

# MINUTES

## ORDINARY MEETING OF COUNCIL

**Tuesday, 25 November 2014**

Held at the  
Council Conference and Reception Centre  
City Hall, Little Malop Street, Geelong  
commencing at 7.00p.m.

**COUNCIL:**

|                                       |                                                                       |
|---------------------------------------|-----------------------------------------------------------------------|
| Cr. D. Lyons<br><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)             |

## **SECTION A - PROCEDURAL MATTERS**

|                                            |     |
|--------------------------------------------|-----|
| Acknowledgements .....                     | 1   |
| Apologies .....                            | 1   |
| Confirmation of Minutes .....              | 1   |
| Declarations of Conflicts of Interest..... | 1   |
| Question Time.....                         | 1-3 |
| Petitions .....                            | 3   |

## **SECTION B – REPORTS**

|                                                                                                                           |       |
|---------------------------------------------------------------------------------------------------------------------------|-------|
| 1. Amendment C305 – Connections Park and (Former) Rosewall Primary<br>School Site, Corio - Adoption.....                  | 4-13  |
| 2. Master Plan for 13-35 Mackey Street, North Geelong.....                                                                | 14-25 |
| 3. Changes to Administration of Family Day Care.....                                                                      | 26-32 |
| 4. Revocation of Flood-Prone Area Designation of New Lots at Villawood –<br>Armstrong Mount Duneed Stages 10 and 11 ..... | 33-36 |
| 5. Waste and Resource Recovery Strategic Direction .....                                                                  | 37-43 |
| 6. Western Alliance for Greenhouse Action – Low Carbon West Strategy .....                                                | 44-47 |
| 7. Customer Service Review Face to Face Facilities ( <i>Confidential</i> ) .....                                          | 48    |

## **SECTION C – NOTICE OF MOTION**

## **SECTION D – ASSEMBLY OF COUNCILLORS**

## **SECTION E – PLANNING DELEGATIONS**

## **SECTION F – CONFIDENTIAL**

**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, 25 NOVEMBER 2014  
COMMENCING AT 7.00P.M.**

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

**Also present:** G Miles (Chief Executive Officer), M Kelly (Acting General Manager Corporate Services), P Bettess (General Manager Planning and Tourism), R Thomas (Acting General Manager City Services), J McMahon (General Manager Community Services), L Quinn (Manager Family Services), J Brown (Manager Administration and Governance), J Merlo (Senior Media Officer), A Paterson (EO – Mayor)

**OPENING:** The Mayor declared the meeting open at 7.00pm

**ACKNOWLEDGEMENTS:**

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

**APOLOGIES:** Crs Richards and Nelson (Leave of Absence)

**CONFIRMATION OF MINUTES:**

**Cr S Kontelj moved, Cr Ansett seconded -**

**That the Minutes of the Ordinary Meeting held on 11 November 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.*

**Colin Wallace asked –**

Here on September 9<sup>th</sup> 2014, I asked why the opportunity for members of the public to access by themselves the Minutes from before 2012 that had been available on the publicly accessible Council website up until December 2012 had been taken away and if it would be restored. Since then there has been verbal responses to my questions at Council Meetings from Cr Rod Macdonald allowed by the Mayor that have not been recorded in the Minutes, visits to the Geelong West Service Centre with customer service officers acting at the direction of managers John Brown and Tim McDonald and two letters to me signed by their immediate superior, acting general manager Mike Kelly, who, unlike Mr Brown and Mr McDonald, bore no line responsibility for what occurred in December 2012, the most recent of these letters arriving yesterday. The outcome is that there is no intention to restore the described access to the Minutes.

The second letter signed by Mr Kelly refers to the 'Web Accessibility National Transition Strategy', Australian Government Information Management Office, June 2010 and the 'The Australian Government's Study into the Accessibility of Portable Document Format (PDF) for People with a Disability', Vision Australia, November 2010 as part of a claim that the removal of access to Minutes as described was legitimate.

I have no disagreement or dissatisfaction with either document and, according to my reading, there is no justification or support in these documents for the removal of access to Minutes as described and the refusal to restore it.

Would CEO Gillian Miles undertake to read these two documents herself, especially focusing on the flow chart on page 26 of the 'Web Accessibility National Transition Strategy', and decide if she agrees that the only bona fide conclusion that can be reached is that the Minutes from July 2010 to the end of 2011 should be available on publicly accessible Council website in Web Content Accessibility Guidelines version 2.0 and that the Minutes from before July 2010 that had been available on the website should be available, irrespective of whether they are in Web Content Accessibility Guidelines version 2.0, according to the provision made for this in the 'Web Accessibility National Transition Strategy', unless they are deemed as not being important content, noting that the letter signed by Mr Kelly I received yesterday dwells on the matter of whether these Minutes are popular content and avoids completely the matter of whether these Minutes are important content?

*Michael Kelly responded that Council Minutes are available to the public. In correspondence sent to you Council highlighted that upon request to any Customer Service Centre details of the Minutes you are after will be made available. In order for Council to fully comply with the required standards set by the relevant government bodies it was necessary for web pages to be converted to a HTML format. The cost of this process going back to 2002 was cost prohibitive, which is why the City is presently converting and retaining Council Minutes from January 2012.*

Mr Wallace asked if the Chief Executive Officer would agree to read the Web Accessibility National Transition Strategy document?

*The Mayor responded that the Chief Executive Officer would take the question on notice.*

**Mary Wallace** asked -

Given that the Mayor in December 2012, Keith Fagg, has since resigned and current Mayor Darryn Lyons was not on Council in December 2012, would Deputy Mayor in December 2012 Stretch Kontelj say if the Councillors knew beforehand about the removal from the Council website of public access to pre-2012 Minutes that occurred in December 2012 and, if so, did the Councillors give their consent prior to it happening?

*Cr S Kontelj took the question on notice.*

## **1. AMENDMENT C305 - CONNECTIONS PARK AND (FORMER) ROSEWALL PRIMARY SCHOOL SITE, CORIO - ADOPTION**

|                         |                                                        |
|-------------------------|--------------------------------------------------------|
| <b>Portfolio:</b>       | <b>Planning - Cr Heagney</b>                           |
| <b>Source</b>           | <b>Planning and Tourism - Strategic Implementation</b> |
| <b>General Manager:</b> | <b>Peter Bettess</b>                                   |
| <b>Index Reference</b>  | <b>Council Reports 2014</b>                            |
|                         | <b>Application: Planning Scheme Amendment C305</b>     |

### **Purpose**

This report acknowledges submissions to Amendment C305 and recommends that the amendment be adopted.

### **Summary**

- This is a Council-initiated amendment supported by the Department of Education and Early Childhood Development.
- It is proposed to rezone part of Connections Park Corio from the Public Park and Recreation Zone to the General Residential Zone.
- The amendment will also apply a Design and Development Overlay to the former Rosewall Primary School site and to the land being rezoned.
- Public exhibition of Amendment C305 commenced on 18 September 2014 and closed on 20 October 2014.
- Supporting submissions were received from the Rosewall Neighbourhood Centre Committee of Management and Barwon Water. The Department of Education and Early Childhood Development submitted a request to include additional Public Park and Recreation Zoned land in the General Residential Zone, which is supported. The Zoning Map has been changed as shown in Appendix 1.
- The amendment is a direct outcome of the Corio Norlane Structure Plan 2012 which includes the implementation of the Former Rosewall Primary School Concept Plan.
- The amendment is consistent with the Corio North Community Infrastructure Plan, noted at the 11 February 2014 Council Meeting to guide the delivery of community service infrastructure in Corio North.
- The rezoning facilitates the future reallocation of land between Council and the Department of Education. A future council-initiated planning permit will allow for the subdivision and consolidation of the various titles. The permit and sale of land process would be aligned.
- The amendment is an important step in the redevelopment of the former school site and planned improvements to the Rosewall Neighbourhood Centre.
- The amendment can now be adopted with no need to refer the amendment to an Independent Planning Panel.

**Cr Heagney moved, Cr Ansett seconded -**

**That Council:**

- 1) resolves to adopt Amendment C305 in the form as outlined in Appendix 1 of this report; and**
- 2) resolves to submit the adopted Amendment with the prescribed information to the Minister for Planning requesting approval.**
- 3) Officers prepare a report on the sale and rezoning of Connections Park East (BMX site).**

**Carried.**

### ***Background***

The former Rosewall Primary School site at 26-34 Sharland Road, Corio, ceased operating in 2009. The land is owned by the Department of Education and Early Childhood Development (DEECD) and is earmarked for sale to the private market. The land is located in the General Residential Zone and sits within an established residential area adjoining Connections Park (Zoned Public Park and Recreation Zone - PPRZ).

As part of the preparation of the 2012 Corio Norlane Structure Plan, Council officers in collaboration with other agencies, including the DEECD, worked on a preferred reconfiguration of both the school site and Connections Park. A key direction of the Structure Plan is to: *"Support the redevelopment of the Rosewall Primary School site for future residential use integrated into a safe and accessible street and open space network (see Rosewall Concept Plan)."*

The Former Rosewall Primary School Concept Plan is shown at **Appendix 2**.

In order to implement the Rosewall Concept Plan Council has initiated this amendment. The amendment will rezone a strip of Council-owned PPRZ land wedged between the former primary school land and private properties to the General Residential Zone.

To ensure that the future development of the DEECD land incorporates fundamental design principles, the former school land and PPRZ land to be rezoned will be covered by a Design and Development Overlay. The overlay will include design objectives to maximise surveillance of open space and community facilities and maintain public open space connections.

Council resolved on 12 August 2014 to place the amendment on exhibition.

### ***Discussion***

Exhibition of amendment C305 occurred over a 4 week period closing on 18 September 2014. Notice of the Amendment was sent to relevant Ministers and Agencies, appeared in the Government Gazette and local newspapers and was placed on display at the Rosewall Neighbourhood House.

All landowners and occupiers near the part of Connections Park proposed to be rezoned were directly notified.

Supporting submissions were received from Barwon Water and the Rosewall Neighbourhood Centre Committee of Management (CoM). The CoM strongly supports the amendment highlighting a range of future benefits including: assist with the transfer of land so that the building is wholly located on Council land; allows for the construction of a new Centre thereby offering improved community programs; facilitates new housing and residents in the area; and improves passive surveillance of both Connections Park and the Centre.

The DEECD support the amendment (and the land exchange process) subject to the addition of a small square of PPRZ land also being rezoned to the General Residential Zone. The exhibited rezoning map is shown at Appendix 3 which can be compared to the Appendix 1 proposed map for adoption. The DEECD consider this change will make the parcel available for sale more regular and attractive to the open market.

Council officers support the change suggested by the DEECD. The additional land to be rezoned to the General Residential Zone will not affect the core objective of maintaining public open space connections. The proposed Design and Development Overlay includes requirements to retain access to Bartlett Court.

Because there are no outstanding objecting submissions, the Amendment does not need to be heard by an Independent Planning Panel. Council is now able to adopt the Amendment and forward it to the Minister for Planning seeking approval.

The rezoning facilitates the future reallocation of land between Council and the Department of Education. A future council-initiated planning permit will allow for the subdivision and consolidation of the various land parcels. The permit will also remove the 'reserve' status from the land sold. The permit and sale of land process would be aligned.

#### ***Environmental Implications***

There are no environmental impacts as a result of this amendment.

#### ***Financial Implications***

There is no impact to the budget as part of this amendment. Ongoing land exchange negotiations may result in costs to Council to purchase the balance Department of Education land. For this, \$150,000 has been allocated in the 2014-15 Budget.

#### ***Policy/Legal/Statutory Implications***

The amendment is directly supported by Clause 22.18 *Corio Norlane* of the Greater Geelong Planning Scheme. This clause lists as further work: *"Support the redevelopment of the former Rosewall Primary School in accordance with the Rosewall Concept Plan including reconfiguration of adjacent public open space"*.

The amendment will implement the 'Former Rosewall Primary School Concept Plan' contained in the Corio Norlane Structure Plan, July 2012.

The amendment is consistent with the Corio North Community Services Infrastructure Plan prepared by the City of Greater Geelong. The Plan provides a practical vision for Council to plan, design and deliver community services infrastructure at Sharland Road, Rosewall. The Plan identifies additional land required – land currently owned by the DEECD – to achieve this vision.

#### ***Alignment to City Plan***

The Amendment supports the 'Community Wellbeing' and 'Sustainable Built and Natural Environment' strategic directions of City Plan. The rezoning and built form controls will facilitate the development of the former school land and adjacent open space and community facilities.

***Officer Direct or Indirect Interest***

No Council officer involved in the report has any direct or indirect interest, in accordance with Section 80(c) of the Local Government Act.

***Risk Assessment***

There are no notable risks associated with implementing the recommendation contained in this report.

***Social Considerations***

The amendment is an important step in the long term redevelopment of the former Rosewall Primary School site and planned improvements to the Rosewall Neighbourhood House. These changes will have significant positive benefits for the local community.

***Human Rights Charter***

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

***Consultation and Communication***

The amendment was exhibited in accordance with the *Planning and Environment Act* 1987, including direct notification to nearby landowners and occupiers.

## **Appendix 1 - Amendment C305 to be Adopted**

### *Planning and Environment Act 1987*

#### **GREATER GEELONG PLANNING SCHEME**

#### **AMENDMENT C305**

#### **INSTRUCTION SHEET**

The planning authority for this amendment is the Greater Geelong City Council.

The Greater Geelong Planning Scheme is amended as follows:

#### **Planning Scheme Maps**

The Planning Scheme Maps are amended by a total of 2 attached map sheets.

#### ***Zoning Maps***

1. Amend Planning Scheme Map No. 26 in the manner shown on the attached map marked "Greater Geelong Planning Scheme, Amendment C305".

#### ***Overlay Maps***

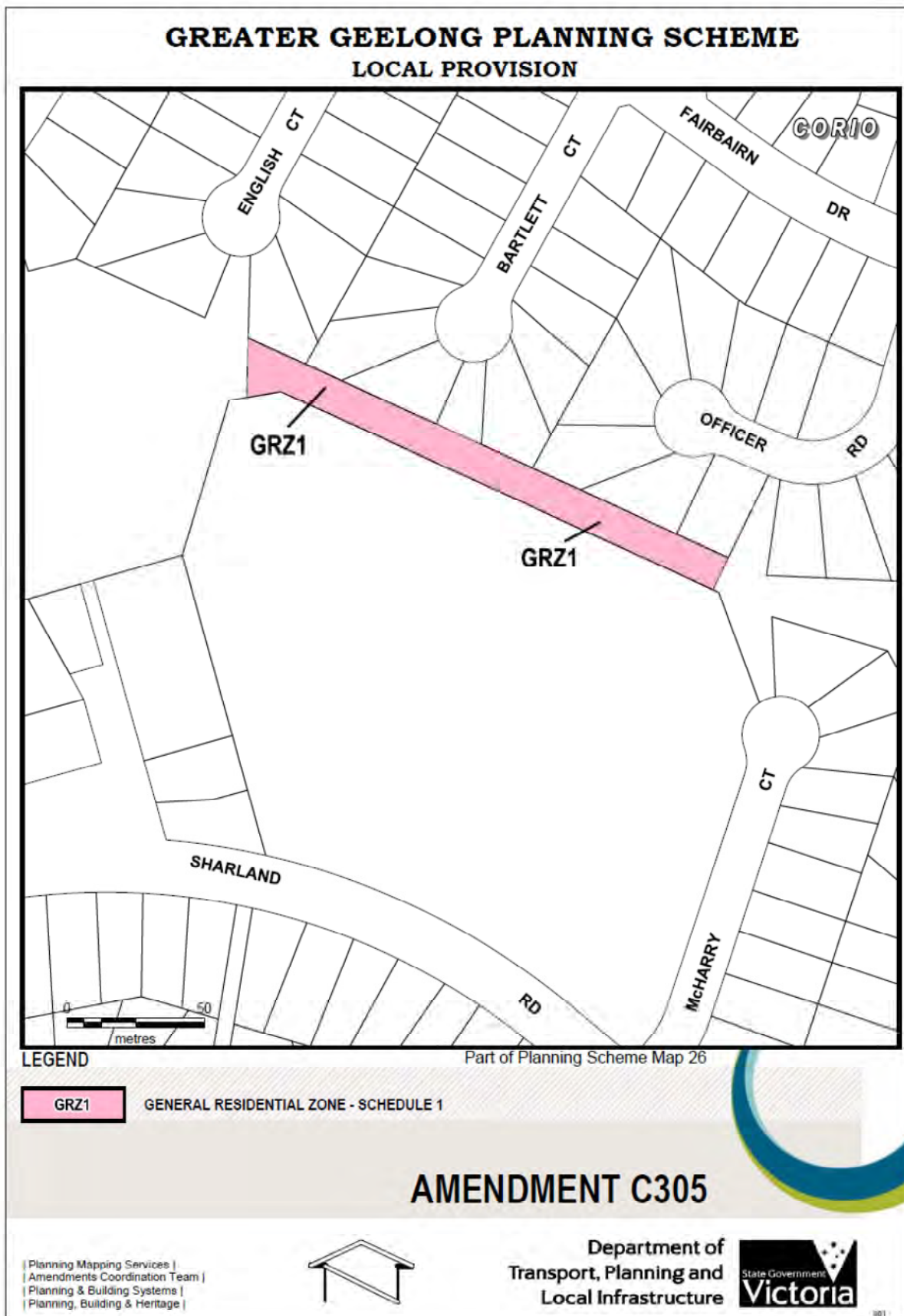
2. Amend Planning Scheme Map No. 26DDO in the manner shown on the attached map marked "Greater Geelong Planning Scheme, Amendment C305".

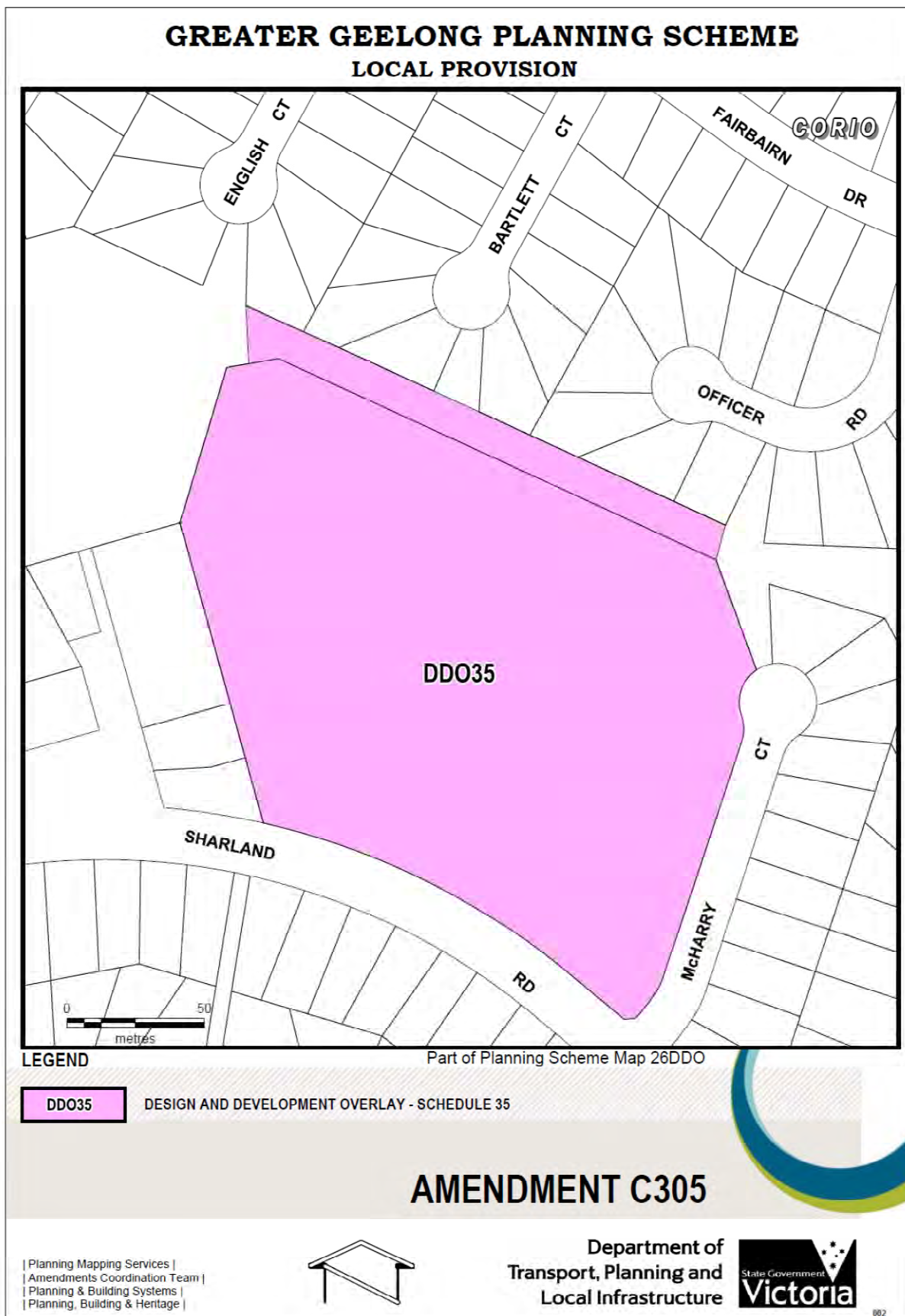
#### **Planning Scheme Ordinance**

The Planning Scheme Ordinance is amended as follows:

3. In Overlays – Clause 43.02, insert a new Schedule 35 in the form of the attached document.

End of document





## **SCHEDULE 35 TO THE DESIGN AND DEVELOPMENT OVERLAY**

Shown on the planning scheme map as **DDO35**

### **Connections Park and Former Rosewall Primary School Site, Corio**

This schedule applies to part of the land at Connections Park and 26-34 Sharland Road (former Rosewall Primary School land) in Corio.

#### **1.0 Design objectives**

DD/MM/YYYY

Proposed C305

To implement the Former Rosewall Primary School Concept Plan.

To maximise surveillance of public open space and integration with community facilities.

To maintain public open space connections.

#### **Buildings and works**

DD/MM/YYYY

Proposed C305

#### **Requirements**

Buildings must address Connections Park East, the Rosewall Neighbourhood House, Sharland Road and McHarry Court.

The development design must provide public access through the site to connect Connections Park East, Connections Park West and Bartlett Court.

#### **3.0 Subdivision**

DD/MM/YYYY

Proposed C305

#### **Requirements**

Subdivision of land must provide a public link between Connections Park East and Connections Park West and maintain access from Bartlett Court to Connections Park.

Subdivision design must maximise surveillance of the public realm.

A north-south road should be provided along the western boundary of the site as an interface with the adjoining community facilities and Connections Park East.

#### **Exemption from notice and review**

An application to subdivide land is exempt from the notice requirements of Section 52(1)(a), (b) and (d), the decision requirements of Section 64(1), (2) and (3) and the review rights of section 82(1) of the Act.

#### **4.0 Decision guidelines**

DD/MM/YYYY

Proposed C305

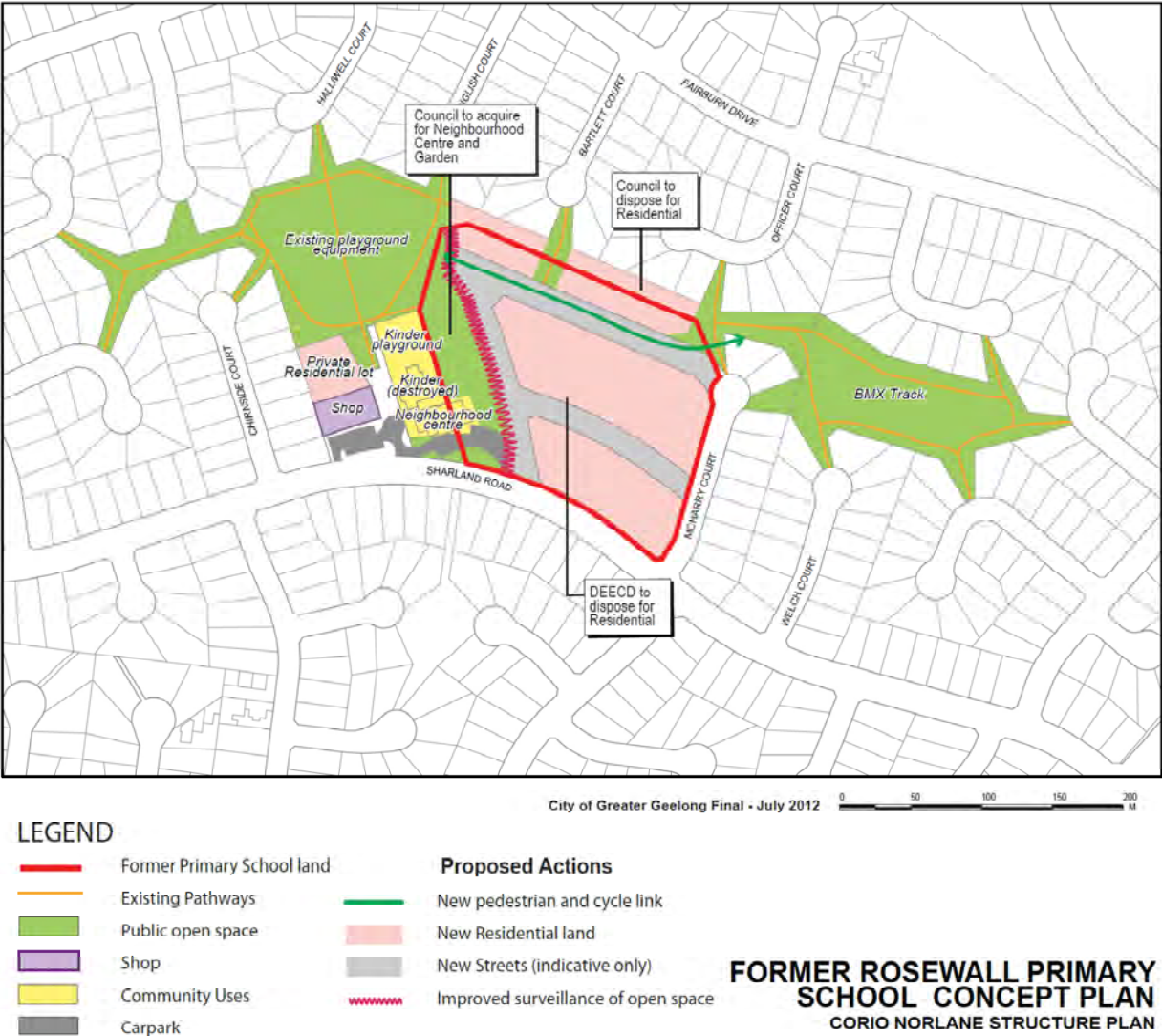
Before deciding on an application the Responsible Authority must consider:

- The Corio Norlane Structure Plan.

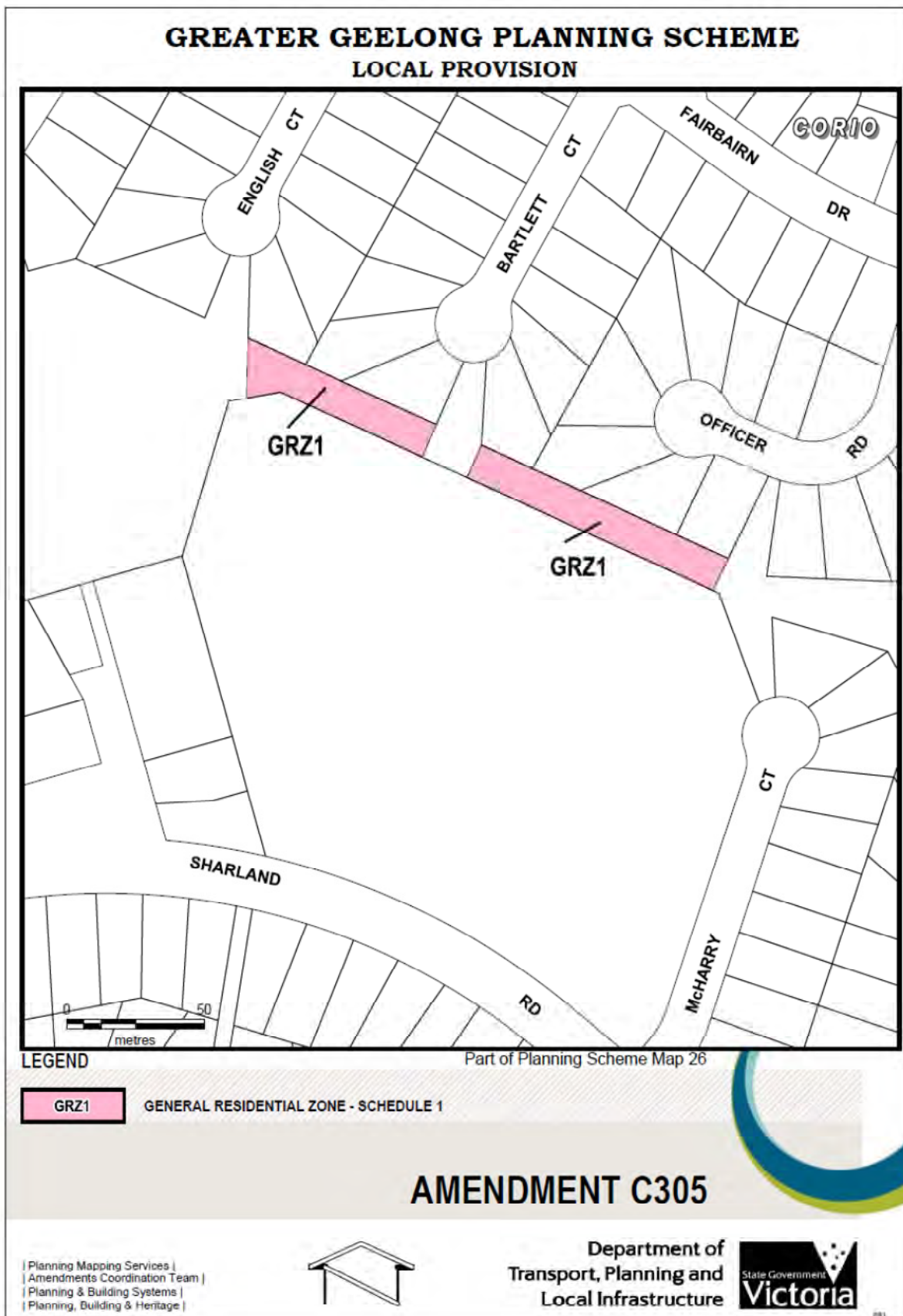
#### **Reference Document**

*Corio Norlane Structure Plan, City of Greater Geelong & Department of Planning and Community Development, July 2012.*

**Appendix 2 - Former Rosewall Primary School Concept Plan**



**Appendix 3 – Exhibition Zoning Map**



## **2. MASTER PLAN FOR 13-35 MACKEY STREET, NORTH GEELONG**

|                         |                                       |
|-------------------------|---------------------------------------|
| <b>Portfolio:</b>       | <b>Planning – Cr Heagney</b>          |
| <b>Source:</b>          | <b>Planning &amp; Tourism</b>         |
| <b>General Manager:</b> | <b>Peter Bettess</b>                  |
| <b>Index Reference:</b> | <b>Subject – Council Reports 2014</b> |

### **Purpose**

The purpose of this report is to seek Council's adoption of a land use Master Plan prepared for 13-35 Mackey Street, North Geelong as a policy for considering Planning Permit applications.

The Master Plan sets out a list of preferred uses, potential uses and non-preferred uses which could be established at the site subject to planning approval. The Master Plan would be a non-statutory document which would be used to inform the assessment of Planning Permit applications, in addition to the provisions of the Greater Geelong Planning Scheme.

### **Summary**

- In August 2013 the owner of 13-35 Mackey Street, North Geelong, also known as the former Federal Woollen Mills site, presented a proposal to Council's Business Facilitation Group (BFG) for the potential re-use of the site. The presentation involved an outline of the site's history, the difficulties with using the site for industrial purposes, particularly due to the heritage controls and layout of the buildings, and the opportunity to introduce various types of non-industrial uses.
- Since the BFG in August 2013, Council Officers have facilitated a consultation process which has involved various stakeholders from the Port, State Government and Council. The process has involved the preparation of a Master Plan and Transport Master Plan.
- The key issues identified through the consultation process included the need to protect the Port and to ensure that any new land use does not compromise Port related activities. In particular there have been strong concerns raised in relation to the introduction of non-industrial related traffic to the area and despite development of traffic management strategies, these concerns remain outstanding by some stakeholders.
- The Master Plan has evolved over time and has involved the owner agreeing to significantly scaling back the extent of non-industrial uses. The location of non-industrial uses has also been shifted further away from the eastern side of the site, being closest to Barrett Burton and GrainCorp, the two main industries and Port users. A list of 'preferred uses', 'potential uses' and 'non-preferred uses' has now been established with guidelines or application considerations prepared to inform the Planning Permit process.
- Traffic and car parking management arrangements have also been well considered and the final draft of the Master Plan ensures that traffic impacts are minimised and the car parking is located entirely within the site. Other matters, including amenity and interface issues have also been considered in the Master Plan.

- Despite not receiving the full support by all stakeholders, it is considered that the Master Plan process has allowed the issues to be considered and addressed in a holistic manner. It is considered benefits of allowing a limited number of non-industrial uses far outweigh any negatives and it is anticipated that any issues can be appropriately considered through the Planning Permit application process. The proposal represents an opportunity to facilitate the adaptive re-use of a significant heritage place and to support the growth of new business and employment.
- The Master Plan will be a platform to enable to consideration of Planning Permit application to ensure a fair and orderly planning outcome for the site, without prejudicing the operation of the Port.

**Cr Heagney moved, Cr E Kontelj seconded -**

**That Council adopts the Land Use Master Plan prepared for 13-35 Mackey Street, North Geelong as a policy to inform the assessment of Planning Permit applications, under the Greater Geelong Planning Scheme.**

**Carried.**

### ***Background***

Following the owners presentation at Council's Business Facilitation Group (BFG), Council officers commenced staged process which involved consultation meetings with various stakeholders including from the Port and the State Government.

Early in the process, some of the stakeholders recommended that the process should involve a formal amendment to the Planning Scheme. However Council officers decided that a formal amendment was not necessary because the Planning Scheme already provides discretion to consider all types of Planning Permit application proposals.

The Master Plan is a non-statutory tool which can be used to inform the assessment of Planning Permit applications, in addition to the provisions of the Greater Geelong Planning Scheme.

- An aerial photo and context plan is shown in Appendix 1
- Photos are provided in Appendix 2
- A Master Plan is shown in Appendix 3
- A draft Land Use Planning Guide (LUPG) is shown at Appendix 4

### ***Discussion***

#### **The Site and Surrounds**

As shown in Appendix 1, the site is located at 13-35 Mackey Street, North Geelong and has three road abutments, namely Mackey Street to the west, McLeod Street to the east and north.

The site and surrounding land is located within an Industrial 2 Zone and has a Design and Development Overlay (Schedule 20). The site itself also has a site specific Heritage Overlay (Schedule 1648).

The site has an area of approximately 54,000m<sup>2</sup> which and existing floor space of 28,000m<sup>2</sup>. Of this, approximately 19,000m<sup>2</sup> is currently used for warehousing, materials recycling, mechanical repairs and indoor go-carts. The remaining floor space effectively remains vacant due to the inability to attract conventional industrial uses.

Vehicular access to the site is provided from various driveways to Mackey and McLeod Streets. Mackey Street is classified as a 30 metre wide local road and a default 50kph speed limit. McLeod Street is also classified as a local road and is 20 metres wide. Photos are provided in Appendix 2

The site is within the Geelong Port Precinct and to the east of the site is Barrett Burston (grain malting plant) while to the north is Graincorp (grain export terminal). Other surrounding land uses include the former Pilkington Glass site to the west which is currently used by a range of land uses and MHG glass manufacturing to the south. Non-industrial uses to the west include a second hand goods market, Schots furniture and home wares retail and an adult sex book shop.

#### Site History

The Federal Woollen Mills were built from 1905-1915 to make uniforms for the soldiers of WW1. The site remained a mill until it closed in 2001. The complex has however been used in recent years for various ad-hoc activities including warehousing, materials recycling and go carting.

#### Stakeholder Engagement

- **Who was involved?**

This process has been coordinated by Council and has involved a number of stakeholder engagement sessions:

- *Department of Transport, Planning and Local Infrastructure*
- *Victorian Regional Channels Authority*
- *Environment Protection Authority*
- *GrainCorp Limited*
- *Barrett Burston Malting.*
- *Department of State Development, Business and Innovation*

- **Summary of Issues/Feedback**

The majority of the issues raised or feedback have centred around the potential impact caused by an increase in traffic and car parking along with impacts to Port related activities through the introduction of non-industrial uses. The issues are summarised below, noting that this is not an exhaustive list:

#### General Issues

1. *General agreement that the site needs to be looked at in a holistic manner so that there is some certainty into the future for landowners and affected stakeholders.*
2. *The purpose of the zone for industrial uses in the Geelong Planning Scheme and this should be starting point for considering land uses on the site.*
3. *Protection of commercial trading ports is important and highlighted in the state planning policy framework.*
4. *The proposed uses are seen to potentially deprive GrainCorp and other Port users of the protection afforded by the Industrial 2 Zone.*

Traffic, Car parking

5. *Traffic - The conflict between industrial and non-industrial traffic should be avoided.*
6. *Port activities require frequent movements of heavy industrial vehicles on a 24 hour basis. Safety for contractors, employees and visitors is vital.*
7. *Non-industrial parking demand and traffic congestion from the proposed land use would be unacceptable.*
8. *VicRoads is currently working closely with the Victorian Regional Channels Authority (VRCA) and the Port of Geelong regarding the potential to allow High Productivity Freight Vehicle access on key routes into the Port. At this stage there has been no determination as to which routes will be made available or where they will access the Port.*

Amenity and Land Use Conflict

9. *The Port precinct includes GrainCorp and Barrett Burston whose operations are vulnerable to sensitive uses including noise, dust and odour emissions together with extended hours operations.*
10. *Reverse Amenity – No sensitive uses should not be allowed. This should be extended to include hospitals and medical centres.*
11. *Port and industry activities are subject to separation distances and it is vital that encroachment of inappropriate uses not occur. Industrial/port activities can occur 24/7, and ongoing curfew free operations must be protected.*
12. *Any land uses involving the presence of people for extended periods should also be discouraged unless it can be demonstrated that the higher purpose of the zone and Port related activities are not compromised.*
13. *It is accepted that Council is able to consider the merits of alternative land uses, however any departure from the zone provisions based on heritage grounds needs to be weighed against strategic land use considerations.*

• **What is the Master Plan?**

The Master Plan is made of three (3) parts, namely the 1. Master Plan and 2. the Land Use Planning Guide and 3. The Transport Master Plan Report.

The Master Plan would be a non-statutory tool which can be used to inform the assessment of Planning Permit applications, in addition to the provisions of the Greater Geelong Planning Scheme.

It is important to note that the provisions of the Greater Geelong Planning Scheme and the Planning & Environment Act will always take precedence over any Master Plan, even if adopted by Council.

A copy of the Master Plan is shown in Appendix 3 and the Land Use Planning Guide (LUPG) is shown at Appendix 4.

• **How will it be implemented?**

The Master Plan will essentially be a platform for the consideration of Planning Permit application to ensure a fair and orderly planning outcome for the site, without prejudicing the operation of the Port.

The Master Plan includes a series of decision guidelines, land use tables, a list of potential conditions and is read in conjunction with a plan which outlines the layout of the site.

- **‘Preferred Uses’, ‘Potential Uses’ and ‘Non-Preferred Uses’**

A feature of the Master Plan is that it sets out a list of ‘Preferred Uses’, ‘Potential Uses’ and ‘Non-Preferred Uses’. These uses are based on Planning Scheme definitions and were selected in consultation with stakeholders.

The ‘preferred uses’ are those use which are actively encouraged in the Industrial Zone (eg. industry and warehouse).

The ‘*potential uses*’ are those uses which may be supported subject to certain considerations (eg. office, retail and museum).

The ‘*non-preferred uses*’ are uses which attract high visitation numbers (eg. large retail uses) or sensitive land uses (eg. accommodation, education uses). The Master Plan makes it clear that these uses should not be supported.

- **How does the Master Plan respond to the issues?**

As discussed above, the majority of the issues raised primarily relate to the potential impact caused by an increase in traffic and car parking through the introduction of non-industrial uses. The Master Plan has evolved over time and has involved the owner agreeing to significantly scale back retail type uses and to move non-industrial or warehousing away from the main Port area.

Traffic and car parking management arrangements have also been well considered and the final draft of the Master Plan ensures that impacts to traffic are minimised and the car parking is located entirely within the site.

While the need to support the growth of the Port is acknowledged and fully supported by all levels of government, it is considered that a balanced approach is required in order to also support the sustainable use and development of the site. The Planning Scheme already provides scope to consider non-industrial land uses, including uses which are prohibited, and this Master Plan can be used as a guide to inform Council’s discretion in decision making.

Key issues such as traffic and car parking and amenity impacts can be reasonably managed through Planning Permit conditions.

### **Key Planning Considerations**

- **Greater Geelong Planning Scheme**

#### **Clause 33.02 – Industrial 2 Zones**

The purpose of Clause 33.02 of the Industrial 2 Zone is to:

- implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- provide for manufacturing industry, the storage and distribution of goods and associated facilities in a manner which does not affect the safety and amenity of local communities.
- promote manufacturing industries and storage facilities that require a substantial threshold distance within the core of the zone.
- keep the core of the Zone free of uses which are suitable for location elsewhere so as to be available for manufacturing industries and storage facilities that require a substantial threshold distance as the need for these arises.

It is acknowledged that the subject site and surrounding land is situated within the Industrial 2 Zone which provides for manufacturing and storage industries that require substantial threshold distances from sensitive land uses. Many non-industrial uses would typically be prohibited except for the provisions of the Heritage Overlay. The re-use of former industrial buildings for alternate non-industrial uses have the ability to co-exist without adversely impacting on surrounding properties. An example of this can already be observed with the retail uses fronting Melbourne Road. Little Creatures in South Geelong is another successful example where such uses do not cause a conflict and where there is a benefit of allowing alternate uses to establish through the retention and re-use of heritage buildings which are not suited to current industrial land uses. The provisions of the Industrial 2 Zone will need to be considered as part of any future Planning Permit application.

### **Heritage Overlay**

The subject site is listed as HO1648 on the Victorian Heritage Registrar. Pursuant to Clause 43.01-5, a permit may be granted to use a heritage place (including a heritage place which is included on the Victorian Heritage Register) for a use which would otherwise be prohibited if all of the following apply:

- *The schedule to this overlay identifies the heritage place as one where prohibited uses may be permitted.*
- *The use will not adversely affect the significance of the heritage place.*
- *The benefits obtained from the use can be demonstrably applied towards the conservation of the heritage place.*

The schedule to this overlay identifies this site as one where prohibited uses may be permitted. In other words, the owner can currently apply for non-industrial and prohibited uses at this site.

### **Clause 43.02 – Design and Development Overlay**

The purpose of Clause 43.02 of the Design & Development Overlay is to:

- *implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.*
- *identify areas which are affected by specific requirements relating to the design and built form of new development.*

The design objectives of Schedule 20 of this overlay are to:

- improve the visual appearance and image of industrial areas through well designed site responsive developments.
- facilitate economic development through efficient and functional industrial development.
- provide a high level of amenity for workers and visitors to industrial areas.
- minimise the potential for negative off-site effects to occur.
- promote best practice storm water quality and reuse measures.

These matters will need to be considered as part of any future Planning Permit application.

## **Policy Framework**

There are a number of policies which are applicable to the use and development of this site. At a state level policies include:

- Clause 11 – Settlement
- Clause 13 – Environmental Risk
- Clause 15 – Built Environment and Heritage
- Clause 17 - Economic Development
- Clause 18 – Transport
- Clause 21.07 – Economic Development and Employment
- Clause 21.12 – Geelong Port
- Clause 22.09 – Cultural Heritage

Of particular relevance:

### **Clause 18.03 - Ports**

Planning for Ports:

*To recognise the transport and logistics role of Victoria's commercial trading Ports at Melbourne, **Geelong**, Hastings and Portland in supporting the State's economy and to facilitate their ongoing sustainable operation and development.*

Support the effective and competitive operation of Victoria's commercial trading ports at local, national and international levels.

Planning for Port environs:

*To plan for and manage land in the environs of commercial trading ports so that development and use are compatible with port operations and provide reasonable amenity expectations.*

### **Clause 21.12 – Geelong Port**

- To provide for the continued growth and development of Geelong Port as a key economic resource to the Victorian community.
- To maintain and enhance the efficiency of the Port.
- To safeguard the Port as a focal point for infrastructure development and economic prosperity within south-west Victoria.
- To ensure that development in the Port area is environmentally sustainable.
- To give appropriate weight to the needs of a working Port having regard to the amenity of the land uses at the Port interface.

• **City of Greater Geelong Port Structure Plan Adopted by Council in 2007**

The site is located in Precinct 4 (Grain Piers) which includes a number of industrial and non-industrial uses. In particular GrainCorp and Barrett Burston are located in this precinct and the Port Structure Plan (2007) (PSP) confirms that the retention and protection of these facilities as economic assets of the community of Geelong is critical to the ongoing viability of the Port as a key economic role of Geelong. Both these operations are vulnerable to sensitive uses given dust, odour and noise emissions and extended hours operations.

Map No. 7 of the PSP identifies the site as being 'industrial interface' and not within the area identified as either 'core industry' or opportunities for Port related uses or existing core Port related industry. Activities in the 'industrial interface' include areas within the Industrial 2 Zoned land accommodate some non-Port related activities in Mackey Street and these areas still form part of an important buffer to Port industry. The Master Plan acknowledges that site plays an important role in this 'buffer' area through limiting and preventing inappropriate uses.

Part 3.4 of the PSP refers to non-industrial uses in the Port and confirms that non-Port uses in the core Port area or Port related industrial area should not conflict with the operation of Port facilities. The PSP refers to the need to consider the use of Section 173 agreements or similar for new uses to highlight the potential impacts from odour, dust and noise. Given the Master Plan seeks to provide 'in principle' support for non-industrial uses, a number of mechanisms have been included to mitigate the impacts such as a Section 173 Agreement, traffic and car parking management, discouraging inappropriate uses or sensitive uses and building design.

• **Geelong Port – City 2050 Geelong Port and Land Infrastructure Plan (adopted by Council in 2013)**

This planning documents provides data and highlight key infrastructure investment and planning issues that should be considered as part of any future business cases and environment and public amenity considerations associated with further development of the Geelong Port. It appropriately highlights the importance of the Port to Geelong and Victoria and on review, it is considered that the Master Plan will not undermine the policy direction of this plan.

• **Ministerial Direction No.14 (Ports Environs)**

This direction seeks to ensure that an Amendment to the Planning Scheme does not introduce a sensitive land use or intensify an existing sensitive land uses in the area if it will prejudice the operation of the Port. Sensitive land uses are specifically discouraged and are not supported in the Master Plan.

Summary of Planning Permits

There has been a long planning history at this site,

| Planning Permit | Proposal                        | Decision                 |
|-----------------|---------------------------------|--------------------------|
| 1589/2002       | Arts, Entertainment and Market  | Withdrawn                |
| 630/2003        | Market and Trade Supplies       | Refused by Minister      |
| 672/2004        | Retail Premises/Market          | Refused by Minister      |
| 1349/2004       | Retail Premises/Market          | Refused by Minister      |
| 582/2006        | Indoor Rec Facility (Paintball) | Permit issued 12/9/2006  |
| 1082/2006       | Materials Recycling             | Permit issued 1/8/2007   |
| 282/2007        | Office and Warehouse            | Permit issued 30/3/2007  |
| 983/2007        | Warehouse, Industry and Office  | Permit Issued 6/11/2007  |
| 1470/2007       | Indoor Rec Facility (Go Karts)  | Permit issued 14/3/2008  |
| 469/2009        | Warehouse, Employment Training  | Permit Issued 4/9/2009   |
| 854/2009        | Adult Sex Bookshop              | Permit Issued 854/2009   |
| 842/2011        | Market                          | Permit Issued 26/10/2011 |

|          |                  |                         |
|----------|------------------|-------------------------|
| 843/2011 | Trade Supplies   | Permit Issued 2/11/2011 |
| 470/2013 | Market           | Pending - No Decision   |
| 62/2014  | Car Museum       | Permit Issued 28/6/14   |
| 917/2014 | Office/Warehouse | Pending - No Decision   |

***Environmental Implications***

The recommendations of this report have no environmental implications.

***Financial Implications***

All the costs associated with the development and the provision of additional services to the area will be met by the developer.

***Policy/Legal/Statutory Implications***

The implementation of the Master Plan is considered to be consistent with a range of State and Council planning policies in the Planning Scheme.

***Alignment to City Plan***

The implementation of the Master Plan will assist in Growing our Economy and Sustainable Built and Natural Environment strategic directions of City Plan.

***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.

***Risk Assessment***

No risks have been identified as part of this process.

***Social Considerations***

There are no social considerations associated with the recommendation in this report.

***Human Rights Charter***

The Master Plan does not impact on any basic rights, freedoms and responsibilities as set out in the Charter.

***Consultation and Communication***

The extent of communication has been discussed earlier in this report.

## Appendix 1: Aerial Photo and Context Plan



## Appendix 2: Street Photos



Mackey Street (Looking West – site on right) *Source: ESR Transport Planning*

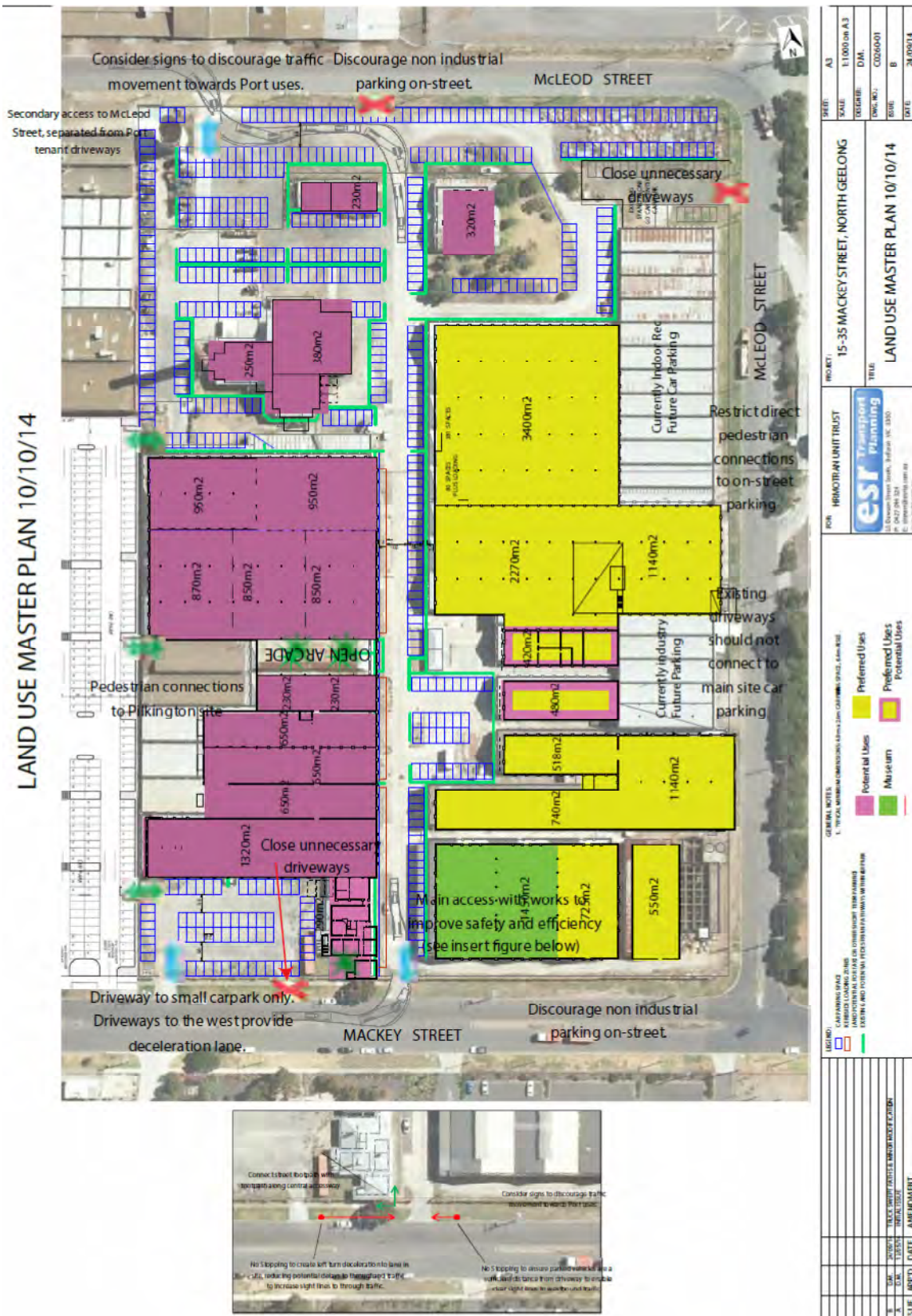


McLeod Street (Looking North – site on left) *Source: ESR Transport Planning*



McLeod Street (Looking East – site on right) *Source: ESR Transport Planning*

## Appendix 3: Master Plan



### Master Plan

### 13-35 Mackey St, North Geelong

#### Contents

|     |                                                                         |    |
|-----|-------------------------------------------------------------------------|----|
| 1   | Introduction .....                                                      | 13 |
| 2   | The Site .....                                                          | 13 |
| 3   | Land Use Planning Guide (LUPG) for the Mackey Street Port Environs..... | 14 |
| 4   | Decision Guidelines & Potential Permit Conditions .....                 | 17 |
| 4.1 | Section 173 Agreement .....                                             | 17 |

## INTRODUCTION

This Master Plan is a non-statutory tool which can be used to inform the assessment of Planning Permit applications, in addition to the provisions of the Greater Geelong Planning Scheme. It is important to note that the provisions of the Greater Geelong Planning Scheme and the Planning & Environment Act will always take precedence over any Master Plan, even if adopted by Council. The implementation of the Master Plan will a platform to enable to consideration of Planning Permit application to ensure a fair and orderly planning outcome for the site, without prejudicing the operation of the Port.

## THE SITE

The site is located at 13-35 Mackey Street, North Geelong and has three road abutments, namely Mackey Street to the Mcleod Street to the east and north.potential  
The site and surrounds is located within an Industrial 2 Zone and has e Design and Development Overlay (Schedule 20). The site itself also has a site specific Heritage Overlay (Schedule 1648).  
The site has an area of approximately 54,000m<sup>2</sup> which and existing floor space of 28,000m<sup>2</sup>.  
An aerial photo and context plan is shown in **Appendix 1**

## LAND USE PLANNING GUIDE (LUPG) FOR THE MACKEY STREET PORT ENVIRONS

The LUPG (outlined at Table 1 below) outlines the list of Preferred, Potential and Non-Preferred land uses for the site, limitations and expectations required to be submitted at the Planning Permit application stage.

The LUPG will be informed by a Preliminary Traffic Impact Assessment and Preliminary Economic Impact Assessment.

**Table 1 - Preferred Uses**

| PREFERRED USES                            |                                                                                                                                                                                                                                                                                                                                       |                                                                                 |                                                                         |                                                                              |                                                                                          |
|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|-------------------------------------------------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| Proposed use                              | Opportunities                                                                                                                                                                                                                                                                                                                         | Constraints                                                                     | Potential impacts on port related activities                            | Actions/investigations required                                              | Potential conditions                                                                     |
| <b>Industry</b>                           | <ul style="list-style-type: none"> <li>Established industrial precinct.</li> <li>Use is consistent with the purpose of the zone and compatible with port related activities.</li> <li>Low levels of non-industrial traffic generated.</li> <li>Non-heritage listed buildings could be redeveloped for industrial activity.</li> </ul> | Limitations of heritage building for adaptation.<br>Few non-heritage structures | Consider impact of traffic movements on port related traffic movements. | A traffic study required if a permit is required for a waiver of carparking. | Should provide for appropriate management of traffic from existing and proposed new use. |
| <b>Warehouse (including Self storage)</b> | <ul style="list-style-type: none"> <li>Established industrial precinct.</li> <li>Use is consistent with the purpose of the zone and compatible with port related activities.</li> <li>Low levels of non-industrial traffic generated.</li> </ul>                                                                                      | Limitations of heritage building for adaptation.                                | Consider impact of traffic movements on port related traffic movements. |                                                                              |                                                                                          |

Table 2 Potential Uses

| POTENTIAL USES                                                                                                                                        |                                                                                                                                                             |                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Proposed use                                                                                                                                          | Opportunities                                                                                                                                               | Constraints                                                                                                                                                                                                                                                               | Potential impacts on port related activities                                                                                                                                                                                                                                                                                                                                                  | Actions/investigations required                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Potential conditions                                                                                                                                                                                                                                                     |
| <b>Office<br/>(excluding medical centre)</b>                                                                                                          | <ul style="list-style-type: none"> <li>• Demand for office on the site.</li> <li>• Opportunity for re-use of heritage listed buildings.</li> </ul>          | <ul style="list-style-type: none"> <li>• Limitations of access routes to the site (McLeod Street and Mackey Street both carry priority port traffic).</li> <li>• Nearby industries may create air emissions which may be offensive to office workers.</li> </ul>          | <ul style="list-style-type: none"> <li>• Traffic movements at key commuting times have the potential to conflict with industrial traffic and impact the safe flow of truck movement to and from the port.</li> <li>• Increased concentration of people-may heighten amenity expectations</li> <li>• Increased office space may decrease availability of land for industrial users.</li> </ul> | <ul style="list-style-type: none"> <li>• A traffic study to determine an acceptable level of vehicular movement to and from the site based on current and future truck movements from surrounding industries.</li> <li>• A site plan showing the location of air emissions from nearby industry should be prepared to determine whether office related uses will be affected. (Building siting and design may alleviate concerns about nearby air emissions once impacts are known.)</li> <li>• An analysis of the locations that are suitable/unsuitable for industrial uses should be undertaken to determine preferred-locations for non-industrial uses.</li> </ul> | <ul style="list-style-type: none"> <li>• Must utilise existing heritage buildings.</li> <li>• Must utilise existing building.</li> <li>• All parking to be on-site.</li> <li>• Planning permit condition requiring leases to include “amenity warning” clause</li> </ul> |
| <b>Retail premises (other than Shop) including: Trade supplies, motor vehicle sales, landscape gardening supplies. Market Food and drink premises</b> | <ul style="list-style-type: none"> <li>• Demand for retail premises on the site,</li> <li>• Opportunity for re-use of heritage listed buildings.</li> </ul> | <ul style="list-style-type: none"> <li>• Limitations of access routes to the site (McLeod Street and Mackey Street both carry priority port traffic).</li> <li>• Nearby industries may create air emissions which may be offensive to employees and customers.</li> </ul> | <ul style="list-style-type: none"> <li>• Has potential to increase traffic movements across the day and impact on priority port movements.</li> <li>• Increased concentration of people may heighten amenity expectations.</li> </ul>                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                          |
| <b>Art gallery<br/>Museum<br/>Arts and craft centre</b>                                                                                               | <ul style="list-style-type: none"> <li>• Opportunity for re-use of heritage listed buildings.</li> </ul>                                                    | <ul style="list-style-type: none"> <li>• Limitations of access routes to the site (McLeod Street and Mackey Street both carry priority port traffic).</li> <li>• Nearby industries may create air emissions which may be offensive to employees and customers.</li> </ul> | <ul style="list-style-type: none"> <li>• Has potential to increase traffic movements across the day and impact on priority port movements.</li> <li>• Increased concentration of people may heighten amenity expectations</li> </ul>                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                          |

Table 3 Non-Preferred Uses

| NON-PREFERRED USES                                                                                                                                        |                                                                                                        |                                                                                                                                                                                                                           |                                                                                                                        |                                 |                                                                                                                                                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Proposed use                                                                                                                                              | Opportunities                                                                                          | Constraints                                                                                                                                                                                                               | Potential impacts on port related activities                                                                           | Actions/investigations required | Potential conditions                                                                                                                                                                                                                                          |
| <b>Accommodation</b>                                                                                                                                      | <ul style="list-style-type: none"> <li>Opportunity for re-use of heritage listed buildings.</li> </ul> | <ul style="list-style-type: none"> <li>Use prohibited in Industrial 2 Zone to avoid conflict with preferred industrial uses.</li> </ul>                                                                                   | <ul style="list-style-type: none"> <li>Would impact on land use buffers associated with existing port uses.</li> </ul> |                                 | All accommodation uses will not be supported.                                                                                                                                                                                                                 |
| <b>Education</b>                                                                                                                                          | <ul style="list-style-type: none"> <li>Opportunity for re-use of heritage listed buildings.</li> </ul> | <ul style="list-style-type: none"> <li>Primary and secondary school prohibited in Industrial 2 Zone to avoid conflict with preferred industrial uses.</li> <li>Is listed as a 'sensitive use' in Clause 52.10.</li> </ul> | <ul style="list-style-type: none"> <li>Increased concentration of people may heighten amenity expectations</li> </ul>  |                                 | <p>All conventional educational (school) uses should be prohibited.</p> <p>Non-conventional education/training facilities may be considered</p> <p>Planning permit condition requiring leases to include "amenity warning" clause</p>                         |
| <b>Hospital</b>                                                                                                                                           | <ul style="list-style-type: none"> <li>none</li> </ul>                                                 | <ul style="list-style-type: none"> <li>Is listed as a 'sensitive use' in Clause 52.10.</li> </ul>                                                                                                                         | <ul style="list-style-type: none"> <li>Increased concentration of people may heighten amenity expectations.</li> </ul> |                                 | All hospital uses should be prohibited.                                                                                                                                                                                                                       |
| <b>Place of assembly including (Other than listed above)</b> <ul style="list-style-type: none"> <li>Exhibition centre</li> <li>Function centre</li> </ul> | <ul style="list-style-type: none"> <li>Opportunity for re-use of heritage listed buildings.</li> </ul> | <ul style="list-style-type: none"> <li>Uses prohibited in Industrial 2 Zone to avoid conflict with preferred industrial uses.</li> </ul>                                                                                  | <ul style="list-style-type: none"> <li>Increased concentration of people may heighten amenity expectations</li> </ul>  |                                 | All 'Place of assembly' (other than listed in potential uses section) uses should be discouraged. Uses should be restricted to those which do not impact on the effective operation of surrounding industrial and port activities                             |
| <b>Shop</b>                                                                                                                                               | <ul style="list-style-type: none"> <li>Opportunity for re-use of heritage listed buildings.</li> </ul> | <ul style="list-style-type: none"> <li>Use prohibited in Industrial 2 Zone to avoid conflict with preferred industrial uses.</li> </ul>                                                                                   | <ul style="list-style-type: none"> <li>Increased concentration of people may heighten amenity expectations.</li> </ul> |                                 | <p>All 'shop' uses should be discouraged.</p> <p>Must utilise existing heritage buildings.</p> <p>Must utilise existing building.</p> <p>Planning permit condition requiring leases to include "amenity warning" clause</p> <p>All parking to be on-site.</p> |

## DECISION GUIDELINES & POTENTIAL PERMIT CONDITIONS

- Greater Geelong Planning Scheme.
- Impacts of traffic movements and car parking, particularly on port related traffic movements.
- Building design measures to reduce amenity impacts to future occupants. In accordance with advice received by BRT Consulting P/L dated 26 August 2014, measure may include, but not limited to:
  1. Locate the outdoor air intakes away from the likely source of contaminated air.
  2. Orient the outdoor air intakes on the prevailing winds which are generally south and west.
  3. Provide standard filtration to the outdoor air system.
  4. Provide user control on outside air system to reduce occupant dissatisfaction.
- Planning permit condition requiring leases to include “amenity warning” clause
- Landscape Plan.
- A Staging Plan including details of implementation of the Traffic Management Strategies outlined in the Transport Master Plan.
- The adaptive reuse of heritage buildings including their preservation.
- Signage.
- Ministerial Direction No.14 (Ports Environs).

### Section 173 Agreement

As deemed necessary by the Responsible Authority, the owner of the land may be required to enter into an agreement under Section 173 of the Planning and Environment Act 1987 with the Responsible Authority.

The agreement must be in a form to the satisfaction of the Responsible Authority, and the owner of the land must be responsible for the expense of the preparation and registration of the agreement, including the Responsible Authority's reasonable costs and expense (including legal expenses) incidental to the preparation, registration and enforcement of the agreement. The agreement must contain covenants to be registered on the Title of the property so as to run with the land or any part of it, and must provide an acknowledgement that:

- a) The land is located within an Industrial Zone.
- b) From time to time the owner or occupier may be impacted by noise or odours from nearby industrial activities.
- c) The owner or occupier should consider measures to mitigate acoustic or odour impacts.
- d) The owner will alert future tenants of the potential impacts, for example through a lease agreement.

### **3. CHANGES TO ADMINISTRATION OF FAMILY DAY CARE**

**Portfolio:** Community Development - Cr Fisher  
**Source:** Community Services - Family Services  
**General Manager:** Jenny McMahon  
**Index Reference:** Subject: Family Day Care

#### **Purpose**

To inform Council about the introduction of changes to the funding and administration of Family Day Care, and potential implications these changes are likely to have for the future of the existing Council service.

#### **Summary**

- Family Day Care (FDC) is an early childhood education and care service that provides care for children aged 0-12 years of age within the homes of independent contractors (educators).
- Council is the licensee of FDC and the 'approved service operator' for the purpose of administering Child Care Benefit (CCB) on behalf of the Department of Education. As licensee Council is also responsible for ensuring the service meets the requirements of the Education and Care Services National Regulations and Family Assistance Law.
- Council has been operating FDC since the mid 1970's and currently has 46 registered educators contracted to deliver the FDC service across the municipality. Council employs 5 staff in the FDC service (3.8 FTE) to oversee, monitor, and resource the program; support educators and families; and to ensure compliance with legislative requirements.
- The FDC service provides early childhood education and care for approximately 384 children and associated support for 341 families per week. Amongst these families, over 94 per cent participate in employment, education and training, and 11 per cent are single parent families.
- Over 17 per cent of families that use Council's FDC live in suburbs where there is no alternative long day child care provision. Currently the FDC service has 150 families on the waiting list to access care.
- Council receives funding from a number of sources to operate FDC. The 2014/2015 operational budget has total revenue of \$504,797 which includes funding of \$166,140 from the Federal Government Community Support Program (CSP); \$213,514 in service levy's charged to educators and parent fees; \$600 sundry income and a Council contribution of \$124,541.
- The current agreement with the Federal Government will cease on 30 June 2015 and Council has been advised that all FDC services wishing to apply for funding after 30 June 2015 will be assessed under new criterion.
- The new criteria requires that FDC Schemes demonstrate unmet demand for child care in the area being served; be the sole FDC service provider in the area; and meet the location eligibility criteria which is based on a range of complex demographic and geographic factors.
- Based on a preliminary assessment conducted by Council officers, it is anticipated that Council will not meet the new eligibility criteria for CSP funding beyond 30 June 2015, resulting in a \$166,140 reduction in recurrent income per annum.

- Additional changes to the operational requirements of FDC are also required as a result of amendments to the interpretation of the Family Assistance Law. These changes are also required to be implemented by July 2015.
- Council engaged Harwood Andrews in April 2014 to provide advice and guidance on the above changes and the implications for current administrative processes.

**Cr Fisher moved, Cr Farrell seconded -**

**That Council:**

- 1) note the changes to the administration process and future funding requirements for Family Day Care;**
- 2) endorse proposed changes to the staffing structure and business model of the FDC service (option 2) to offset loss of income; and**
- 3) write to the Federal Government to express concern about the impact on the future of local Family Day Care provision as a result of changes to funding arrangements.**

**Carried.**

### ***Background***

Family Day Care is an early childhood education and care service that provides care for children aged 0-12 years of age from the homes of independent contractors (educators).

According to the Municipal Association of Victoria, just over three-quarters of Victorian Local Governments (76 per cent) provide some level of support for Family Day Care (FDC).

Council has been operating FDC since the mid 1970's. FDC provides a flexible service delivery model that matches the needs of children and their parents with individual educators. FDC's flexible service options also caters for the needs of families who require care for their children outside normal business hours, including overnight and weekend care. Council has 46 independent educators registered and contracted to provide the FDC service to families from across the municipality.

Council employs 5 staff, (3.8 FTE) within the Family Day Care Coordination Unit. The unit is responsible for monitoring service quality and compliance.

Council is licensed through the Australian Children's Education and Care Quality Authority (ACECQA) to deliver the FDC service. As the licensee of FDC and the 'approved service operator' for the purpose of administering Child Care Benefit (CCB) and Child Care Rebate (CCR) on behalf of the Department of Education, Council is responsible for ensuring the service maintains compliance with the Education and Care Services National Regulations and Family Assistance Law.

In the 2014-15 budget the Federal Government announced funding arrangements for FDC provided through the Community Support Program (CSP), are to be changed with restrictions on the eligibility of services. Currently all FDC services are eligible for funding through the CSP. In future however the changes being introduced will result in most FDC services losing CSP funding from 30 June 2015.

In addition to changes to the funding of FDC, Council has been advised that amendments to the interpretation of the Family Assistance Law will result in required changes to the administration of FDC services from July 2015 onwards.

In response to the changes required under the Family Assistance Law, Council engaged Harwood Andrews to provide independent advice and guidance on the potential impact of the changes to the FDC business model, and clarification on Councils relationship with the independent contractors (FDC Educators).

### ***Discussion***

In order to meet compliance with the amendments to the Family Assistance Law, the FDC service has reviewed its business model and has developed a new streamlined administrative structure and process for the charging and collection of fees. This includes standardisation of hourly fee payments for parents and educators. The standardisation of fees will result in 83 per cent of families paying on average \$1.58 per hour more in hourly fee payments. Remaining families will pay less than they are already paying.

Removal of the Federal Government funding for FDC through the Community Support Program will result in a shortfall of approximately \$166,140 p.a. In order to address this shortfall the options available to Council are:

1. Increase the annual net cost to Council. This means that Council's total annual contribution to sustain the current operation of the FDC service is likely to increase to approximately \$290,681 p.a. from the current level of contribution of \$124,541 p.a.
2. Reduce the level of staffing within the FDC coordination unit by 0.8 (FTE), resulting in a reduction to costs of approximately \$65,000 p.a. and introduce a standardised parent hourly fee of \$11.50 and standardised educator payments of \$9.50 per hour, reducing the cost further by \$89,804. This would effectively result in an overall annual net contribution to Council of \$135,877, an increase of \$11,336 on previous contribution level.
3. Council withdraw its agreement with the Federal Government's Department of Education. Further exploration will be required to determine implications for staff and service provision.

Following advice received from the Department of Education a review of administrative processes and the current business model was conducted in light of the amended interpretation of the Family Assistance Law.

Council engaged Harwood Andrews in April 2014 to provide independent advice on the required amendments to the Family Assistance Law. In particular, provide guidance on the potential impact of the changes to the FDC business model, and clarification on Councils relationship with the independent contractors (FDC Educators).

The review confirmed that Council is currently operating in accordance with the majority of requirements, but will need to implement administrative changes to service agreements and setting and collection of fees.

Under changes proposed to the existing FDC business model, Council would be responsible for setting parents fees, generating invoices, receipting and debt management. To date, this has been the responsibility of individual educator/contractors. An allocation of approximately \$5,000 would need to be included in future budgets for potential lost revenue due to debtors. Previously educators have been responsible for unpaid fees resulting in debtors.

After July 2015 all income including fees paid by parents will be paid directly to Council as the approved service operator, potentially increasing the payable WorkCover premium from \$9,250 to \$22,795, an increase of \$13,545. Clarification will be sought relating to the above calculation for WorkCover premiums.

The key changes to the business model require the establishment of a standardised hourly rate, payable to independent contractors and introduction of a standardised hourly fee payable by all parents. The standardised fee will include the levies' currently charged to parents and independent contractors, simplifying and reducing the administration.

Families currently pay a total hourly fee ranging between \$8.25 and \$ 12.70. This rate includes the standard fee set by the independent contractor and the levy payable by educators and parents to Council.

Harwood Andrews advised that the new business model would require the current service agreement between Council and the independent contractors to be revised, to explicitly articulate the relationship of Council with independent contractors.

### ***Environmental Implications***

There are no environmental implications associated with this report.

### ***Financial Implications***

Changes to the existing Federal Government's funding arrangements for FDC, will result in a net loss of \$166,140 in annual income. This will result in potentially increasing Council's annual contribution from \$124,541 to approximately \$290,681 p.a.

Savings are proposed to be made through the implementation of the new business model and reduction in the overall operating costs of the service. Reducing the existing staff employed in the program by 0.8 FTE and streamlining the operation of the program would also result in a further annual saving of \$65,000 p.a. Standardising both the educator hourly payment and parent hourly fee would result in a net contribution to Council of \$135,877, an increase of \$11,336 on previous contribution level.

Applying a \$0.50 increase per year to the standardised parent fee and a CPI increase to the standardised educator payments, it is estimated that Council's contribution would reduce to \$77,781 in 2017/2018.

|                     | 2015/2016   | 2016/2017   | 2017/2018   |
|---------------------|-------------|-------------|-------------|
| Income              | \$2,190,060 | \$2,285,280 | \$2,380,500 |
| Expenditure         | \$2,325,937 | \$2,391,193 | \$2,458,281 |
| Net cost to Council | -\$135,877  | -\$105,913  | -\$77,781   |

The financial impact on families at an hourly fee of \$11.50 in 2015/16 is estimated to be:

20 families or 5.87% will pay on average \$2.92 more an hour

36 families or 10.56% will pay on average \$2.26 more an hour

26 families or 7.62% will pay on average \$1.78 more an hour

106 families or 31.09% will pay on average \$1.35 more an hour

42 families or 12.32% will pay on average \$.76 more an hour

52 families or 15.25% will pay on average \$.38 more an hour

59 families or 17.30% will have a reduction in fee by at least \$.44

Families that are participating in employment, training or education (94 per cent) will be eligible to receive 50 per cent Child Care Rebate (CCR) on the increased out of pocket expense, assuming they have not exceeded the annual threshold of \$7,500 per child. CCR is not income-tested, so eligible families using approved child care can receive this assistance regardless of their income.

A recent independent economic analysis conducted by ACIL Allen Consulting identifies Council's provision of child care makes a significant contribution to the Geelong economy, and also plays an important role in supporting the early development of young children, especially those who are most vulnerable and at risk.

The broad economic benefits to the Australian economy and productivity associated with centre-based child care has been further supported and validated by extensive international research evidence, including a recently published report by Price WaterhouseCoopers '*Putting a value on Early Childhood Education and Care in Australia*'; and current investigations by the Australian Productivity Commission into Australian Childcare and Early Childhood Learning.

#### ***Policy/Legal/Statutory Implications***

Council is responsible for ensuring that all aspects of the FDC service, including the services provided by individual contractors/educators, is compliant with all legal obligations set out in the A New Tax System (Family Assistance) Act 1999 and the A New Tax System (Family Assistance) (Administration) Act 1999. Council must achieve compliance by July 2015.

Other legislative requirements that Family Day Care is subject to include:

- Education and Care Services National Law (2010);
- Education and Care Services National Regulations (2011);
- Child Wellbeing and Safety Act (2005);
- Children Youth and Family Act (2005);
- Working With Children Act (2005);
- Disability Discrimination Act (1992);
- Occupational Health and Safety Act (2004);
- Information Privacy Act (2000);
- United Nations Convention on the Rights of the Child (1989).

The planning and regulatory role of Local Government in relation to the provision of services for the community is also legislated in the Victorian Local Government Act (1989); the Planning and Environment Act (1987) and the Health Act (1958) and acknowledged within the MAV/DEECD Partnership Agreement.

### ***Alignment to City Plan***

The delivery of FDC aligns with existing Council strategies, policies and plans that inform Council's role in the provision of early childhood education and care services. These include:

- City Plan (2013-2017) – Family Day Care is included in City Plan as a service that contributes to community wellbeing. An objective in the plan's priority 'Connected, Creative and Strong Communities' is *"promoting and providing opportunities for education and lifelong learning"*, whilst the 'Healthy Lifestyle' priority includes an objective in relation to *"investing in prevention and improved health across all communities in Greater Geelong"*;
- Municipal Public Health and Well-being Plan (2013-2017) states that *"We will provide safe and vibrant physical environments and infrastructure to support healthy living and connected communities."*
- Municipal Early Years Plan (2013-2017); *"The provision of quality and accessible services and infrastructure is crucial to enabling the City of Greater Geelong to fulfil its vision for the municipality and achieve its goals to improve outcomes for young children."*
- Children's Services Policy; *"Council supports the provision of a mixed economy of children's services including those directly managed by Council alongside those provided by other levels of government, community, and commercially based organisations."*

### ***Officer Direct or Indirect Interest***

Pursuant to Section 80(c) of the Local Government Act 1989, no Council staff involved in the preparation of this report has a direct or indirect interest in the matter to which this report relates.

### ***Risk Assessment***

As the approved service operator, Council is responsible for ensuring compliance with all legal obligations set out in *A New Tax System (Family Assistance) Act 1999* and the *A New Tax System (Family Assistance) (Administration) Act 1999*. The Federal Department of Education are authorised to conduct random spot check visits and where necessary impose sanctions and penalties for services that are found to be in breach of compliance requirements.

The requirement for Council to take responsibility for fee collection means council will be liable for any debts incurred by families. This is estimated at \$5,000 per year. In past, individual educators have been responsible for debt management.

Changing the FDC business model will result in reduced income for some educators and an increase for others. It is therefore possible that educators who will lose income may choose to leave the service. It is expected that the reduction in educators would be temporary. A marketing campaign would be developed to engage new educators.

The introduction of the standardised parent hourly fee of \$11.50 could result in families leaving the service, which could impact further on service delivery and future structure of the service.

Families and FDC educators need to be confident that they will have access to the services and supports that are required in relation to the provision of local FDC services. Provision of child care and access for parents has direct implications for local workforce participation and the local economy.

Potential risks to Council and its public reputation in relation to the matters contained in this report will be mitigated through appropriate consultation and planning with relevant stakeholders and the community.

### ***Social Considerations***

Provision of quality early childhood education and care has direct implications for the economic and social development of the municipality. There is also strong evidence that supports the importance of a 'mixed-economy' of child care options for families and children and the specific benefits derived from the provision of home-based care through FDC services:

1. The provision of the FDC service contributes to 'Social Capital' which has been identified as important in supporting community wellbeing;
2. Family Day Care businesses contribute to economic sustainability through reinvestment of income in local communities and the development of micro-business enterprise;
3. FDC often fills the gap where provision of other forms of child care is not economically viable especially within smaller communities;
4. FDC is an affordable and flexible education and care option, particularly for families who work non-standard hours;
5. FDC has the unique capacity to match individual needs of families with an educator and provide home-based care.

Current research confirms the importance of strong relationships with significant adults to a child's early learning. FDC's small group environment facilitates strong bonds and promotes effective early learning and social development. FDC is highly flexible and can offer care during standard hours, evenings, before/after school, during school holidays and in some cases overnight and weekends.

Provision of high quality services that support and encourage positive participation and access by children and families have been identified as being critical to improving children's early development outcomes, addressing disadvantage, reducing family isolation and contributing to the creation of more vibrant, cohesive and prosperous communities.

### ***Human Rights Charter***

The United Nations Convention on the Rights of the Child (CRC) requires governments to take all appropriate measures to: render appropriate assistance to parents and legal guardians in the performance of their child-rearing responsibilities.

The United Nations CRC in conjunction with the Human Rights Charter upholds the rights of children's rights to receive appropriate support and assistance, which protects their welfare, health, and well-being.

### ***Consultation and Communication***

Council's Family Services Department will be responsible for the communication and implementation of decisions arising from this report.

Further consultation will be required with key stakeholders subject to any decisions undertaken by Council in response to the recommendations contained within this report.

#### **4. REVOCATION OF FLOOD-PRONE AREA DESIGNATION OF NEW LOTS AT VILLAWOOD - ARMSTRONG MOUNT DUNEED STAGES 10 AND 11**

|                         |                                                       |
|-------------------------|-------------------------------------------------------|
| <b>Portfolio:</b>       | <b>Infrastructure, Parks &amp; Gardens – Cr Ellis</b> |
| <b>Source</b>           | <b>City Services – Engineering Services</b>           |
| <b>General Manager:</b> | <b>Gary Van Driel</b>                                 |
| <b>Index Reference</b>  | <b>Subject: Drainage - Floods</b>                     |

##### **Purpose**

The purpose of this report is to present a revision to the flood mapping for existing conditions produced within the early stages of the development of the Armstrong Creek Urban Growth Plan (UGP).

##### **Summary**

- The flood mapping is subject to a revision due to the subdivision and development at 50A Whites Road, Armstrong - Mount Duneed. Prior to subdivision the parent lot was considered to be liable to flooding. This development site, which is also known as Villawood Stages 10 and 11, achieves flood immunity for newly created lots for flood events up to and including the 100 year Average Recurrence Interval (ARI) event due to approved internal earthworks including the reshaping of Armstrong Creek.
- The earthworks undertaken have resulted in the floodwaters from the 100 year ARI event being contained within the boundaries of the Armstrong Creek reserve.
- Council has a statutory obligation under the Building Regulations 2006 to designate land as liable to flooding where it reasonably knows it to be prone to flooding. Conversely, there is an obligation to remove the encumbrance of designation from land that is no longer considered to be flood-prone.
- It should be noted that designation is separate to the creation of flood overlays within the Planning Scheme, which generally follows designation. In the case of the Armstrong Creek UGP area, the planning scheme amendment to create post-development flood zones or overlays is proposed after the design of the proposed precincts.
- The current designated flood mapping (refer to Attachment 1) was designated by Council at its meeting of 12 December 2006, under the provisions of the Building Regulations 2006. Designation of land as liable to flooding enables the control of floor levels for acceptable building permit applications, or refusal of consent to building applications where there is likely to be a danger to life, health or safety due to flooding. Designation also enables disclosure of flood status within statutory information certificates.

**Cr Ellis moved, Cr Harwood seconded -**

**That Council revoke the Council designation of 12 December 2006 of flood affected land as highlighted as Armstrong – Mount Duneed Stages 10 and 11 on Armstrong Creek Urban Growth Plan Flood Map dated 29 November 2006 as liable to flooding pursuant to Regulation 802(2) of the Building Regulations 2006.**

**Carried.**

### ***Background***

As part of the development of the Armstrong Creek Urban Growth Plan (UGP) a flood study was undertaken by specialist consulting engineers to identify the extents of the 100 year Average Recurrence Interval flood event for existing conditions. Following a public exhibition phase, the resultant flood mapping (refer to Attachment 1) was designated by Council at its meeting of 12 December 2006, under the provisions of the Building Regulations 2006.

Designation of land as liable to flooding under Regulation 802 of the Building Regulations 2006 enables the control of floor levels for acceptable building permit applications, or refusal of consent to building applications where there is likely to be a danger to life, health or safety due to flooding. Designation also enables disclosure of flood status within statutory information certificates such as the Land Information Certificate and Building Information Request Form.

The subject of this report is the residential land at Armstrong - Mount Duneed bounded by Whites Road, Surf Coast Highway and Boundary Road. Prior to subdivision the parent lot was used primarily as farmland.

The subdivision at 50A Whites Road, Armstrong - Mount Duneed was named Armstrong by the developer. The current designated flood extent affects multiple residential lots within the Estate Stages 10 and 11.

### ***Discussion***

Overland flows that may occur within the subdivision during the 100 year ARI flood event are now contained within road and drainage reserves in accordance with accepted best practice for development within flood-prone areas. Best practice requires that any overland flows within residential areas satisfy public safety criteria with respect to velocity and depth of flow.

Council has a statutory obligation under the Building Regulations 2006 to designate land as liable to flooding where it reasonably knows it to be prone to flooding. Conversely, there is an obligation to remove the encumbrance of designation from land that is no longer considered to be flood-prone.

Attachment 1 shows the existing flood designation. Attachment 2 shows the change in flood mapping at 50A Whites Road, Armstrong - Mount Duneed, after construction of the subdivision.

### ***Environmental Implications***

The revocation of flood-prone areas designation and designation of revised flood data does not result in any known adverse environmental impacts.

The removal of a minimum floor level requirement for new dwellings may result in a minor reduction in energy and material usage during construction. In addition, concrete slab-on-ground construction, which is normally used for a non-elevated floor, achieves the minimum energy rating more readily than a timber floor on stumps.

### ***Financial Implications***

The costs of proceeding to revoke the existing designation and to designate the revised flood mapping at 50A Whites Road, Armstrong – Mount Duneed, in accordance with the requirements of the Building Regulations 2006, are provided for within the annual recurrent budget.

***Policy/Legal/Statutory Implications***

The City has various statutory responsibilities for drainage management and flood management (prevention, response and recovery) as set out in the Local Government Act 1989, Local Government Regulations 1990, Planning and Environment Act 1987, Building Regulations 2006, Water Act 1989, Subdivision Act 1988 and Emergency Management Act 1986.

Regulation 802(2) of the Building Regulations 2006 provides Council with the powers to 'designate' land liable to flooding. Regulation 802(3) provides that consent must be obtained from Council for an application to build on land liable to flooding.

Section 27 of the Interpretation of Legislation Act 1984 provides the power for Councils to 'repeal or amend a subordinate instrument made in the exercise of that power'.

Section 807 of the Building Regulations 2006 requires Council to update the municipality's designated special area maps at the Building Control Commission in the event of alterations to a designated special area. Designated special areas include areas designated as being liable to flooding.

Section 229 of the Local Government Act and Regulation 326 of the Building Regulations provide for the issue of information certificates containing prescribed information, including the flood status of properties.

The revised flood data for 50A Whites Road, Armstrong- Mount Duneed will assist the City in meeting its statutory obligations with regard to flood data.

The revised flood data will also assist in fulfilling the recommendations of the Municipal Emergency Management Committee adopted by Council in November 1998 (i.e. mapping of 1 in 100 year flood levels).

***Alignment to City Plan***

The recommendations of this report are consistent with City Plan, in relation to Growing our Economy and promoting a sustainable built environment, sustainable land use and development.

***Officer Direct or Indirect Interest***

There are no officer direct or indirect interests with respect to this report.

***Risk Assessment***

Council has a risk exposure through its statutory obligations under the Building Regulations 2006 to:

- 1) designate land as liable to flooding where it reasonably knows it to be prone to flooding;
- 2) specify minimum floor levels in consultation with the relevant floodplain management authority (CCMA); and
- 3) refuse consent to building applications where there is likely to be a danger to life, health or safety due to flooding.

Council also has some risk exposure with any failure to disclose the flood-prone status of a property in a Land Information Certificate.

The designation of the flood data produced by the flood study Armstrong Creek UGP project is a key step toward minimising Council's exposure to these risks.

Conversely, there is an obligation to remove the encumbrance of designation from land that is no longer considered to be flood-prone. Designation of land as being liable to flooding can result in extra construction costs and concerns regarding saleability, in some cases.

***Social Considerations***

Council has a responsibility to the community to provide the best possible information on areas that are flood-prone.

***Human Rights Charter***

We have taken into consideration the human rights relative to the subject matter of this report, which improves protection of private property.

***Consultation and Communication***

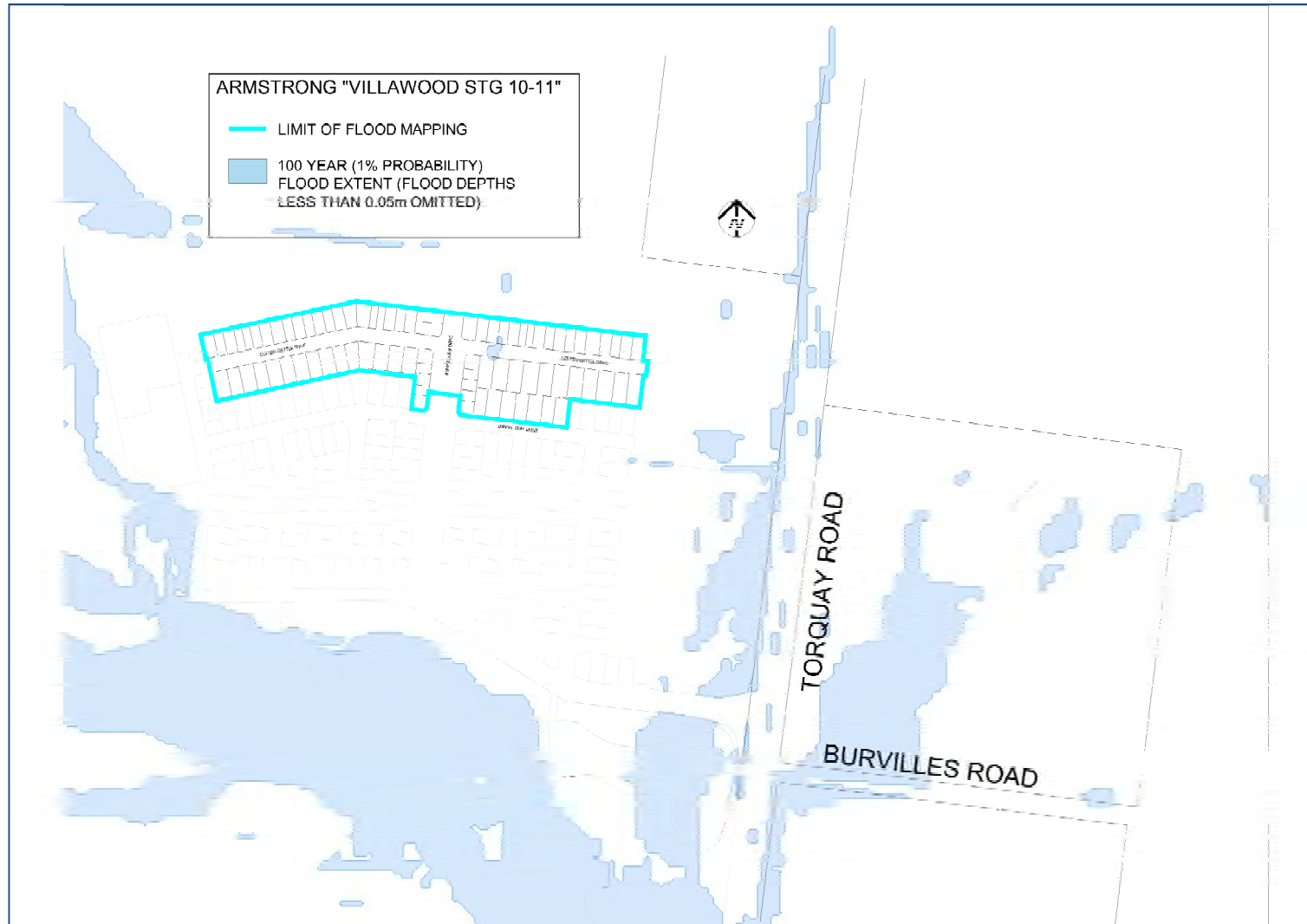
The current designation was undertaken following a public exhibition in October 2006 with notification of affected property owners. These owners were sent letters and fact sheets with an invitation for submissions.

A revocation of designation does not warrant public consultation as it constitutes the removal of an encumbrance on land.

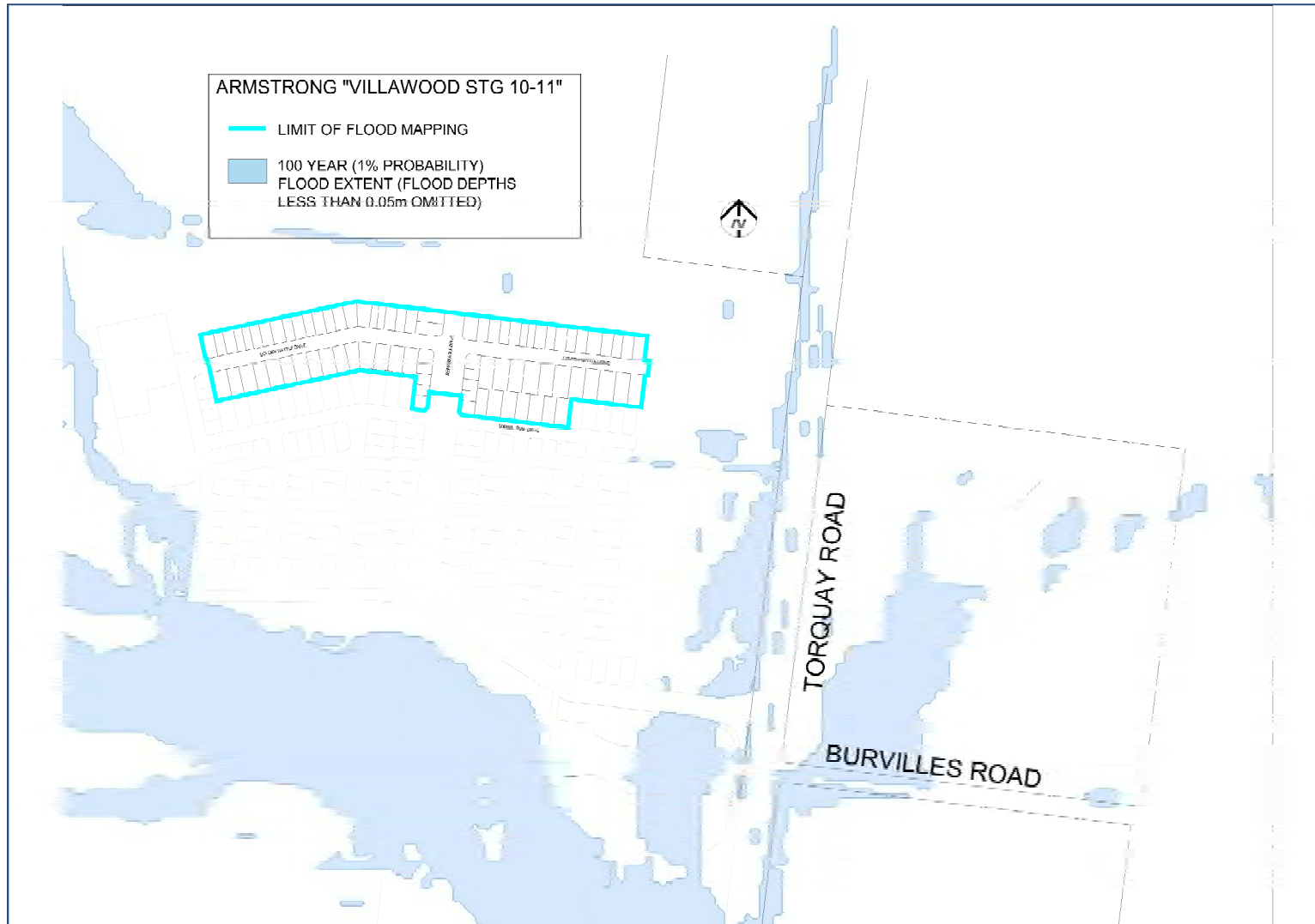
The owners of properties affected by the revocation will be notified so they are aware that disclosure of flood status on a Section 32 Vendors Statement is no longer required.

Relevant Council databases and flood maps will be revised and updates sent to the Corangamite Catchment Management Authority and Building Control Commission.

## Current Flood Map



## Revised Flood Map



## **5. WASTE AND RESOURCE RECOVERY STRATEGIC DIRECTION**

|                         |                                                     |
|-------------------------|-----------------------------------------------------|
| <b>Portfolio:</b>       | <b>Environment and Sustainability – Cr Richards</b> |
| <b>Source</b>           | <b>City Services – Waste Services</b>               |
| <b>General Manager:</b> | <b>Gary Van Driel</b>                               |
| <b>Index Reference</b>  | <b>Subject: Waste Management</b>                    |

### **Purpose**

To update Council on developments in waste and resource recovery strategic direction, including:

- strategic direction under the State Government Getting Full Value – Victorian Waste and Resource Recovery Policy and the establishment of the Barwon South West Waste and Resource Recovery Group,
- preparation of strategic documents under this Policy, including the Victorian Organics Resource Recovery Strategy, and to seek Council's endorsement of Council officers comment to this draft strategy, and to
- advise on the proposed development of Council's waste and resource recovery strategy.

### **Summary**

- In April last year the Victorian State Government released the Getting Full Value – Victorian Waste and Resource Recovery Policy (VWRR Policy) that included a commitment to 'provide the right conditions for strong markets, ensure markets can grow without undue burden from red tape, provide certainty in relation to regulatory settings and where appropriate reinvest back into the sector'.
- As a result:
  - regional waste management groups have been reformed (twelve groups into six) with the City of Greater Geelong now part of the Barwon South West Waste and Resource Recovery Group (BSWWRRG). The BSWWRRG commenced operation on 1 August.
  - a draft Waste and Resource Recovery Infrastructure Plan (SWRR Infrastructure Plan) and draft Victorian Organics Resource Recovery Strategy (VORR Strategy) have been prepared, and
  - the preparation of further strategies around Investment Facilitation, Collaborative Procurement, Market Development and Community and Business Waste Education has commenced.
- The SWRR Infrastructure Plan will be released in March 2015. Regional waste and resource recovery groups will then have a further twelve months to prepare their regional waste and resource recovery plans (ie: by March 2016).
- The draft VORR Strategy was released on 29 September for online comment by 31 October. Council officers have consulted internally and with officers of the other Barwon South West region councils and, given the limited time to respond, have provided comment to Sustainability Victoria, as outlined in Appendix A. This report seeks formal endorsement of these comments.

- The draft VORR Strategy sets the forward direction as one that relies upon establishing an end product market demand 'pull'. To achieve this the draft Strategy identifies a thirty year vision with a ten year strategic outlook and a five year action plan that will provide 'economic prosperity' while also providing 'an integrated waste and resource recovery system that promotes public health and well being and protects the environment'.
- As with previous responses to Getting Full Value policy documents Council's officers comments have supported the direction proposed but have also highlighted the need for a strategic framework that will provide sufficient direction for Council to invest in future waste management services and infrastructure.
- While not providing an answer to this issue it has been acknowledged under the heading of 'Identifying Future Needs' by proposing a five year action to "provide a framework to enable full analysis of alternative options for organic processing systems that consider the challenges of metropolitan, regional and rural Victoria and includes consideration of location, feedstock composition, collection, processing options, products, markets and regulations'.
- A copy of the Strategy may be accessed at [www.sustainability.vic.gov.au/organicsstrategy](http://www.sustainability.vic.gov.au/organicsstrategy).
- This longer term approach of the draft VORR Strategy reinforces the appropriateness of this Council's current strategic position to 'focus upon the consolidation of its existing waste services while observing and positioning itself to take advantage of opportunities to process additional waste materials should proven means of processing be identified'.
- With regards to the preparation of Council's Waste and Resource Recovery Strategy (WRR Strategy), it is considered that this should be held over until the release of the SWRRP Plan, at which time the other state supporting strategies should also be completed. These documents will set the direction that local government will be expected to pursue and provide further detail on the state government commitments to assist, as will be translated into the regional plans.
- Also, Council is currently preparing a Resource Recovery Centre and Transfer Station strategy that will identify the preferred logistics around how Council handles the waste it collects from residential kerbside (ie: direct haul to landfill or bulk haul through a transfer facility) and may lead to how future landfills are provided. It is planned for this strategy to feed into the Council's WRR Strategy.

**Cr E Kontelj moved, Cr Harwood seconded -**

**That Council:**

- 1) note the progress as a result of the Getting Full Value – Victorian Waste and Resource Recovery Policy;**
- 2) endorse Council's officers comment to the draft Victorian Organics Resource Recovery Strategy, as outlined in Appendix A; and**
- 3) note the proposal to prepare Council's Waste and Resource Recovery Strategy following the release of the Victorian Waste and Resource Recovery Infrastructure Plan in March 2015.**

**Carried.**

### **Background**

In April last year the Victorian State government released the Getting Full Value – Victorian Waste and Resource Recovery Policy (VWRR Policy) that included a commitment to ‘provide the right conditions for strong markets, ensure markets can grow without undue burden from red tape, provide certainty in relation to regulatory settings and where appropriate reinvest back into the sector’

As a result:

- regional waste management groups have been reformed (twelve groups into six) with the City of Greater Geelong now part of the Barwon South West Waste and Resource Recovery Group (BSWWRR Group),
- a draft Waste and Resource Recovery Infrastructure Plan (SWRR Infrastructure Plan) and draft Victorian Organics Resource Recovery Strategy (VORR Strategy) have been prepared, and
- the preparation of further strategies around Investment Facilitation, Collaborative Procurement, Market Development and Community and Business Waste Education has commenced.

The BSWWRR Group commenced operation on 1 August. Its Board comprises of four directors from the nine local government organisations and four skills based directors. The Board is advised on local government issues by a forum comprising a councillor representative from each of the nine local government organisations in the region and technical advice to this Forum is provided by an Advisory Reference Group, comprising of officers from each of the member councils.

The SWRR Infrastructure Plan is currently being finalised by Sustainability Victoria following a call for comment on the draft in September last year, to which this Council provided input. Latest information is that the final SWRR Infrastructure Plan will be released in March 2015.

Regional waste and resource recovery groups will then have a further twelve months to prepare their regional waste and resource recovery plans (ie: by March 2016)

The draft Victorian Organics Resource Recovery Strategy (draft VORR Strategy) was released on 29 September for online comment by 31 October. Council officers have consulted internally and with officers from other councils within the Barwon South West region and, given the limited time to provide feedback, have provided comment to Sustainability Victoria (refer Appendix A). This report seeks Council’s endorsement of these comments.

A copy of the Strategy may be accessed at [www.sustainability.vic.gov.au/organicsstrategy](http://www.sustainability.vic.gov.au/organicsstrategy).

### **Discussion**

The draft VORR Strategy sets the forward direction as one that relies upon establishing an end product market demand ‘pull’, rather than a ‘push’ market scenario that is driven primarily by environmental concerns. For this to be achieved the draft Strategy identifies a thirty year vision with a ten year strategic outlook and a five year action plan that will provide ‘economic prosperity’ while also providing ‘an integrated waste and resource recovery system that promotes public health and well being and protects the environment’.

This is a distinctively different approach to the previous Towards Zero Waste Strategy that was based on environmental protection and set waste reduction targets.

The Getting Full Value policy and now its further strategic documents place a focus on developing a strong market place for organics collection, processing and for the marketing of the end product and the strategies are intended to establish the framework for this to occur over a thirty year period.

In providing feedback to the previous VWRRR Policy and SWRR Infrastructure Plan, Council has supported the direction proposed but has highlighted the need for a strategic framework that will provide sufficient direction for Council to invest in future waste management services and infrastructure.

While not providing an immediate answer to this issue the VORR Strategy has acknowledged this under the heading of 'Identifying Future Needs' by proposing a five year action to "provide a framework to enable full analysis of alternative options for organic processing systems that considers the challenges of metropolitan, regional and rural Victoria and includes consideration of location, feedstock composition, collection, processing options, products, markets and regulations'.

The officer's comments has raised the concern for those councils that have introduced green organics collections and that are seeking immediate direction on how to deal with these materials in the short term. The officers have request that Sustainability Victoria provide a timetable for when the strategic actions will be implemented.

Within this context the draft VORR Strategy reinforces the appropriateness of this Council's current strategic position to 'focus upon the consolidation of its existing waste services while observing and positioning itself to take advantage of opportunities to process additional waste materials should proven means of processing be identified'. For the immediate future this position appears to dovetail into the direction that the State is following. One example of how this position is appropriate is with the planned establishment of a windrow composting facility by Council to provide short term (five years) surety on the processing of the garden organics material currently collected at residential kerbside (green lid bin).

At this stage a number of sites have been short listed for detailed investigation prior to a site being selected for obtaining an EPA license and planning permit to operate. It is programmed to have this facility in operation by mid 2015. Sustainability Victoria funding is available to establish this facility.

With regards to the preparation of Council's Waste and Resource Recovery strategy, it is considered that this should be held over until the release of the SWRRI Plan, at which time the other State supporting strategies should also be completed. These documents will set the direction that local government will be expected to pursue, provide further detail on the state government commitments to assist and hopefully provide further strategic direction. These outcomes will also be translated into the regional plans that councils will be expected to follow.

Also, Council is currently preparing a Resource Recovery Centre and Transfer Station strategy that will identify the preferred logistics around how Council handles the waste it collects from residential kerbside (ie: direct haul to landfill or bulk haul through a transfer facility) and may lead to how future landfills are provided. It is planned for this strategy to feed into the Council's WRR Strategy.

### ***Environmental Implications***

Within the context of best practice waste management support for the objectives of the VWRR Policy and its supporting strategic documents will contribute to a better environment.

***Financial Implications***

There are no immediate financial implications.

***Policy/Legal/Statutory Implications***

The VWRR Policy and its supporting strategic documents establish the future direction of waste management at state and regional levels and will become legislated documents and therefore establish the parameters for how councils across the state will manage their waste.

***Alignment to City Plan***

Council has formally adopted the following position with regards to the next five year period in waste management:

*'the City will focus upon the consolidation of its existing waste services while observing and positioning itself to take advantage of opportunities to process additional waste materials should proven means of processing be identified.'*

The VWRR Policy and supporting documents form part of the strategic framework within which it may consolidate and improve its existing services and more specifically will identify the opportunities for further waste processing within a supported policy and strategic framework.

The longer term strategic direction provided by the VWRR policy and now further supported by the VORR Strategy fit with Council's formal position.

***Officer Direct or Indirect Interest***

No Council officers have any direct or indirect interest in this matter, in accordance with Section 80C of the Local Government Act.

***Risk Assessment***

There are no notable risks associated with the implementation of the recommendation included in this report.

***Social Considerations***

There are no impacts on the community well being as a result of the recommendations in this report.

***Human Rights Charter***

There are no human rights issues as a result of the recommendations in this report.

***Consultation and Communication***

Part of the recommendation of this report seeks endorsement of Council officer's comments to Sustainability Victoria on the draft Victorian Organics Resource Recovery Strategy. These comments were provided to Sustainability Victoria via an online survey prior to the closing of that survey on 31 October 2014.

## **Appendix A**

### **COUNCIL OFFICER'S COMMENT TO THE DRAFT VICTORIAN ORGANICS RESOURCE RECOVERY STRATEGY**

The draft Victorian Organics Resource Recovery Strategy has seven headings. Officer comment to the online survey has been provided as a general comment and specific comments under each heading as follows:

#### **General**

In the first instance Council would like to express a concern with regards to the limited time available for feedback. One month is not sufficient for a Council to formally provide feedback on what is an extremely important document for this essential local government service.

Unfortunately, this has been a common occurrence throughout the Getting Full Value policy development process and again Council officers are providing these comments and are currently seeking formal endorsement from Council.

What is of further concern is that this feedback period also does not allow for the newly formed regional waste and resource recovery groups to formally respond to a document that will be fundamental to their strategic operation.

With regards to the draft VORR Strategy officers are supportive of the direction within the context of developing an organics market 'pull' scenario as its first priority and accepting that this may take some thirty years to achieve. This strategic approach does however raise concerns for those councils that have already committed to a green organics collection and are seeking immediate direction on processing policy and options. The City of Greater Geelong is one of these councils and is in the process of establishing its own low technology processing facility in the absence of a state wide supported strategic direction. Given that many councils (metropolitan councils committed to long term organics processing contracts) are in a similar position it would appear that a strategy that is focussed on treating organics should provide support to those that have made this commitment. That is, the Strategy should provide a commitment to the current processing and market options for green organics with further development required for food and other organics.

#### **Best Practice Environmental Management**

The Strategy sets a responsible direction in developing a sound organics recovery industry that in time will provide environmental benefits. This approach is acceptable, however, the critical issue for those Councils that have already embarked on the green organics recovery journey, and for the environment, is how quickly the strategy actions can be implemented. In this regard Council is seeking timelines for carrying out each of the action items.

#### **Sustainable Markets**

Agree with the strategic actions. A further action may be to work with the market to determine actually what they require and therefore what is most likely to be in demand.

With reference to the location of processing close to the markets (eg: the broad acre agricultural sector) consideration should be given to locating processing facilities in rural areas, particularly now that the Victorian Planning Provisions allow composting in Farm Zones. Composting should be seen as an industry that fits well within the agricultural industry definition.

Within the total cost context of organics processing haulage cost are not necessarily a prohibitive factor. Modelling of these opportunities should be carried out.

### **Leverage Existing Assets**

Within the context of maximising existing assets where ever possible co-location would be of benefit. However, the opportunity to development lower technology processing in rural areas (Farm Zones) should also be thoroughly investigated. A further benefit would lie in regional and rural development and employment opportunities.

### **Identify Future Needs**

Agree with these strategic actions and emphasize the urgency.

In particular action a.' to provide a framework to enable a full analysis of alternative options for organics processing systems that consider the challenges of metropolitan, regional and rural Victoria and include consideration of location, feedstock composition, collection, processing options, product markets and regulation' is supported as an action that is required urgently and that should establish the framework to provide direction and investment confidence to those delivering the organics services to the community.

### **Education to Facilitate Change**

Agree with strategic actions. It is envisaged that a state lead education strategy and program that provides state wide consistency of key messages will have greater credibility with the community than numerous individual council programs.

However, it will be critical to ensure that the services and systems are well established prior to the implementation of any education strategy.

### **Building Collective Knowledge**

Support the actions proposed.

### **Streamline Governance and Strong Leadership**

Support the actions proposed.

## **6. WESTERN ALLIANCE FOR GREENHOUSE ACTION – LOW CARBON WEST STRATEGY**

|                         |                                                         |
|-------------------------|---------------------------------------------------------|
| <b>Portfolio:</b>       | <b>Environment and Sustainability – Cr Richards</b>     |
| <b>Source</b>           | <b>City Services – Environment &amp; Waste Services</b> |
| <b>General Manager:</b> | <b>Gary Van Driel</b>                                   |
| <b>Index Reference</b>  | <b>Council Reports 2014</b>                             |

### **Purpose**

The purpose of this report is to inform Council about a partnership project between Western Alliance for Greenhouse Action (WAGA), LeadWest and Western Melbourne Regional Development Australia (WMRDA) and the development of a strategy to reduce greenhouse gas emissions in the region, “Low Carbon West”, refer to Attachment 1 (*previously circulated with briefing papers*).

### **Summary**

- Low Carbon West is a transitional strategy for the Western Alliance for Greenhouse Action (WAGA) region, to support the growth of this vibrant and diverse region, while limiting the increase in greenhouse gas emissions (GHG) emissions.
- Council previously adopted the Low Carbon Growth Plan for Greater Geelong in 2011.
- The Western Alliance for Greenhouse Action (WAGA) is a partnership between the Cities of Brimbank, Greater Geelong, Hobsons Bay, Maribyrnong, Melton, Moonee Valley and Wyndham, and the Shire of Moorabool.
- All councils are under increasing pressure to assist their communities make the transition to a low carbon future and reduce greenhouse gas emissions. The region is the fastest growing area in Australia and is in a great position to demonstrate national leadership in responding to the threat of climate change.
- Major contributors to the WAGA region’s 2012 emissions are Greater Geelong (25%), Wyndham (20%), Brimbank (17%) and Hobsons Bay (14%).
- The emissions profile for the WAGA region highlights that non-residential buildings contribute the largest proportion of emissions (46% of the region’s 2012 emissions). This is followed by residential buildings (18%) and residential transport (17%).
- The sectors that are predicted to experience the highest growth in emissions by 2020 are municipal waste (21%), residential transport (20%) and residential buildings (20%). Emissions from industrial processes are anticipated to decrease by 4%.

**Cr Harwood moved, Cr Macdonald seconded -**

**That Council endorses the Low Carbon West Strategy in-principle as a guide for further prioritisation and support for specific actions.**

**Carried.**

### **Background**

The Western Alliance for Greenhouse Action (WAGA) is a partnership between the Cities of Brimbank, Greater Geelong, Hobsons Bay, Maribyrnong, Melton, Moonee Valley and Wyndham, and the Shire of Moorabool (see the map in Figure 1 below). The partnership is governed by a Memorandum of Understanding between the councils.

**Figure 1: Map of the WAGA region**



WAGA develops regional strategy, policy and projects to facilitate reduction of greenhouse gas emissions and climate change adaptation in the region. The regional work complements WAGA councils' municipal-level climate change action. Collaboration with community, business and government stakeholders in the region is vital to WAGA.

WAGA, LeadWest and Western Melbourne Regional Development Australia (WMRDA) are currently collaborating to develop a strategy to reduce greenhouse gas emissions in the region. The project partners consider it important to point to opportunities for businesses in Melbourne's west as the region transitions to a low carbon economy.

The project partners have contributed a total of \$90,000 (\$30,000 from each partner) to develop the strategy.

The purposes of the strategy are:

- Leadership and collaboration to develop capacity, strategic programs and innovation to reduce greenhouse gas emissions in the west;
- Development of a sustainable low carbon economy in the region and identification of opportunities for businesses in Melbourne's west as the region transitions to a low carbon economy; and

- Improved liveability, health, wellbeing and resilience to climate change in the region's communities.

The recommended actions include projects and programs, engagement and advocacy, policy and regulation, and pricing and market mechanisms. They were shortlisted on the basis of how far and quickly they can contribute to reducing emissions, ease of implementation and support from regional stakeholders. Each action includes a consistent process for gaining sign-off, resourcing, key criteria for success, and monitoring and evaluation.

The Low Carbon West Strategy is similar in format to the Low Carbon Growth Plan for Greater Geelong which was adopted by Council in 2011.

Council has supported the renewal of the MOU with partners in Geelong through the Future Proofing Geelong program. Supporting the Local Carbon West Strategy enhances the collaborative efforts of all Councils in supporting initiatives to reduce our carbon footprint.

### ***Discussion***

The Low Carbon West Strategy provides additional information for the City of Greater Geelong Greenhouse Strategy review and the regional context including the regional emissions profile and actions.

### ***Environmental Implications***

Low Carbon West Strategy should assist in reducing energy use and carbon pollution associated with residential and non-residential buildings, industry, and commuter and freight transport. It also includes actions to enhance and support initiatives to reduce waste and increase recycling.

### ***Financial Implications***

A priority project for the Low Carbon West Strategy in 2015 will be initiated with existing WAGA funding of \$30,000 for Low Carbon West Strategy. A plan for further resourcing of Low Carbon West will be developed in 2015, in conjunction with a review by WAGA of its Strategic Plan 2011-2015 and its current governance arrangements.

There is no impact to Council's budget.

### ***Policy/Legal/Statutory Implications***

The Strategy complies with all relevant legislation and supports state and federal government programs to reduce CO2 emissions.

### ***Alignment to City Plan***

The Greenhouse Strategy is listed as a key strategy within the 2013-17 City Plan, Sustainable Built and Natural Environment strategic direction. Other relevant objectives, priorities and challenges include:

#### ***Objective:***

*Partnering with our community to protect and enhance our natural ecosystems and to encourage sustainable design and reduced resource consumption.*

#### ***Priorities Include:***

- *Support our community to live sustainably;*
- *Advocate for and promote sustainable design and development; and*

- *Minimise our environmental footprint.*

*Challenges Include:*

- *Implementing affordable and sustainable building practices resulting in reduced demand on natural resources and a decrease in greenhouse gas emissions.*

***Risk Assessment***

Australia faces real risks from climate change. The future of south-eastern Australia is on one of increased severe weather events, bushfires and sea level rise. The aim of the Low Carbon West Strategy is to reduce emissions locally and reduce the contribution to global greenhouse gas emissions.

***Social Considerations***

Two primary purposes of the strategy are to identify opportunities for businesses in the region and contribute to the region's economic development, and directly contribute to improving the liveability, health, wellbeing and resilience to climate change of the region's residential communities.

The strategy will also enhance current initiatives by all levels of government and the private sector to reduce the cost of energy for both businesses and households, by promoting energy efficiency.

***Human Rights Charter***

There are no human rights charter issues resulting from the recommendation in this report.

***Consultation and Communication***

Consultation on the strategy has been conducted through an initial stakeholder workshop to test endorsement for the development of a regional greenhouse strategy in November 2012.

A written survey was sent to stakeholders in August/September 2014. Ongoing invitation was provided to all stakeholders to provide input and comments through the Low Carbon West blog in 2014. A stakeholder workshop was carried out to conduct a SWOT analysis on a shortlist of actions in June 2014. Stakeholders consulted so far include: Victorian Government departments: Environment and Primary Industries, State Development, Business and Innovation Transport, Planning and Local Infrastructure, Human Services, Health. Regional water utilities include City West Water, Barwon Water, Western Water. Other stakeholders through LeadWest and WMRDA: Qenos, Jemena, Deakin University, Victoria University, Tweddle Child & Family Health Services, Toyota Australia.



# LOW CARBON WEST

A STRATEGY FOR A TRANSITION TO A LOW  
CARBON ECONOMY IN THE WEST OF  
MELBOURNE

**AECOM** ARUP



## Project Funders



## Participating Councils

WAGA is an alliance of eight councils in Melbourne's West: the Cities of Brimbank, Greater Geelong, Hobsons Bay, Maribyrnong, Melton, Moonee Valley and Wyndham, and the Shire of Moorabool.

## Quality Information

Document Strategy Document

Date 21-Aug-2014

Prepared by Ben Smith

Reviewed by Rob Turk

### Revision History

| Revision | Revision Date | Details     | Authorised    |                 |
|----------|---------------|-------------|---------------|-----------------|
|          |               |             | Name/Position | Signature       |
| 0        | 21 Aug 2014   | Draft       | Ben Smith     | Original signed |
| 1        | 26 Sept 2014  | Final Draft | Rob Turk      | Original signed |
|          |               |             |               |                 |
|          |               |             |               |                 |

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## Table of Contents

|     |                                                   |    |
|-----|---------------------------------------------------|----|
| 1.0 | The vision                                        | 1  |
| 2.0 | The need for action                               | 2  |
| 3.0 | The regions' emissions                            | 2  |
| 4.0 | Sectors for action                                | 6  |
| 5.0 | The actions                                       | 9  |
|     | 5.1 How far do the actions get us?                | 11 |
|     | 5.2 The West to the rest                          | 13 |
|     | 5.3 Beyond direct actions                         | 13 |
| 6.0 | Our commitment to implementation                  | 13 |
|     | 6.1 Split of responsibility                       | 13 |
|     | 6.2 Improving the effectiveness of implementation | 13 |
| 7.0 | Measuring the success of Low Carbon West          | 14 |

## 1.0 The vision

**Low Carbon West** is a transitional strategy for the Western Alliance for Greenhouse Action (WAGA) region, to support the growth of this vibrant and diverse region, while limiting the increase in greenhouse gas emissions (GHG) emissions. Action to reduce GHG emissions is necessary everywhere, but the opportunity and need for action is particularly clear in the WAGA region.

The region is the fastest growing area in Australia and is in a great position to demonstrate national leadership in responding to the threat of climate change. There is an opportunity to combine continued economic growth in the WAGA region with improved carbon productivity, that is, reducing the level of carbon emitted, per unit of output across the region. Transitioning the WAGA region to a low carbon economy will provide a new engine of growth for the region, that will create new jobs and investment opportunities.

Low Carbon West has been developed by WAGA, with project partners LeadWest and RDA Western Melbourne. AECOM and Arup were jointly commissioned as the project consultants and have led the consultation, analysis and strategy development. Over a hundred people provided feedback and input to inform Low Carbon West.

Low Carbon West fulfils the need for action by local government at a regional level and provides the framework for this action to be implemented to reduce GHG emissions. The value of a regional approach by local government, in terms of optimising resources, sharing ideas and implementing actions in response to common needs and requirements is increasingly recognised and mirrors the regional outlook of WAGA and co-funders, LeadWest and RDA Western Melbourne.

Low Carbon West consists of this overarching report that synthesises the key elements of the four sector specific reports for **business and industry**, **urban growth and development**, **transporting people and freight** and **communities**. Further, it establishes a vision for a Low Carbon West, presenting the current and future business as usual (BAU) emissions baseline and establishing priority actions to reduce the regions emissions against this baseline.



### Vision

*Melbourne's West will support a growing, vibrant and diverse economy and will achieve this whilst minimising the increase in greenhouse gas emissions associated with the region's growth.*

Low Carbon West:

- Defines the greenhouse gas emissions for the region based on the best available existing data, and projects this profile into the future under both a business as usual and action implementation scenarios;
- Defines a clear sector based plan for GHG emissions mitigation that is bespoke to the specific characteristics and aspirations of the WAGA Councils and funding partners LeadWest and RDA Western Melbourne;
- Provides the means for collaboration and knowledge sharing between WAGA Councils, industry and other stakeholders to provide maximum opportunities;
- Will act as a catalyst for direct regional and local communication and action aimed at driving reductions in GHG emissions from business, institutions, communities and individuals;
- Establishes a road map for the implementation; and
- Outlines an approach for monitoring the progress.

## 2.0 The need for action

In 2012 the Victorian Government published its first biennial report on climate change and greenhouses gases, *Report on Climate Change and Greenhouse Gas Emissions in Victoria*. The report noted that 'the overall warming of the climate in Victoria over the past century has been linked to greenhouse gas-related climate change. The recent decline in autumn rainfall and the southward shift in some rain-bearing weather systems may also be partially caused by greenhouse-gas related climate change. Continued global emissions of greenhouse gases, depending on their level, are likely to lead to warmer conditions in Victoria, reduced rainfall in some seasons, and sea level rise'.

The relationship between GHG emissions and climate change was further reinforced in 2013 when the Intergovernmental Panel on Climate Change (IPCC) released its latest global assessment of climate change science, *Climate Change 2013: The Physical Science Basis. Contribution of Working Group I to the Fifth Assessment Report (AR5) of the Intergovernmental Panel on Climate Change* (Climate Change 2013: The Physical Science Basis). AR5 stated that warming of the climate system is unequivocal, and since the 1950s, many of the observed changes are unprecedented over decades to millennia.

It is evident from reports such as these that there is a clear need for action at all levels of government to reduce GHG emissions through the legislative, advocacy, programmatic and leadership levers at their disposal. Low Carbon West defines the means through which the WAGA Councils are able to provide their regional contribution to the challenge of emission reductions.

At a Commonwealth level, the Australian Government is currently committed to reducing its emissions by 5 per cent compared with 2000 levels by 2020. There is the potential for commitment to a higher level of emission reduction by 2020, but this is predicated on a number of conditions being met in terms of a joint international agreement.

The current proposed Australian Government mechanism for achieving the 5 per cent reduction by 2020 is the *Emissions Reduction Fund*. Central to the proposed approach is the auctioning and purchasing by the Government of the emissions associated with reduction projects. The *Emissions Reduction Fund White Paper* estimates that, based on the current BaU emissions trajectory, a reduction of 131 Mega tonnes of carbon dioxide equivalents (tCO<sub>2</sub>-e) is required in 2020. It notes that the Emissions Reduction Fund will work alongside existing programs to reduce carbon emissions to reduce emissions.

The *Emissions Reduction Fund White Paper* outlines a wide range of potential projects that can be included in the auction process:

- upgrading commercial buildings
- improving energy efficiency of industrial facilities and houses
- reducing electricity generator emissions
- capturing landfill gas
- reducing waste coal mine gas
- reforestation and revegetating marginal lands
- improving Australia's agricultural soils
- upgrading vehicles and improving transport logistics, and
- managing fires in savannah grasslands.

In the context of Low Carbon West the wide range of potential projects that are able to participate provides an opportunity for the Emissions Reduction Fund to assist in the implementation of the actions described within this strategy.

## 3.0 The regions' emissions

The development of Low Carbon West is underpinned by an understanding of the current GHG profile of the WAGA region and the projection of these emissions to 2020. In general, the methodology used in calculating the baseline emissions is as per that applied in the previous 2010 *Werribee Plains Energy Research Study: Towards Zero Net Emissions* report. The opportunity has been taken, through Low Carbon West, to refine this

methodology, through the sourcing of more accurate actual consumption information, which has in turn provided a greater degree of confidence in the GHG profile for the region and each individual council.

In compiling the baseline emissions for the WAGA region, the approach to defining the scope of emissions has largely been restricted to the geographical boundaries of the region (i.e. the boundaries of each LGA as part of WAGA).

Regarding the type of emissions, the following describes the scope of emissions from a community perspective:

- **Scope 1:** Industrial process emissions (emissions as a direct result of an activity, such as fugitive emissions). The natural gas consumed and used, both in residential and non-residential buildings or facilities. The fuel consumed by residents, workers and in freight travel within the WAGA region in transport (i.e. the burning of fuel to power vehicles). This also includes any methane and nitrous oxide releases as a result of direct activity in the agricultural industry within the WAGA region.
- **Scope 2:** The electricity purchased and consumed and used, both in residential and non-residential buildings or facilities. These are scope 2 emissions as the consumption of electricity occurs within the WAGA region, but the actual emissions (for example, gases released into the air from coal-fired power plants) may occur outside of the WAGA region. If the actual emissions occur inside the WAGA region, these are assigned to the end electricity consumers as scope 2 emissions.
- **Scope 3:** These emissions are indirect emissions not covered in scope 2. In the baseline emissions determined for WAGA, scope 3 emissions include those indirect emissions associated with waste generation (municipal, commercial and industrial waste).

The baseline emissions for the WAGA region were initially determined based on the relevant end use sectors. These sectors are briefly described as follows:

- **Residential buildings:** accounts for all residential homes, units and apartments within the WAGA region, considering electricity and gas consumption.
- **Non-residential buildings:** accounts for all non-residential facilities (e.g. commercial office space, warehouses, manufacturing facilities, schools, etc.) within the WAGA region, considering electricity and gas consumption.
- **Residential transport:** accounts for any non-freight transport within the geographical boundaries of WAGA – include journey to and from work, and other travel by private vehicle or public transport.
- **Freight:** accounts for any road freight transport within the geographical boundaries of WAGA – this is exclusive only to heavy vehicles on the road.
- **Industrial processes:** accounts for industrial facilities within the WAGA region that may emit direct emissions into the atmosphere, as a result of its processes and activities.
- **Municipal waste:** accounts for the waste generated by the general population (including small commercial) – this attributes the methane emissions generated from landfills (outside of the WAGA geographical boundary) to waste generation.
- **Commercial and industrial waste:** accounts for the waste generated from commercial and industrial activities – this attributes the methane emissions generated from landfills (outside of the WAGA geographical boundary) to waste generation.
- **Agriculture:** accounts for the direct emissions of methane and nitrous oxide from agricultural activities within the WAGA region.

The emissions data was compiled from numerous sources, including utilities data from CitiPower, Jemena and SP AusNet, the Victorian Integrated Transport Model, the National Greenhouse Inventory Total, Sustainability Victoria and the Australian Bureau of Statistics. The emissions were distributed across the WAGA councils using factors such as population, local jobs and industrial floor area. Similarly, emissions were projected out to 2020 using a range of factors, including population, local jobs, industrial jobs, number of dwellings and agricultural jobs.

The emissions for the WAGA region per sector by LGA for 2012 and 2020 are illustrated in Figure 1. In terms of total emissions, the WAGA region produced 17.4 million tonnes of carbon dioxide equivalents (tCO<sub>2</sub>-e) of GHG emissions in 2012. Under a business as usual scenario, this is projected to increase to 20.1 million tCO<sub>2</sub>-e by 2020, representing a regional growth of approximately 15%.

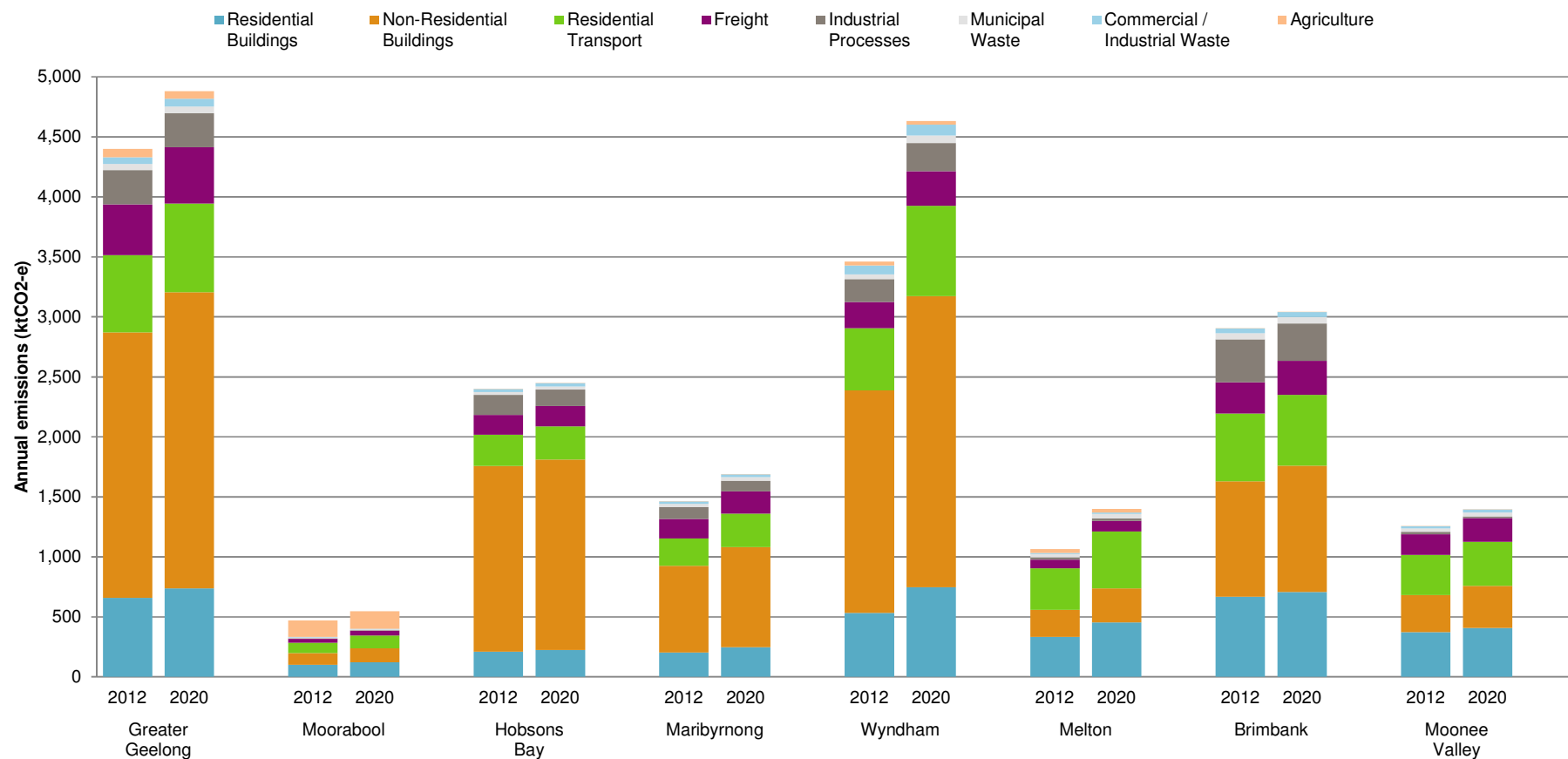


Figure 1 Emissions for the WAGA region broken down by LGA and end use sector, 2012 and 2020

The emissions profile for the WAGA region for 2012 and 2020, by end use sector, is illustrated in Figure 2, highlighting that non-residential buildings contribute the largest proportion of emissions (46% of the region's 2012 emissions). This is followed by residential buildings (18%) and residential transport (17%). The waste and agriculture sectors only contribute a combined 4% of the region's 2012 emissions. The sectors that are predicted to experience the highest growth in emissions by 2020 are municipal waste (21%), residential transport (20%) and residential buildings (20%). Emissions from industrial processes are anticipated to decrease by 4%.

In relation to trends influencing the growth of emissions, there is currently a structural change occurring within the WAGA region and this is expected to continue over the next decade. The change is driven by rapid population growth and land development associated with the formation of industrial and commercial precincts. For example, the City of Wyndham is predicted to experience the highest proportional growth out of all the LGAs in the region, with an emissions increase of 35% by 2020, this growth associated with significant job (31% increase) and population increases (45% increase). Similarly in Greater Geelong, a number of masterplans continue to develop, such as Armstrong Creek, the largest continuous growth area in Victoria.

Coupled with this there are a number of existing industrial and commercial developments that will experience future growth, such as Essendon Fields, Airport West, East Werribee Employment Precinct, the western industrial precinct, and Living Brooklyn in Brimbank.

These developments will lead to rapid population growth, changing demographics, new housing and transport choices and a changing mix of employment, as major industrial employers and emitters wind down their operations (e.g. Toyota, Hobsons Bay). This gradual departure of major industrial employers from the WAGA region is the other major structural change that will influence the WAGA regions emissions profile and growth over the coming years.

Many, but not all, of these changes are already reflected in the local government projections for population and employment and as such have been picked up in the emissions projections for 2020. However, it is also recognised that while these developments can be foreshadowed, based on our existing knowledge and assumptions made in relation to the performance of the residential, commercial and industrial sectors, the exact nature of development that occurs on the ground and its performance may vary and this will in turn influence the exact level of emissions that occur in the WAGA region.

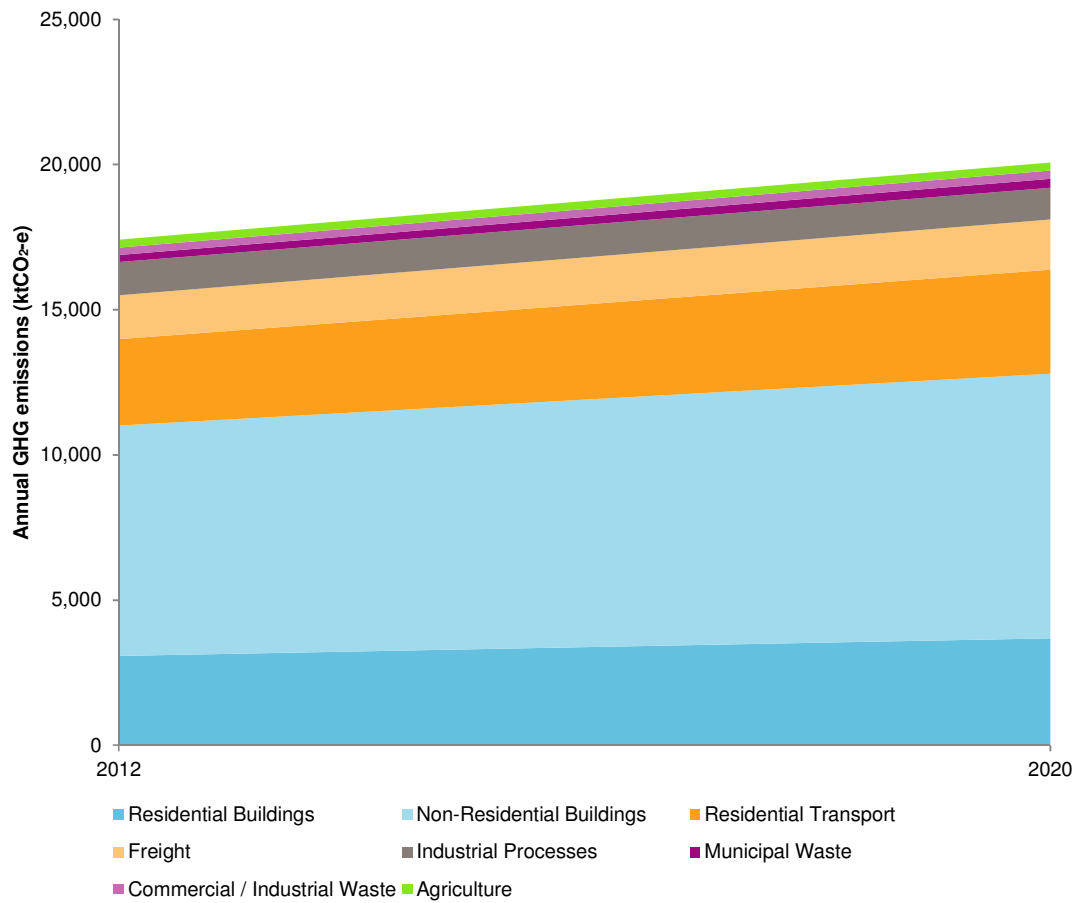
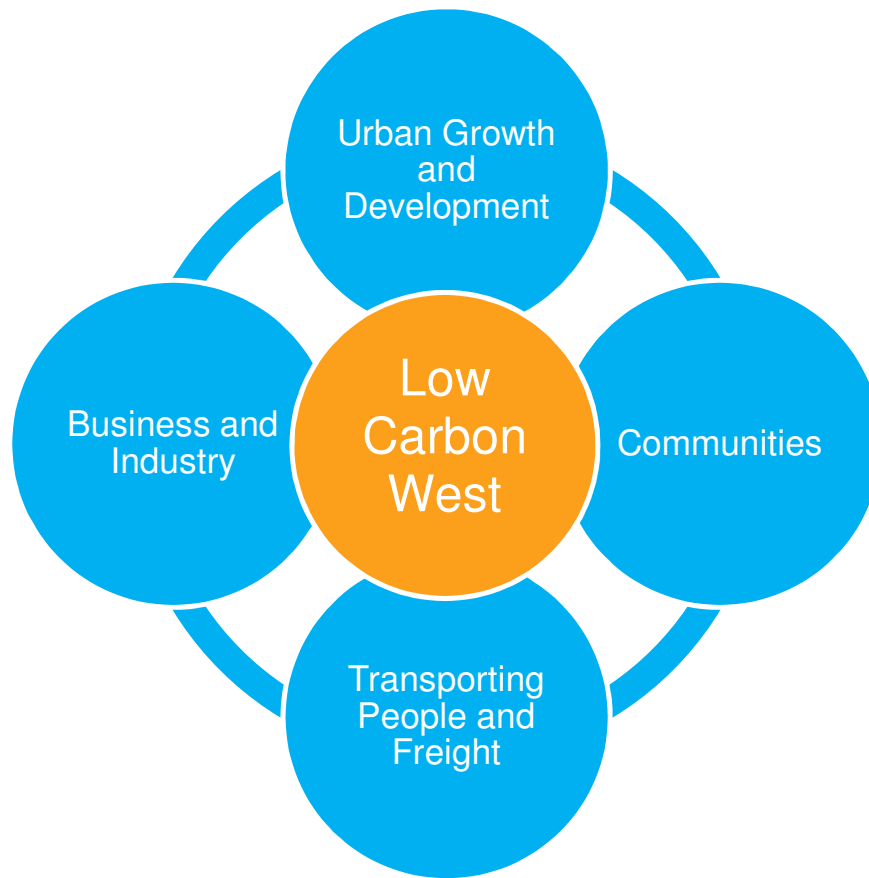


Figure 2 Projected BAU growth in end use sector emissions from 2012 to 2020 across the WAGA region

## 4.0 Sectors for action

The strategy is divided into four sectors; business and industry, urban growth and development, transporting people and freight and communities.



The strategy is organised into these sectors to better align with the key stakeholders who will be implementing the actions detailed within the sector reports. This is intended to streamline the delivery of information, making it more accessible and easier and quicker to implement. To track the success of implementing these actions by each of the sector reports, the baseline and projected emissions have been redistributed based on the four sectors.

Figure 3 illustrates how the emissions categories have been assigned to each sector. Note that there were several instances where an emissions category was included in two different sectors. This was necessary to give a complete picture for each sector.

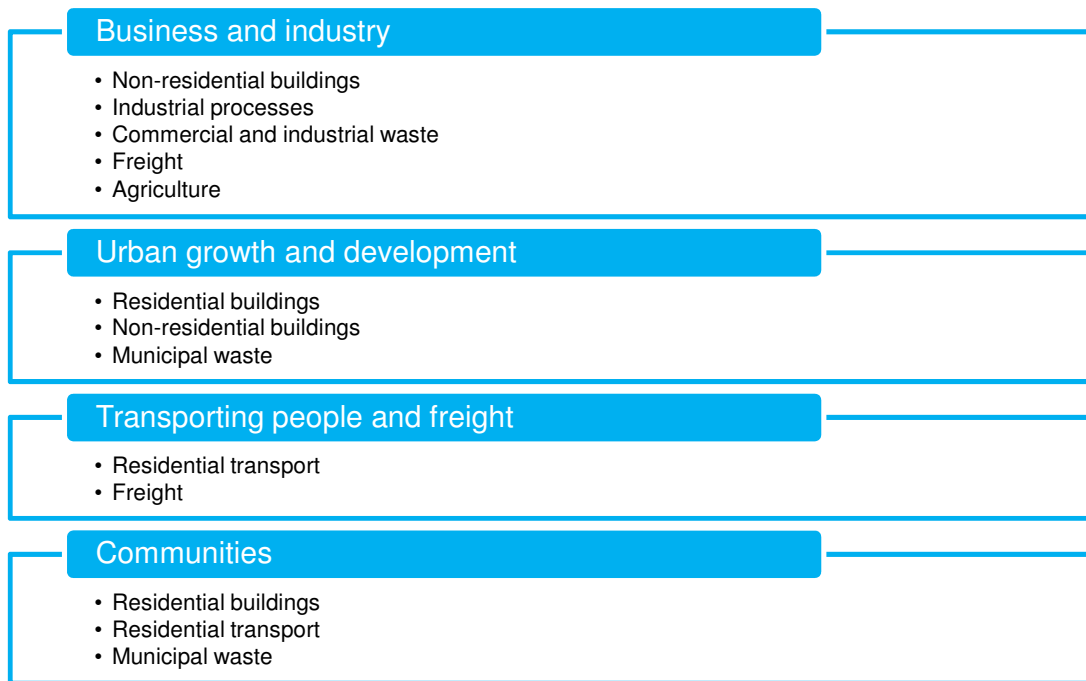


Figure 3 Distribution of emission end use sector in the four sector reports

In redistributing the end use emissions into the four sectors, there are emissions categories that are included in more than one sector, and as a result the total emissions when adding the four sectors will be greater than the actual WAGA total emissions. Emissions from the communities sector are projected to grow at the greatest pace, by around 20% to 2020. This is largely driven by strong growth in residential buildings and associated municipal waste. Similarly, the freight, transport and movement sector emissions are projected to also grow strongly, by around 18% to 2020. This growth is largely attributed to an increase in emissions from residential transport, and to a lesser extent, emissions from freight. The sector emissions are broken down in more detail within the individual sector reports. These expected trends are highlighted in Figure 4.

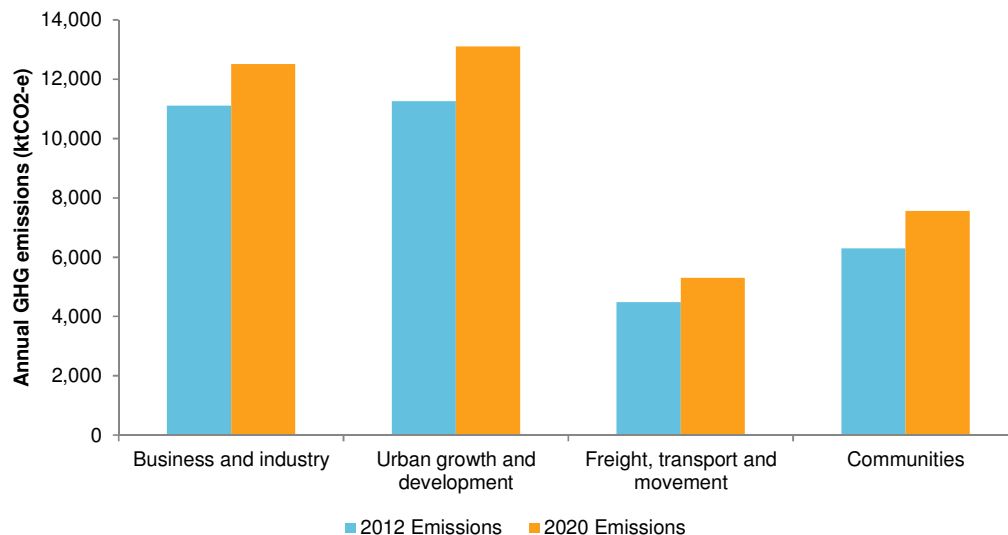


Figure 4 Emissions for the WAGA region for 2012 and 2020 by sector

## 5.0 The actions

Through the development of Low Carbon West, a long list of 57 regional actions to reduce emissions across all sectors was created. Surveys and discussion were used to reduce this list to a shortlist of 24 actions. There are separate [factsheets](#) available online for the 24 actions. These provide further detail on how emissions reduction and costs were estimated and include notes from consultation sessions, including the strengths, weaknesses, opportunities and threats for each of the actions.

Upon further consultation, several actions were removed from the shortlist, leaving 20 key actions that form the basis of Low Carbon West. These 20 actions were prioritised based on the following indicators:

- *Emissions benefit* – what is the extent of the GHG emissions that are avoided as a result of implementation?
- *Cost effectiveness* – what is the financial investment required to achieve the carbon emission reductions?
- *Co-benefits* – does implementing the action lead to benefits beyond carbon emissions reductions, such as the creation of local jobs or the stimulation of a local economy?
- *Speed of implementation* – how quickly can the actions be implemented and completed, particularly before 2020?
- *Business or stakeholder support* – how supportive will businesses and other key stakeholders be in progressing the action?
- *Leadership or innovation* – does the action demonstrate or help the WAGA region become a leader or show innovation in the sector?
- *Barriers* – how great are the barriers that stops or slows the implementation of the action?

The prioritised actions are presented below, with Regional Action (RA) #1 being the highest priority. These actions are discussed in more detail in the individual sector reports.

| RA# | Actions                                                   | Description                                                                                                                                                                                                                  | Emissions benefit (ktCO <sub>2</sub> -e) | Proportion of WAGA 2020 (%) emissions | Applicable sector                                   |
|-----|-----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|---------------------------------------|-----------------------------------------------------|
| 1   | Bulk-buy scheme (non-residential)                         | Create bulk-buy schemes for solar PV panels to be installed in new non-residential buildings                                                                                                                                 | 853                                      | 4.3                                   | Business and industry, Urban growth and development |
| 2   | Industrial energy reporting and resource efficiency plans | Establish a program for smaller industrial energy users to report on energy use and develop resource efficiency plans, and work with large industry energy users to sign up to voluntary agreements for emissions reductions | 813                                      | 4.1                                   | Business and industry                               |
| 3   | Environmental Upgrade Agreements (EUAs)                   | Facilitate EUAs for energy efficient plant (for both commercial buildings and industrial processing facilities)                                                                                                              | 215                                      | 1.1                                   | Business and industry                               |
| 4   | Rental retrofits                                          | Work with real estate agents to make properties more sustainable through retrofits                                                                                                                                           | 7.7                                      | 0.04                                  | Communities                                         |
| 5   | Large-scale renewable energy generation                   | Advocate for Large-scale Renewable Energy Generation in WAGA region (large-scale solar)                                                                                                                                      | 257                                      | 1.3                                   | Business and industry                               |
| 6   | Industry training                                         | Fund and facilitate industry training for energy efficiency or building tune-ups                                                                                                                                             | 61.3                                     | 0.3                                   | Business and industry                               |
| 7   | Planning scheme amendment (residential)                   | Implement planning scheme requirements for high performance buildings / Advocate for reforms to improve national building standards (such as the National Construction Code)                                                 | 41.3                                     | 0.2                                   | Urban growth and development                        |

| RA# | Actions                                                                            | Description                                                                                                                                                                                         | Emissions benefit (ktCO <sub>2</sub> -e) | Proportion of WAGA 2020 (%) emissions | Applicable sector                                      |
|-----|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|---------------------------------------|--------------------------------------------------------|
| 8   | Bulk-buy schemes (residential)                                                     | Create bulk-buy schemes for energy efficient and renewable technology, such as PV, solar hot water and efficient lighting to reduce the capital cost for individual consumers.                      | 8.3                                      | 0.04                                  | Communities                                            |
| 9   | Freight business network                                                           | An action to establish a regional network of freight businesses and implement a reporting scheme has the potential to significantly reduce emissions associated with the sector.                    | 172                                      | 0.9                                   | Business and industry, Freight, transport and movement |
| 10  | Car-share programme for residents                                                  | Establishing (or extending) a formal car share scheme in the region. (e.g. Flexicar)                                                                                                                | 16.7                                     | 0.08                                  | Freight, transport and movement, Communities           |
| 11  | Recycling promotion and education                                                  | Run recycling promotion and education programs, to consolidate and build upon current programs                                                                                                      | 38.4                                     | 0.2                                   | Urban growth and development, Communities              |
| 12  | Organic waste program for households                                               | Implement organic waste diversion and compost distribution back to households                                                                                                                       | 27.3                                     | 0.1                                   | Urban growth and development, Communities              |
| 13  | Carpool matching for residents                                                     | A network and / or apps to encourage residents in the West to share cars for common trips (e.g. to and from work)                                                                                   | 10.0                                     | 0.05                                  | Freight, transport and movement, Communities           |
| 14  | Implement cool roofs program (non-residential)                                     | Implement a 'White Roofs' or 'Cool Roofs' program                                                                                                                                                   | 31.8                                     | 0.2                                   | Business and industry, Urban growth and development    |
| 15  | Promote Urban Sustainability Atlas                                                 | Promote sustainability measures to the community through the Urban Sustainability Atlas, particularly for new buildings to identify opportunities for solar PV installations at a proposed location | 12.6                                     | 0.06                                  | Urban growth and development, Communities              |
| 16  | Mapping of high thermal-use areas                                                  | Conduct mapping of demand for heating and cooling to identify priority areas for low carbon district heating. The heat map will be an enabler for investment in low carbon district generation      | 76.4                                     | 0.4                                   | Business and industry                                  |
| 17  | Waste-to-energy facility                                                           | Establish a waste-to-energy facility in the region                                                                                                                                                  | 64.2                                     | 0.3                                   | Business and industry                                  |
| 18  | Voluntary planning incentives for high environmental performance (non-residential) | Provide planning benefits or incentives for high performance building applicants                                                                                                                    | 1.7                                      | 0.01                                  | Urban growth and development                           |
| 19  | Planning scheme amendment (non-residential)                                        | Implement planning scheme requirements for high performance buildings, and advocate for reforms to improve national building standards (such as the Building Code of Australia)                     | 1.3                                      | 0.01                                  | Urban growth and development                           |

| RA# | Actions           | Description                                                                                                                                                                                                                                                                                                                                                                                                                                            | Emissions benefit (ktCO <sub>2</sub> -e) | Proportion of WAGA 2020 (%) emissions | Applicable sector                                      |
|-----|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|---------------------------------------|--------------------------------------------------------|
| 20  | Advocacy for WIFT | Continue to promote the West as an ideal site for a freight intermodal transfer station. A freight consolidation centre such as WIFT would bring together rail and large truck-based freight to a central facility for distribution to the Melbourne region. The centre reduces the demand for heavy trucks on road networks in Melbourne and shifts a degree of interstate freight mode share from trucks to rail, which is less emissions-intensive. | -1130*                                   | 5.6                                   | Business and industry, Freight, transport and movement |

\* This action would deliver an environmental benefit at a Victorian and national level but will increase emissions within the WAGA region.

The actions removed from the shortlisted 24 include the following three and one action that was amalgamated:

- Public transport subsidies
- Residential white roofs program
- Implement Intelligent Transport Systems (ITS) to monitor and manage traffic flow

These actions were removed due to a combination of the following factors:

- Minimal or negligible emissions benefit
- High cost and resource requirements
- Inappropriate action for WAGA to take
- Difficult to implement effectively

## 5.1 How far do the actions get us?

Low Carbon West provides a comprehensive suite of actions for limiting the growth of GHG across the WAGA region to 2020. The relative contribution that the actions in their entirety make towards emission reductions is provided in Figure 5. Note that the action to advocate for a freight consolidation centre (RA#20) is not included in the graph as the emissions impact is more appropriately measured at a state or national level, beyond the WAGA region.

The remaining 19 actions are projected to result in an emissions benefit of approximately 2,700 ktCO<sub>2</sub>-e per annum by 2020. This would limit the projected emissions growth in the WAGA region to 2020 by 14%. The actions effectively halt growth in emissions, with the 2020 business-as-usual emissions of approximately 20,000 ktCO<sub>2</sub>-e being reduced to less than 17,000 ktCO<sub>2</sub>-e (including a reduction of approximately 300 ktCO<sub>2</sub>-e due to industry changes in the WAGA region). This equates to an actual decrease in emissions by approximately 2.5% by 2020, compared to the 2012 baseline. This reduction is achieved as the population and number of dwellings in the WAGA region increase by approximately 20% by 2020.

WAGA may consider building on Low Carbon West to set an overall or sector-specific emissions reductions targets for the WAGA region. This could help guide the implementation of actions and enable the tracking and reporting of progress in reducing the region's emissions.

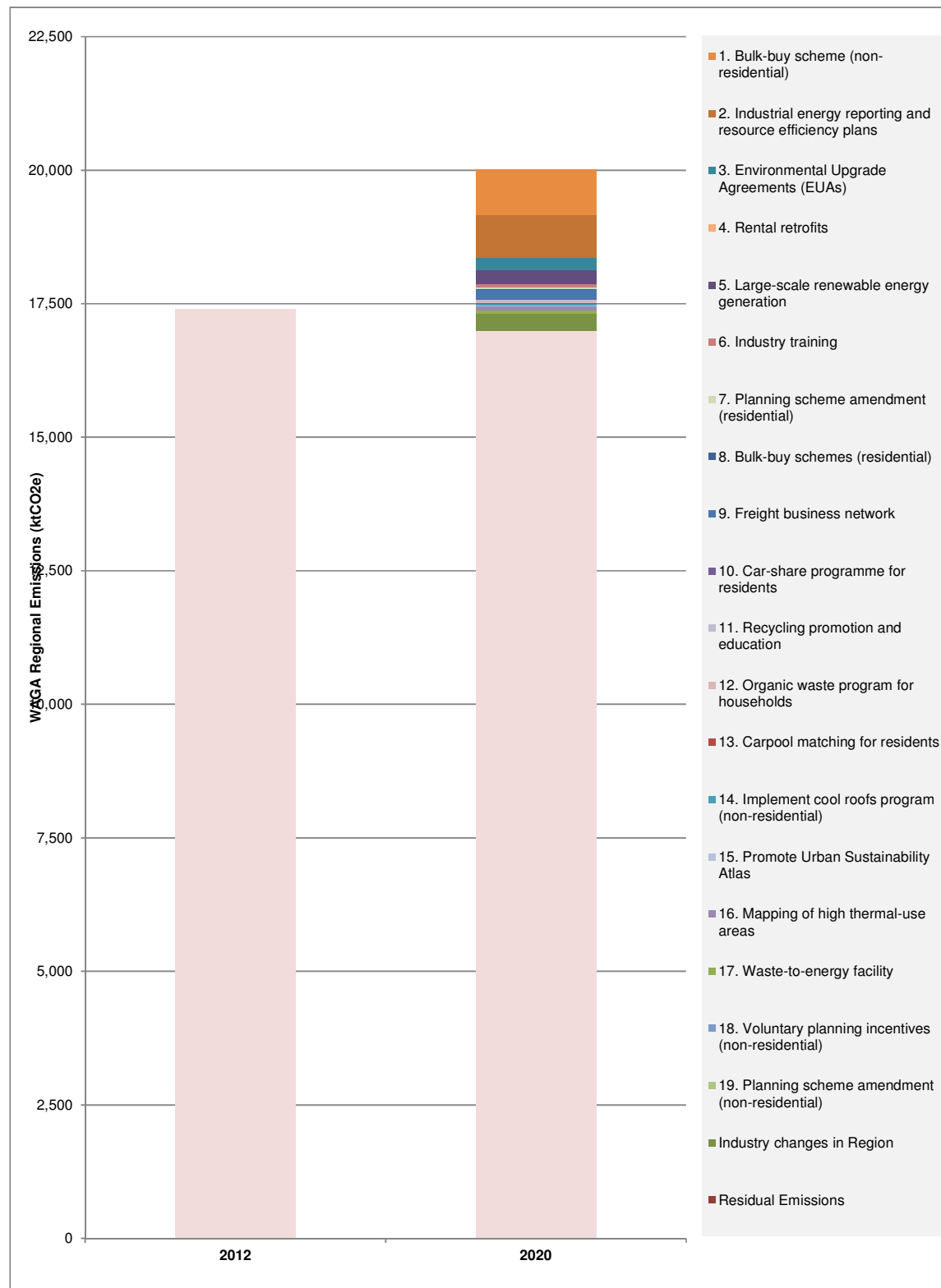


Figure 5 Actions emissions summary for the WAGA region

## 5.2 The West to the rest

WAGA is an alliance of eight councils in Melbourne's West. As an alliance the ability to advocate for action on behalf of council to the Victorian and Commonwealth governments, industry and business and the community is critical to ensure the successful implementation of Low Carbon West.

Each sector report defines a range of actions to be pursued by the WAGA Councils. Successful implementation of a range of these, such as amendments to the Planning Scheme (RA#7 and RA#19), will rely on the agreement and 'buy in' of others to the value of enacting change for the benefit of the WAGA Councils. Low Carbon West provides the foundation material to start the conversations necessary, with those who have the ability to enact the change required, to realise the emission reductions detailed in the strategy.

Building on this, there is increasing need and opportunity to work with local government alliances and councils outside the WAGA region. In this, there are not only economies of scale but opportunities to expand marketing of initiatives, engage the Victorian Government, and attract large investors and stakeholders.

## 5.3 Beyond direct actions

It should be noted that Low Carbon West focuses on actions that result in a direct emissions benefit. However, there are other important actions that do not directly reduce emissions. Research and development projects fit into this category. There is potentially a future expanded role for WAGA in research and development, and in the piloting of new technologies and materials. While these actions may not result in a direct emissions benefit, there is opportunity to realise significant savings indirectly as a result of these activities.

## 6.0 Our commitment to implementation

Low Carbon West provides the framework and defines the areas for further action. It is recognised however that this is just the starting point. The strategy is designed to encourage flexibility in the approach to implementation, encouraging the development of pilot studies and market testing before committing significant resources to implementation. Given the breadth of actions contained within Low Carbon West, such approaches are considered necessary to ensure the efficient allocation of resources is provided, to not only realise the GHG emissions identified, but to realise the other economic and social benefits associated with the actions.

### 6.1 Split of responsibility

While WAGA has primary responsibility for Low Carbon West, its implementation will require input and action from all member councils with the support of LeadWest and RDA Western Melbourne. An adequately resourced and secure platform is crucial to the success of Low Carbon West.

WAGA's future governance structure, the financial commitment from WAGA councils, opportunities to access Commonwealth and Victorian government funding and collaboration with other stakeholders with funding are all key elements to the platform supporting Low Carbon West. Implementing Low Carbon West will be a focus as WAGA reviews its strategic plan in 2015.

### 6.2 Improving the effectiveness of implementation

The successful implementation of actions contained within Low Carbon West is not guaranteed. Resources must be allocated to review the implementation process and to ensure that lessons are learnt regarding the successful implementation of initiatives. This process should include an assessment of the associated risks and realistic feasibility of these actions and the likelihood of achieving results. Further scoping, project planning and flexibility is required to prioritise actions on an annual basis. WAGA must be nimble and able to adapt to external changes such as declining costs of technology and altered political landscapes. This provides the opportunity to add new actions and update existing actions to keep up with changes in the technology and policy context.

Furthermore, additional elements are crucial in ensuring the successful implementation of initiatives. They include:

**Prototyping and market testing:** If the actions are not what the community or the market require, then they will not be successful. There can be limited flexibility once a large project plan and contracts are in place. Extensive consultation with the key stakeholders, in conjunction with prototyping and pilot programs, should be enacted to ensure that the actions will achieve the desired response and success. This should be an iterative process, with feedback being incorporated into the delivery and design of the proposed initiative.

**Avoiding duplication:** Before any particular action is enacted, consultation and research should be undertaken to have a full appreciation of any potential duplication or similarities with other local or regional initiatives. The identification of overlap could reduce the costs and resources associated with the implementation process if lessons learned can be shared, or even if entire processes are made redundant (e.g. scoping studies). WAGA has limited resources at its disposal, and these should be used in the most efficient and focused way.

**Communications and consultation:** It should be emphasised that adequate communications and consultation is pivotal to the success of Low Carbon West. From engaging with businesses, industry and government, to the local community and environment groups, communications and consultation is necessary to create buy in and propagate the initiatives contained within Low Carbon West. A communications and consultation plan should be developed to support the implementation of the strategy.

## 7.0 Measuring the success of Low Carbon West

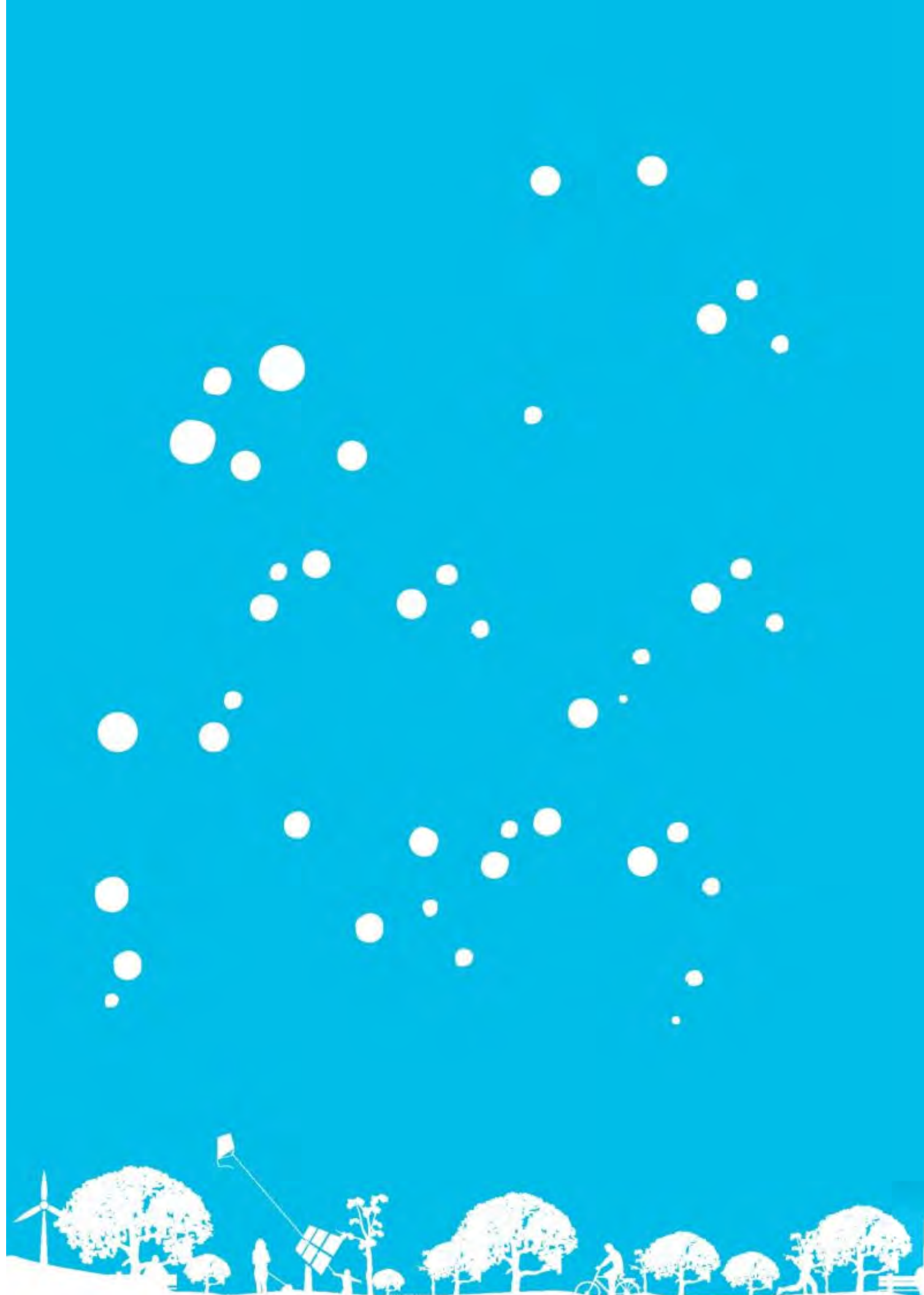
Low Carbon West is a comprehensive plan for reducing regional carbon emissions in the WAGA region over the coming years. To understand the effectiveness of these actions in mitigating carbon emissions, a monitoring plan will be established by WAGA in the later part of 2014.

The monitoring plan will be delineated by sector and consist of a series of key performance indicators (KPI's) based on the framework for prioritisation of actions within Low Carbon West. In addition, the monitoring plan will define the reporting timeline and format. As the actions cover a breadth of sectors, the information sources to inform progress against each sector will also differ. A significant part of setting up the monitoring framework will be identification of the data sources to inform progress against the actions. In terms of the level of carbon mitigation, the data sources that have informed the 2012 current baseline provide the primary means of tracking the level of carbon reduction over the coming years.

Progress will be monitored in implementation of the Low Carbon West actions, as defined by the KPIs developed through modification of the criteria for action prioritisation. This is likely to cover:

- Communications and advocacy with key stakeholders as it pertains to Low Carbon West
- Engagement with industry through action implementation
- Co-benefits associated with implementation
- Number of projects identified, funded and implementation for each action
- Barriers or challenges associated with implementation
- Project case studies / fact sheets developed, in particular demonstrating leadership or innovation in Melbourne's West
- Implementation resources and costs incurred and required over the coming year to support further implementation of Low Carbon West
- Overall energy and emissions savings by action, sector, by LGA and for the region.

Simple reporting templates will be set up to capture this information in a consistent format.



## **7. CUSTOMER SERVICE REVIEW FACE-TO-FACE FACILITIES**

|                          |                                              |
|--------------------------|----------------------------------------------|
| <b>Portfolio</b>         | <b>Governance – Cr Lyons (Mayor)</b>         |
| <b>Source</b>            | <b>Corporate Services - Customer Service</b> |
| <b>A/General Manager</b> | <b>Michael Kelly</b>                         |
| <b>Index Reference</b>   | <b>Council Reports</b>                       |

**Cr Macdonald moved, Cr Harwood 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.**

**Carried.**

## **NOTICE OF MOTION – Cr Ansett**

### **MAYOR'S GEELONG FUND**

Council has previously supported the practice of Mayor's raising funds in recognition of their chosen charity or cause.

In the past, Mayors have chosen to stage Geelong Mayoral Gala events with the primary objective of raising funds to support the welfare of children in the region. Since 2011 two gala events have been hosted by the City of Greater Geelong raising much needed funds in support of local charities.

Council has an opportunity to acknowledge the value of raising funds for the community and supporting the Mayor, Cr Darryn Lyons', strong ambitions and dedication to continue this practice formally and more widely along with his elected colleagues.

It is proposed that Council adopt the concept of the establishment of the Mayor's Geelong Fund as a means of inspiring and raising funds which contribute to the City of Greater Geelong community.

It is proposed that the Mayor and Councillors identify and make appropriate application for the release of accumulated funds which have been generated for appropriate community benefit.

The establishment of the Mayor's Geelong Fund will be subject to the development of appropriate governance arrangements which will be reported back to Council for adoption at a future date.

**Cr Ansett moved, Cr Fisher seconded -**

**That the Notice of Motion be deferred.**

**Carried.**

## **NOTICE OF MOTION – Cr Heagney**

### **BRAND AND LOGO**

Council has traditionally spread its branding messages through the use of the City of Greater Geelong logo which represents the colours, tone and personality of the City in visual form.

It has been the aim of the City to promote and maintain the integrity of the logo and Council's corporate image across all sectors of Council and the community.

Council allocates funds for marketing and promotion of the City of Greater Geelong and its brand to specifically target and ensure that all Council activities are duly recognised. The logo has traditionally been used for key corporate documents and for profiling the city at a number of gala and business events in recognising achievements central to Council and in categories that support tourism, new business and innovation as examples. The city logo has manifested in ways to support its commercial operations such as Swim, Sport and Leisure services whilst still belonging to the parent logo.

Council has also made major investments involving partnership organisations where services and programs are delivered to the community involving a partner or through department's being specifically allocated responsibility. The introduction of Enterprise Geelong and the Central Geelong Task Force provide recent internal examples.

These approaches have resulted in much good work however has expanded the number of new logos being signposted to the public, potentially preventing Council from being recognised for the range of programs it supports and creating confusion for community members.

The Council therefore needs to give consideration to how it manages its approach to the use of the existing logo and additional logos to ensure a coherent understanding and approach which has been consulted and agreed.

**Cr Heagney moved, Cr Ansett seconded -**

**That Council:**

- 1) Officers prepare a report which identifies all of the logos and brands which are currently used or supported by the City;**
- 2) To provide an updated policy on the context regarding the appropriate application and use of the current logos and brands;**
- 3) Additionally the report is to identify opportunities to re-unite the Councils many brands or to re-brand the City of Greater Geelong with a consistency that leverages all of our activities, increases awareness, improves market penetration and delivers a united vision;**
- 4) Prepare a budget bid to professionally undertake the identified works.**

**Carried.**

## **NOTICE OF MOTION – Cr Heagney**

### **SOCIAL MEDIA**

There is a growing understanding of the opportunity to use social media for communicating with residents in Local Government.

The City has a media and communications team that are enthusiastic and provide valuable services via a range of tools to councillors and the organisation in communicating key messages, events and achievements.

The introduction of the Geelong Mayor's facebook and twitter accounts, in 2012 has sought to modernise the Council's approach of the communication function. There has been significant progress following the recent direct elections of the City's Mayor in the use of these tools and the opportunity it provides for the municipalities communication strategy. The contact volumes the Geelong Mayor account has generated alone using social media products for the City has been significant.

The City of Greater Geelong currently maintains a number of social media accounts and has been particularly focussed on supporting the Geelong Mayor account. Given the growing importance of social media and the changing nature of community interaction with the Council it is an opportune time for the City of Greater Geelong to be more proactive in this area.

As the adaptation to social media continues to take place, and the community interaction via social media increases it is becoming more important for the City of Greater Geelong Brand to be more fully leveraged by all Councillors and the organisation in signposting and communicating activities through this media channel.

In doing so, it is important to further develop Council's communication policy to include protocols that sets out how the efforts of the organisation and all Councillors can be recognised and supported through the use of social media.

**Cr Heagney moved, Cr Irvine seconded -**

**That Council:**

- 1) Officers provide a report to Council outlining the number of City of Greater Geelong social media accounts that are supported by the organisation, the costs (from July 1 2013) associated with maintaining these accounts and the employee hours dedicated to each account;**
- 2) Review and update the Council's communication policy so that it sets out how social media can support the primary brand and account of the City of Greater Geelong and how the organisation and all Councillors can signpost and provide important information using the many Council supported social media accounts;**
- 3) Report and policy to come back to Council by March 2015.**

**Carried.**

## **NOTICE OF MOTION – Cr E Kontelj**

### **EAST-WEST LINK**

The City recently adopted its Integrated Comprehensive Transport Plan. The ICTP considers both transport and land use planning to inform the actions which align with City Plan.

The three main challenges identified in the plan are in the areas of – active transport; freight movements; and connectivity local and regional.

Actions in the plan that support connectivity locally and regionally identified improved transport links to Melbourne.

- Action 3f: Lobby State and Federal government to prioritise the East-West Link (stage 2 project) to provide an alternative river crossing to the West Gate Bridge – Short to Medium Term

G21 has identified the East – West Link as a priority project under the “Transport Links to Melbourne” project.

G21 has identified that improvements to transport connections and regional rail connections linking Melbourne to Geelong is required to improve liveability. It will encourage people to live in the G21 region and commute to Melbourne for work, allow employers in the G21 region to attract metropolitan residents to work here and will provide a boost to our education sector by drawing more students to study here.

It will also support the expected significant population growth which is being actively encouraged by the government within the G21 region and along the corridor between Melbourne and Geelong.

While fully funded and under construction, this project remains a high priority for both G21 and the City until fully implemented.

**Cr Farrell moved, Cr Irvine seconded -**

**That the Notice of Motion be deferred.**

**Carried.**

**Division requested:**

**For: Crs Ellis, Fisher, Macdonald, Heagney, Farrell, Irvine**

**Against: Crs Ansett, S Kontelj, E Kontelj, Lyons, Harwood**

## **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 Macdonald seconded -**

**That the information be received.**

**Carried.**

**RECORD OF ASSEMBLIES OF COUNCILLORS**  
**(Council Meeting 25 November 2014)**

| Assembly Details                               | Councillor Attendees                                   | Officer Attendees                                                                                                                                                 | Matters Discussed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Conflict of Interest Disclosures |
|------------------------------------------------|--------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| Councillor Briefing<br><b>18 November 2014</b> | Crs Lyons, Ansett,<br>Heagney, E Kontelj,<br>S Kontelj | G Miles (CEO)<br>J McMahon (GM)<br>M Kelly (A/GM)<br>G Van Driel (GM)<br>J Van Slageren (MGR)<br>L Quinn (MGR)<br>A Paterson (EO –<br>MAYOR)<br>R Bourke (CO ORD) | <ul style="list-style-type: none"> <li>• Presentation – Department of Justice</li> <li>• Presentation of MEMPlan Audit Certificate</li> <li>• Waste and Resource Recovery Strategic Direction</li> <li>• Western Alliance for Greenhouse Action – Low Carbon West</li> <li>• Changes to Administration of Family Day Care</li> <li>• Customer Service Face to Face Facilities (Confidential)</li> <li>• Amendment C305 – Connections Park and (Former) Rosewall Primary School Site, Corio</li> <li>• Master Plan 13-35 Mackey Street, North Geelong</li> <li>• Revocation of Flood Prone Area Designation of New Lots at Villawood – Armstrong Mount Duneed States 10 and 11</li> </ul> | Nil.                             |

## **PLANNING DELEGATIONS**

|                         |                                                  |
|-------------------------|--------------------------------------------------|
| <b>Portfolio:</b>       | <b>Planning - Cr Heagney</b>                     |
| <b>Source:</b>          | <b>Planning &amp; Tourism - City Development</b> |
| <b>General Manager:</b> | <b>Peter Bettess</b>                             |
| <b>Index Reference:</b> | <b>Delegation</b>                                |

### **Summary**

- Section 98 of the Local Government Act 1989 and section 188 of the Planning and Environment Act 1987 empower Council to delegate its powers, duties and functions under relevant legislation to members of Council staff.
- Council may also delegate to committees comprising Councillors and staff or a combination of both, pursuant to sections 86 and 87 of the Local Government Act and section 188 of the Planning and Environment Act.
- At its meeting on 13 March 2007 Council established a Planning Committee and a Development Hearings Panel with delegated powers to determine upon any development applications which have been the subject of an objection or in circumstances where officers have recommended refusal of the application.
- At its meeting on 23 September 2008 Council adopted a recommendation to allow Officers (restricted to Manager, Coordinator and Team Leader level) the ability to consider and approve applications with five or less objections.
- The appendix to this report contains a schedule of all applications determined under these delegations.

**Cr Macdonald moved, Cr Fisher seconded -**

**That the information be received.**

**Carried.**

**MONTHLY PLANNING DECISIONS REPORT - OCTOBER 2014**

| <b>App Number</b> | <b>Location</b>                                | <b>Application Type</b>                                                                                                                                                                            | <b>Decision Date</b> | <b>Description</b>                 | <b>Authority Description</b>      |
|-------------------|------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|------------------------------------|-----------------------------------|
| 157/2014          | 219-223 Jetty Road, DRYSDALE VIC 3222          | Use and Develop the Land for a Child Care Centre                                                                                                                                                   | 17/10/2014           | Refusal to Grant a Planning Permit | Development Hearings Panel        |
| 548/2014          | 84 Orton Street, OCEAN GROVE VIC 3226          | Use land for Medical Centre (Dentist) and associated buildings and works, construction of dwelling over 7.5 metres in height and erection and display of advertising signage                       | 3/10/2014            | Refusal to Grant a Planning Permit | Development Hearings Panel        |
| 699/2014          | 45 George Street, NEWTOWN VIC 3220             | Partial Demolition and Alterations and Additions to the Existing Dwelling                                                                                                                          | 3/10/2014            | NOD - Planning Permit              | Development Hearings Panel        |
| 794/2014          | 1 Lindel Street, NEWCOMB VIC 3219              | Construction of Four Dwellings and Four Lot Subdivision                                                                                                                                            | 17/10/2014           | NOD - Planning Permit              | Development Hearings Panel        |
| 844/2014          | 40 Winstanley Road, AVALON VIC 3212            | Two Lot Subdivision                                                                                                                                                                                | 3/10/2014            | Refusal to Grant a Planning Permit | Development Hearings Panel        |
| 1555/2013         | 338 Shannon Avenue, NEWTOWN VIC 3220           | Buildings and Works to an Existing Dwelling, Construction of One (1)                                                                                                                               | 1-Oct-2014           | NOD - Delegate                     | Delegates Authority - Objectors 2 |
| 24/2014           | 5 Limeburners Road, EAST GEELONG VIC 3219      | Construction of a Second Dwelling (Two Storey) and Two Lot Subdivision                                                                                                                             | 9-Oct-2014           | NOD - Delegate                     | Delegates Authority - Objectors 3 |
| 267/2014          | 18 Bayley Street, GEELONG VIC 3220             | Use & Development of a Residential Building (Student Accommodation), Café and Shop, Reduction of Car Parking Requirements and Waiver of Loading Bay Requirement                                    | 14-Oct-2014          | NOD - Delegate                     | Delegates Authority - Objectors 2 |
| 271/2014          | 252 Shannon Avenue, GEELONG WEST VIC 3218      | Development of the Land for Two Dwellings (Retention of the Existing Dwelling and the Construction of a Dwelling to the Rear), Two (2) Lot Subdivision and Create Access to a Road Zone Category 1 | 29-Oct-2014          | NOD - Delegate                     | Delegates Authority - Objectors 1 |
| 394/2014          | 2 Centaurus Avenue, CLIFTON SPRINGS VIC 3222   | Construction of Two Dwellings                                                                                                                                                                      | 9-Oct-2014           | NOD - Delegate                     | Delegates Authority - Objectors 5 |
| 488/2014          | 403 Pakington Street, NEWTOWN VIC 3220         | Use of the Land as a Photographic Studio and Partial Demolition and Buildings and Works Associated with the Existing Building.                                                                     | 3-Oct-2014           | NOD - Delegate                     | Delegates Authority - Objectors 1 |
| 540/2014          | 30-32 Edwards Point Road, ST LEONARDS VIC 3223 | Construction of Two (2) Dwellings                                                                                                                                                                  | 15-Oct-2014          | NOD - Delegate                     | Delegates Authority - Objectors 1 |
| 542/2014          | 68 Vines Road, HAMLYN HEIGHTS VIC 3215         | Two (2) Lot Subdivision                                                                                                                                                                            | 1-Oct-2014           | NOD - Delegate                     | Delegates Authority - Objectors 1 |
| 600/2014          | 31 Waratah Street, GEELONG WEST VIC 3218       | Building and Works to Construct an Extension and Alterations to an Existing Dwelling and Partial Demolition                                                                                        | 20-Oct-2014          | NOD - Delegate                     | Delegates Authority - Objectors 1 |
| 63/2014           | 62A Kewarra Drive, CLIFTON SPRINGS VIC 3222    | Removal of Native Vegetation associated with Creek Rehabilitation Works                                                                                                                            | 15-Oct-2014          | NOD - Delegate                     | Delegates Authority - Objectors 1 |
| 639/2014          | 3/13 Flinders Parade, BARWON HEADS VIC 3227    | Building and Works to Construct a Garage and First Floor Deck                                                                                                                                      | 9-Oct-2014           | NOD - Delegate                     | Delegates Authority - Objectors 2 |
| 679/2014          | 6/153-163 Corio Street, GEELONG VIC 3220       | Alterations and additions to an existing dwelling                                                                                                                                                  | 8-Oct-2014           | NOD - Delegate                     | Delegates Authority - Objectors 1 |
| 849/2014          | 39 Laurel Bank Parade, NEWTOWN VIC 3220        | Alterations and Additions to Existing Dwelling and Construction of Fence, Garage and Swimming Pool                                                                                                 | 21-Oct-2014          | NOD - Delegate                     | Delegates Authority - Objectors 1 |

**Cr Fisher moved, Cr Harwood seconded –**

**That the meeting be closed to the public.**

**Carried.**

**The Meeting was closed to the public at 7.59pm**

**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 8.02pm**

As there was no further business the meeting closed at 8.02pm. Tuesday, 25 November 2014.

Signed: \_\_\_\_\_  
Chairperson

Date of Confirmation: \_\_\_\_\_