicated that the City will be allocated with additional amount of about $1 million upon the submission of our final transition plan that incorporates the rollout of glass collection service.

Activity	Description	Cost Estimate (ex GST)
Purchase of Bins	Purchase 132,500 sets of 120-litre dark body wheelie bins with purple lids.	$5,300,000
Bin Storage	Lease a local warehouse to store bins following delivery by the bin supplier and for the duration of the delivery period, which is estimated to be approximately 12 months.	$500,000
Assembly and Distribution	Engage a contractor to undertake the distribution and assembly of kerbside glass bins to all eligible residential properties. Due to the number of bins requiring delivery, this is estimated to take up to 6 months.	$2,000,000
Community Education Campaign	To ensure the community understands and are aware of the new service, an education campaign will be needed before, during and immediately following the roll-out of bins to households.	$480,000
Additional Resources to Support Customer Enquiries	Customer enquiries are expected to rise significantly with the rollout of the new kerbside service. To manage this effectively, it is recommended that additional resources are allocated to handle customer enquiries and complaints.	$300,000
	Total (ex GST)	**$ 8,580,000**

ESTIMATED COSTS OF KERBSIDE GLASS COLLECTION SERVICE

Based on a four-weekly glass service model, here are the estimated costs for the first year of implementation:

Activity	Description	Cost Estimate (ex GST)
Collection	Estimated based on four-weekly collection for the first year of service.	$5,000,000
Processing	Estimated based on the glass materials in the current mixed recycling bin and processing cost.	$400,000
	Total (ex GST)	**$5,400,000**

IMPACT ON RESIDENTIAL WASTE MANAGEMENT CHARGE

The current residential waste management charge is $509.55 a year for 2025-26. Over half of this covers the costs of the kerbside 3-bin collection and bin maintenance services, landfill disposal, and the processing and recovery of recycling and garden organics materials.

The introduction of the residential glass collection service is estimated to increase the waste charge by about $50 per household a year to cover the costs of kerbside glass collection and processing, and the purchase of new kerbside glass bins that amortises over 6 years.

GLASS ADVOCACY SUMMARY

Summarising the above discussions on the kerbside glass collection service, we are unable to justify the benefits of rolling out of this service in the City of Greater Geelong. The key reasons for opposing the glass bin are:

- Financial burden to communities – high implementation and on-going costs, mostly paid for by residents, diverts funding from other high-risk waste streams such as batteries, chemicals and e-waste,
- Operational risks and inefficiencies – low presentation rates and glass tonnage is decreasing due to CDS,
- Environmental and social impact – it requires 2.7 million bins to be rolled out across Victoria, 158 new trucks required for collection, with little improvement in recycling and emissions outcomes
- Legal and regulatory ambiguity – the service standard is still not released and there isno clarity on why Victoria diverges from the other states,
- Lack of transparent business case – independent modelling contradicts claimed financial benefits and councils are unable to justify the cost to residents without clear benefits,
- External economic factors – rising cost of living, Emergency Services Volunteer Fund, and 29% increase in EPA levy in 2025/26 are putting increased financial pressure on councils and their communities,
- Material Recovery Facility (MRF) processing challenges – MRFs have not highlighted glass embedment as an issue preventing the resale of recycled materials, and will still accept mixed recycling with glass from businesses, and
- Better alternatives exist – people can recycle glass via CDS, mixed recycling (yellow bin) collection service, and glass drop off at Resource Recovery Centres.

Conclusion

The Victorian Government's *Recycling Victoria: A New Economy* policy and the *Circular Economy (Waste Reduction and Recycling) Act 2021* have set a clear direction to standardise waste and recycling services across the state and drive the transition toward a circular economy.

The City will continue to participate in the Glass Advocacy Group comprising over 30 Victorian councils advocating for a more flexible approach to glass recycling that will have a reduced financial impact on residents.

However, the City acknowledges that the four-bin system is currently legislated, and in line with these reforms, the City is required to introduce a kerbside glass-only recycling service and expand the current garden organics collection to include food organics by 1 July 2027, or the date prescribed in the final service standard.

To meet these legislative obligations, it is proposed that the City introduces a kerbside glass-only collection service using 120-litre bins collected every four weeks. This model aligns with benchmarking undertaken across other Victorian councils and reflects the relatively low volume and presentation rates typical of glass-only recycling. The four-weekly cycle provides a balanced approach that ensures service efficiency, minimises operational costs and prevents issues such as bin overflow or glass breakage. The use of the 120-litre bin also leverages existing bin supply efficiencies, as this size is already part of the City's bin inventory and can be easily integrated into current waste collection operations.

The total estimated cost to implement the glass service rollout including bin procurement, distribution, education and customer support is about $8.6 million, with an additional $5.4 million in annual operational costs.

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CUSTOMER SERVICE CENTRE
Wurriki Nyal
137-149 Mercer Street, Geelong
8.00am – 5.00pm

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CITY OF GREATER GEELONG

2.10. Proposed Road Discontinuance and Sale of Land at part Kirk Place, Geelong

Source: **Office of the Chief Executive**
Chief Executive Officer: **Ali Wastie**

Purpose

1. To seek Council approval to initiate the statutory process for the proposed road discontinuance of part of Kirk Place at the rear of 160-176 Malop Street, Geelong, and the sale of the land within the road reserve.

Background

2. The owners of 160-176 Malop Street, 2 Powell Place and 18 Bellerine Street, Geelong have requested to purchase approximately 172m2 of road reserve at the rear of and adjacent to their properties in Kirk Place. See attachment 1.

Key Matters

3. The part of Kirk Place proposed to be discontinued and sold does not provide for access to any other property other than the current abutting owners seeking to purchase the land.

4. The proposed discontinuance and sale of land will be consolidated with the adjoining land in preparation for future development by the owners into a retail and residential complex in accordance with a planning permit issued by the Minister for the Department of Transport.

Recommendation

That Council:

1. **Endorses community engagement and invite submissions in accordance with section 223 of the *Local Government Act 1989*, section 114 of the *Local Government Act 2020* and the Council's Community Engagement Policy, of its intention to discontinue part of Kirk Place at the rear of 160-176 Malop Street, Geelong and sell the land measuring approximately 172m2;**

2. **Appoints a Submissions Review Panel to hear any submissions if any person wishes to appear in person or be represented by a person specified in support of a submission; and**

3. **Notes that a further report will be presented to Council to consider the outcome of the community engagement.**

Financial Sustainability

5. The City will be reimbursed for all legal and marketing costs incurred for the road discontinuance and the sale of the land by the purchaser.

6. If sold, the land will be sold at a value determined by a registered valuer.

Community Engagement

7. Community engagement will be undertaken on the Have Your Say page and a notice published in the local newspapers.

8. Community engagement will include notice to abutting property owners.

9. Any person will have an opportunity to make a written submission on the proposed road discontinuance and sale of the land. A submitter is entitled to request in the submission that the person wishes to appear or be represented by a person specified in the submission, at a meeting to be heard in support of their submission.

Social Equity and Sustainability

10. There are no adverse social equity issues created as a result of this proposed road discontinuance and sale of land.

11. The proposed road discontinuance and sale of part of Kirk Place will strengthen the owner's development project and benefit the wider Geelong community by offering more retail space and residential accommodation.

Relevant Law/Policy/Legal Implications

12. Council has the authority to discontinue a road under Clause 3 of Schedule 10 of the *Local Government Act 1989* by notice published in the Government Gazette.

13. A person may make a submission in accordance with Section 223 of the *Local Government Act 1989* on the proposed exercise of power to discontinue a road.

14. Section 114 of the *Local Government Act 2020* applies to the sale of land.

Alignment to Council Plan and Vision

15. This report aligns with the Council Plan 2025-29 strategic priority:
Economic Development

16. This report aligns with the Community led 30-year Vision, “Greater Geelong: A Clever and Creative Future” community aspiration:
Sustainable development that supports population growth and protects the natural environment.

Conflict of Interest

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

Risk Assessment

18. Internal consultation with Civil Infrastructure Planning (Drainage and Stormwater) and Civil Infrastructure (Transport) have been completed and both departments support a road discontinuance and sale of the land.

19. The planning permit issued by the Minister for the Department of Transport went through an extensive internal and external referral process acknowledging all stakeholders' and their recommendations.

20. There are no other risks associated with the implementation of the recommendation.

Environmental Sustainability

21. There are no environmental sustainability implications to the recommendations.

Attachments

1. Kirk Place Gazettal Plan [**2.10.1** - 1 page]

GAZETTAL PLAN

EDITION

LOCATION OF LAND

PARISH: CORIO
TOWNSHIP: GEELONG CITY
SECTION: 23
CROWN ALLOTMENT: 1 (PART)
LAST PLAN REFERENCE: PLAN IN AP47599SA
TITLE REFERENCE: CROWN GRANT 2/0000

MGA2020 Co-ordinates (of approx. centre of land in plan) E 269 110 N 5 774 390 ZONE: 55 MGA2020

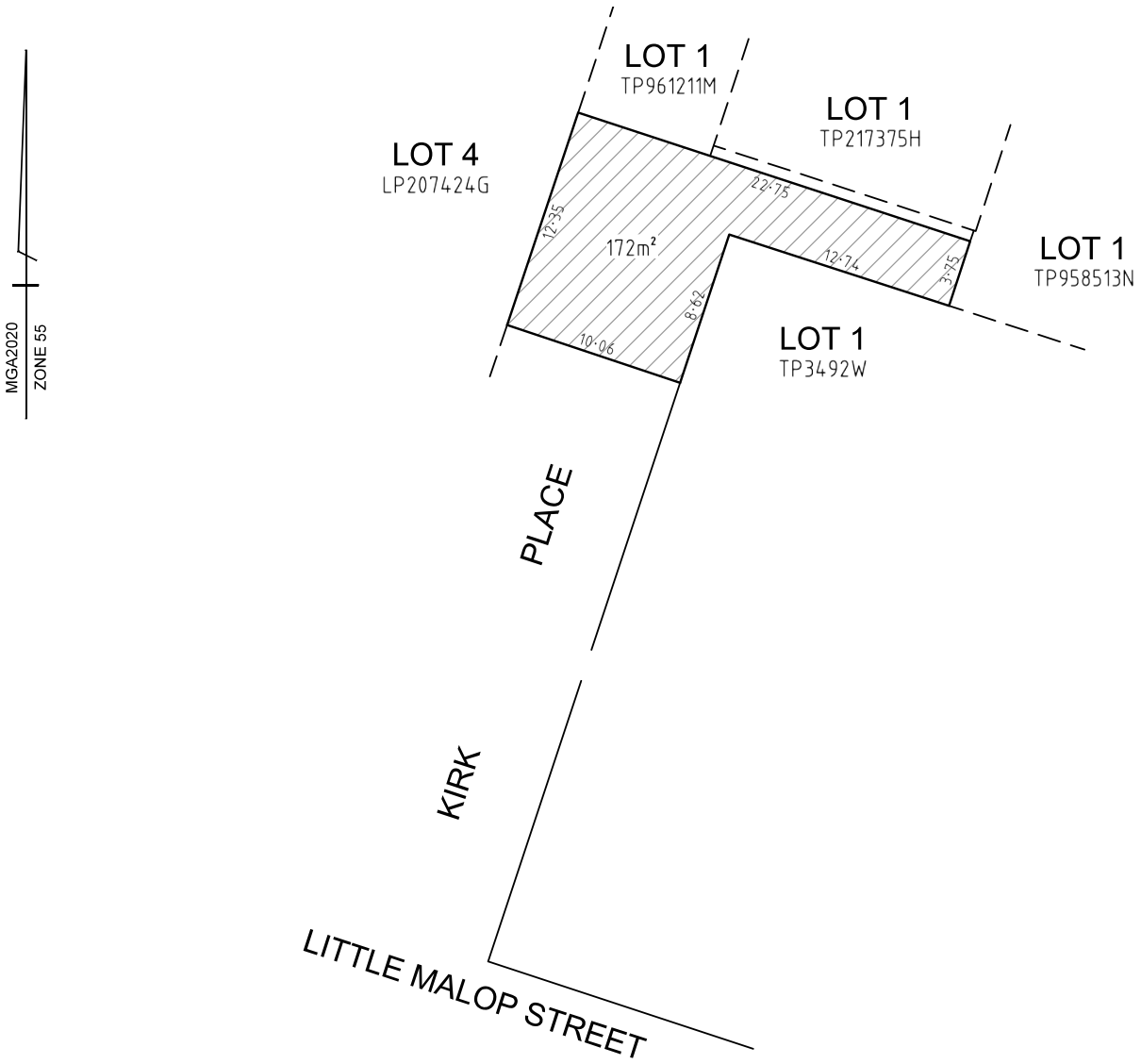
DEPTH LIMITATION : NIL

NOTATIONS

This plan is based on survey.

THIS PLAN HAS BEEN PREPARED BY LAND USE VICTORIA FOR TITLE DIAGRAM PURPOSES.

Checked by:
Date:
Assistant Registrar of Titles



ORIGINAL SHEET SIZE A3

SCALE 1:250

2,5 0 2,5 5 7,5 10
LENGTHS ARE IN METRES

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SURVEYOR REFERENCE No: 13577 VERSION: 1

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CERTIFICATION BY SURVEYOR

SHEET 1 OF 1 SHEETS

I, Matthew John Ackroyd of Swanson Surveying certify that this plan has been prepared from a survey made under my direction and supervision in accordance with the Surveying Act 2004 and completed on the 03/05/2024, that this plan is accurate and correctly represents the adopted boundaries and that the survey accuracy accords with that required by Regulation 7(1) of Surveying (Cadastral Surveys) Regulations 2015.

Matthew John Ackroyd L.S. 09/12/2024
Licensed Surveyor (Surveying Act 2004)

LICENSED SURVEYOR
MATTHEW JOHN ACKROYD / VERSION 1

2.11. Proposed Road Discontinuance and Sale of Land of part of Powell Place, Geelong

Source: **Office of the Chief Executive**
Chief Executive Officer: **Ali Wastie**

Purpose

1. To advise Council of the outcome from the community engagement relating to the proposed road discontinuance and sale of a portion of Powell Place at the rear of 160-176 Malop Street, Geelong.

Background

2. The owners of 160-176 Malop Street and 2 Powell Place, Geelong request to purchase approximately 132m2 of road reserve at the rear of and adjacent to their properties in Powell Place. See attachment 1. Note the original request noted a land area of 141m2.

3. Council approved the commencement of the statutory process in accordance with section 223 of the *Local Government Act 1989* and section 114 of the *Local Government Act 2020* and its Community Engagement Policy at the Council meeting on 27 February 2024.

4. The reason for the delay in presenting this report was because the owners of 160-176 Malop Street and 2 Powell Place, Geelong have subsequently purchased 18 Bellerine Street and have also requested the road discontinuance and sale of a part of Kirk Place, Geelong.

5. The proposed road discontinuance and sale of part of Kirk Place will be presented in a separate report.

Key Matters

6. Community engagement on the proposed discontinuance and sale of part of Powell Place was undertaken from 8 March 2024 to 1 April 2024, and no submissions were received.

7. The Minister for the Department of Transport issued a planning permit to the owners for their future Malop Street development incorporating retail and residential spaces.

8. If the road is discontinued and sold, the land will be consolidated with the owner's adjoining properties to accommodate the future development.

Recommendation

That Council:

1. **Notes the outcome of the community engagement process in accordance with Section 233 of the *Local Government Act 1989* and the City's Community Engagement Policy;**

2. **Approves the road discontinuance and sale of approximately 132m2 of part Powell Place, Geelong;**

3. **Authorises the Chief Executive Officer or delegate to publish a notice in the Victorian Government Gazette detailing the road discontinuance; and**

4. **Authorises the Chief Executive Officer or delegate to sign documents to complete the sale of land.**

Financial Sustainability

9. The City has obtained a current market valuation of the land and the land will be sold at that valuation.

10. The City will be reimbursed for all legal and marketing costs incurred for the road discontinuance and the sale of the land by the purchaser.

Community Engagement

11. Public notice and community engagement were undertaken by publishing a notice in the Geelong Independent on 15 March 2024 and on the Geelong Australia website via Have Your Say from 8 March 2024 to 1 April 2024.

12. Submissions were invited and no submissions were received.

Social Equity and Sustainability

13. The are no social equity and sustainability implications created by the recommendation to sell the land.

Relevant Law/Policy/Legal Implications

14. Council has complied with Section 223 of the *Local Government Act 1989* and section 114 of the *Local Government Act 2020* by undertaking community engagement and inviting submissions.

15. Council has the authority to discontinue a road under Clause 3 of Schedule 10 of the *Local Government Act 1989* and by notice published in the Victorian Government Gazette.

16. Section 114 of the *Local Government Act 2020* applies to the sale of land.

Alignment to Council Plan and Vision

17. This report aligns with the Council Plan 2025-29 strategic priority:
Economic Development

18. This report aligns with the Community led 30-year Vision, “Greater Geelong: A Clever and Creative Future” community aspiration:
Sustainable development that supports population growth and protects the natural environment.

Conflict of Interest

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

Risk Assessment

20. Internal consultation with Civil Infrastructure Planning (Drainage and Stormwater) and Civil Infrastructure (Transport) have been completed and both departments support a road discontinuance and sale of the land.

21. External authorities, Barwon Water and Powercor have been consulted and have no objection and support the road discontinuance and sale.

22. Easements will be registered to protect existing drainage, stormwater and sewerage assets

Environmental Sustainability

23. There are no environmental implications to this proposal.

Attachments

1. Powell Place Gazettal Plan [**2.11.1** - 1 page]

GAZETTAL PLAN

EDITION

LOCATION OF LAND

PARISH:	CORIO
TOWNSHIP:	GEELONG CITY
SECTION:	23
CROWN ALLOTMENT:	4 (PART)
LAST PLAN REFERENCE:	PLAN IN AP7430S
TITLE REFERENCE:	CROWN GRANT 663/1847 & GENERAL LAW BOOK: F NO:353

MGA2020 Co-ordinates (of approx. centre of land in plan) E 269 060 N 5 774 390 ZONE: 55 MGA2020

DEPTH LIMITATION : NIL

NOTATIONS

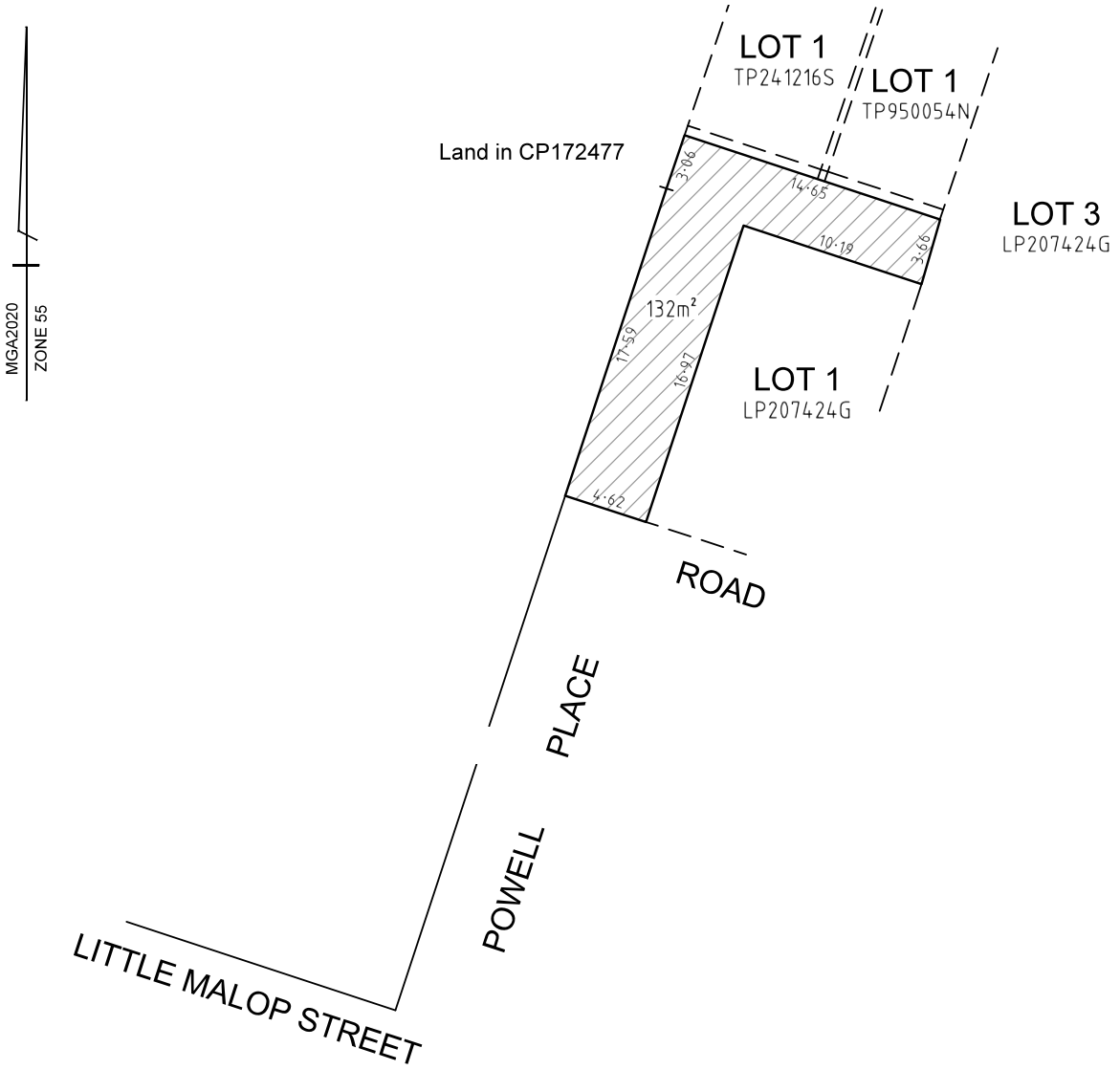
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THIS PLAN HAS BEEN PREPARED BY LAND USE VICTORIA FOR TITLE DIAGRAM PURPOSES.

Checked by:

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Assistant Registrar of Titles



ORIGINAL SHEET SIZE A3

SCALE 1:250

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Matthew John Ackroyd L.S. 09/12/2024
Licensed Surveyor (Surveying Act 2004)

LICENSED SURVEYOR
MATTHEW JOHN ACKROYD / VERSION 1

SHEET 1 OF 1 SHEETS

2.12. Draft Place Naming Policy

Source: **City Life**
Executive Director: **Anthony Basford**

Purpose

1. To seek endorsement to proceed to community and stakeholder engagement on the draft Place Naming Policy.

Background

2. The City of Greater Geelong has prepared a draft Place Naming Policy (the draft Policy) to guide the naming and renaming of public places.

3. The City, as the responsible authority, names places to recognise and reflect the culture, heritage and landscape of our region and add value to our identity as a region.

4. Place names must be easily and uniquely recognisable to ensure identification by emergency services, for the delivery of goods and services, and to ensure community recognition.

5. The draft Policy outlines a naming process to ensure place naming is consistent, inclusive and culturally informed, the draft provides a clear decision-making framework that aligns with legislation and recognises the symbolic power of place names in promoting fairness, transparency and respect.

6. The draft Policy has been shaped by the following legislation and best practice frameworks:

    6.1. Geographic Place Names Act 1998

    6.2. Naming Rules for Places in Victoria (2022)

    6.3. Gender Equality Strategy (2023 to 2027)

    6.4. The City's Community Engagement Policy

Key Matters

7. The draft Policy ensures that all place naming and renaming decisions are made in a consistent, transparent, and inclusive manner.

8. In line with community values, legal requirements and the Naming Rules for Places in Victoria, the draft Policy prioritises the recognition of Aboriginal heritage, gender equity, local heritage and active community involvement throughout the naming process.

9. Initial internal and key stakeholder engagement was undertaken prior to development, and on the draft Policy. This included employee consultation and engagement with the

Wadawurrung Traditional Owners Aboriginal Corporation and Cultura. Councillor feedback from this process has also been considered in the draft Policy.

10. The draft Policy ensures that the diversity of our community is reflected through place names. Celebrating and reflecting this diversity by prioritising the naming of places that address the current underrepresentation of First Nations Peoples, names of women, and culturally diverse populations, creating a more balanced and inclusive City.

11. A Gender Impact Assessment (GIA) was undertaken, and the GIA outlined a series of recommendations which have been address in the draft Policy.

Recommendation

That Council:

1. **Endorses the draft Place Naming Policy as at Attachment 1 for public consultation, for a period of eight (8) weeks over January 2025 and February 2026; and**
2. **Notes the final Place Naming Policy will be presented to Council for consideration in the second quarter of 2026.**

Financial Sustainability

12. To ensure the City delivers on policy commitments and community expectations for meaningful place naming, officers will be required to identify naming opportunities and costs through the annual budget process.

Community Engagement

13. Councillor, employee and key stakeholder engagement took place over a seven-month period between March 2025 and October 2025.

Social Equity and Sustainability

14. The draft Policy recognises the importance of equity, access and inclusion as a key priority to best practice place naming. Reference was made to the City's Social Equity Framework and A Gender+ Impact Assessment was undertaken as part of the development process.

Relevant Law/Policy/Legal Implications

15. The development of Council's Place Naming Policy adheres to the legislated requirements set out in the Geographic Place Names Act 1998, Naming Rules for Places in Victoria (2022) and Council's Gender Equality Strategy (2023 to 2027)

16. The advice and guidance of the City's Legal Department was sought and incorporated into the draft Policy.

Alignment to Council Plan and Vision

17. This report aligns with the Council Plan 2025-29 strategic priority:
Healthy and Caring Community

18. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration:

An inclusive, diverse, healthy and socially connected community.

Conflict of Interest

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

Risk Assessment

20. Place naming links with, and impacts the City's reputation and trust with, the people who live, work and invest in Greater Geelong.

Environmental Sustainability

21. There are no environmental implications.

Attachments

1. Draft Place Naming Policy October 2025 [**2.12.1** - 16 pages]

THE CITY OF
GREATER GEELONG

PLACE NAMING POLICY

VERSION:	**One**
TYPE OF POLICY:	**Council**
APPROVAL DATE:	TBC
REVIEW DATE:	TBC
RESPONSIBLE OFFICER:	Manager Urban Design & Place
AUTHORISING OFFICER:	*Executive Director, Placemaking*

CITY OF GREATER GEELONG

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Introduction

PURPOSE

The purpose of this Policy is to establish a clear and consistent approach for the naming and renaming of places, ie roads, facilities, council assets, features, open spaces and localities within the municipality.

It provides direction to the City in fulfilling its responsibilities under the Geographic Place Names Act 1998 (the Act), ensuring that all naming decisions reflect community values, comply with legal obligations, and adhere to the Naming Rules.

The Policy promotes inclusive practices by prioritising Aboriginal heritage, gender equity, local history, and meaningful community engagement throughout the naming process.

SCOPE

The Policy:

- Applies to all place naming and renaming of existing places that are owned and operated by and/or the responsibility of the City.
- Provides a structured framework for local government officers, stakeholders, developers, proponents, and community members involved in naming proposals.
- Accommodates naming proposals that may be council-led, community-led, or developer/proponent-led.
- Does not apply to the naming of assets, roads, freeways, features, parks, or places of geographical significance that are the responsibility of other naming authorities.

BACKGROUND

The City, as the responsible authority, names places to recognise and reflect the culture, heritage and landscape of our region and add value to our identity as a region.

Place names must be easily and uniquely recognisable to ensure identification by emergency services, for the delivery of goods and services, and to ensure community recognition.

LEGISLATIVE AND REGULATORY FRAMEWORK

The place naming process responds to the following legislative and regulatory requirements:

- *Geographical Names Act 1998* (Victoria).
- *Naming Rules for Places in Victoria* (2007) and subsequent amendments.
- *Australian/New Zealand Address Standards* (AS 4819:2011).
- *Our equal state: Victoria's gender equality strategy and action plan 2023-2027.*
- City of Greater Geelong Community Engagement Policy.

All proposed names must comply with these regulations.

Definitions

The following definitions apply to this Policy:

TERM	DEFINITION
The City	The City of Greater Geelong organisation, led by the CEO.
Council	The City of Greater Geelong Council comprising elected councillors and led by the Mayor.
City Officer	Includes employees, volunteers and contractors.
Cultural heritage	Cultural heritage is the legacy of physical and intangible attributes, natural resources, and values that a community inherits from past generations, maintains in the present, and transmits to future generations for their benefit. First Nations cultural heritage encompasses the living knowledge, spiritual beliefs, cultural practices, and physical elements that are significant to Aboriginal and Torres Strait Islander peoples.
Executive Director	Is a senior leader who manages one of the four directorates, forming the Executive Leadership Team (ELT) under the Chief Executive Officer (CEO).
ELT	Executive Leadership Team
Place	**Road** - any public or private land-based thoroughfare or path navigable by vehicle or foot registered under the Victorian Road Management Act 2004. Examples of roads include streets, lanes, fire tracks, bike paths and walking tracks.
	Feature - A unique geographical place or attribute that is easily distinguished within the landscape, such as a park, nature reserve, sportsground, or pavilion.
	Locality - A geographical area that has identifiable community and/or landscape characteristics.
	Asset – a structure, building, community centre, recreational facility or other significant infrastructure (Note, when referring to the Naming Rules, our assets are referred to as a feature).
Minor Place	A minor place is a feature, locality, or asset that may be informally named for asset management or temporary identification, such as internal rooms, small structures, lesser open spaces, or licensed reserves renamed by leaseholders.
Authority	Government authorities such as Vic Roads, Parks Victoria, Department of Education which are naming authorities for Places that they own or maintain.
GNV	Geographic Names Victoria.

TERM	DEFINITION
Registrar	State Government's Registrar of Geographic Names.
Naming Rules	Mandatory statutory requirements of GNV for naming roads, features, localities and assets.
Naming Principles	Principles that must be used in conjunction with the Naming Rules related to roads, features, localities and assets. All naming principles are of equal importance.
WTOAC	Wadawurrung Traditional Owners Aboriginal Corporation
Immediate Community	The community directly affected by the naming proposal, includes residents, ratepayers, businesses, community groups.
Broader Community	The community indirectly affected by the naming proposal, includes residents, ratepayers, businesses, community groups.

Policy

POLICY STATEMENT

The City is committed to ensuring that all place naming and renaming decisions are made in a consistent, transparent, and inclusive manner. In line with community values, legal requirements and the Naming Rules, the City will prioritise the recognition of Aboriginal heritage, gender equity, local heritage and active community involvement throughout the naming process.

The City acknowledges the diversity of our community and is committed to respecting and reflecting this diversity by prioritising the naming of places that address the current underrepresentation of First Nations Peoples and names of women and gender diverse people, and culturally diverse populations, until a more balanced and inclusive representation is achieved.

This Policy provides a framework and direction for making naming decisions, whether initiated by the City, the community, or proponents to ensure that place names respectfully reflect the diversity and heritage of the municipality.

Roles and responsibilities in place naming table included at Attachment 2.

NAMING PRINCIPLES

When considering and proposing a name, as the responsible naming authority the City must comply with and adhere to the following Naming Principles as outlined in the Naming Rules:

Naming Rules for Places in Victoria 2022 – Naming Principles	
Principle A) Ensuring public safety	
Principle B) Recognising the public interest	Principle H) Dual names
Principle C) Linking the name to place	Principle I) Using commemorative names
Principle D) Ensuring names are not duplicated	Principle J) Using commercial and business names
Principle E) Recognition and use of Traditional Owners languages	Principle K) Language
Principle F) Names must not discriminate or be offensive Principle G) Gender equality	Principle L) Directional names to be avoided Principle M) Assigning extent to a road, feature or locality

All Naming Principles are of equal importance.

1. PRIORITISATION

At the City there is a recognised need, and legislative requirement, to strategically and proactively manage the commemoration of people and history in public place names to improve recognition of Aboriginal cultural heritage and improve gender equality and diversity so that the commemorative landscape reflects the community.

At the City the following prioritisation rules apply:

1. **Name priority and decision making (listed in order of priority)**
    1. Aboriginal names.
    2. Historical female or gender diverse figures or local heroes (e.g. activists, leaders, notable community members) names.
    3. Multicultural figures or local heroes.
    4. A significant name based on community relevance, historical importance, environment or location as per the Naming Rules.

Therefore:

1.1 Aboriginal cultural heritage is a priority in naming places. The Wadawurrung Traditional Owners Corporation (WTOAC) will be offered the opportunity to name the Place to ensure that names are culturally appropriate and meaningful.

1.2 The City will engage in structured, forward-planning collaboration with the Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC) to identify and progress up to 8 culturally significant naming opportunities annually or biennially, with any remaining opportunities prioritised to address the underrepresentation of women, gender diverse individuals, and culturally diverse communities, in alignment with Council's commitment to inclusive and representative place naming.

The WTOAC may choose to;

1.2.1 nominate one specific name, or

1.2.2 propose two or more names.

The WTOAC will make this decision based on the method laid out in the WTOAC *'Wurru (language) Process*'. (Attachment One). A minimum period of six months is allowed for this process.

1.3 Use of an interim place name is appropriate if required prior to a WTOAC name being finalised. Noting that this is not an official name and will not be registered. Note, interim names cannot be applied to roads.

1.4 Names shared by WTOAC will not be put up for community choice against non-Wadawurrung names, unless expressly permitted by Wadawurrung Traditional Owners.

The naming process next prioritises gender equity:

1.5 the naming process prioritises the recognition and honouring of women and gender-diverse people for their contributions to the community. Special emphasis is placed on addressing the gender gap by increasing representation of notable individuals in the municipality's historical record. This approach is consistent with *Naming Rule Principle G: Gender Equality* and seeks to rectify documented inequities in place naming practices to date.

1.6 the City aims to achieve gender equity in place naming and renaming where appropriate. A minimum of 70% of new or renamed places identified *for naming after individuals* shall be named after significant women or gender-diverse people, aligning with *Our Equal State: Victoria's Gender Equality Strategy and Action 2023–2027*.

1.7 this gender equity target will be pursued with due consideration for other forms of diversity, ensuring an inclusive approach that continues until balanced gender representation in place names is achieved.

Next, reflecting all culture:

1.8 In addition the City acknowledges that cultural and migrant communities should have their heritage reflected through place naming.

Naming proposals that commemorate the histories, contributions or presence of multicultural, migrant or refugee communities should be considered. This includes:

1.8.1 Recognising the stories and names of early or significant migrant communities.

1.8.2 Enabling naming in community languages where consistent with Naming Rules.

1.8.3 Encouraging inclusive engagement processes when such names are proposed.

1.9 Evaluation of such proposals will be delivered as per the Naming Rules, be assessed on cultural appropriateness, local relevance, and community support and include consultation with relevant cultural organisations or community representatives.

The Policy additionally requires:

1.10 naming proposals are consistent with the City of Greater Geelong's Clever and Creative vision.

1.11 naming of regional (municipal-wide) sporting facilities should be named based on reference to place to highlight regional significance, examples: Geelong Baseball Centre, Geelong Hockey Centre.

1.12 separate names for different parts of the same site are to be avoided wherever possible, unless there are clearly defined boundaries between one space and another, or distinct features on a building warranting a separate name (e.g. Swim facility within a community centre) see Section 3 Informal Naming.

1.13 all proposed naming of places in honour of people, must have family approval before submission to the Registrar.

2. USING COMMEMORATIVE NAMES

Naming often commemorates an event, person, or place: If named after a person, that person should have been one held in high regard by the community.

When deciding on the assignment of a commemorative name, Council must:

2.1 consider the person's achievements

2.2 consider relevant history and association to the area

2.3 identify the significance of the family/person to the area or land, for example, a family that has been associated with an area for at least 25 years

2.4 consult with and gain support from the family of the person to be acknowledged

2.5 consult with WTOAC for truth-telling history on the name to ensure that it hasn't negatively impacted Aboriginal people.

The names of people who are alive are to be avoided as per the Naming Rules because community attitudes and opinions can change over time. Names of people who are alive can only be proposed if exemption has first been sought and gained from the Registrar.

Commemorative names of a deceased person can only be proposed or applied no less than two years posthumously as per the Naming Rules.

3. INFORMAL NAMING

On occasion minor places (features, localities or assets) may be informally named for the purpose of asset management and identification or temporary renaming within the City. For example: the internal rooms of a facility, minor structures (for example a shelter or toilet block), or less significant open spaces (for example drainage reserve or walkway reserve), or places with a reserve under license (for example a seasonal or annual leaseholder temporarily renaming a pavilion using the name of a life member).

3.1 Street or geographical references will be used for informal naming unless there is a duplication, in which case another relevant name will be chosen (using this Policy for Prioritisation).

3.2 Informal naming of minor places for asset management and identification will be determined by Open Space Planning and Corporate Asset Management teams or other City teams as relevant to the asset and are not subject to community consultation.

3.3 Temporary naming of minor place for grounds and pavilions held by seasonal or annual leaseholders to be determined by the City's Sponsorship & Advertising Signage Policy (draft)

4. TYPES OF NAMING PROPOSALS

Naming proposals may be council-led, community-led or developer/proponent-led.

4.1 Initiated by the City, often driven by strategic planning, historical importance, or public need.

4.2 Submitted by community members, local organisations, residents, by petition, or recommended following community consultation.

4.3 Proposed by developers or project proponents as part of new residential or commercial property developments, in line with Naming Rules and following community consultation.

5. COMMUNITY ENGAGEMENT

In line with the City's Community Engagement Policy, the Place Naming process is to involve active community consultation with the immediate and broader community, unless it is for a minor asset (refer to Section 3).

5.1 Once the need for a naming proposal has been identified the engagement process is to be undertaken as per the Community Engagement Policy and the Naming Rules, this includes seeking feedback or submissions regarding the proposal/s.

5.2 Community engagement is to be conducted early in the process. This helps ensure that proposed names are relevant, supported, and reflective of local identity. Engagement must occur before any formal submission is made to Council, the Executive Director, or the Registrar.

6. NAME BANK

A Name Bank is maintained by the City to support future naming opportunities such as roads, public spaces and facilities.

6.1 The Name Bank is not a public document but is shared with naming authorities, developers or proponents as required.

6.2 Names included in the Name Bank will reflect the City's commitment to Aboriginal culture, gender equity, cultural recognition and community representation.

6.3 The Name Bank includes a list of approved Wadawurrung language words supplied by the WTOAC. To use these words the WTOAC must be contacted for their final approval and endorsement.

6.4 Names will be added to the Name Bank through structured processes including community engagement, internal review and collaboration with stakeholders such as historical societies, libraries, Community Advisory Committees etc.

7. NAMING ROADS IN NEW RESIDENTIAL OR COMMERCIAL SUBDIVISIONS

Developers and proponents are required to consult with the City when selecting names for roads and open spaces in new subdivisions; this is part of the subdivision certification process.

7.1 The City's Property & Valuations, Open Space Planning and Corporate Asset Management teams will work collaboratively with any Place Naming Working Group, Surveyor and Developer to develop road names that are compliant with the Naming Rules and this Policy.

7.2 Developers may submit suggested names as per this Policy or select names from the City's Name Bank.

8. FEES

At times there will be fees associated with proposing names of places.

8.1 All applicable fees including for Traditional Owner engagement, consultation fees and other out of pocket costs, must be paid by the naming proponent unless otherwise agreed with the City of Greater Geelong.

8.2 In instances where a development requires new road names to function, and the name is taken from the City's Name Bank, the naming proponent must cover any/all fees.

8.3 Where the City is the proponent, the fees must be paid by the relevant Directorate branch.

9. NAMING DECISION-MAKING TYPES

The decision-making types are as follows:

9.1 *Council Decision*: for proposed naming decisions required to be resolved by Council at a Council Meeting following recommendations from a Place Naming Working Group and based on the outcomes of community consultation (refer Section 4).

9.2 *City Decision*: for proposed naming decisions to be approved by ELT or delegated officers at the City as per the Naming Rules and the Roads Management Act. This applies for naming proposals regarding:

9.2.1 new names on plans of subdivisions

9.2.2 renaming of roads

9.2.3 naming of existing open spaces, and

9.2.4 decisions on preferred names for consultation

9.3 All proposed names, either determined by Council or relevant Executive Director, must be submitted to GNV Registrar for formal registration to ensure consistency with Victoria's Naming Rules.

9.4 In the instance of any inconsistencies between this Policy and the Naming Rules, the Naming Rules will apply, and any proposed names put forward that are inconsistent with this Policy and/or the Naming Rules will be determined by the Registrar.

10. RENAMING OF PLACES

10.1 Renaming of Places may be requested or proposed by community or the City:

10.1.1 to return rightful language to Country, or

10.1.2 to re-dress gender imbalance

or when a place name

10.1.3 causes confusion in locating a place,

10.1.4 is outdated, culturally inappropriate, offensive, racist or derogatory

10.1.5 no longer reflects community values.

10.1.6 When requested by emergency services

10.2 The re-naming process follows all the same steps as naming new places in this Policy and is to adhere to the same regulations, naming rules and principles.

Implementation of this Policy

11. MONITORING AND REPORTING

Be provided on an as required basis to ELT and Councillors.

12. ADVICE AND ASSISTANCE

The Responsible Officer for this Policy manages the provision of advice to the organisation regarding this Policy.

A person who is uncertain how to comply with this Policy should seek advice from this person or from their Manager.

13. RECORDS

The City must retain records associated with this Policy and its implementation in accordance with its Records Information Management Policy.

The City will maintain a publicly accessible, up-to-date Place Naming Register that records all named and renamed places, as defined in this Policy, across the municipality. This register will enable ongoing analysis of naming trends and support transparent reporting on progress toward addressing historical inequities, including gender and cultural representation in place naming.

Responsibility for annual reporting, and maintenance of the Name Bank and Place Naming Register sits with Manager Urban Design & Place. All reports must be retained in accordance with the City's Records Information Management Policy.

14. REVIEW

The City should review and, if necessary, amend this Policy within four years of the Approval Date, or when the current Naming Rules are updated.

References

Legislation

Local Government Act 2020 (Victoria)

Roads Management Act 2004

Aboriginal Heritage Act 2006

Geographic Place Names Act 1998

Other Documents

Naming Rules for Places in Victoria (2007) and subsequent amendments

Australian /New Zealand Address Standards (AS 4819:2011)

Our equal state: Victoria's gender equality strategy and action plan 2023-2027

Policies

City of Greater Geelong:

- Community Engagement Policy
- Records Information Management Policy
- Plaques and Memorials Policy
- Public Art Strategy 2025-28
- Geelong Brand Guidelines 2017
- Sponsorship & Advertising Signage Policy (draft)

Attachment one

Wadawurrung
Traditional Owners
Aboriginal Corporation

Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC)

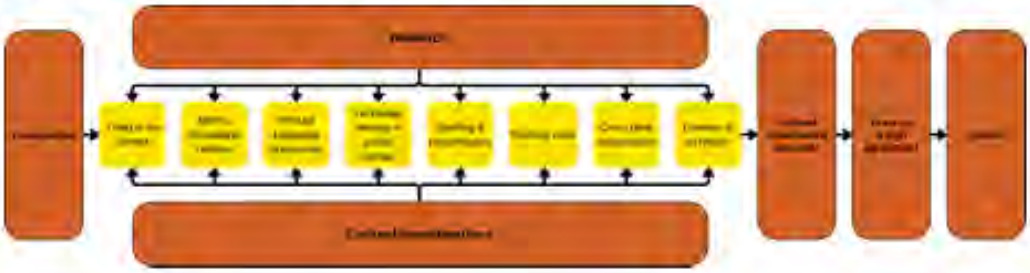
Wurru (Language) Processes

1 Process

1.1 Sharing Language is a complex and resource intensive exercise, taking a minimum of four to six months. Cultural protocols must be followed.

1.2 The process begins with a consultation. Where appropriate, this may take place on Country, at the site to be named.

1.3 Subsequent steps are represented in the below flowchart:



2 Limitations

2.1 WTOAC doesn't name businesses; only Traditional Owners can name their businesses in Language (with the exception of some First Nations Support Businesses operating on Wadawurrung Country).

2.2 WTOAC doesn't support naming prisons in Language.

2.3 WTOAC will not provide naming services to companies that exploit or harm Country and Cultural Heritage, e.g. mining, wind turbines, adventure sports etc.

2.4 WTOAC does not give out the Wadawurrung word for Welcome. This is linked to cultural ceremony and is to be reserved for Traditional Owners' oral sharing.

2.5 WTOAC does not name anything with the names belonging to Wadawurrung Creation Beings or Ancestors.

2.6 Names of waterways belong to the water and cannot be placed elsewhere, e.g. WTOAC wouldn't support naming an estate "Moorabool Estate". Moorabool belongs to the river.

2.7 Placenames belong to the place and cannot be used elsewhere.

Attachment two

Summary of Roles and Responsibilities in Place Naming

Role	Responsibilities	Applicable Stages
City of Greater Geelong – Corporate Asset Management	Provide input on naming proposals for infrastructure Collaborate with other City teams and stakeholders	Evaluation of naming proposals Implementation of the policy
City of Greater Geelong – Executive Leadership Team (ELT) or Delegated Officers	Approve naming decisions not requiring Council resolution Endorse preferred names for consultation	Decision-making for road names, open spaces, and preferred names
City of Greater Geelong – Open Space Planning	Provide input on naming proposals for public open space Work with proponents and other City teams	Evaluation and support for naming of open spaces
City of Greater Geelong – Property & Valuations	Coordinate naming processes- Ensure compliance with Naming Rules Liaise with the Registrar Maintain and manage the Name Bank	Throughout naming and renaming process Submission to GNV Registrar
Council (City of Greater Geelong)	Resolve naming decisions that require formal Council approval Consider recommendations and community feedback	Formal Council decision-making (Section 9.2)
Developers / Naming Proponents	Consult with the City early in the process Propose names or use the Name Bank- Undertake community engagement (excluding Wadawurrung names) Cover relevant fees and costs unless otherwise agreed	New subdivisions and place naming Engagement and name submission
Geographic Names Victoria (GNV) Registrar	**Assess and register proposed names** **Ensure consistency with Victoria's Naming Rules** **Resolve inconsistencies**	**Final registration and compliance assurance**
Place Naming Working Group (when convened)	Assess naming proposals Recommend names to Council or ELT	Review and recommendation stage

Role	Responsibilities	Applicable Stages
	Ensure alignment with principles and policy	
Surveyors	Collaborate with developers and City staff Ensure naming proposals meet regulatory requirements- Submit formal plans	During preparation of subdivision or development plans
Wadawurrung Traditional Owners Corporation	Identify and provide Wadawurrung names where opportunities arise Approve cultural name use- Consult as needed on naming requests	Cultural naming initiation Direct naming decisions (Section 9.1)

2.13. T2500139 - Electrical Services

Source: **Corporate Services**
Executive Director: **Troy Edwards**

Purpose

1. The purpose of this report is to award contracts for Electrical Services to the preferred tenderers as detailed in Clause 3 of the Confidential Procurement Evaluation Report at **Attachment 1**.

Background

2. The City is seeking to establish a panel of suitably qualified and experienced suppliers to provide general electrical services across city-owned assets, including buildings, lighting, electrical pillars, and switchboards.

3. This service focuses on the maintenance of electrical installations, with options for minor installation and replacement works.

Confidentiality

4. Confidential information is contained in **Attachment 1** as circulated in the confidential section of the report attachments. The information in the Attachment is confidential information for the purposes of 66(2)(a) and the definition of “confidential information” in section 3(1) of the *Local Government Act 2020* because it is council business information, being information that would prejudice the Council’s position in commercial negotiations if prematurely released (section 3(1)(a)).

Key Matters

5. The Procurement and Strategic Sourcing team administered an open tender process on behalf of the Facilities Maintenance team.

6. Details of the Procurement process, including the evaluation methodology and the preferred tenderers, are outlined in the Confidential Procurement Evaluation Report at **Attachment 1**.

Recommendation

That Council:

1. **Awards the contracts for T2500139 - Electrical Services to the preferred tenderers detailed in Clause 3 of the Confidential Procurement Evaluation Report, based on the tendered schedule of rates and otherwise in accordance with the negotiated terms and conditions of the contract;**

2. **Approves the contract term of three years, with the option to extend the contract for up to two additional terms of one year;**

3. **Authorises the Chief Executive Officer to execute contract T2500139 - Electrical Services and any other documents required by or to give effective to the terms of the contract on behalf of Council;**

4. **Authorises the Chief Executive Officer to release the names of the awarded tenderers following the execution of the Contract by the relevant parties; and**

5. **Resolves that the information contained in Attachment 1 of the report from management is to remain confidential pursuant to section 3(1) of the *Local Government Act 2020* because it contains Council business information being information that would prejudice the Council's position in commercial negotiations. This section is applicable because of the ongoing contract negotiations with the preferred tenderers.**

Financial Sustainability

7. The estimated cost of delivering these services over the full contract term, including extension options, will be managed within current and future approved budgets.

Community Engagement

8. There was no community engagement on this tender as it is part of Council's regular operations to fulfil its legislative and management obligations to residents, ratepayers, and visitors to the area.

Collaboration Opportunities

9. No tender collaboration opportunities were identified at this time however opportunities may present themselves in the future to be considered for new contracts.

Social Equity and Sustainability

10. The preferred tenderers operate their businesses within the Geelong Region providing significant local employment and economic benefits to the Geelong community.

Relevant Law/Policy/Legal Implications

11. This tender was advertised and managed in accordance with the requirements of sections 108 and 109 of the *Local Government Act 2020* and in accordance with the City's Procurement Policy.

Alignment to Community Plan and Vision

12. This report aligns with Our Community Plan 2025-2029 strategic priority: Core and Critical Infrastructure

13. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration:
A prosperous economy that supports jobs and education opportunities.

Conflict of Interest

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

Risk Assessment

15. The tender evaluation process involved the assessment of work, health and safety policies, procedures, and risk assessment documents. Any other risks associated with the acceptance of this tender will be managed through the contract conditions.

Environmental Sustainability

16. Any environmental implications associated with this contract will arise from the execution of the services. It is considered these are the responsibility of the contractor and will be managed through the contract documentation.

Attachments

1. CONFIDENTIAL REDACTED - T 2500139 - Electrical Services - Tender Evaluation Report - Council [**2.13.1** - 77 pages]

2.14. T2500146 - McDonald Reserve Pavilion Construction

Source: **Corporate Services**
Executive Director: **Troy Edwards**

Purpose

1. The purpose of this report is to award the contract for the McDonald Reserve Pavilion Construction project to the preferred tenderer as detailed in Clause 3 of the Confidential Procurement Evaluation Report at **Attachment 1.**

Background

2. The City is seeking to appoint a suitably qualified and experienced contractor for the refurbishment, and extension of the McDonald Reserve Pavilion.

3. The project involves a full internal redevelopment and extension of the existing building, including associated site services.

Confidentiality

4. Confidential information is contained in **Attachment 1** as circulated in the confidential section of the report attachments. The information in the Attachment is confidential information for the purposes of 66(2)(a) and the definition of "*confidential information*" in section 3(1) of the *Local Government Act 2020* because it is council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released (section 3(1)(a)).

Community Benefit

5. The new pavilion and refurbishment of existing home changeroom amenities will allow both South Barwon Football Netball Club and Highton Cricket Club to cater for the continued growth in their respective sports, particularly in female and junior participation.

6. A modern inclusively designed pavilion with improved aesthetics and connectivity of the pavilion to the broader reserve will provide an even greater community experience for club members, participants and residents who frequent the reserve.

Key Matters

7. The Procurement and Strategic Sourcing team administered an open tender process on behalf of the Capital Delivery Team.

8. Details of the procurement process, including the evaluation methodology and the preferred tenderer, are outlined in the Confidential Procurement Evaluation Report at **Attachment 1.**

Recommendation

That Council:

1. **Awards the contract for T2500146 - McDonald Reserve Pavilion Construction project to the preferred tenderer, for the contract sum detailed in Clause 3 of the Confidential Procurement Evaluation Report and otherwise in accordance with the negotiated terms and conditions of the contract;**

2. **Authorises the Chief Executive Officer to execute contract T2500146 and any other documents required by or to give effective to the terms of the contract on behalf of Council;**

3. **Authorises the Chief Executive Officer to release the name of the awarded tenderer following the execution of the contract by the relevant parties; and**

4. **Resolves that the information contained in Attachment 1 of the report from management is to remain confidential pursuant to section 3(1) of the *Local Government Act 2020* because it contains Council business information being information that would prejudice the Council's position in commercial negotiations. This section is applicable because of the ongoing contract negotiations with the preferred tenderer.**

Financial Sustainability

9. The preferred tenderer's submission is within the approved project budget.

Community Engagement

10. Consultation was undertaken with the South Barwon Football and Netball Club and the Highton Cricket Club. Both clubs were actively engaged throughout the concept and detailed design phases of the project to ensure their needs were appropriately considered. In addition, a Gender Impact Assessment was completed to inform and support the redevelopment process.

Collaboration Opportunities

11. No tender collaboration opportunities were identified at this time however opportunities may present themselves in the future to be considered for new contracts.

Social Equity and Sustainability

12. It is expected that the redevelopment of the McDonald Reserve Pavilion will generate positive employment outcomes while delivering the infrastructure and services that address the growing needs of the Geelong community.

Relevant Law/Policy/Legal Implications

13. This tender was advertised and managed in accordance with the requirements of sections 108 and 109 of the *Local Government Act 2020* and in accordance with the City's Procurement Policy.

Alignment to Community Plan and Vision

14. This report aligns with Our Community Plan 2025-2029 strategic priority:
Healthy and Caring Community

15. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration:
An inclusive, diverse, healthy and socially connected community.

Conflict of Interest

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

Risk Assessment

17. The tender evaluation process involved the assessment of work, health and safety policies, procedures, and risk assessment documents. Any other risks associated with the acceptance of this tender will be managed through the contract conditions.

Environmental Sustainability

18. Any environmental implications associated with this contract will arise from the execution of the works. It is considered these are the responsibility of the contractor and will be managed through the contract documentation.

Attachments

1. CONFIDENTIAL REDACTED - T 2500146 - Mc Donald Reserve Pavilion Construction - Tender Evaluation Report - Council [**2.14.1** - 23 pages]

3. RECORD OF INFORMAL MEETINGS OF COUNCILLORS

Source: **Corporate Services**
Executive Director: **Troy Edwards**

Summary

1. The Governance Rules of the City of Greater Geelong require the tabling of records of informal meetings of Councillors at the next convenient Council meeting and that their record be included in the minutes of that Council meeting.

2. A summary of the informal meetings of Councillors is attached.

Recommendation

That Council receive the summary of the informal meetings of Councillors for the period to 9 December 2025.

INFORMAL MEETINGS OF COUNCILLORS
(Council Meeting 9 December 2025)

Informal Meeting Details	Councillor Attendance/Apology	Officer Attendance	Agenda Items	Conflict of Interest Disclosures
Additional Briefing **24 November 2025**	Cr S Kontelj Cr R Nelson *Apology:* *Cr E Kontelj*	A Basford (EXEC DIR) A Locke (MGR) D Hickin (LEAD)	• Queens Park Golf Course - Request for Proposal Process	• Nil
Additional Briefing **25 November 2025**	Cr A Aitken Cr E Sinclair Cr A Katos *Apologies:* *Cr E Kontelj*	A Basford (EXEC DIR) A Higgs (MGR) D Heyward (SNR OFF) R Clarke (COORD)	• Draft Sovereign Recreation Reserve Master Plan	• Nil

Informal Meeting Details	Councillor Attendance/Apology	Officer Attendance	Agenda Items	Conflict of Interest Disclosures
Additional Briefing **25 November 2025**	Cr M Cadwell	A Basford (EXEC DIR) A Higgs (MGR) P Cotter (COORD)	• Geelong City Cricket Club - request for support Eastern Gardens	• Nil
Councillor Briefing **2 December 2025**	Cr S Kontelj Cr R Nelson Cr T Sullivan (Sullivan) Cr M Cadwell (Virtual) Cr A Aitken Cr E Wilkinson Cr E Kontel Cr E Sinclair Cr C Burson Cr R Story Cr A Katos	T Edwards (A/CEO) A Stout (A/EXEC DIR) A Basford (EXEC DIR) A Locke (A/EXEC DIR) J Stirton (EXEC DIR) J Blunt (CHIEF) T Carter (EXEC DIR TOUR) S Beck (SNR OFFICER) M McKay (MGR) L Griffiths (COORD) A Bedggood (MGR) P Newton (MGR) F Bolitho (MGR) A Martin (CHIEF) J Douglas (MGR)	**Presentations:** • FY 26/27 Council Plan Refresh & Budget Briefing • Aged Care Update **Reports:** • Youth Council Final Report 2025 • Bellarine Arts Centre Community Asset Committee 2024_25 Annual Report • Tourism Greater Geelong and The Bellarine Annual Report • 2025-26 Community Strengthening First Nations Grants guidelines • Geelong Waterfront Master Plan • Sovereign Drive Recreation Reserve Master Plan • Special Rates and Charges Council Policy • Energy from Waste: Navigating Future Waste Operations and Circular Economy Opportunities • Kerbside Glass Collection Service and Statewide Waste Reform • Proposed Road Discontinuance and Sale of Land at part Kirk Place, Geelong • Proposed Road Discontinuance and Sale of Land of part of Powell Place,	• Nil

Informal Meeting Details	Councillor Attendance/Apology	Officer Attendance	Agenda Items	Conflict of Interest Disclosures
			Geelong • Draft Place Naming Policy • T2500139 - Electrical Services • T2500113 - Parks & Reserves Maintenance • T2500146 - McDonald Reserve Pavilion Construction	

4. CONFIDENTIAL

Council will close the meeting to the public in accordance with the provision of section 66(2) of the *Local Government Act 2020* to consider the following list of items.

4.1. 2025-26 Community Equipment Grants - Funding Recommendations (Confidential)

CONFIDENTIAL

Recommendation

That Council consider this report at the conclusion of the meeting as it is designated confidential by the Chief Executive Officer pursuant to sections 3(1) and 66 of the Local Government Act 2020, the information contained in this report is confidential because it contains Council business information being information that would prejudice the Council's position in commercial negotiations. This section is applicable because the agenda item contains a level of detail which if released would diminish the organisation's capacity to compete in a commercial environment.

5. CLOSE OF MEETING