

MINUTES

ORDINARY MEETING OF COUNCIL

Tuesday, 11 March 2014

Held at the
Council Conference and Reception Centre
City Hall, Little Malop Street, Geelong
commencing at 7.05p.m.

COUNCIL:

Cr. D. Lyons <i>Mayor</i>	(G21 Geelong Regional Alliance, Finance, Governance, Regional Cities)
Cr. T. Ansett (<i>Windermere</i>)	(Heritage, Rural Communities)
Cr. L. Ellis (<i>Coryule</i>)	(Coastal Communities, Infrastructure, Parks and Gardens)
Cr. J. Farrell (<i>Beangala</i>)	(Community Safety, Youth, Women in Community Life)
Cr. K. Fisher (<i>Corio</i>)	(Community Development, Aboriginal Affairs)
Cr. B. Harwood (<i>Kardinia</i>)	(Enterprise Geelong, Primary Industries)
Cr. M. Heagney (<i>Brownbill</i>)	(Central Geelong, Planning)
Cr. J. Irvine (<i>Austin</i>)	(Sport and Recreation)
Cr. E. Kontelj (<i>Cowie</i>)	(Aboriginal Affairs, Multicultural Affairs, Finance)
Cr. Dr. S. Kontelj (<i>Kildare</i>)	(Finance)
Cr. R. Macdonald (<i>Cheetham</i>)	(Major Projects, Knowledge Economy & Education)
Cr. R. Nelson (<i>Deakin</i>)	(Major Events, Tourism)
Cr. A. Richards (<i>Buckley</i>)	(Environment & Sustainability, Transport, Arts & Culture)

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**MINUTES OF THE ORDINARY MEETING
OF THE GREATER GEELONG CITY COUNCIL
HELD AT THE COUNCIL CONFERENCE AND RECEPTION CENTRE
CITY HALL, LITTLE MALOP STREET, GEELONG
TUESDAY, 11 MARCH 2014
COMMENCING AT 7.05 P.M.**

PRESENT: Cr D Lyons (Mayor), Crs T Ansett, L Ellis, J Farrell, K Fisher, B Harwood, M Heagney, J Irvine, E Kontelj, S Kontelj* (7.22pm), R Macdonald, A Richards

Also present: S Griffin (Chief Executive Officer), M Kelly (Acting General Manager Corporate Services), P Bettess (General Manager Economic Development, Planning and Tourism), V Shelton (Acting General Manager City Services), J McMahon (General Manager Community Services), D Frost (General Manager Projects, Recreation and Central Geelong), J Brown (Manager Administration and Governance), K Paton (Manager Arts and Culture), B Johnsen (Senior ED Project Officer), D Chiller (Senior Co-ordinator Communication & Marketing), A Paterson (Mayoral Advisor)

OPENING: The Mayor declared the meeting open at 7.05pm

ACKNOWLEDGEMENTS:

The Mayor acknowledged that we are here today on the land of the Wathaurong People and we pay our respects to Aboriginal elders past and present.

- **Apologies:** Cr R Nelson

- **Leave of Absence**

Cr Fisher moved, Cr Harwood seconded –

That Leave of Absence be granted to Cr Rod Macdonald from 27 March to 5 April, inclusive.

Carried.

Cr Harwood moved, Cr Ellis seconded -

That the Minutes of the Ordinary Meeting held on 25 February 2014 be confirmed and signed.

Carried.

DECLARATIONS OF CONFLICTS OF INTEREST: Nil.

QUESTION TIME:

Question Time is an opportunity for questions to be addressed to Council and while the minutes record the general content, they do not purport to be a transcript of what was said by individuals. Likewise Councillor or Officer verbal responses are in summary form only. Views expressed may not be the views of Council.

Council's practice is to provide a separate document on its website setting out questions and responses including any more detailed written responses which may be provided subsequent to the meeting.

Tom O'Connor asked the status of the City Parking report:

Stephen Griffin, Chief Executive Officer, advised a report is currently being prepared for Council consideration detailing the outcomes of the Central Geelong Parking Strategy. The report will come back to Council during April.

Colin Wallace asked:

Mr Mayor, during the meeting my wife and I had with you and Alister Paterson Monday of last week I said I had made a complaint to the State Ombudsman once and it was not about this, meaning First Street.

Are Councillors aware that the one time I made a complaint to the State Ombudsman was in 2008 and it had nothing to do with First Street, nothing to do with traffic, nothing to do with any part of the planning or development process beyond the Ropeworks Panel Hearing which concluded in September 2006 so it had nothing to do with the Panel Report, the decision Council made to approve the development, the Planning Permit or the administration of it, the complaint was by myself only, done in my name only, I gave no one permission to speak on my behalf to the State Ombudsman and the State Ombudsman did not conduct an investigation?

The Mayor noted the comments.

John Brown, Manager Administration and Governance, added the Ropeworks Hearing Panel issue in respect to the supermarket was referred to the Ombudsman and a response was provided to Mr Wallace by the Ombudsman.

Mary Wallace asked:

Are Councillors aware that I have never been to the State Ombudsman, never made a complaint to the State Ombudsman, never received anything from the State Ombudsman and never given anyone permission to speak for me to the State Ombudsman?

The Mayor responded he was not aware, but is now aware of it.

Colin Nightingale asked the following in relation to Amendment C300:

1) Will Council have legal planning representation at the Independent Panel?

Peter Bettess advised he believed Council will have a legal representative from Maddocks.

- 2) If so, do Councillors accept the proposition that it is inherently undemocratic to be using the rate payments of Geelong West residents to undertake a legal case against these same people, the vast majority of whom are strongly opposed to C300?
- 3) In the Schedule for local requirements in RGZ1, will the wording for the maximum height state this height should not/will not/ must not be exceeded?

The Mayor noted the comments.

Peter Bettess added the submissions are referred to the Independent Panel and wording is as it was in the report to Council on 25 February. Height had been reduced from 4 to 3 which wasn't reflected in the Schedule.

Judith Trimble asked the following in relation to the Geelong Botanic Gardens:

Is Council aware that the Friends of Geelong Botanic Gardens have raised and dispersed in excess of \$500,000 to support the Gardens? We would therefore request that the Friends be included in discussions concerning planning infrastructure. We welcome Council's new interest in the Gardens and the provision of renewed facilities.

The Mayor noted the comments.

Jennifer Bantow asked the following questions regarding the Planning Panel Process regarding Amendment C300:

- 1) What information does Council supply to the Panel given that the Panel is concerned with planning policy only, not other relevant matters such as people's stress and their anxiety about loss of property values?
- 2) Does Council give the Panel the petitions and if so are they considered relevant by the Panel?
- 3) Is Council going to defend Amendment C300 at the Panel, thus putting Council in opposition to those people it represents?
- 4) If Council is presenting at the Panel how will that be done?
- 5) When the Planning Panel report is finished, what happens, does Council have the opportunity to review, and possibly change or modify the Panel's report to come up with the final Amendment?

The Mayor responded the questions would be responded to in writing.

Cr Harwood added the Panel does not make a decision - the Minister has the final say. Council will review the Panel report and provide Council with a report for its consideration.

** Cr S Kontelj entered the meeting room at 7.22pm.*

Ian Mason asked why there was no survey of residents of 'heritage areas' in Belmont, Hamlyn Heights, etc.

Peter Bettess responded that the Planning Scheme Amendment was widely publicised and suggested from previous questions a lot of residents were informed.

Michael Mifsud provided Council with a series of statements in relation to Amendment C288 – Adventure Park:

Peter Bettess advised that submissions will be referred to an Independent Panel and that Panel will consider the issues you have raised. Residents have the opportunity to be heard before the Panel. There is no time frame established at this stage.

PETITIONS: Nil.

1. AMENDMENT C288 ADVENTURE PARK BELLARINE HIGHWAY WALLINGTON - CONSIDERATION OF SUBMISSIONS

Portfolio:	Planning – Cr Heagney
Source	Strategic Implementation
General Manager:	Peter Bettess
Index Reference	Subject: Council Reports 2014 – Amendment C288

Purpose

The purpose of this report is to enable Council to consider submissions to Planning Scheme Amendment C288 applying to the Adventure Park land at Wallington.

Summary

- Amendment C288 resulted from an application on behalf of Adventure Park P/L (owned by the Salmon family) to rezone their 72.4ha site fronting Bellarine Highway and Swan Bay Road, Wallington from Farming zone to Comprehensive Development zone (CDZ), insert a new Schedule to the CDZ and incorporate the Adventure Park Comprehensive Development Plan into the Planning Scheme.
- The subject land is occupied by a major water-based theme park along the Bellarine Highway/Swan Bay Road frontages whilst the balance of the site is generally cleared ex-farmland.
- Rezoning of this land will recognise the substantial recreation and tourist facility on the land and rationalise the planning approval process for the on-going future development of the site.
- Amendment C288 was placed on public exhibition from 12 December 2013 until 27 January 2014. A total of 10 submissions have been received of which 5 either supported or offered no objection (applicant and service authorities) and 5 which either object or raise points of objection to the amendment.
- A number of points of objection have been raised which need to be addressed. Points of concern are that the new zone provisions and accompanying Comprehensive Development Plan do not provide clear guidance of likely future development, inadequacy of the 3 metres buffer landscape strip, lack of security/trespassing onto neighbouring farming properties, traffic issues and loss of residents' rights to object to future planning permit applications.

Cr Macdonald moved, Cr Heagney seconded -

That Council having considered all submissions to Amendment C288 to the Greater Geelong Planning Scheme, resolves to:

- 1) request the Minister for Planning to appoint an Independent Panel under Part 8 of the Planning and Environment Act 1987;**
- 2) refer all submissions to the Panel;**
- 3) submit to the Panel its response to the submissions generally as outlined in this report with the exception of the proposed reduction of the permit trigger in Precinct 1 from 30 metres to 15 metres;**
- 4) submit to the Panel that the permit trigger height in Precinct 1 be retained at 30 metres as exhibited, with the exception that accommodation and dwellings have a permit trigger of 15 metres.**
- 5) that the Master plan comes back to Council for final approval.**

Alternate -

Cr Farrell moved, Cr Ellis seconded –

That Council revert to original officer recommendation.

Lost.

The motion was put and carried.

Carried.

Division Requested:

For: Crs Ansett, S Kontelj, E Kontelj, Fisher, Lyons, Harwood, Macdonald, Richards, Heagney, Irvine

Against: Crs Ellis, Farrell

Background

Amendment C288 resulted from an application made by Collie Planning P/L on behalf of Adventure Park P/L (owned by the Salmon family) to rezone their 72.4ha site from Farming Zone to Comprehensive Development (CDZ) zone, insert a new Schedule 3 to the CDZ and incorporate the Adventure Park Comprehensive Development Plan into Clause 80.01 of the Planning Scheme.

The subject land is occupied by a major water-based theme park along the Bellarine Highway/Swan Bay Road frontages whilst the balance of the site is generally cleared ex-farming land. Adventure Park is already a major tourist attraction on the Bellarine Peninsula and is Victoria's biggest theme park. It currently operates between October and April each year, with the busiest times being warm summer days at weekends and in holiday period.

Adventure Park is in an area generally surrounded by farmland within a Farming zone. On the south side of both Swan Bay Road and the Bellarine Highway the land is zoned Rural Living and occupied by dwellings on 2 – 4 ha lots. Immediately opposite the site at Bellarine Highway Swan Bay intersection there is a dwelling and small vineyard.

Appendix 1 shows the current zoning of the land and surrounding area. **Appendix 2** is an aerial photo of the same area. Amendment C288 recognises the substantial recreation and tourist facility on the land and rationalises the planning approval process for the ongoing future development of the land.

While a planning permit may be granted for the further expansion of Adventure Park under the Farming zone provisions (as has been occurring in the past), the purpose of the Farming zone primarily relates to the use, retention and protection of agricultural land.

Rezoning the land to a Comprehensive Development zone will:

- Recognise the existence of Adventure Park and its ability to be further developed in the future as documented in the planning scheme.
- Rationalise the requirements for planning permits for uses which are consistent with the Comprehensive Development Plan.

A copy of the Comprehensive Development Plan is **Appendix 3**. It divides the site into 7 separate precincts, each of which have been designated for different uses as shown on the indicative accompanying land use summary chart. The core of the existing Adventure Park operations fall within Precinct 1 and for the most part no permits will be required for new attractions within that precinct. In all other precincts, the new

Schedule will require a permit for all new buildings and works. Any permit issued must be consistent with an approved masterplan to be prepared for that precinct.

The new Schedule requires Council approval of a detailed masterplan and traffic management plan which will require all planning and traffic issues to be addressed prior to the issues of a planning permit.

Discussion

Amendment C288 was placed on public exhibition from 12 December 2013 until 27 January 2014. Notices were placed in the Geelong Advertiser and Independent and sent to all nearby owners and occupiers and all relevant public authorities.

As a result of the exhibition of the Amendment the Council received a total of 10 submissions of which 5 either supported or offered no objection (applicant and public authorities) and 5 nearby landowners who either objected or raised some points of objection to the amendment.

Appendix 4 is a schedule which summarises all submissions received.

The following section of the report discusses the main points raised in the submissions.

Supporting submissions

All service authorities have indicated support for the proposed amendment although future specific works may trigger the need for works permits under their own legislation. VicRoads and Barwon Water have requested additional provisions be included in the new Schedule 3 to the zone to satisfy their requirements.

Officer response

The inclusion of additional provisions in the new Schedule as requested by Barwon Water and VicRoads are considered appropriate and are supported.

Objecting Submissions

All objecting submissions have raised consistent themes about the amendment documentation as follows:

- The proposed Schedule to the zone and the accompanying Comprehensive Development Plan do not provide a clear indication of the future development likely to occur on the land (i.e. it is too open-ended).
- The 3 metre landscape buffer strip around the periphery of the site is totally inadequate.
- Concern about security arrangements with the prospect of Adventure Park visitors trespassing onto adjoining properties and disrupting farming operations.
- Increase in traffic in both Curlewis Road and Swan Bay Road.
- The provisions of the zone which do not provide for any further input from local residents when future planning permit applications are lodged with Council.
- Concern about the venue operating on a year-round basis, extensions of operating hours and the impact on the amenity from visual and noise resulting from new "Gold Coast Style" developments.
- Concern about future building heights, particularly the 30 metre permit trigger in Precinct 1.

Many of the objecting submitters have indicated that the existing Adventure Park operations do not adversely affect them but believe the above issues need to be addressed to enable them to more fully assess potential future impacts.

Officer Response

The major point of concern raised by nearby neighbours in the uncertainty about the specific form of development likely to occur on the subject land which makes it difficult for them to assess potential future amenity impacts.

The Adventure Park owners do not wish to be bound by more detailed future development plans which at this stage remain uncertain. As a result, Council agreed to exhibit a Comprehensive Development Plan precinct-based approach with a requirement that prior to any further permits being issued a far more detailed masterplan needs to be submitted for Council's approval.

The exhibited Amendment documentation provides no opportunity for further public input into the masterplan approval process. A fair and reasonable means of addressing concerns raised by neighbours about the uncertainty of future development proposals could be addressed by:

- Providing a requirement for Council to notify specified neighbours about all requests for approval of a masterplan; and
- Enabling neighbours to comment on all masterplan proposals and require Council to take into account all comments received in deciding whether or not to approve any masterplan.

Other changes which it is proposed be made to the exhibited Amendment documentation in response to the concerns raised by neighbours are:

- Increasing the width of the tree buffer around the perimeter of the Adventure Park land from 3 metres to 10 metres (as shown on the exhibited Comprehensive Development Plan). This should ensure an adequate visual buffer between future developments on the Adventure Park and neighbouring properties.
- Requiring the masterplan to outline security fencing arrangements with neighbouring property owners (which it would be expected to be chain-mesh fencing at least 2 metres in height installed at the developer's cost).
- Requiring the Masterplan to specify maximum building height of all buildings and works (i.e. potential future amusement rides and attractions) and building setbacks from neighbouring properties.
- Reducing the 30 metres permit height trigger in Precinct 1 to 15 metres.

In the event that Council refers submissions to an Independent Panel as recommended in this report, it would be intended that new zone documentation be prepared and circulated to submitters in an effort to reach agreement with the parties prior to the formal panel hearing.

Some neighbours raised issues about increased traffic in Curlewis and Swan Bay Roads. However, it is considered these matters are capable of being addressed by the requirement in the exhibited schedule for the applicant to prepare a Traffic Management Plan prior to any further permits being issued on the Adventure Park land. As all access and egress to the site is proposed from Bellarine Highway and Swan Bay Road, it is recommended the Comprehensive Development Plan contain a notation that no access or egress to Adventure Park patrons is to be provided in Curlewis Road (other than emergency access). The narrow road pavement in Curlewis Road, which serves only rural properties, makes it unsuitable for substantially increased traffic use.

Clause 5.0 of the exhibited Schedule provides for exemption of notification of permit applications which are generally consistent with an approved masterplan. The proposal outlined above to provide neighbours with an opportunity to have input into the masterplan approval process may assist in reducing their concerns that permit applications will not be subject to the normal notification requirements.

Environmental Implications

The subject land comprises the existing intensively developed Adventure Park surrounded by cleared land previously used for farming. Future development of the site will have no adverse environmental impacts.

Financial Implications

Amendment C288 has no financial implications.

Policy/Legal/Statutory Implications

The proposed Amendment is generally consistent with State and Council planning policies which are supportive of tourist development and protection of high quality natural landscapes. The Adventure Park site is well clear of any future planned urban settlements on the Bellarine Peninsula and as such the proposed Amendment is consistent with planning strategies contained in Clause 21.14 Bellarine Peninsula.

Alignment to City Plan

Amendment C288 supports the Growing our Economy strategic direction of City Plan, in particular the priorities of supporting the growth of existing businesses and promotion of tourism to attract visitors to the region.

Officer Direct or Indirect Interest

No Council Officers have any direct or indirect interest, in accordance with Section 80 (c) of the Local Government Act, to which this Amendment relates.

Risk Assessment

No risks have been identified in preparing and exhibiting a planning scheme amendment and referring submissions to an Independent Panel as recommended in this report.

Social Considerations

Adventure Park is an already popular recreation and tourism facility. Its expansion will further increase the recreational opportunities for Geelong residents and visitors, create further short and long term employment opportunities and generate benefits to the wider Geelong economy.

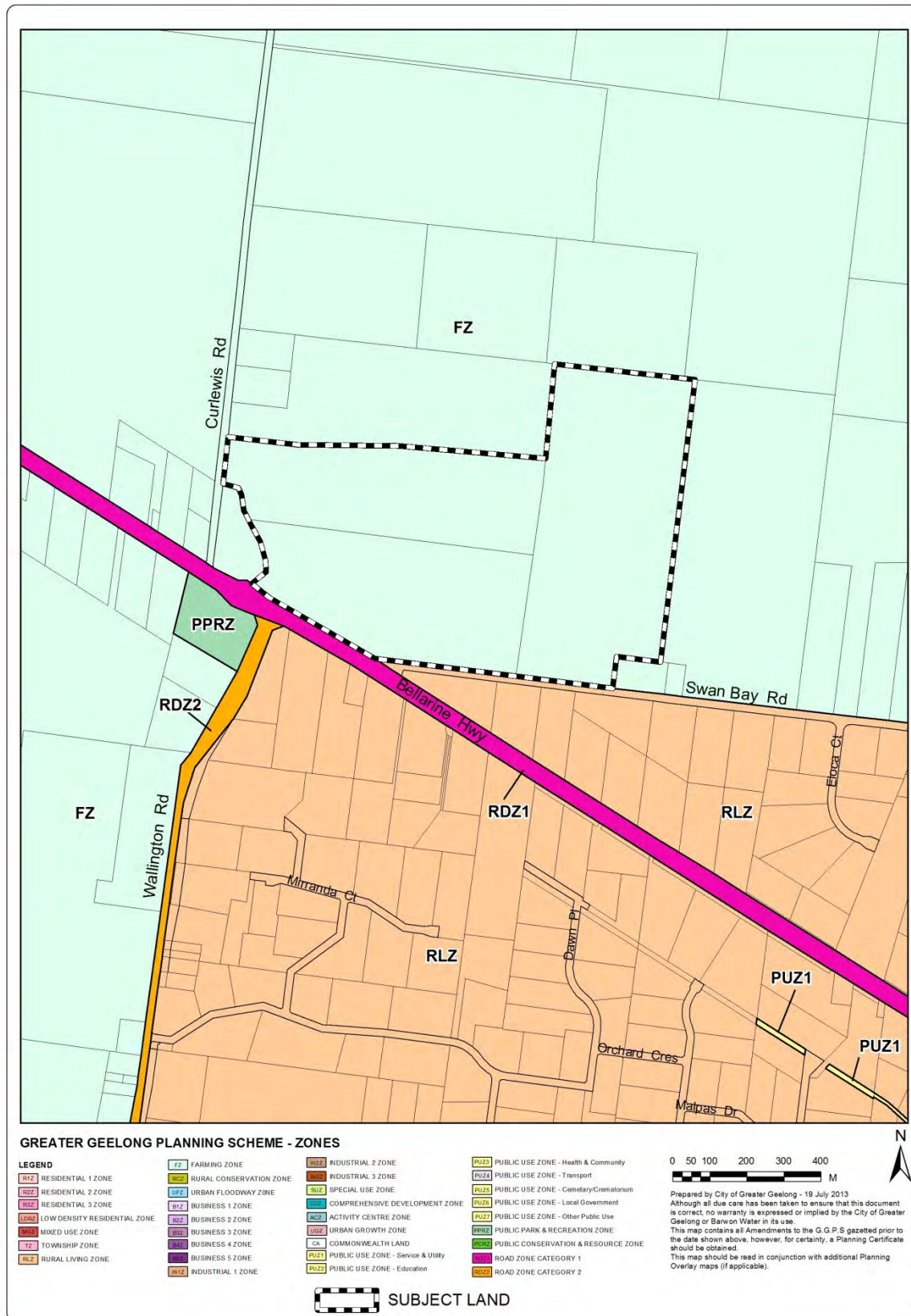
Human Rights Charter

Amendment C288 does not impact on any basic rights, freedoms and responsibilities as set out in the Charter. Planning legislation ensures an open community consultation process enabling people to freely express their views and obtain a fair hearing before an Independent Panel.

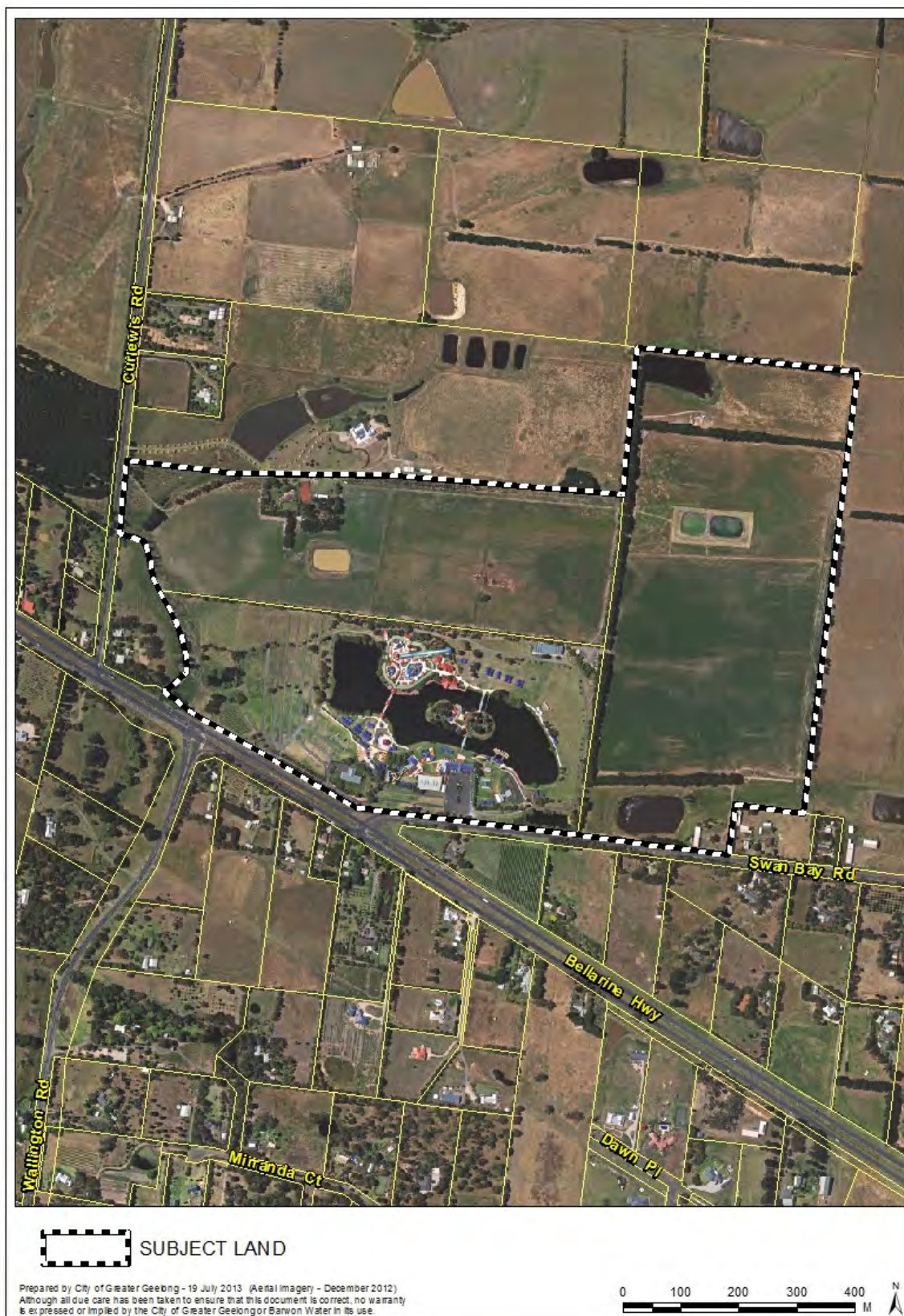
Consultation and Communication

Full public notification of the Amendment has been given in accordance with the provisions of the Planning and Environment Act. All adjoining and nearby residents received direct notification of the exhibition of the Amendment.

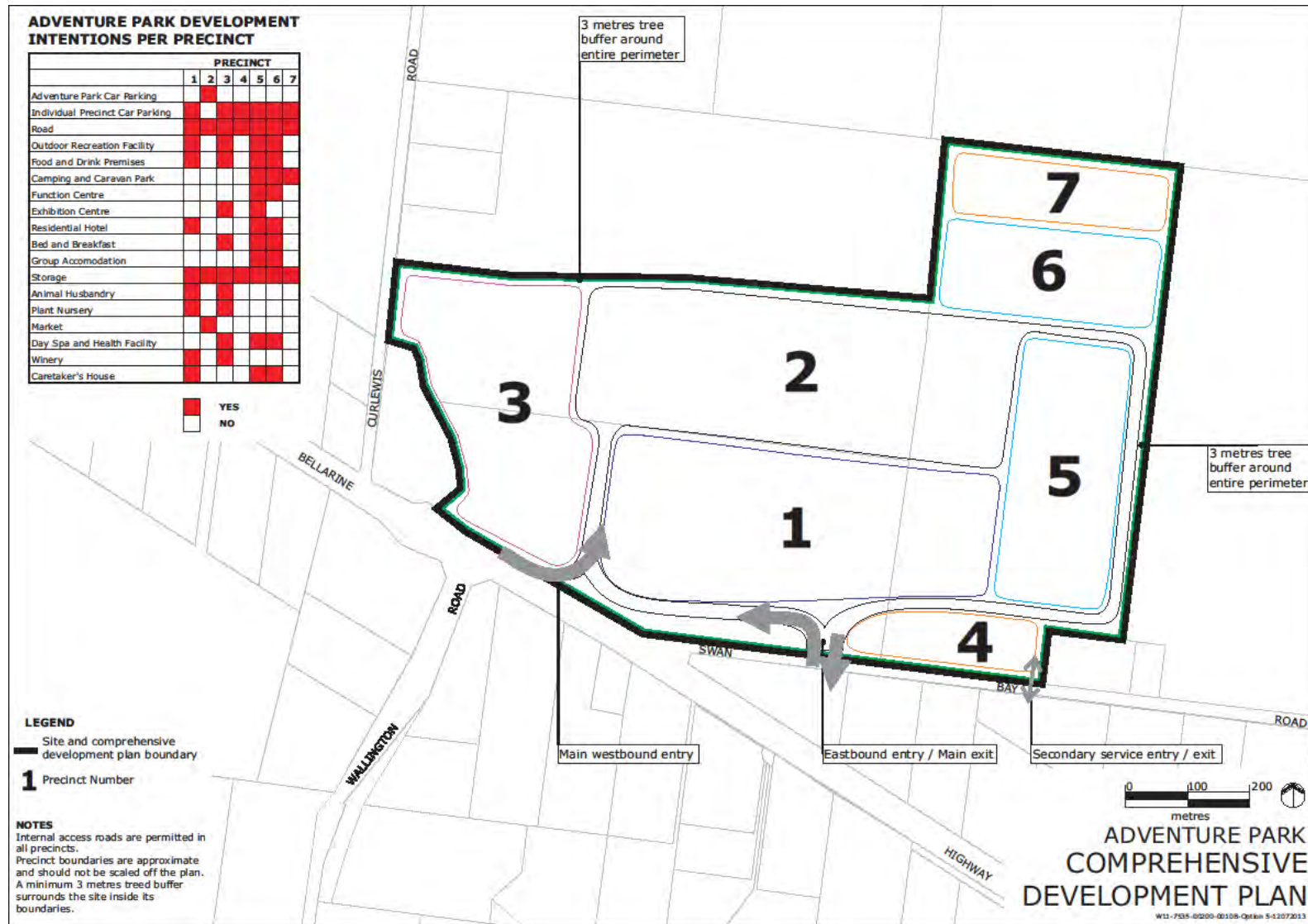
Appendix 1 Current Zoning



Appendix 2 – Aerial Photograph



Appendix 3 – Comprehensive Development Plan



Appendix 4 – Summary of Submissions

Summary of Submissions for Amendment No C288

No	Name	Address	Type	Summary of Submission
1	CCMA	P O Box 159	COLAC VIC 3250	No Objection. Designated waterways pass through the site which may mean future works require a permit pursuant to the Water Act.
2	Collie P/L (for applicant)	29 Coventry Street	SOUTHBANK VIC 3006	Supports the exhibited amendment documentation. Wishes to be heard at any subsequent panel hearing.
3	EPA Victoria	Cnr Little Malop & Fenwick Streets	GEELONG VIC 3220	No Objection. Works approval may be required dependent on size of future wastewater treatment system.
4.	M. Mifsud	105 Swan Bay Road	WALLINGTON VIC 3222	Concerned about lack of information regarding details of future site development. Raises amenity and security issues about the prospect of tourist accommodation. Concerned about nature of future attractions to promote 12 month operation. Raises concern about future hours of operation and future noise levels from activities, potentially extending over a 12 month period. Suggests imposition of noise restrictions. Requests Schedule provisions be tightened to increase buffer width around periphery and reduce maximum height permissible to Precinct 1 to 15 metres (not 30 metres). Also concerned about traffic, particularly vehicles exiting the site onto Swan Bay Road. Requests details of operation of sewerage treatment plant and potential impact on their existing hydroponics business. Suggests more detailed plans and discussion with Adventure Park may overcome some of their concerns.

No	Name	Address	Type	Summary of Submission
5.	Mr N Osborne	P O Box 506	DRYSDALE VIC 3222	Generally concerned about the impact of the proposed development on commercial farming operations. Considers buffer zone inadequate and concerned at the prospect of high rise buildings in Precincts 5, 6 and 7. Concerned there is no Masterplan or Traffic Management Plan and no future recourse for surrounding owners to object if property develops into a "Gold Coast" style theme park. Can see no need for rezoning – the existing provisions reflect farming nature of the surrounding area.
6.	J & L O'Rourke	255 Curlewis Road	WALLINGTON VIC 3222	Object. Poor quality and lack of detail shown on Comprehensive Development Plan. Inconsistent with council's strategic planning policies including the MSS and Rural Land Use Strategy. No specific future activities identified. Potential negative impact on road safety in Curlewis Road. Buffer strip inadequate, particularly having regard to excessive 30 metres height limit for buildings and works. Concerned about security issues and potential trespassing onto their property. Preferred outcome would be for applicant to provide a reasonable detailed future development plan.
7.	M. Scaffidi (per G. Scaffidi)	10 Sussex Street	YARRAVILLE VIC 3013	Concerned agricultural activities on his land (which adjoins Precincts 5, 6, & 7) may be impacted. Major concern is how his property will be secured from trespassers which the vegetated buffer will not do. Advises Adventure Park owner has agreed to secure his perimeter at the time of development. This arrangement needs to be documented in writing.
8.	VicRoads	P O Box 775	GEELONG VIC 3220	VicRoads has provided in-principle support for the applicant's traffic consultants vehicle access strategy. Requests additional provision be added to Clause 3.0 of the new zone Schedule to refer to timing of the identified road network upgrades.
9.	Barwon Water	P O Box 659	GEELONG VIC 3220	No Objection. Future development should be able to be provided from the existing network; however the Schedule should ensure that any future expansion which requires increases to water supply are referred to it for comment.

No	Name	Address	Type	Summary of Submission
10.	Ms D Primrose	P O Box 1412	GEELONG VIC 3220	Concerned about potential visual and sound impact on the amenity of her property resulting from further development. Increased traffic particularly at an already dangerous Bellarine Highway and Curlewis Road intersection is an issue. Increased bushfire risk resulting from eucalypt buffer plantations although acknowledges improved visual amenity. Has always been able to resolve any issues with Adventure Park owners.

2. GEELONG BOTANIC GARDENS & EASTERN PARK

Portfolio:	Infrastructure, Parks & Gardens – Cr Ellis
Source:	City Services - Parks & Support Services
General Manager:	Gary Van Driel
Index Reference:	Subject: Geelong Botanic Gardens & Eastern Park Strategic Plan

Purpose

To provide information and an update on the Visitor Precinct business plan, the Geelong Botanic Gardens and Eastern Park Strategic Plan and current issues.

Summary

In November 2013 Council called for a report on the Geelong Botanic Gardens and Eastern Park seeking information on current issues and the timeline and cost for a business case for the implementation of a visitor precinct.

Geelong Botanic Gardens was gazetted in 1851 making it the third oldest Botanic Garden in Australia. Today we know this parcel of land as Geelong Botanic Gardens and the surrounding Eastern Park. Geelong Botanic Gardens has a positive reputation as a leading regional garden which is maintained to a high horticultural standard.

The Geelong Botanic Gardens primary role is to hold plant collections for the purposes of conservation, education, research and display. Its' secondary role is a public garden as a place for:

- plants and people
- discovery and learning
- ideas and innovation
- community engagement and pride
- conservation and the environment
- and quiet contemplation

The management and strategic development of Geelong Botanic Gardens and Eastern Park is guided by planning documents as stated in the report.

The report outlines the status of current projects and highlights issues that require Council Support.

Cr Ellis moved, Cr Richards seconded -

That Council notes the report.

Carried.

Background

The management and strategic development of Geelong Botanic Gardens and Eastern Park is guided by planning documents:

- Eastern Park & Geelong Botanic Gardens Strategic Plan (2008)
- Eastern Park and Geelong Botanic Gardens (2010)
- Eastern Park & Geelong Botanic Gardens Visitor Precinct- Concept Plan (2010)

Management and development of plant collections is guided by the Botanic Gardens Conservation International (BGCI) and Botanic Gardens of Australia & New Zealand (BGANZ).

Eastern Park & Geelong Botanic Gardens have confirmed heritage value. They are listed on the Victorian Heritage Register, Register of the National Estate and 36 trees are listed on the National Trust of Australia (Victoria) Register of Significant Trees.

Friends of Geelong Botanic Gardens Inc formed in 1986 have supported the gardens for the past 28 years.

Discussion

Teahouse@GBG

This small facility provides catering service to general garden visitors, group bookings (booked tours and social groups) and on site events. The ability for the business to grow is limited by the small building and outdoor seating.

Teahouse@GBG is currently being leased through an expression of interest process with a new lessee to be in place by March 2014. The gap in service has generated some concern from both visitors and the Friends of Geelong Botanic Gardens who value the experience.

The lease deliverables have been re-scoped to reflect the high level of customer service expected at the venue and integration into the gardens business. The business opportunity includes provision of catering, developing group bookings, cross-promotional activities with the events program and themed menus which connect to the plant collection.

The current lease opportunity is seeking an operator who has entrepreneurial flair and ability to operate in a tourism setting which can be applied to developing existing opportunities to their full potential. The integration of the catering service into the gardens business is critical to its success and ensures that all visitors have a seamless and positive experience while at the gardens. The growth of the business enables the garden to develop a tourism product attractive to the group tour market from regional tours and the growing cruise ship business.

Geelong Botanic Gardens Conservatory

Geelong is fortunate to have a Conservatory and a collection of sub-tropical plants which provide a point of difference for this regional garden. It is being renovated to address structural issues with the building. Asbestos was discovered in the building during works adding to the project cost and altering the scope of works. The project requires funding of \$260,000 to complete building works. The building will showcase a collection of sub-tropical plants and will be interpreted in public programs.

The renovation of the building enables Council to interpret the collection and tell stories about the world of plants. The discovery of coffee which is so heavily relied upon in modern society, vanilla orchids, threats to our rainforests are all stories we can tell. Through on site and web based interpretation, education program topics and school holiday programs the conservatory plants will be profiled and assist us to deliver our educational role.

The climate control system necessary to maintain suitable growing conditions will be integrated into the upgrade of the irrigation system. The landscape surrounding the building is to be redesigned to enable better access for individuals and groups to explore the displays and go further into the garden.

Friends of Geelong Botanic Gardens Inc

The Friends have provided support to the garden over the past 28 years. The current elements of the partnership are being confirmed through a Memorandum of Understanding which articulates shared roles and key responsibilities of both organisations.

In recent years the Friends have reassessed their ability to provide the full scope of services that they had developed over time. The volunteer organisations' capacity to deliver activities in response to changes in legislative requirements and public expectations has changed dramatically over the Friends 28 years supporting the garden. An example of this is the recognition that a volunteer is a worker from an Occupational Health and Safety perspective. Garden staff are working closely with the Friends organisation to minimise risk to hands on horticulture volunteers working on site.

The Friends have divested themselves of the operation of the Teahouse (2011) and delivery of the Education Program (2013). The Friends continue to support the Education Program through the provision of \$10,000 per annum. Friends have advised that their Music in the Gardens event will no longer run in its present form and will formally review the future of the event in March 2014.

Eastern Park & Geelong Botanic Gardens Visitor Precinct

Geelong Botanic Gardens receives approximately 120,000 visitors per annum; visitation to surrounding Eastern Park is unknown. The entire site was originally Geelong Botanic Gardens and is now perceived as a separate entity to the broader Eastern Park. Primary role of the Visitor Precinct is to provide a sense of place for EP & GBG through the development of a front of house for Geelong Botanic Gardens, community hub, education and community engagement.

The Visitor Precinct bookends the Geelong Waterfront and is a key destination with strong relevance to Vision II and the Central Geelong Action Plan. It has synergy with tourism drivers including the cruise ship business currently being serviced by the gardens.

Visitor Precinct concept has received general support particularly in terms of a solution to the need to enable the Botanic Gardens business to grow and to address a series of facilities issues. Other proposed developments in Eastern Park include the Mineral Springs and Conference Centre and require consideration.

Development of the business plan will establish the viability of the concept, clarify its scope and establish its priority as a major project. Benchmarking the concept plan with similar developments associated with public open space for example Observatory Gate at the Royal Melbourne Botanic Gardens is relevant as is identifying local business opportunities. Identifying funding sources, opportunities to engage existing and emerging partners to build the impetus to develop and utilise the space is an important part of the project.

Eastern Park & Geelong Botanic Gardens Visitor Precinct Concept Plan will create an opportunity to maximise the cultural experience and develop a greater sense of place and connection to central Geelong. The business case will establish a clear understanding of the problems and benefits of the concept and a strategy to develop the precinct. A funding bid of \$120,000 for the 2014-15 year has been submitted for Council consideration.

Visitor Facilities Geelong Botanic Gardens

The high standard of horticultural maintenance of the botanic gardens is currently not matched by an appropriate standard of visitor facilities. The drive to further enhance and grow the gardens business is currently limited by existing facilities. The growing demand and business opportunities from visitors, school groups, wedding bookings and tour groups is not being met and the opportunity to package the botanic gardens with other tourism product is limited by our ability to provide appropriate service for groups. Permanent toilet facilities and shelter are the highest priorities.

Toilet Facilities Geelong Botanic Gardens require upgrading in the short term in order to meet the growing demand from visitors, wedding bookings and tour groups. Toilet facilities are currently provided through rented temporary / portable toilet blocks costing \$18,000 per annum. This type of facility does not meet the expectations of the approximately 120,000 visitors per annum and places limitations on our ability to develop tour company group business. A project concept has been costed at \$180,000 to build the appropriate facilities.

There is an additional opportunity to activate the Curators Residence and surrounding garden as an interim facility to service the gardens education program. A concept for the development of a sustainable edible garden is being developed. An additional concept to use the residence for the Botanic Art program including workshop space and artist in residence programs could be explored. Should this use be implemented then the meeting room could then be used as teaching space for the schools education program which is currently weather dependent.

Geelong Botanic Gardens Irrigation System

Irrigation is essential to the conservation of the gardens extensive plant collections, heritage trees and lawns. Should this project not be fully funded to completion sections of the garden and nursery will not be functional. The gardens nursery which supplies plant material to the garden and parks throughout Geelong is currently watered by hand incurring a significant labour cost which could be allocated to other maintenance activities.

Geelong Botanic Gardens Irrigation System requires upgrading and has been redesigned. Year 1 of a 4 year project is complete with the installation of tanks and pumps to distribute recycled water from the Eastern Park storm water harvest dam. The capital project currently has a shortfall of \$200,000 which is expected to increase as no contingency was allowed in the project.

Eastern Park & Geelong Botanic Gardens Strategic Plan

An update on key achievements to date:

- Action 11. Creation of new shared path; criterion track
- Action 12, 13, 16, 17, 18 have been included in the Eastern Park Tree Planting Plan. Key elements delivered to date include the delivery of plantings during 2011 Northern Avenue, 2012 402 trees & 2013 269 trees. New avenue and specimen plantings. Action 16 Screening the Depot, new plantings 2012. Action 17. Planning underway to restore historic avenue between playspace and Holt Rd intersection. Action 18 restore flying fox colony new plantings established.
- Sustainable Water Use, Action 20. Storm water harvest dam. Geelong Botanic Gardens Irrigation system upgrade 2013-17
- Actions 1-5, pedestrian movement. Accessibility, connection between facilities, integration of avenue plantings. Ryrie St Playground and pedestrian access underway. Accessible pedestrian access from Garden St a priority.

Environmental Implications

The irrigation project in particular protects the environmental values through the conservation of plant material.

Financial Implications

Delivery of the Visitor Precinct and upgrades to infrastructure will result in ongoing recurrent costs for maintenance. The ability for the precinct activities to generate income will be assessed as part of the business plan.

Policy/Legal/Statutory Implications

The Geelong Botanic Garden complies with all relevant policies and legal requirements.

Alignment to City Plan

The delivery of the Visitor Precinct and the Geelong Botanic Gardens & Eastern Park master plan aligns with the City Plan 2013 – 2017 under the Sustainable Built and Natural Environment:

- Protecting and restoring our biodiversity.
- Engaging the community in protecting our natural areas.
- Continuing the development and implementation of reserve master plans in order to improve the quality of public open spaces.
- Building community and agency partnerships.

Officer Direct or Indirect Interest

There is no officer direct or indirect interests associated with this report.

Risk Assessment

Risk assessments will be required for the components of the strategic plan as they are implemented.

Social Considerations

The broader users of / visitors to Eastern Park will need to be consulted with during the detailed design phase.

Human Rights Charter

The Human Rights Charter has been considered as part of this process and there are no known conflicts with the twenty rights listed.

Consultation and Communication

The Visitor Precinct project will involve consultation with key stakeholders of Geelong Botanic Gardens and Eastern Park. The wider community will have the opportunity to provide input into the detailed design stage through an extensive public consultation process.

3. GEELONG GALLERY TRIENNIAL FUNDING AGREEMENT

Portfolio:	Arts & Culture - Cr Richards
Source	Community Services – Arts & Culture
General Manager:	Jenny McMahon
Index Reference	Subject: Geelong Gallery

Purpose

The purpose of this report is to seek Council approval for a new Triennial Funding Agreement between the City of Greater Geelong and the Geelong Gallery (Appendix 1).

Summary

- The Geelong Gallery's holdings of historical and contemporary art are widely acknowledged as one of the finest and most valuable collections held by a regional gallery in Australia.
- The purpose of the Funding Agreement is to establish the minimum performance levels to be provided by the Geelong Gallery, the method of reporting those performance levels, and the level of funding provided by Council for the delivery of those performance levels – key performance indicators (KPI's).
- This is the fifth Triennial Funding Agreement which will cover a period of significant challenge for the Geelong Gallery with major building works for the Geelong Library & Heritage Centre (GLHC) immediately adjacent to and connecting into the Gallery.
- Performance indicators have traditionally increased in each Agreement in line with minor budget increases and in recognition of steadily improved performance by the Gallery. With detailed design for the GLHC finalised and understanding of the impact of the physical works on the Gallery's operation, amendments to the KPI's for the next two years have been made. For example, due to the major building works the KPI's for visitor numbers has been maintained not increased as some planned shows have had to be postponed or cancelled and works are likely to interrupt visitors' experience and lead to occasional temporary exhibition closures.
- A major review took place towards the conclusion of the third Triennial Agreement. A further review will occur prior to the development of the sixth Triennial Agreement in the context of the development of the Geelong Gallery Business Case, Council's new 2015-2025 Cultural Strategy and the opening of the GLHC.
- As asset owner Council is required to comply with all its regulatory maintenance obligations. This is included in the Triennial Agreement, subject to Council's annual budgetary considerations.
- A copy of the draft triennial Agreement containing the KPIs and annual funding allocations is attached (Appendix 1.)

Cr Richards moved, Cr Heagney seconded -

That the report be deferred.

Carried.

4. DRAFT CITY OF GREATER GEELONG PHYSICAL ACTIVITY STRATEGY

Portfolio:	Sport & Recreation – Cr Irvine
Source	Community Development - Cr Fisher
	Projects, Recreation and Central Geelong - Sport & Recreation
	Community Services - Aged & Disability
General Manager:	Dean Frost and Jenny McMahon
Index Reference	Subject: Public Health Management / Municipal Public Health Plan
	Subject: Planning and Strategy – Sport, Leisure & Recreation / Other Sport, Recreation, Leisure Strategies

Purpose

The purpose of this report is to seek endorsement for the public release and call for community comment on the Greater Geelong Physical Activity Strategy 2014-2017.

Summary

- Regular physical activity is one of the most important things you can do for your health and the Greater Geelong Physical Activity Strategy 2014-2017 seeks to outline Council's role in increasing community physical activity levels.
- The City of Greater Geelong can positively contribute to the health and wellbeing of the community by making physical activity the easy choice.
- This can be done through careful and considered design of public spaces and the built environment, and by ensuring the needs of people are paramount when making decisions about the spaces in which they live, learn, work and play.
- The Strategy focuses on identifying cost effective physical activity interventions such as facility development, policies, programs and services that are most likely to succeed in increasing people's ongoing participation in physical activity.
- The Strategy provides a clear direction for supporting active travel as the most cost effective approach to increasing participation in physical activity across Greater Geelong.
- The Greater Geelong Physical Activity Strategy delivers on Action 3.1 in the Municipal Public Health and Wellbeing Plan 2013-2017.
- Feedback from community and stakeholders will be sought through a four week public exhibition period.

Cr Irvine moved, Cr Fisher seconded -

That Council approve release of the draft Greater Geelong Physical Activity Strategy 2014-2017 for public comment for a period of four weeks.

Carried.

Background

The need to address physical activity in our community beyond the traditional role of sport and recreation facility provision was identified by the City of Greater Geelong and the G21 Sport and Recreation Pillar in their Strategic Directions and Action Plan 2012/2013.

Development of the Greater Geelong Physical Activity Strategy has been primarily resourced by VicHealth funding through the BE ACTIVE initiative.

An overall report has been developed for the G21 region with broad recommendations. Specific strategies including local action plans have been developed for the City of Greater Geelong and Colac-Otway Shire.

The main body of the report provides an overview of the importance of physical activity and the ways in which the City of Greater Geelong can help to create environments that support physical activity in the community, based on specific interventions supported by national and/or international literature.

An accompanying Background Report provides a summary of the research and consultation outputs which led to the development of the actions contained within this strategy. An evidence review summaries key points from documents and research papers assessed as part of the project.

Discussion

In order to create a healthier community, a strategic approach needs to be adopted to encourage physical activity at every opportunity in people's daily lives.

It is imperative, therefore, that the City of Greater Geelong recognises that participation in physical activity is a cornerstone of good health and wellbeing and that such participation contributes to the building of successful, connected and active communities.

Non-communicable disease such as obesity, overweight and Type Two diabetes can have a profound effect on the health and wellbeing of individuals, families, communities and workplaces.

The percentage of people living in Greater Geelong who are overweight or obese (53.8 per cent) is higher than the rate of overweight or obese people living in Victoria. Based on the Victorian Population Health Survey (2008) the percentage of adults participating in the recommended levels of physical activity participation is 63.6.

Whilst physical inactivity is a whole of community issue and can affect anyone, those members of the community who are less likely to be active are women, older adults, people from culturally and linguistically diverse communities, people with a disability, Indigenous Australians and people with a low socio-economic status.

Specific initiatives need to be implemented that take into consideration the needs of these communities and to address their barriers to participation.

Various interventions have been investigated at a national and international level to determine which strategies have the most impact on physical activity participation.

Overwhelmingly, research indicates that there is not one simple solution and that multiple whole of community approaches are needed to increase physical activity levels.

Based on the evidence review of over 50 publications, including a systematic review of incidental physical activity community based interventions undertaken by the City of Greater Geelong, the best investments for physical activity, as determined by the

British Journal of Sports Medicine (2012) and Heath *et al* (2012) are (in no particular order):

1. Whole of school programs (e.g. provision of game equipment and painted markings in playgrounds to encourage physical activity)
2. Transport policies and systems that prioritise walking, cycling and public transport (e.g. active transport programs such as walking school bus and tools to encourage active transport to work)
3. Urban design regulations and infrastructure that provides for equitable and safe access for recreational physical activity and recreational and transport-related walking and cycling across the life course
4. Physical activity and non-communicable disease prevention integrated into primary health care systems.
5. Public education, including mass media to raise awareness and change social norms of physical activity (e.g. encouraging stair use over escalator use through signage and stairwell upgrades)
6. Community-wide programs involving multiple settings and sectors that mobilise and integrate community engagement and resources
7. Sports systems and programs that promote 'sport for all' and encourage participation across the lifespan

The actions listed in the action plan have been identified from consultations with stakeholders, staff across Council and the evidence review as those actions most likely to have an impact of physical activity.

Environmental Implications

The Greater Geelong Physical Activity Strategy includes actions that will improve the environment across the City of Greater Geelong. A key focus and direction of the Strategy is the promotion of Active Travel. Strategies that seek to improve pedestrian and cycle infrastructure, urban design and that facilitate active travel will facilitate more people to choose sustainable modes of transport.

Financial Implications

Development of the Greater Geelong Physical Activity Strategy has been funded through the VicHealth funding initiative BE ACTIVE. City of Greater Geelong and Colac-Otway Shire respectively funded their local action plans.

The appointment of an Active Travel Officer has been identified as critical to the implementation of the plan. A budget proposal for this position has been prepared for in the 2014/2015 budget process.

The cost of actioning other components for the plan will be the subject of business cases in subsequent budgets. External sources of funding will also be sought.

Policy/Legal/Statutory Implications

The development of the Greater Geelong Physical Activity Strategy is not a statutory requirement but is closely integrated with the Municipal Public Health and Wellbeing Plan that is a requirement of the *Public Health and Wellbeing Act 2008*.

Specifically the strategy has been developed in response to Action 3.1 in the Municipal Public Health and Wellbeing Plan 'Develop and support implementation of the Geelong Region Physical Activity Strategy'.

The strategy is also identified as a key initiative in the G21 Health and Wellbeing Plan 2013-2017 to harness the combined interest across pillar groups to increase levels of physical activity across our population.

Alignment to City Plan

The Greater Geelong Physical Activity is aligned to City Plan 2013-2017 and seeks to address the City Plan's three strategic priorities for Community Wellbeing: Healthy Lifestyles, Healthy Environments and Connected, Creative and Strong Communities.

A number of proposed actions also seek to address priorities identified under the strategic priority for Sustainable Built and Natural Environment.

Officer Direct or Indirect Interest

No officer involved in the preparation of this report has any direct or indirect interest to the advice provided in the report.

Risk Assessment

The appointment of an Active Travel Officer to support populations to engage in active travel has been identified as critical to the implementation of this plan.

The most effective way to achieve many of the objectives and actions contained within this physical activity strategy and to ultimately increase physical activity participation within our community is to appoint an Active Travel Officer.

The appointment of such an officer is therefore pivotal to the success of this Strategy.

Social Considerations

The Greater Geelong Physical Activity Strategy reinforces Council's commitment to addressing the determinants of physical inactivity and recommends strategies that seek to address the whole population in addition to specific groups who are traditionally not as active as other members of the community.

The strategy recommends actions that will improve participation in physical activity by specific groups in the community so that a more equitable approach to physical activity opportunities and resources can be implemented.

Human Rights Charter

In order to assist the City of Greater Geelong to develop an environment that is fully supportive of Physical Activity, a series of guiding principles have been adapted from the Toronto Charter for Physical Activity: A Global Call to Action (2010). These principles explicitly consider issues relating to diversity, equity and community participation and empowerment.

Consultation and Communication

The Greater Geelong Physical Activity Strategy has involved an evidence review comprising of documents and articles related to physical activity within the City of Greater Geelong and Colac Otway Shire, as well as initiatives and research at a national and international level.

It also involved a review of recent consultation outcomes from a range of studies that were underway concurrently or just completed, including the Greater Geelong City Plan, the City of Greater Geelong Municipal Early Years Plan, and the G21 Health and Wellbeing Plan.

Two stakeholder workshops were conducted in Geelong and Colac with relevant community health, sport and recreation, strategic planning, engineering, transport and disability workers from Local Government Authorities and various community based organisations. Key stakeholder interviews were also held with representatives from these particular areas of expertise.



GREATER GEELONG

DRAFT PHYSICAL ACTIVITY STRATEGY

2014 - 2017

WWW.GEELONGAUSTRALIA.COM.AU

Our mission is:

TO ENCOURAGE MORE PEOPLE TO BE
MORE ACTIVE MORE OFTEN.

We recognise that:

THE CITY OF GREATER GEELONG CAN
POSITIVELY CONTRIBUTE TO THE HEALTH
AND WELLBEING OF THE COMMUNITY BY
MAKING PHYSICAL ACTIVITY THE EASY CHOICE.
THIS CAN BE DONE THROUGH CAREFUL AND
CONSIDERED DESIGN OF PUBLIC SPACES AND
THE BUILT ENVIRONMENT, AND BY ENSURING
THE NEEDS OF PEOPLE ARE PARAMOUNT
WHEN MAKING DECISIONS ABOUT THE SPACES
IN WHICH THEY LIVE, LEARN, WORK AND PLAY.



Supported by Be Active, a joint initiative of
VicHealth and the Victorian Government
(Sport and Recreation Victoria)

AIM OF THE PHYSICAL ACTIVITY STRATEGY

The aim of the City of Greater Geelong's Physical Activity Strategy is to establish an evidence base to guide policy and decision making at a regional and municipal level. This will help create an environment that supports physical activity and will generate recommendations that are linked into the Municipal Public Health and Wellbeing Plan.

The strategy particularly focuses on identifying physical activity interventions such as facility development, policies, programs and services that are cost effective and most likely to succeed in increasing people's ongoing participation in physical activity using available resources and through the development of strategic partnerships.

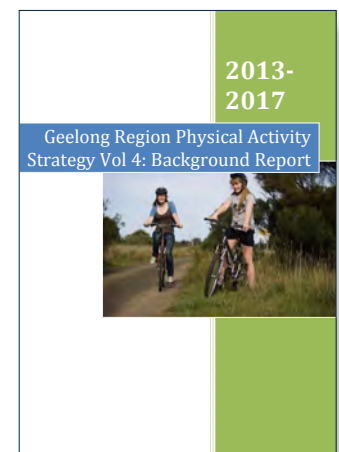
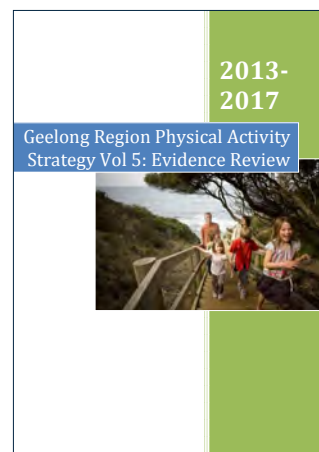
SPECIFIC OBJECTIVES OF THE STRATEGY ARE TO:

- provide the policy context that describes the role of the City of Greater Geelong and other key stakeholders in planning, developing, managing and supporting opportunities that foster physical activity
- integrate planning for physical activity at a regional and municipal level
- foster partnerships that influence physical activity across the region
- identify levels of physical activity at a regional and local level
- identify key social and economic determinants of physical inactivity at a regional and local level
- identify enablers and barriers to physical activity at a local level
- provide evidence to develop guidelines and principles to inform policy and decision making that supports physical activity
- provide recommendations for resource allocation to support physical activity.



The main body of the report provides an overview of the importance of physical activity and the ways in which the City of Greater Geelong can help to create environments that support physical activity in the community, based on specific interventions supported by national and/or international evidence.

A glossary has been provided at the end of this strategy. An accompanying Background Report provides a summary of the research and consultation outputs which led to the development of the actions contained within the strategy. The Evidence Review summarises key points from documents and research papers assessed as part of the project.





WHY PHYSICAL ACTIVITY IS A HEALTH AND WELLBEING PRIORITY

Physical activity has many benefits for individuals and the broader community. According to VicHealth¹, these benefits include the prevention of injuries and the onset of non-communicable diseases such as:

- cardiovascular disease
- breast cancer
- colon cancer
- type 2 diabetes
- obesity
- osteoporosis.

It can also help:

- increase people's self-esteem and confidence
- improve sleep quality
- provide people with a greater sense of energy
- reduce depression, stress and anxiety
- improve mental health
- increase life expectancy
- enhance social connectedness.

Physical inactivity is estimated to cost Australia \$13.8 billion annually, and the health sector alone \$719 million². 16,178 premature deaths can be attributed to physical inactivity each year³. From a workplace perspective, approximately 1.8 working days per employee per year are lost to physical inactivity, or the equivalent of \$458 per employee⁴.

\$13.8B

Estimated annual cost of physical inactivity to Australia

\$719M

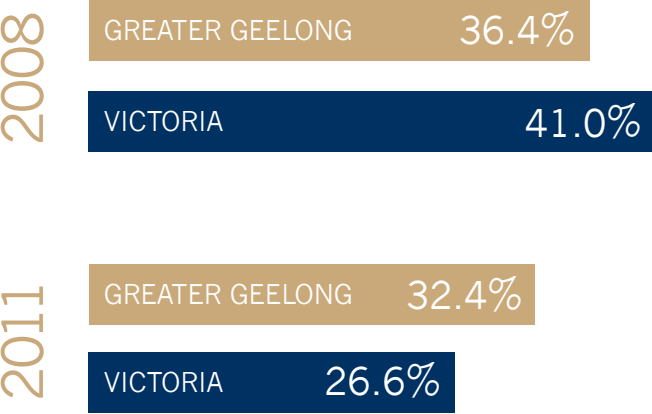
Annual cost of physical inactivity to Australia's health care sector

16,178 deaths

Can be attributed to physical inactivity each year

Physical activity is defined by the World Health Organisation as “any bodily movement produced by skeletal muscles that requires energy expenditure.”³³ It includes “sports, exercise and other activities such as playing, walking, doing household chores or gardening.”³⁴

Percentage of People in Victoria and Geelong who do not undertake sufficient physical activity in 2008 and 2011⁸

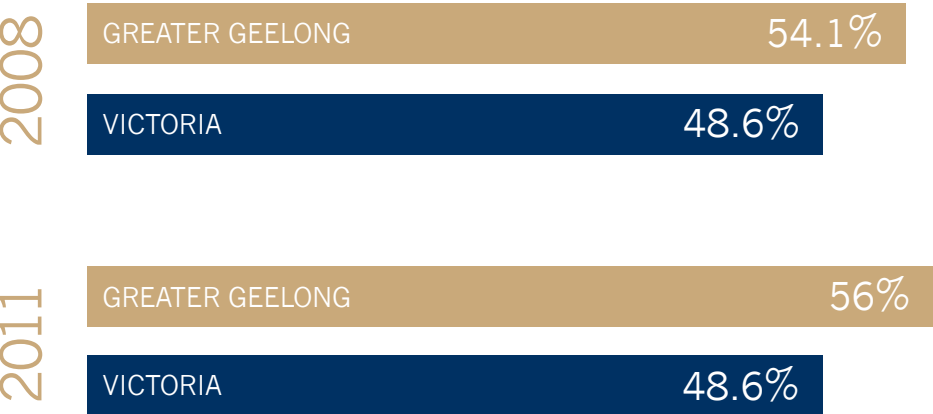


95% CONFIDENCE INTERVAL RANGES

On average, residents of Greater Geelong were slightly more active than Victorians in 2008. However, as of 2011, they are no longer as active as they were three years ago⁵. The percentage of the population that meets current recommended physical activity guidelines in order to maintain health benefits is far from ideal^{6,7}.

The percentage of people living in Greater Geelong who are overweight or obese is higher than the rate of overweight or obese people living in Victoria⁹. By 2025, if current trends continue, the Department of Health estimates that 83% of men and 75% of women aged 20 years or more will be either overweight or obese¹⁰.

Percentage of people in Victoria and Geelong who are overweight or obese in 2008 and 2011¹¹



95% CONFIDENCE INTERVAL RANGES

An increase in body mass is not the only concern in the region. According to Diabetes Australia, 11,238 people in the City of Greater Geelong had diabetes in 2011, up from 4,972 people in 2001 (a change of 126% - noting that the population has grown by 15.1% in this time). This equates to 12.1 new cases diagnosed each week in the City of Greater Geelong¹². Each of these non-communicable diseases can have a profound effect on the health and wellbeing of individuals, families, communities and workplaces.

In order to create a healthier community, a strategic approach needs to be adopted to encourage physical activity at every opportunity in people's daily lives. It is imperative, therefore, that the City of Greater Geelong recognises that participation in physical activity is a cornerstone of good health and wellbeing and that such participation contributes to the building of successful, connected and active communities.

HOW MUCH PHYSICAL ACTIVITY DO WE NEED?

The Australian Government's Department of Health and Ageing has published National Physical Activity Guidelines¹³ for Australians to provide an overview of the minimum amount of physical activity required to enhance health. Guidelines have been produced for a range of age groups.



AGE 0-1

Babies should be encouraged to take part in physical activity from birth, particularly supervised floor-based play in safe environments.



AGE 1-5

Toddlers and pre-schoolers should be physically active every day for at least three hours, spread throughout the day.



AGE 5-12

Primary school aged children should take part in a combination of moderate and vigorous activities for at least 60 minutes a day.



AGE 12-18

Young people of secondary school age should take part in at least 60 minutes of physical activity every day. This can be built up throughout the day with a variety of activities.



ADULTS

Adults should take part in at least 30 minutes of moderate-intensity physical activity on most, preferably all, days. If possible, some regular, vigorous activity for extra health and fitness should also be undertaken.







FACTORS THAT IMPACT ON PEOPLE'S PARTICIPATION IN PHYSICAL ACTIVITY

There are a broad range of social and economic determinants that influence whether or not people participate in physical activity. Based on the VicHealth BE ACTIVE Framework¹⁴, other documents reviewed and the outcome of consultations, it is recognised that barriers exist at an individual, organisational, community and societal level as outlined below.

BARRIERS TO PHYSICAL ACTIVITY PARTICIPATION

INDIVIDUAL LEVEL:

Key factors which limit participation in physical activity by individuals include:

- lack of time
- cost of activities
- poor health
- lack of motivation
- inability to access child care
- lack of confidence or self-esteem.

COMMUNITY LEVEL:

At a community level, the following factors can have a negative impact on physical activity participation:

- inadequate facilities and areas of open space as a result of poor planning and lack of activation
- communities that are based around cars as the major form of transport
- lack of public transportation
- communities where people do not feel connected to each other.

ORGANISATIONAL & CLUB LEVEL:

Factors that may limit participation at an organisational or club level include:

- lack of inclusive policies and practices
- lack of information about opportunities available
- inadequate facilities
- clubs or organisations that do not respond to the cultural needs of certain groups.

SOCIETAL LEVEL:

At a societal level, participation can be limited if:

- people don't feel that facilities and areas of open space are safe
- people feel that spectators will make it unpleasant to participate
- people feel that it is more enjoyable to spend leisure time using technology
- there is a concern that participation as a participant or support person may lead to litigation.

Research undertaken as part of the G21 Health and Wellbeing Plan 2013-2017¹⁵, the City of Greater Geelong Municipal Early Years Plan¹⁶, the Greater Geelong City Plan¹⁷ and various other local and regional plans identified the following enablers to participation in Greater Geelong:

- safe and connected paths / walking tracks to key destinations such as schools, libraries, open space and shopping centres
- access to facilities such as swimming pools, leisure centres and sporting facilities
- access to parks, open spaces, play spaces and reserves
- affordable and inclusive activities for young people, people with disabilities and people from Culturally and Linguistically Diverse (CALD) communities
- safe and convenient public and community transport opportunities.



THOSE WHO ARE LESS LIKELY TO BE ACTIVE

Whilst physical inactivity is a whole of community issue and can affect anyone, those members of the community who are less likely to be active are women, older adults, people from culturally and linguistically diverse communities, people with a disability, Indigenous Australians and people with a low socio-economic status. These people are particularly impacted by the barriers described above and are consequently less likely to be active than other groups within the community. Research undertaken by VicHealth¹⁸ indicates:

- **76.1% of women** are likely to be sedentary or have low levels of exercise compared with men (68%).
- **82% of indigenous women** are likely to be sedentary or have low levels of exercise compared with indigenous men (67%).
- **46% of children who were born in non-English speaking countries** do not participate in organised sport, compared with 25% of children who were born in Australia.
- **81.8% of people born in Southern and Eastern Europe**, 79.5% of people born in North Africa and the Middle East, and 76.7% of people born in South East Asia report lower levels of participation in physical activity than those born in Australia (69.2%).
- **45.4% of people living in the most socio-economically disadvantaged areas** of Australia are likely to be sedentary, compared with 24.9% of people who live in the least socio-economically disadvantaged areas.
- **30% of young women aged between 15 to 24 years of age** participate in sufficient physical activity to achieve health benefits, compared with 46% of young men in the same age group.
- **50% of people with a disability** and 28% of those with profound or severe core-activity limitation take part in physical activities or attend as spectators, compared with 64% of Australians without a disability.

Specific initiatives need to be implemented that take into consideration the needs of these communities and to address their barriers to participation.



HOW THE CITY OF GREATER GEELONG CURRENTLY INVESTS IN PHYSICAL ACTIVITY

The City of Greater Geelong plays an important role in the provision and facilitation of physical activity opportunities. The quality of its planning, design and management of physical activity opportunities can either help to support physical activity, or in fact discourage it. Key roles of the City of Greater Geelong in relation to physical activity are:

STRATEGIC PLANNING:

Developing frameworks and strategies to guide the implementation of physical activity policy, infrastructure, programs and initiatives, for example:

- open space plan
- sports strategies
- recreation reserve master plans
- play strategies.

PROGRAMMING:

Providing, facilitating or supporting a wide range of physical activity programs such as:

- learn to swim programs and group fitness classes at aquatic centres
- sporting competitions through sports clubs
- walking groups and yoga classes at neighbourhood houses
- active community transport programs such as Walk2School Day and Ride to Work Day.

INFRASTRUCTURE:

Providing environments and infrastructure where physical activity can take place, such as:

- leisure centres and swimming pools
- sports facilities
- open space, parks and playgrounds
- shared cycling / walking trails, footpaths and road networks.

According to the City of Greater Geelong's City Plan's strategic direction of 'Community Wellbeing' and its Municipal Public Health and Wellbeing Plan¹⁹, some of the key initiatives currently undertaken as part of 'keeping people well' in the City include:

- **Healthy Lifestyles:** delivery of initiatives such as Healthy Together Geelong; provision of sport and recreation facilities; parenting programs; provision of information; and capacity building initiatives.
- **Healthy Environments:** providing and maintaining sport and recreation spaces and places; implementing community safety initiatives; improving the environment through re-vegetation and revitalisation programs; creating more welcoming and inclusive environments; advocating for better public transport and addressing transportation gaps; improving opportunities for active transport; and working with communities to remove negative impacts of land use of health and wellbeing.
- **Connected, Creative and Strong Communities:** providing support for families through activities such as school holiday programs; supporting places such as Neighbourhood Houses and sports clubs where people can develop and maintain community connections; providing community funding programs; providing parenting programs; supporting and delivering community events; providing information about initiatives through community directories and the Community Update publication.
- **Delivery of targeted programs for sectors of the community.**

HOW MUCH THE CITY OF GREATER GEELONG CURRENTLY INVESTS IN PHYSICAL ACTIVITY

The City of Greater Geelong provides over 1,300 facilities suitable for participation in physical activity (such as tennis courts, netball courts, bocce courts, swimming pools, etc), with an estimated value of over \$175 million (excluding 4 golf courses and 124 ovals). Each year Council invests almost \$20 million towards the maintenance of these facilities and almost \$13 million to new capital works (such as oval renovations irrigation systems, hard court upgrades and installation of flood lights) to support physical activity participation. The total spend by City of Greater Geelong on footpaths each year is in the vicinity of \$5.6 million and its expenditure on trail related infrastructure and activities in 2012 was approximately \$1.7 million. These investments not only provide opportunities for health improvements, but also contribute greatly to community capacity building and economic development opportunities for the municipality.





PRINCIPLES TO SUPPORT PHYSICAL ACTIVITY

In order to assist the City of Greater Geelong to develop an environment that fully supports physical activity, the following principles have been adapted from the Toronto Charter for Physical Activity: A Global Call to Action (2010)²⁰

1. **Implement Evidence-based Strategies** – implement strategies and interventions that are based on research and evidence and which have been proven to be or are likely to be successful either in the local community or elsewhere.
2. **Implement Cost-Effective Strategies** – implement strategies and interventions that are cost effective wherever possible.
3. **Target Whole of Population and Specific Target Groups** – implement strategies and intervention that target the whole population in addition to specific target groups who traditionally are not as active as other members of the community, such as older adults, CALD communities, Indigenous people, people with disabilities, people from low-socio economic backgrounds and women.
4. **Address the Determinants of Physical Inactivity** – ensure that environmental, social, and individual determinants of physical inactivity are addressed when implementing strategies or interventions.
5. **Adopt an Equitable Approach to Physical Activity** – recognise and address the determinants that impact on participation in physical activity by specific groups in the community so that a more equitable approach to physical activity opportunities and resources can be implemented.
6. **Develop Partnerships** – identify, promote and implement relevant local, municipal, regional, state and national partners including health based organisations, schools, workplaces and sports clubs, to help deliver effective, coordinated and sustainable physical activity interventions and strategies.



7. **Build Organisational Capacity** – provide information and support to people who either work in or influence physical activity opportunities in the community by supporting training in research, practice, policy, evaluation and surveillance.

8. **Utilise a Whole of Life Approach** – ensure that physical activity strategies and interventions adopted take into consideration the needs of people of all ages and abilities including children, families, adults, older adults and people with disabilities.

9. **Utilise Appropriate Settings** – ensure that physical activity strategies and interventions take place in a range of appropriate and specific settings including, schools, workplaces, neighbourhoods to ensure maximum participation and the best outcomes.

10. **Ensure Appropriate Local and Cultural Responses** – tailor physical activity interventions and strategies to accommodate cultural sensitivities and varying local realities, cultures, contexts, and resources.

11. **Make Physical Activity Options Easy** – provide an environment where participation in physical activity within community and daily life is easy and in which people have the freedom to make healthy and informed personal choices about being physically active.

12. **Advocate for Additional Resources and Commitments** – advocate to the general community, decision makers and various government agencies for more resources and an increase in political commitment to physical activity.

Based on building blocks identified by ICLEI²¹ (the international Local Governments for Sustainability organisation) and the World Health Organisation²², we have identified seven areas in which Local Governments can have an influence.

These mechanisms for action include:

- leadership and governance
- information
- financing
- partnerships
- workforce developments
- land use and planning
- licensing and regulation.

In relation to physical activity, Local Government may have a controlling, influencing or monitoring role against each of these areas listed above.

BEST INVESTMENTS TO INCREASE PHYSICAL ACTIVITY LEVELS

Various interventions have been investigated at a national and international level to determine which strategies have the most impact on physical activity participation. Overwhelmingly, research indicates that there is not one simple solution and that a whole of community approach is needed to increase physical activity levels. Rather, the most effective approach is to implement several different strategies at once, in partnership with a broad range of organisations such as Local Government Authorities, schools, workplaces, sports clubs, primary health care settings,

transport agencies, media, etc. in a broad range of settings. To be truly effective, the strategies implemented need to address “individual, social-cultural, environmental and policy determinants of physical inactivity.”²³ Specifically the documents reviewed highlighted the need for the development of policies that support physical activity at a high level, through to implementing initiatives which increase social support for physical activity to occur in a range of different settings such as schools, workplaces and neighbourhoods at a grass roots level. Urban design that

is conducive to physical activity and the provision of safe and supportive environments for physical activity were also identified as key priorities. A number of the documents identified the need for agencies to work in partnership with each other and for the provision of training for employees so that they have a better understanding of the importance of physical activity^{24,25,26}. To increase people's awareness of the physical activity opportunities available, the documents identified the need for effective public communication initiatives and the provision of information.



Based on an evidence review of over 50 publications, including the Systematic Review undertaken by the City of Greater Geelong²⁷, the best investments for physical activity, as determined by the British Journal of Sports Medicine (2012)²⁸ and Heath et al (2012)²⁹ are (in no particular order):

1. Whole of school programs (e.g. provision of game equipment and painted markings in playgrounds to encourage physical activity).
2. Transport policies and systems that prioritise walking, cycling and public transport (e.g. active transport programs such as walking school bus and tools to encourage active transport to work).
3. Urban design regulations and infrastructure that provides for equitable and safe access for recreational physical activity and recreational and transport-related walking and cycling across the life course.
4. Physical activity and non-communicable disease prevention integrated into primary health care systems.
5. Public education, including mass media to raise awareness and change social norms of physical activity (e.g. encouraging stair use over escalator use through signage and stairwell upgrades).
6. Community-wide programs involving multiple settings and sectors that mobilise and integrate community engagement and resources.
7. Sports systems and programs that promote 'sport for all' and encourage participation across the lifespan.



Various interventions have been examined by national and international researchers to determine which interventions are most likely to be cost-effective and also cost-saving. Results differ according to the parameters of each study.

One Australian study³⁰ found that the most effective interventions are a pedometer challenge and a mass media campaign. This study found that the pedometer challenge and the mass media campaign, implemented concurrently with four other interventions – the TravelSmart program, an internet based program, general practitioner referral to an exercise physiologist and a prescription for physical activity from a general practitioner – would not only be cost effective, it would also avert 61,000 DALYs (Disability Adjusted Life Years) annually across Australia.

Another study by some of the same authors³¹ suggested that this package of interventions would cost approximately \$850 million to deliver across Australia annually (noting that physical inactivity is estimated to cost Australia \$13.8 billion annually). This equates to a cost of \$8.5m for the City of Greater Geelong, for example, at a cost of \$39 per person and approximately 671 DALYs saved.



ACTION PLAN

The actions listed in the table below have been identified from consultations and the evidence review as the proposed actions most likely to have an impact on participation in physical activity. In order for some of these actions to occur, additional resources in the way of staff or budgets may be required.

Some of the actions will also require the development of effective partnerships with other agencies within the community. Certain actions will need to occur before others (predecessors) so that specific infrastructure, resources or policies are in place prior to instigation of new initiatives.

Although all actions identified are considered important within the suite of interventions and initiatives, they have been initially prioritised on the following basis:

- **Impact** – intervention or initiative is likely to have a positive impact on increasing levels of physical activity participation, based on the evidence review undertaken as part of the Strategy
- **Feasibility** – intervention or initiative can be achieved using existing networks and partners, or such networks and partners will be relatively easy to develop in the short term
- **Affordability** – intervention or initiative can be achieved using existing resource levels, or likelihood of obtaining sufficient resources within the short term is high
- **Acceptability** – intervention or initiative likely to be acceptable and relevant to Council, the target market and the broader communities
- **Sustainability** – intervention or initiative is likely to result in changed behaviours, practices and attitudes, and be sustainable from a cost and ongoing resourcing perspective

A scoring system has been developed to further assist with prioritisation, based on the following method:

- **3 points:** strongly agree with statement
- **2 points:** agree with the statement
- **1 point:** unsure / neutral
- **0 points:** disagree with the statement

Actions are then prioritised based on the following total score:

- **High priority** – score between 13 and 18
- **Medium priority** – score between 7 and 12
- **Low priority** – score between 0 and 6

The next lens used to prioritise actions is based on a typical action plan format, whereby actions are rated according to whether or not they are mandatory, critical, high, medium or low priorities, or an ongoing priority, as described below:

- **Mandatory** – Action that is required by legislation or regulation
- **Critical** – Action relating to risk mitigation or safety, or an item that has a serious impact on service delivery
- **High** – Action that is considered to be very important in helping to increase physical activity participation in Colac Otway Shire
- **Medium** – Action that contributes to meeting the overall objectives of the Physical Activity Strategy
- **Low** – Action that contributes to increasing physical activity levels in Colac Otway Shire
- **Ongoing** – Action that will require an ongoing commitment from stakeholders.

The Action Plan itself is divided into a number of columns, as described below:

- **No.** – This lists the number of each action, which can be cross-referenced to the Background Report
- **Action** – This outlines the specific task to be undertaken to deliver the objectives of the Physical Activity Strategy
- **Priority** – This identifies the level of importance of each action in delivering the objectives of the Physical Activity Strategy
- **Predecessor** – This identifies which actions need to occur prior to the action listed
- **Facilitator** – This identifies which unit or organisation is responsible for planning and coordinating actions and managing stakeholders.
- **Deliverer** – This identifies which unit or organisation delivers the action
- **Supporter** – This identifies which unit or organisation supports and assists in the delivery of the action
- **Resources** – This identifies the financial, human and material resource required to deliver the action
- **Funding Sources** – This identifies potential funding sources to deliver the action.



The following actions are designed to assist the City of Greater Geelong to increase the current level of sufficient physical activity for all residents.

In order to increase physical activity levels by residents of the City of Greater Geelong, and to particularly encourage those people who are currently inactive to become active, we must proactively promote the benefits of an active lifestyle and address the barriers to participation.

The most effective way to achieve many of the objectives and actions contained within this physical activity strategy and to ultimately increase physical activity participation within our community is to appoint an active travel officer. The role of this officer would be to encourage the development of quality

environments that support physical activity; facilitate and promote a range of physical activity programs; and encourage the development of appropriate policies.

Without such an appointment, the City of Greater Geelong is in danger of limiting the opportunities to create an environment where physical activity is the easy choice, and thereby watching as the health of our local residents decreases and our expenditure on health related issues increases. The appointment of such an officer is therefore pivotal to the success of this Strategy.

ACTION PLAN

NO.	ACTION	PRIORITY	PREDECESSOR	STAKEHOLDER ROLES	
				INITIATOR	FACILITATOR
RESOURCING					
1	Appoint an Active Travel officer to support populations to engage in active travel	Critical	0	CoGG (Sport and Rec and HTG)	CoGG (Sport and Rec and HTG)
SCHOOLS					
2	Establish Joint Use Agreements with schools to promote access to school sites and recreational facilities for the broader community	Medium	0	CoGG (Sport and Rec)	CoGG (Sport and Rec)
3	Establish partnerships to identify, develop and promote safe routes to school to increase participation in active travel	Medium	1	CoGG (HTG and Engineering)	CoGG (HTG and Engineering)
4	Support programs in partnership with schools and other relevant organisations to increase participation in active travel	High	1	CoGG (Sport and Rec and HTG)	CoGG (Sport and Rec and HTG)
5	Implement Healthy Together Geelong health promotion initiatives for early childhood services and schools that support active play and physical activity	High	0	CoGG (HTG)	CoGG (HTG)
TRANSPORT POLICIES & SYSTEMS					
6	Develop an active transport plan that provides an 'integrated accessible network of walking and cycling routes for safe and convenient travel to local destinations and points of interest' (Healthy by Design)	High	1	CoGG (Sport and Rec and HTG)	CoGG (Sport and Rec and HTG)
7	Support implementation of the G21 Public Transport Strategy to promote and improve public and community transport routes and timetables	Medium	0	CoGG (Engineering)	CoGG (Engineering)
8	Ensure that the Integrated Transport Plan to be undertaken focuses on addressing high speed priority routes to key destinations; the development of alternative, frequent high speed public transport; the development of safe road crossings for pedestrians; the development of a network of connected cycling / walking paths; and the reduction of speed limits only in areas where there are high pedestrian numbers	Medium	0	CoGG (Engineering)	CoGG (Engineering)
9	Explore the feasibility of Park and Ride initiatives to other parts of the city such as the CBD and sites where major employers are located	Low	1	CoGG (Sport and Rec and HTG)	CoGG (Sport and Rec and HTG)
10	Continue to fund and prioritise infrastructure that supports active travel	Medium	1	CoGG (Sport and Rec and HTG)	CoGG (Sport and Rec and HTG)

STAKEHOLDER ROLES		RESOURCES	FUNDING SOURCES
DELIVERER	SUPPORTER		
CoGG (HTG)	CoGG (Sport and Rec, Engineering, Community Development and Family Services)	\$100,000 per year for an initial three years (including on-costs)	CoGG
CoGG (Sport and Rec)	DEECD, Schools	Within existing organisation resources	CoGG
CoGG (Engineering)	CoGG (HTG, Local Laws), VicRoads, Vic Police, DTPLI	Role of new designated Active Travel position	CoGG
CoGG (HTG)	CoGG (Sport and Rec, Engineering, Community Development and Family Services)	Role of new designated Active Travel position	CoGG
CoGG (HTG)	CoGG (Family Services), Early Childhood Services, Schools	Within existing organisation resources	CoGG (HTG)
CoGG (HTG)	CoGG (Sport and Rec, Engineering, Community Development and Family Services), DTPLI, Schools, Businesses, Community	Role of new designated Active Travel position, Strategy contacted externally \$80,000	Subject to grant
CoGG (Engineering)	CoGG (Engineering, Sport and Rec, HTG)	Within existing organisation resources	CoGG
CoGG (Engineering)	CoGG (Engineering, Sport and Rec, HTG)	Within existing organisation resources	CoGG
CoGG (HTG)	CoGG (Sport and Rec, Engineering, Community Development)	Role of new designated Active Travel position	CoGG
CoGG (HTG)	CoGG (Sport and Rec, Engineering, Community Development)	Role of new designated Active Travel position	CoGG

NO.	ACTION	PRIORITY	PREDECESSOR	STAKEHOLDER ROLES	
				INITIATOR	FACILITATOR
URBAN DESIGN					
11	Ensure the Municipal Strategic Statement contains healthy built environment components that support active living	Medium	0	CoGG (HTG)	CoGG (HTG)
12	Embed 'Healthy by Design' principles in Council planning processes to support active living in existing and future growth areas	Medium	0	CoGG (Sport and Rec)	CoGG (Sport and Rec)
13	Continue to implement and regularly update the recommendations contained within its infrastructure guidelines and ensure that developers and the general public are made aware of this document	Medium	0	CoGG (Sport and Rec)	CoGG (Sport and Rec)
14	Develop accessible walking and cycling resources to encourage and support participation in safe active travel	Medium	1	CoGG (Sport and Rec and HTG)	CoGG (Sport and Rec and HTG)
15	In partnership with the community identify safety issues that may impact on participation in physical activity	Medium	1	CoGG (Sport and Rec and HTG)	CoGG (Sport and Rec and HTG)
16	Review infrastructure maintenance budgets for settings in which physical activity occurs and submit a budget bid to increase maintenance levels for specific facilities as required	Low	0	CoGG (Parks and Support Services)	CoGG (Parks and Support Services)
17	Incorporate physical activity components such as signs to encourage stair use, footpath markings, active play equipment, etc into urban spaces whenever new works are undertaken or when opportunities exist for such developments to occur	Medium	1	CoGG (Sport and Rec and HTG)	CoGG (Sport and Rec and HTG)
PRIMARY HEALTH CARE					
18	Establish partnerships to encourage GPs to implement a referral program to an Exercise Physiologist Program or relevant health professionals (in areas where such programs do not already exist)	Low	0	Medicare Local	Medicare Local, Barwon Health, Bellarine Health
19	Establish partnerships to encourage GPs to administer active scripts or green scripts, with a particular focus on promoting active lifestyles and linking to community based services, facilities and organisations	Low	0	Medicare Local	Medicare Local, Barwon Health, Bellarine Health
PUBLIC EDUCATION					
20	Facilitate training and workforce development opportunities for Local Government staff with the aim of creating environments that support physical activity	Low	0	CoGG (HTG)	CoGG (HTG)
21	Increase the amount of information about physical activities provided by clubs, organisations and the private sector in an online directory	Medium	0	CoGG (Sport and Rec)	CoGG (Sport and Rec)
22	Develop a media and communications strategy to promote the benefits of physical activity and to inform people of the minimum amount of physical activity required to maintain health benefits	Low	0	CoGG (HTG)	CoGG (HTG)
23	Provide online interactive resources to enable local residents and visitors to the area to plan their journey utilising active transport and to seek out locally available physical activity opportunities.	Low	1	CoGG (Sport and Rec)	CoGG (Sport and Rec)

STAKEHOLDER ROLES		RESOURCES	FUNDING SOURCES
DELIVERER	SUPPORTER		
CoGG (HTG)	HTG (Sport and Rec, Planning Strategy and Urban Growth)	Within existing organisation resources	CoGG
CoGG (Sport and Rec)	HTG (Sport and Rec, Planning Strategy and Urban Growth, Community Development)	Within existing organisation resources	CoGG
CoGG (Sport and Rec)	HTG (Sport and Rec, Planning Strategy and Urban Growth, Community Development)	Within existing organisation resources	CoGG
CoGG (HTG)	CoGG (Sport and Rec, Engineering, Community Development and Family Services)	Role of new designated Active Travel position	CoGG
CoGG (HTG)	CoGG (Sport and Rec, Engineering, Community Development and Family Services)	Role of new designated Active Travel position	CoGG
CoGG (Parks and Support Services)	CoGG (Sport and Rec and HTG)	Budget bid may be required to increase maintenance for specific sites	CoGG
CoGG (HTG)	CoGG (Sport and Rec, Engineering, Community Development and Family Services)	Role of new designated Active Travel position	CoGG
GPs, Exercise Physiologists, allied health professionals	CoGG (HTG)	Within existing organisation resources	
GPs	CoGG (HTG, Sport and Rec, SSL)	Within existing organisation resources	
CoGG (HTG), local education providers	CoGG (HTG)	Within existing organisation resources	CoGG (HTG)
CoGG (Sport and Rec)	CoGG (HTG), Leisure Networks, Sporting Clubs	Within existing organisation resources	CoGG
CoGG (HTG)	CoGG (Sport and Rec, Marketing and Communications)	Within existing organisation resources	CoGG (HTG)
CoGG (Sport and Rec)	CoGG (IT, HTG)	Role of new designated Active Travel position	CoGG

NO.	ACTION	PRIORITY	PREDECESSOR	STAKEHOLDER ROLES	
				INITIATOR	FACILITATOR
COMMUNITY WIDE PROGRAMS					
24	Explore the feasibility of implementing a targeted intensive physical activity initiative for example the WA Active Travel program (an outreach program designed to increase levels of physical activity participation by all community members)	Low	0	CoGG (HTG)	CoGG (HTG)
25	Facilitate regular physical activity events for example Open Streets or Ciclovía (programs where streets are opened to people and closed to cars providing spaces for people of all ages to participate in physical activity see pg 59 of background report for further details) to offer the community the opportunity to experience streets in a whole new way	Low	0	CoGG (HTG)	CoGG (HTG)
26	Review policies and regulation regarding informal use of public space by providers of physical activity and amend where appropriate to encourage greater participation in these activities by the general public.	Low	0	CoGG (Sport and Rec)	CoGG (Sport and Rec)
27	Work through existing networks to address local barriers to active living, particularly vulnerable communities	Medium	0	CoGG (HTG)	CoGG (HTG)
28	Incorporate funding for physical activity initiatives into existing Council Grants program	Medium	0	CoGG (HTG)	CoGG (HTG)
29	Implement Healthy Together Geelong health promotion initiatives for workplaces and the community that include initiatives to increase participation in physical activity, promote active lifestyles and to reduce sedentary behaviour	Medium	0	CoGG (HTG)	CoGG (HTG)
SPORTS SYSTEMS AND PROGRAMS					
30	Work with local sport and active recreation settings to address barriers to participation by vulnerable groups within our community	Medium	0	CoGG (Sport and Rec)	CoGG (Sport and Rec)
31	Incorporate components of the VicHealth Healthy Sporting Environments Program into sport and recreation club and leisure centre leases and fees and charges policies	Medium	0	CoGG (Sport and Rec)	CoGG (Sport and Rec)
32	Encourage broader community access to tenanted sport and recreation facilities	Medium	0	CoGG (Sport and Rec)	CoGG (Sport and Rec)
33	Ensure that all active sport and recreation settings such as recreation reserves, stadiums, tennis courts, etc are planned, designed, managed and maintained in such a way as to be accessible and appropriate to the needs of all user groups.	Ongoing	0	CoGG (Sport and Rec)	CoGG (Sport and Rec)

STAKEHOLDER ROLES		RESOURCES	FUNDING SOURCES
DELIVERER	SUPPORTER		
External contractor	CoGG (Sport and Rec, Central Geelong Marketing, Marketing and Communication, Community Development) and community groups	Cost unknown estimated \$80 - \$100K for implementation stage	CoGG
CoGG (HTG)	CoGG (Sport and Rec, Events, Marketing and Communication, Central Geelong Taskforce, Community Development)	Within existing organisation resources	CoGG
CoGG (Sport and Rec)	Physical activity providers	Within existing organisation resources	CoGG
CoGG (HTG)	HTG (Sport and Rec, Community Development, Community Facilities), Leisure Network, Neighbourhood Houses, Community Health	Within existing organisation resources	CoGG
CoGG (HTG)	HTG (Community Development, Geelong Major Events, Aged and Disability, Family Services)	Within existing organisation resources	CoGG
CoGG (OD)	CoGG (HTG)	Within existing organisation resources	CoGG (HTG)
CoGG (Sport and Rec)	CoGG (SSL, Community Development, Rural Access)	Within existing organisation resources	CoGG
CoGG (Sport and Rec)	Sporting clubs, Leisure Network	Within existing organisation resources	CoGG
CoGG (Sport and Rec)	CoGG (HTG)	Within existing organisation resources	CoGG
CoGG (Sport and Rec)	Sporting clubs, Leisure Network	Within existing organisation resources	CoGG

GLOSSARY

- Active transport - travel between destinations by walking, cycling or other non-motorised modes^{xxxiii}
- Active Travel Officer - a staff person responsible for promoting and facilitating opportunities for people to use active transport such as walking and cycling to schools, work and other places they want to go
- Built environment - aspects of our surroundings that are created or modified by people rather than occurring naturally. Includes our homes, neighbourhoods, schools and workplaces, parks, recreation areas and transport systems (including public transport, footpaths and roads)^{xxxiv}
- Insufficient physical activity time and / or sessions – less than 150 minutes or 150 or more minutes, but fewer than five sessions.^{xxxv}
- Life-course (life-span) approach to physical activity - encouraging regular and adequate physical activity from youth to old age. Involves maternal health and pregnancy outcomes, child and adolescent health and various settings for physical activity.^{xxxvi}
- Moderate physical activity - activity at a level that causes your heart to beat faster and some shortness of breath, but so that you can still talk comfortably while doing the activity. Includes brisk walking, bike riding with friends, skateboarding and dancing.^{xxxvii}
- Physical activity - ‘any bodily movement produced by the muscles that results in energy expenditure.’^{xxxviii} May include sporting activities and exercise, as well as incidental activities such as walking, cycling, playing, gardening, housework, etc.
- Sedentary behaviour - activity characterised by a sitting or reclining posture and low energy expenditure such as watching television or sitting in the workplace.^{xxxix}
- Sufficient physical activity time and sessions – 150 minutes and five or more sessions.^{xi}
- Vigorous physical activity - activity at a level that causes rapid heartbeat and shortness of breath that makes talking difficult between deep breaths so that you ‘huff and puff’. This might include football, netball, soccer, running, swimming laps or training for sport.^{xii}
- DALY - disability adjusted life years, or the number of years of perfect health lost through premature death or disability. The more DALYs saved, the longer a person’s life and / or the less disabilities they may have.
- QALY - quality-adjusted life years or the number of years of life in perfect health saved. QALYs are primarily used to assess the value for money of a particular intervention, which then determines how many years of life would be saved by the intervention.
- MET – a unit that describes energy expenditure of a particular activity. One MET is the rate of energy expenditure at rest. An activity that expends five times as much energy as when the body is at rest is classified as a five MET. If a person takes part in this activity for 20 minutes, then they have achieved 100 MET minutes. In order to achieve health benefits, people need to expend a minimum of 500-1,000 MET minutes per week^{xiii}.





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CITY OF GREATER
GEE LONG



5. FINANCIAL MANAGEMENT REPORT – DECEMBER 2013

Portfolio:	Finance – Cr Lyons (Mayor) Cr S Kontelj & Cr E Kontelj
Source	Corporate Services - Financial Services
A/General Manager:	Michael Kelly
Index Reference	Financial Management \ Financial Reporting 2013-2014

Purpose

The Quarterly Financial Report for the period ending 31 December 2013 is prepared as a requirement of Section 138 of the Local Government Act 1989.

Summary

- Council approved amendments to the adopted Budget on 27 August 2013 and variances are reported based on comparing actual to amended budget.
- The recurrent operating surplus for the half year is \$1.1M, being \$10.7M favourable to amended budget and reflects favourable performance and timing issues.
- The non-recurrent surplus for the half year is \$15.9M, being (\$8.1M) unfavourable to budget with unfavourable Recognition of Infrastructure.
- Capital expenditure for the year to date is \$31.6M against a year to date projection of \$39.2M, which is \$7.6M underspent to projection.
- The cash and investment balance of \$51.0M is \$9.7M favourable to budget.

Cr S Kontelj moved, Cr E Kontelj seconded -

That the Quarterly Financial Management Report to 31 December 2013 be endorsed by Council.

Carried.

Background

The report is prepared as a requirement of Section 138 of the Local Government Act 1989 which requires that at least every three months a statement be presented to Council comparing the budget with the actual revenue and expense for the financial year-to-date.

Discussion

Operating

The December Management reports are provided in the following table to report year-to-date performance and full-year projection performance versus budget.

Summary						
	YTD Actual \$M	YTD Am. Bgt \$M	YTD Var Fav/ (UnFav) \$M	FY Proj \$M	FY Am. Bgt \$M	FY Var Fav/ (UnFav) \$M
Recurrent Surplus/(Deficit)	1.09	(9.63)	10.72	(18.53)	(17.93)	(0.60)
Non-Recurrent Surplus/(Deficit)	15.90	23.99	(8.09)	49.92	47.28	2.64
Net Surplus/(Deficit)	16.99	14.36	2.63	31.39	29.35	2.04
Capital Expenditure	31.64	39.22	7.58	101.56	98.85	(2.71)
Closing Net Cash Positive/(Neg)	50.96	41.29	9.67		51.23	

The Adopted Budget was amended by Council on 27 August 2013 to include Carryover Capital and discretionary projects, plus other Capital and recurrent amendments.

The impact on the Recurrent Expenditure Budget is (\$16.92M), consisting of carryover discretionary projects funded in 2012-2013, plus other budget amendments including adjustment for early receipt of first two quarters Grants Commission funding in June 2013.

The impact on Non Recurrent income was \$1.60M for carryover of capital income from 2012-2013 projects, plus other budget amendments.

The amended capital expenditure budget included an additional \$40.39M to complete 2012-2013 Projects, including Corio Landfill Rehabilitation, Ocean Grove Integrated Children's Centre, Leopold Community Hub and Barwon Heads Early Learning Centre. Other budget amendments reduced total budget by \$0.69M.

1. Recurrent Variance Commentary						
	YTD Actual \$M	YTD Am. Bgt \$M	YTD Var Fav/ (UnFav) \$M	FY Proj \$M	FY Am. Bgt \$M	FY Var Fav/ (UnFav) \$M
Recurrent Income	135.67	133.59	2.08	266.79	265.59	1.20
Recurrent Expenditure	134.58	143.22	8.64	285.32	283.52	(1.80)
Recurrent Surplus/(Deficit)	1.09	(9.63)	10.72	(18.53)	(17.93)	(0.60)

YTD Variance - \$10.72M Favourable

The following major variances to budget contributed to this result:

Recurrent Income

\$

General Rates and Charges – Favourable rates generation and supplementary rates YTD, expected to be offset by objections in full year. 0.64

Government Grants 0.98

Main favourable variances consist of:

- State Specific Purpose \$451K favourable (Unbudgeted grants in Planning Strategy, Enterprise Geelong, Capital Projects, Engineering Services and Arts & Culture).
- Federal Child Care Assistance \$453K favourable (Centre Based Long Day Care – offset by unfavourable Program fees).

User Charges (0.69)

Main unfavourable variances consist of:

- Activities & Program Fees (\$1,132K) unfavourable (Centre Based Long Day Care (\$538K), Waterworld (\$344K), Leisurelink (\$152K), Other (\$98)).

Other favourable variances:

- Waste Disposal – Commercial \$416K favourable (Drysdale Landfill \$311K (partly offset by higher EPA Levies) and Commercial Collection \$100K).
- Car Parking Fees \$310K favourable (Street Parking \$362K).

Other Fees & Charges 0.40

Favourable mainly due to :

- Fines & Costs \$162K favourable (Council Election Fines – unbudgeted \$85K, Fire Prevention \$117K).
- Building & Planning Permits \$192K favourable.

Sundry Income 0.50

Favourable mainly due to Reimbursements & Recoveries \$431K – *higher than budgeted Fire Services Levy funding \$110K (offset by expenditure), Simonds Stadium \$210K (offset by expenditure)* and Sundry Income \$200K. Offset by Infringements Withdrawn (\$102K) unfavourable.

Interest on Investments 0.25

Higher than budgeted cash balances.

Recurrent Income Sub-total **\$2.08M**

Recurrent Expenditure

\$

Employee Related Expenditure – Favourable salary costs \$1,896K mainly relating to unfilled vacancies. 1.90

Partially offset by unfavourable supplementary labour costs (\$850K) (see external services).

General Works: 3.45

Materials \$308K favourable with the main variance being Ground Maintenance Materials \$235K (minimal ground renovations performed to date), Other \$73K.

Plant / Equip / Vehicle Costs \$242K favourable with the main variances being External Plant & Equipment Hire \$170K and Repairs & Maintenance \$113K (all phasing only), Other (\$41K) unfavourable.

External Services is \$2,901K favourable mainly due to:

- Contractors \$3,819K favourable – Phasing variances in Discretionary Projects \$2,700K and in Recurrent Projects \$1,119K.
- Contributions \$403K favourable – Phasing variances in Events Services \$177K and Sport & Recreation \$232K, Other (\$6K) unfavourable.
- Levies & Contributions \$763K favourable – Drysdale Landfill \$682K (EPA levy payable favourable due to municipal waste diverted to Wyndham due to delay in construction of Landfill Cell), Other \$81K favourable.
- Building Maintenance (Scheduled, Essential & Emergency) \$423K favourable – phasing only.
- Waste Disposal & Recycling (\$1,814K) unfavourable (Garbage Services (\$807K) and North Geelong Transfer Station (\$492K) due to municipal waste diverted to Wyndham. Green Waste Service (\$445K) unfavourable (processing at Pt Wilson site not yet commenced), Other (\$70K) unfavourable).
- Supplementary Labour (\$850K) unfavourable – mainly, Fleet (\$124K), Operations (\$367K), Health & Local Laws (\$82K), Parks (\$225K) and Other (\$52K).
- Other \$157K favourable.

Administration costs \$1,030K favourable mainly due to : 1.03

- Interest Paid \$402K favourable – Savings due to deferment of budgeted loans.
- Leases \$234K favourable – Green Waste Service \$200K – lease of Pt Wilson site not yet commenced.
- Computer Software \$127K favourable – phasing only.
- Other \$267K favourable.

	\$
Professional Services costs \$342K favourable mainly due to:	0.34
- Consultants \$574K favourable – Phasing variances mainly in Economic Development Admin \$206K and Planning Strategy \$154K and Other \$214K. - Legal Expenses (\$266K) unfavourable mainly in Planning Strategy (\$82K), Health & Local Laws (\$61K) and Organisational Development (\$61K), Other (\$62K).	
Utility costs are \$829K favourable mainly due to Water usage costs \$489K (seasonal factors and some amounts not accrued) and Electricity \$289K (phasing only), and Communications \$51K.	0.83
Depreciation costs \$1,237K favourable (mainly phasing).	1.24
Gain/(Loss) on Sale of Plant and Equipment (\$147K) unfavourable.	(0.15)
Recurrent Expenditure Sub-total	\$8.64M

<i>Full Year Recurrent Projection – (\$0.61M) unfavourable to Amended Budget</i>

The main projection changes are favourable / (unfavourable):	\$M
Grants Commission decrease.	(0.08)
Recycling Income reduction.	(0.12)
Transfers from Capital to Recurrent.	(0.13)
Legal Expenses – unbudgeted.	(0.17)
Barwon River Dredging – COGG Contribution.	(0.20)
Waste Cartage – Diversion to Wyndham.	(0.55)
Election Costs – Directly Elected Mayor.	(0.55)
Reduction in Interest Payments on Loans (Deferred loans).	0.56
Interest on Investments increase.	0.19
Fire Services Levy Funding.	0.11
Council Election Fines Received (unbudgeted).	0.08
Transfers from Recurrent to Capital.	0.14
Other.	0.11
	(\$0.61M)

2. Non Recurrent Variance Commentary

	YTD Actual \$M	YTD Am. Bgt* \$M	YTD Var Fav/ (UnFav) \$M	FY Proj \$M	FY Am. Bgt* \$M	FY Var Fav/ (UnFav) \$M
Non-Recurrent Surplus/(Deficit)	15.90	23.99	(8.09)	49.92	47.28	2.64

YTD Variance – (\$8.09M) unfavourable

	\$
Capital Grants & Income (\$154K) unfavourable.	(0.15)
Recognition of Infrastructure (\$9,231K) unfavourable.	(9.23)
Developer Contributions \$774K favourable.	0.77
Gain/(Loss) on Sale of Property (\$132K) unfavourable.	(0.13)
Loss on Disposal of Infrastructure \$771K favourable.	0.77
Prior Year Adjustments (\$807K) expensing of incomplete capital WIP.	(0.81)
Insurance Recovery \$690K favourable – Saleyards.	0.69

3. Capital Expenditure Variance Commentary

	YTD Actual \$M	YTD Projection \$M	YTD Var Fav/ (UnFav) \$M	FY Proj \$M	FY Am. Bgt* \$M	FY Var Fav/ (UnFav) \$M
Capital Expenditure	31.64	39.22	7.58	101.56	98.85	(2.71)

YTD Variance – \$7.58M favourable

The capital program is \$7.58M underspent compared to Projection year to date, with projects behind Budget schedule as follows:

	\$M
• Ocean Grove Integrated Children's Centre.	1.37
• Drysdale Landfill Cell 6.	1.34
• Corio Landfill Rehabilitation.	0.88
• Geelong Library & Heritage Centre.	0.39
• Heavy & Dedicated Vehicles.	0.37
• Light Fleet Replacement.	0.34
• Playground Development Program.	0.32
• NES Drainage Basin Acquisition.	(0.23)
• Other	2.80
	\$7.58M

4. Cash and Investments						
	YTD Actual \$M	YTD Am. Bgt* \$M	YTD Var Fav/ (UnFav) \$M	FY Proj \$M	FY Am. Bgt* \$M	FY Var Fav/ (UnFav) \$M
Closing Net Cash Positive/(Neg)	50.96	41.29	9.67		51.23	

YTD Variance – \$9.67 favourable

The month end cash and investments balance was \$50.96M. This was \$9.67M favourable to budget, mainly due to favourable recurrent surplus \$10.72M.

Council has future commitments for \$24.5M, which are fully cashed back:

Long Service Leave	\$17.4M
Statutory Reserves	\$ 1.3M
Refundable Deposits	\$ 3.5M
Income in Advance	\$ 1.4M
Asset Development	<u>\$ 0.9M</u>
Total	\$24.5M

The Landfill Provision balance is currently \$18.9M.

Environmental Implications

There are no environmental implications arising from this report.

Financial Implications

As detailed in the attached report.

Policy/Legal/Statutory Implications

The report is provided in accordance with requirements under the Local Government Act 1989.

Alignment to City Plan

This report contributes to responsible and sustainable financial management as aligned in Council's City Plan objective on How We Do Business.

Officer Direct or Indirect Interest

Council staff preparing this report have no direct or indirect interest.

Risk Assessment

There are no risk implications arising from this report.

Social Considerations

There are no social implications arising from this report.

Human Rights Charter

There are no known positive or negative effects.

Consultation and Communication

The attached report is provided for information and public record and is available from the Council Governance or Financial Reporting units.

6. CHRISTMAS IN GEELONG

Portfolio:	Finance – Cr Lyons (Mayor), Cr S Kontelj & Cr E Kontelj
Source	Corporate Services - Communication and Marketing
A/General Manager:	Michael Kelly
Index Reference	Subject: Corporate Marketing and Promotions

Purpose

To seek Council endorsement for the preparation of concept designs and specifications for the Christmas in Geelong program.

Summary

- A review of the Christmas in Geelong strategy is paramount to meet growing community expectations and provide vibrancy to Central Geelong.
- The existing strategy has been in place for 11 years with minimal budget increases.
- The Christmas program urgently requires updating to ensure that it reflects Geelong's position in the global arena.
- There is a need to commence works immediately on concept designs and specifications to provide new upgraded options to council for 2014-2015 and future years.
- The Christmas program aligns with City Plan objectives of Community Wellbeing and other strategies such as the Central Geelong Action Plan to create a thriving place where people can live, gather together, play and have fun.

Cr Heagney moved, Cr S Kontelj seconded -

That Council approve \$40,000 unbudgeted expenditure this financial year to enable concept designs and specifications to be developed for the Christmas in Geelong program, which incorporates catenary lighting, Central Geelong tree lighting, and projections for use throughout the full year in an annual program.

Carried.

Background

In 2002 a strategy was developed to replace the outdated and dilapidated Christmas decorations. While the strategy has been reviewed over the years, suggestions and program improvements have been subject to normal business case review. The City to date has determined in the main to maintain and refurbish existing decorations rather than allocate resources to capital programs.

In keeping with the Mayor's vision for Geelong as an International City it is considered opportune to review the Christmas in Geelong program.

Discussion

To ensure that the City presents a clear direction for a Christmas program that's comparable with international cities, it is recommended that \$40,000 be initially committed to the engagement of consultants to establish design concepts and preliminary engineering drawings for Christmas in Geelong.

Concepts need to be developed now if any of the items are to be ready for Christmas 2014, subject to 2014-2015 budget consideration.

The Mayor's Christmas vision includes an additional 4 key elements, whilst maintaining the existing Christmas program:

1. Iconic Christmas piece

This may include a glittering crystal Christmas tree suspended on a pontoon on Corio Bay, reflecting the dazzling sunlight and sparkling waters.

or

A large scale land based Christmas tree installation that would capture and entertain the community.

2. Catenary – suspended lighting and decorations

The catenary system can be suspended via wall-mounted brackets mounted on a number of buildings fronting onto Geelong's main streets. The catenary support wires from the brackets are attached to stainless steel frames, which in turn support longitudinal cables and LED feature lighting. Decorative Christmas pieces can be suspended from the stainless steel frames and cables.

The advantage of this system is that it can be used for year round events, promotions and street lighting opportunities.

3. Central Geelong Tree Lighting

Lighting can provide a celebratory ambiance to the City in the evenings. The lighting of iconic trees around Geelong would present quite a spectacle during the Christmas season. This aligns with the Central Geelong Action Plan to create a thriving place where people can live, gather together, play and have fun.

4. Projections

Projections differ from standard lighting in that it can totally change the form of the building using graphics and text. Striking images can be achieved using simple images and whilst there is only a small window of opportunity, generally after sunset and before midnight, there is no comparison to the spectacle that can be created for events.

Whilst infrastructure costs are considerable there would be multiple uses for projections and is consistent with the recommendations of the Public Arts Strategy recently endorsed by Council.

5. Supporting the existing Christmas in Geelong program

As part of the budget considerations, the existing program will also need to be resourced.

This vision is consistent with existing strategies such as Christmas in Geelong, the Public Arts Strategy and Central Geelong Action Plan which are subject to business case and budget approval.

Environmental Implications

There are no environmental implications.

Financial Implications

Program expenditure of \$40,000 would be unbudgeted in 2013/2014. There are no readily identifiable savings to offset this expenditure. Council will be advised of any offsetting savings in the quarterly Financial Management reports as projection changes.

Capital expenditure on Christmas decorations over the last 3 years include \$66,974 2011-2012, \$53,042 2012-2013 and \$126,747 2013-2014. The annual recurrent cost of installation and dismantling total approximately \$90,000 to \$100,000 per year.

Proposed capital expenditure for Christmas 2014 will be considered as part of the 2014/2015 Budget.

There may also be a need for an increase in recurrent funding associated with Capital expenditure which at this stage cannot be adequately scoped.

Policy/Legal/Statutory Implications

There is no other policy, legal or statutory implication associated with the Christmas program.

Alignment to City Plan

Aligns with City Plan, How We Do Business.

Officer Direct or Indirect Interest

No Council Officers have any direct or indirect interest that impacts on this report.

Risk Assessment

There are no known risks, however any risk that may arise will be managed within the framework of the City's adopted Policies, Procedures and Risk Management strategies.

Social Considerations

The Christmas program will assist the City to be presented in a comparable manner with international cities.

Human Rights Charter

There are no known positive or negative effects.

Consultation and Communication

The Christmas program will be promoted on the City of Greater Geelong's website, via social media and in local media.

7. DELEGATIONS FROM COUNCIL TO STAFF

Portfolio:	Governance - Cr Lyons (Mayor)
Source	Corporate Services - Administration and Governance
A/General Manager:	Michael Kelly
Index Reference	Subject: Delegations

Purpose

To update the delegations from Council to members of Council staff, incorporating changes to legislation as advised by Maddocks lawyers.

Summary

- Section 98 of the *Local Government Act 1989*, section 188 of the *Planning and Environment Act 1987*, section 58A of the *Food Act 1984* and other legislation empowers Council to delegate its powers duties and functions to appropriate Council officers
- Whilst most delegations to staff are in the form of sub-delegation from the Chief Executive Officer, there are a small number that require specific delegation from Council.
- Updated delegations reflect recent legislative amendments that are advised by Maddocks lawyers bi-annually.

Cr S Kontelj moved, Cr Macdonald seconded -

In the exercise of the powers conferred by section 98(1) of the Local Government Act 1989 (the Act) and the other legislation referred to in the attached instrument of delegation, Greater Geelong City Council (Council) resolves that -

- 1) There be delegated to the members of Council staff holding, acting in or performing the duties of the offices or positions referred to in the attached *Instrument of Delegation to members of Council staff* (Appendix 7-1), the powers, duties and function set out in that instrument, subject to the conditions and limitations specified in that instrument.**
- 2) The instrument comes into force immediately the common seal of Council is affixed to the instrument.**
- 3) On the coming into force of the instrument all previous delegations to members of Council staff (other than the Chief Executive Officer) are revoked.**
- 4) The duties and functions set out in the instrument must be performed, and the powers set out in the instruments must be executed, in accordance with any guidelines or policies of council that it may from time to time adopt.**

Carried.

Background

These delegations are based on a model developed and maintained by Maddocks Lawyers who are engaged to provide an update service and include legislative changes up to December 2013.

The delegation model is based on:

1. Delegations from Council to the CEO
2. Delegations from Council to members of Council staff
3. Sub-delegation from the CEO to Council staff.

This report addresses delegations from Council to members of staff.

Discussion

The proposed delegations of Council to members of staff detail sections of Acts and Regulations and nominate officers by position title to undertake specific powers, duties and functions on behalf of Council.

Delegations were last approved by Council in August 2013.

The changes in the December update relate to provisions in the *Planning and Environment Act 1987* and the *Planning and Environment Regulations 2005* due to legislative amendments and clarification by Maddocks in regard to particular powers, duties or functions.

Attachment 1 to the Instrument of Delegation sets out the complete schedule of the relevant powers, duties and functions being delegated.

Attachment 2 lists the changes from the previous delegations approved in February 2013.

Environmental Implications

There are no environmental implications relative to this report.

Financial Implications

There are no financial implications relative to this report.

Policy/Legal/Statutory Implications

The delegation schedule has been prepared in accordance with the Maddocks lawyer's model.

Alignment to City Plan

How we do business.

Officer Direct or Indirect Interest

No officer involved in the preparation of this report has a direct or indirect interest.

Risk Assessment

A properly prepared system of delegations minimises the likelihood of officers acting outside their powers and exposing Council to unacceptable risk. Regular review of the delegations ensures accountability and responsibility for decisions when the decision makers are identified. Delegations can be subject to legal scrutiny in courts and tribunals.

Social Considerations

There are no social considerations relative to this report.

Human Rights Charter

No Human Rights are affected by the contents of this report.

Consultation and Communication

All delegations are published on Council's internal website, Cityweb.

Appendix 7-1

**Greater Geelong City Council
Instrument of Delegation
to Members of Council Staff**

In exercise of the power conferred by section 98(1) of the *Local Government Act* 1989, and the other legislation referred to in the Schedule (Attachment 1), Greater Geelong City Council ("Council") by this instrument:

1. delegates each duty and/or function and/or power described in columns 1 and 2 of the Schedule (and summarised in column 3 of the Schedule) to the member of Council staff holding, acting in or performing the duties of the office or position described opposite each such duty and/or function and/or power in column 4 of the Schedule;
2. delegates each duty and/or function and/or power described in columns 1 and 2 of the Schedule (and summarised in column 3 of the Schedule) to any member of Council staff to whom a member of Council staff listed in column 4 of the Schedule reports;
3. declares that a delegate is not authorised by this Instrument of Delegation to:
 - 3.1 determine any planning permit application which any Councillor requests be referred to the Development Hearings Panel, Planning Committee or Council and such request is made before the delegate has made a decision on the permit application; or
 - 3.2 exercise the power conferred by the *Planning and Environment Act* 1987 to determine upon any application in cases where six or more objections to the grant of the permit have been made.
 - 3.3 refuse a permit under Section 52(1A) of the *Planning and Environment Act* 1987.
4. declares that—
 - 4.1 this Instrument of Delegation is authorised by a resolution of Council passed on **11 March 2014** and
 - 4.2 the delegation authorised by a resolution of Council passed on 13 August 2013 is revoked; and
 - 4.3 the delegation:
 - 4.3.1 comes into force immediately the common seal of Council is affixed to this Instrument of Delegation;
 - 4.3.2 remains in force until Council resolves to vary or revoke it;
 - 4.3.3 is to be exercised in accordance with the exceptions, conditions and limitations set out in the Schedule and with the guidelines or policies which Council from time to time adopts.
 - 4.3.4 must be exercised in accordance with any guidelines or policies which Council from time to time adopts; and

- 4.4 the delegate must not determine the issue, take the action or do the act or thing:
- 4.4.1 if the issue, action, act or thing is an issue, action or thing which Council has previously designated as an issue, action, act or thing which must be the subject of a Resolution of Council; or
 - 4.4.2 if the determining of the issue, taking of the action or doing of the act or thing would or would be likely to involve a decision which is inconsistent with a
 - (i) policy; or
 - (ii) strategy adopted by Council; or
 - 4.4.3 if the determining of the issue, the taking of the action or the doing of the act or thing cannot be the subject of a lawful delegation, whether on account of section 98(1)(a)-(f) (inclusive) of the Act or otherwise; or
 - 4.4.4 the determining of the issue, the taking of the action or the doing of the act or thing is already the subject of an exclusive delegation to another member of Council staff

THE COMMON SEAL of GREATER)
GEELONG CITY COUNCIL was affixed)
hereto in the presence of:)

Mayor

Chief Executive Officer

Date: / /

8. MAYORAL SUPPORT SERVICES

Portfolio:	Governance – Cr Lyons (Mayor)
Source	Corporate Services - Administration & Governance
A/General Manager:	Michael Kelly
Index Reference	Subject: Corporate Marketing and Promotions

Purpose

This report focuses on the need to provide additional support to the Mayor.

Summary

- The increased profile and expectations of the Directly Elected Mayor continue to grow and operational changes are necessary to support his role.
- Temporary additional Mayoral support arrangements have been made with the hire of a contractor, social media support and other support costs since election of the Mayor. The estimated costs of the temporary arrangements to June 2014 are \$155,000.
- The Mayor has requested that the temporary arrangement for a contract position of Executive Officer to the Mayor be confirmed as an ongoing role.
- It is proposed to discontinue the contract position, in favour of a full time salaried position aligned to the term of the Mayor and reporting to the Chief Executive Officer.
- Other Mayoral support costs will be included and considered as part of the 2014-2015 budget development.
- In order to implement some of these changes, \$150,000 of capital works is required to the Mayors Office.

Cr E Kontelj moved, Cr S Kontelj seconded -

That Council endorse the requirements for additional Mayoral support services including the advertising and appointment of the new position titled Executive Officer to the Mayor.

Procedural Motion:

Cr Farrell moved, Cr Fisher seconded -

That the report be deferred.

Lost.

Division Requested:

For: Crs Farrell, Fisher, Irvine, Richards

Against: Crs Ansett, S Kontelj, E Kontelj, Ellis, Lyons, Harwood, Macdonald, Heagney

The motion was then put and carried.

Carried.

Division Requested:

**For: Crs Ansett, S Kontelj, E Kontelj, Ellis, Fisher, Lyons, Harwood,
Macdonald, Heagney**

Against: Crs Farrell, Irvine, Richards

Background

As a key part of delivering administrative support for the Mayor and Councillors, a review of administrative support services was undertaken by the Manager of Customer Services and Councillor Support following the 2012 General Council Elections. It is appropriate to continue review of support arrangements in response to increased demand for Mayoral support services.

Cr Lyons commenced his appointment as the City's Directly Elected Mayor in November 2013. Following his appointment, Cr Lyons required high-level support for the Office of the Mayor and a contractor was subsequently appointed for a fixed term contract with provision for extension of contract. A position description for a full time role to be known as Executive Officer to the Mayor has since been developed.

The Mayor has requested that the temporary arrangement be confirmed as an ongoing role from the expiration of the contract. It is proposed to discontinue a contract position in favour of a full time salaried position aligned to the term of the Mayor and reporting to the Chief Executive Officer.

The Mayor's social media sites have grown exponentially since his appointment. It is acknowledged that this level of interest requires substantial administrative support.

Both of these arrangements are currently impacting 2013-2014 expenditure with anticipated unbudgeted costs of \$155,000 to 30 June 2014.

Discussion

There is a need to formalise ongoing Mayoral support arrangements. Temporary additional Mayoral support arrangements have been in place with engagement of a contractor, provision of social media support and other costs since election of the Mayor. The Mayor has requested that the temporary arrangement for a contract position of Executive Officer to the Mayor be confirmed as an ongoing role.

It is proposed to discontinue a contract position in favour of a full time salaried position aligned to the term of the Mayor and reporting to the Chief Executive Officer.

This position has a key role in providing advice, support and assistance to the Mayor across a broad range of activities and where necessary, acts for the Mayor on administrative and policy matters. The total employment cost proposed at \$190,000 has been market tested and is inclusive of salary, on-costs and other employment costs (i.e. iPad, iPhone, expenses).

The position would report to the Chief Executive Officer while working closely with the Mayor, Councillors and Officers. The contract would be for a fixed term to coincide with the Mayor's term of office.

The Mayor has escalated the use of social media as a powerful communication tool for Council. The ability to communicate with thousands of people has ensured that Geelong is now recognised internationally. Monitoring social media internally ensures that the messages being delivered are consistent with Council's vision and goals. Social media by its nature is particularly active after hours including prior to the start of the working day, late at night and on weekends. This requires council officers to work an extended after hours roster seven days a week.

The direct impact of additional Mayoral support is the need to expand and accommodate the Mayor and support staff. A reconfiguration of accommodation within City Hall would be a one off capital commitment and is estimated at \$150,000. This cost will be included as part of budget deliberations

Environmental Implications

Not applicable.

Financial Implications

The Executive Officer to the Mayor position description has been independently assessed by Hays and equates to a Senior Officer contracted position with total employment cost proposed at \$190,000. This cost will be included in 2014-2015 budget development.

Increased expenditure in the 2013-2014 financial year of \$155,000 to cover contractors engagement, social media support services and transport costs will need to be covered by under expenditure in other areas of Council.

Council will be advised of any offsetting savings in quarterly Financial Management reports as projection changes.

Policy/Legal/Statutory Implications

The provision of a Senior Officer position will need to comply with statutory requirements.

Alignment to City Plan

How We Do Business.

Officer Direct or Indirect Interest

No officer involved in the preparation of this report has a direct or indirect interest.

Risk Assessment

Not applicable.

Social Considerations

Council has a responsibility to ensure that services provided to the community are equitable, accessible and that resources are used efficiently to meet the needs of the community.

Any alteration to the existing staffing structure will take into consideration the social implications of any proposed changes to current service delivery.

Human Rights Charter

The City of Greater Geelong provides a mix of customer contact options to allow easy access to the City for all through web, phone, face-to-face, and written channels.

Consultation and Communication

The Executive Officer to the Mayor position will be advertised internally and externally in accordance with the requirements of the Local Government Act.

9. CONTRACTUAL MATTER - SALE OF LAND

Portfolio:	Enterprise Geelong - Cr Harwood
Source:	Enterprise Geelong
Executive Director:	Russell Walker
Index Reference:	Subject: Land Sales

Cr Harwood moved, Cr Richards seconded -

That in accordance with Section 89 (2) (d) of the Local Government Act 1989, this contractual matter be considered at the conclusion of all other business at which time the meeting be closed to members of the public.

Carried.

10. CONTRACTUAL MATTER – SALE OF LAND

Portfolio:	Enterprise Geelong - Cr Harwood
Source:	Enterprise Geelong
Executive Director:	Russell Walker
Index Reference:	Subject: Land Sales

Cr Harwood moved, Cr Richards seconded -

That in accordance with Section 89 (2) (d) of the Local Government Act 1989, this contractual matter be considered at the conclusion of all other business at which time the meeting be closed to members of the public.

Carried.

11. CUSTOMER SERVICE FACE-TO-FACE FACILITIES

Portfolio:	Governance – Cr Lyons (Mayor)
Source:	Corporate Services- Customer Service & Councillor Support
A/General Manager:	Michael Kelly
Index reference:	EMT Issues/Council Reports

Cr Harwood moved, Cr Richards seconded -

That in accordance with Section 89 (2)(a) of the Local Government Act 1989, this matter be considered at the conclusion of all other business at which time the meeting be closed to members of the public.

Procedural Motion:

Cr Farrell moved, Cr Ansett seconded -

That the report be considered in open Council.

Lost.

The motion was then put and carried.

Carried.

12. AUDIT ADVISORY COMMITTEE SUMMARY REPORT

Portfolio:	Governance – Cr Lyons (Mayor)
Source:	Corporate Internal Auditor and Ombudsman
Chief Executive Officer:	Stephen Griffin
Index Reference:	Audit CG - Internal

Cr Harwood moved, Cr Richards seconded -

That in accordance with Section 89 (2) (h) of the Local Government Act 1989, this matter be considered at the conclusion of all other business at which time the meeting be closed to members of the public.

Carried.

ASSEMBLY OF COUNCILLORS RECORD

Portfolio: Governance – Cr Lyons (Mayor)
Source: Corporate Services
Act/General Manager: Michael Kelly

Summary

- Section 80A (2) of the Local Government Act 1989 requires the record of an Assembly of Councillors be reported to the next practicable Ordinary Meeting of Council.
- A record of Assembly of Councillors meeting(s) is attached as an Appendix to this report.

Cr Harwood moved, Cr Irvine seconded -

That the information be received.

Carried.

RECORD OF ASSEMBLIES OF COUNCILLORS
(Council Meeting 11 March 2014)

Assembly Details	Councillor Attendees	Officer Attendees	Matters Discussed	Conflict of Interest Disclosures
Disability Advisory Committee 10 February 2014	Cr Fisher	K Pritchard (MGR) C Carlyon (OFF) S Muratti (OFF)	• NDIA Update • International Day of People with Disability 2014 • Having a Say Conference • Disability Action Plan • Petrol Stations • LEAD Barwon • Simonds Stadium – Accessible eating and Bar Amenities • Inquiry into Social Inclusion and Victorians with Disability • Women with Disability Victoria • M to M 2014 Event – Geelong's 24 Hour Extreme Arts	Nil.
Budget Briefing 3 March 2014	Crs Lyons, Ellis, Harwood, Farrell, Fisher, Heagney, S Kontelj, E Kontelj, Richards, Macdonald	S Griffin (CEO) M Kelly (A/GM) S Cavanagh (A/GM) J McMahon (GM) P Bettess (GM) G Van Driel (GM) R Walker (EXEC DIR) K Fulton (A/MGR) C Kirby (CO ORD) J Bannister (CO ORD) A Paterson (MAYORAL ADVISOR)	• Review of Budget Proposals (included in affordability) • Capital/Non Capital/Recurrent/Disbursements • Review of Budget Proposals (not included in affordability) • Community Concepts (current status) • Service Planning – potential savings • Rating Strategy – derelict housing	Nil.
Councillor Briefing 4 March 2014	Crs Lyons, Ellis, Farrell, Fisher, Harwood, Heagney, E Kontelj, S Kontelj, Macdonald, Nelson, Richards	S Griffin (CEO) M Kelly (A/GM) J McMahon (GM) P Bettess (GM) G Van Driel (GM) S Cavanagh (ACT/GM)) R Walker (EXEC DIR) B Johnsen (OFF) P Jane (MGR) R Bourke (CO ORD)	• Contractual Matters - Sale of Land (Confidential) • Amendment C288 – Adventure Park, Bellarine Highway, Wallington – Consideration of Submissions • Geelong Botanic Gardens and Eastern Park • Evans Reserve – Asbestos Contamination • Simonds Stadium Lease • Waste Management Strategy Position Paper • Geelong Gallery Triennial Funding Agreement	Nil.

		A Paterson (MAYORAL ADVISOR)	• Mayoral Support – 2014-2015 Budget (Confidential) • Council Heritage Logo • Christmas in Geelong • Draft City of Greater Geelong Physical Activity Strategy • Quarterly Financial Management Report • Corporate Risk Profile December 2013 • Delegations from Council to Staff • Customer Services Face-to-Face (Confidential)	
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CLOSE OF MEETING

Cr Harwood moved, Cr Ansett seconded –

That the meeting be closed to the public.

Carried.

The Meeting was closed to the public at 8.48pm

A record of the proceedings of this section of the meeting is contained in a Confidential Minute Book.

The Meeting was opened to the public at 8.55pm

As there was no further business the meeting closed at 8.55pm. Tuesday, 11 March 2014.

Signed: _____
Chairperson

Date of Confirmation: _____