

MINUTES

ORDINARY MEETING OF COUNCIL

Tuesday, 16 February 2016

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

COUNCIL:

Cr. D. Lyons
Mayor

(G21 Geelong Regional Alliance, Finance, Governance, Regional Cities)

Cr. T. Ansett (*Windermere*)

(Heritage, Rural Communities)

Cr. L. Ellis (*Coryule*)

(Coastal Communities, Infrastructure, Parks and Gardens, Climate Change)

Cr. J. Farrell (*Beangala*)

(Community Safety, Youth, Women in Community Life, Finance)

Cr. K. Fisher (*Corio*)

(Community Development, Tourism)

Cr. B. Harwood (*Kardinia*)

(Enterprise Geelong, Primary Industries)

Cr. M. Heagney (*Brownbill*)

(Central Geelong, Planning)

Cr. J. Irvine (*Austin*)

(Sport and Recreation)

Cr. E. Kontelj (*Cowie*)

(Aboriginal Affairs, Multicultural Affairs, Finance)

Cr. R. Macdonald (*Cheetham*)

(Major Projects, Knowledge Economy & Education, Veteran Affairs)

Cr. P. Murrhly (*Kildare*)

Cr. R. Nelson (*Deakin*)

(Major Events)

Cr. A. Richards (*Buckley*)

(Environment & Sustainability, Transport, Arts & Culture, Climate Change)

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**MINUTES OF THE ORDINARY MEETING
OF THE GREATER GEELONG CITY COUNCIL
HELD AT THE COUNCIL CONFERENCE AND RECEPTION CENTRE
CITY HALL, LITTLE MALOP STREET, GEELONG
TUESDAY, 16 FEBRUARY 2016
COMMENCING AT 7.00P.M.**

PRESENT: Crs T Ansett, L Ellis, J Farrell, K Fisher, B Harwood, M Heagney, J Irvine, E Kontelj, R Macdonald, P Murrihy, R Nelson, A Richards

Also present: K Spiller (Chief Executive Officer), D Frost (General Manager Strategy & Performance), P Bettess (General Manager Planning and Tourism), W Tieppo (General Manager City Services), L Quinn (General Manager Community Life), B Luxford (General Manager Investment and Attraction), R Bourke (Co ordinator Governance and Legal Services), J Merlo (Senior Media Officer)

OPENING: The Acting 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: Cr Lyons (Mayor)

CONFIRMATION OF MINUTES:

Cr Ansett moved, Cr Ellis seconded -

That the Minutes of the Ordinary Meeting held on 27 January 2016 be confirmed and signed.

Carried.

DECLARATIONS OF CONFLICTS OF INTEREST:

Cr Heagney declared an Indirect Interest in Agenda Item 1 – Amendment C262 – Public Acquisition Overlay to 28 Malop Street, Geelong – Consideration of Submissions in that she received a campaign donation from a person who lives/owns property abutting the laneway.

Cr Heagney declared an Indirect Interest in Agenda Item 5 – McLarty Place: Investigation into Laneway Extension in that she received a campaign donation from a person owning property abutting the laneway.

Cr Heagney declared an Indirect Interest in Agenda Item 13 – Submission in Response to the Preliminary Report 2015-2016 – Electoral Representation Review in that she made an initial personal submission.

Cr Farrell declared an Indirect Interest in Agenda Item 13 - Submission in Response to the Preliminary Report 2015-2016 – Electoral Representation Review in that she made an initial personal submission to the electoral review, not supporting Options A, B, C or D.

Cr Macdonald declared an Indirect Interest in Agenda Item 13 – Submission in Response to the Preliminary Report 2015-2016 – Electoral Representation Review in that he has previously submitted a response to the submission.

Cr Ansett declared an Indirect Interest in Agenda Item 13 – Submission in Response to the Preliminary Report 2015-2016 – Electoral Representation Review in that he made an initial personal submission.

Cr E Kontelj declared an Indirect Financial Interest in Agenda Item 4 – Transfer (Sale) of Land by Expressions of Interest – Draper Street, Ocean Grove in that Karingal has recently become a significant tenant of a building he has a major ownership interest in.

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.

Alena Kralova asked if Council had an opportunity to look into the desperate situation with Bus No 24? In three weeks I am in Geelong I found the situation much worse than I indicated at the last meeting. Is there anything Council can do to help?

William Tieppo responded he will be addressing the concerns regarding the bus drivers driving past patrons at bus stops directly with Public Transport Victoria, and noticed that there have been some minor timetabling changes in the last 3 weeks, however this should not impact the service in the future. He also indicated he was happy to facilitate this issue on Ms Kralova's behalf.

Bec McHenry submitted a question prior to the Council Meeting, but as she was not present a written response will be forwarded.

Bill Votsaris asked his question in relation to the Central Geelong – Declaration of Special Rate:

Who gets the benefit and who pays this levy, the landlord or the tenant?

Brett Luxford responded that it is considered on a case by case basis between the landlord and the tenant and what has been written into the lease arrangements. Both parties receive benefit and both are responsible.

The following residents of Townsend Road, Whittington expressed their deep concerns regarding the traffic volume and speed in Townsend Road and the Roundabout at Boundary Road intersection:

- ❖ Colleen Lukey;
- ❖ Romy Ducusin;
- ❖ Cliff Grinter;
- ❖ Jacqueline Grinter;
- ❖ Joan Mellords;
- ❖ Jennifer Terrington;
- ❖ Rosemary Jones;
- ❖ Alfred Jones;

William Tieppo, General Manager City Services, will provide a written response to all the above.

Brian Donovan asked if Council was aware of the impact of making sale of land at Ocean Grove on lifelong carers of people with disability in that community?

Cr Harwood responded, 'yes – Council is aware'.

Joyce Schroeter asked if Councillors were aware –

- 1) that the funding Sarah Henderson referred to in today's paper is not available to NDIS trial sites?
- 2) of the strong support for this project in the community, particularly in Ocean Grove?

Cr Harwood responded Councillors are aware and further discussion and debate around this item will be heard later this evening.

Ingrid Hindell asked that young people with disabilities should be housed in better facilities?

Cr Fisher added that young people need more food in nursing homes and also their therapies are different from the requirements of the elderly.

Cr Harwood agreed with the need for better facilities for the young disabled.

Nathan Oakes asked questions in relation to Amendment C262 –

- 1) Is Council aware of any support for this proposal beyond those with direct financial interest in the project?

Cr Harwood responded that Councillors have a very open mind to the options and will be discussing during debate of the item later this evening.

Peter Bettess responded that in 2011/12 there was a lot of work done on Vision 2 – one of the principles being to open laneways and linkages. That was then put into the planning scheme and has been there since 2013.

- 2) Is Council aware of the extreme irony of both the timing of the strategy given that McLarty Place as being blocked at this time and that this proposal is in the National Year of Digital Inclusion given the effect on such an inclusive digital business?

Cr Harwood thanked Mr Oakes for his comment.

PETITIONS: Nil

Cr Heagney declared an Indirect Interest in Agenda Item 1 – Amendment C262 – Public Acquisition Overlay to 28 Malop Street, Geelong – Consideration of Submissions in that she received a campaign donation from a person who lives/owns property abutting the laneway and left the meeting room prior to discussion at 7.42pm

1. AMENDMENT C262 - PUBLIC ACQUISITION OVERLAY TO 28 MALOP STREET GEELONG - CONSIDERATION OF SUBMISSIONS

Portfolio: Planning - Cr Heagney
Source: Planning & Development - Strategic Implementation
General Manager: Peter Bettess
Index Reference: Application: Planning Scheme Amendment C262

Purpose

This report considers submissions received to Amendment C262.

Summary

- Planning Scheme Amendment C262 seeks to apply the Public Acquisition Overlay 2 (Proposed Public Open Space) to the land at 28 Malop Street Geelong.
- The property is developed with a commercial building and tenanted by Guf Games Geelong. The building is attached to similar commercial buildings on both sides, all fronting Malop Street with rear access to Dennys Place.
- Acquisition is required to enable the delivery of a laneway connection in Central Geelong, and has current budget funding by agreement between Council and Regional Development Victoria.
- The proposed laneway has policy support in the Greater Geelong Planning Scheme and the Central Geelong Action Plan 2013, and is referenced in Vision 2 – the State Government policy platform for Central Geelong.
- Council resolved on 15 September 2015 to prepare and exhibit the Amendment and a request was then initiated by the City's Central Geelong Action Plan Department.
- Public exhibition of the Amendment commenced on 9 October 2015 and closed on 16 November 2015. Exhibition generated considerable interest in the local media.
- A total of 27 opposing submissions were received, including an on-line petition containing 2,820 signatures. Overwhelmingly submitters questioned why the land at 34 Malop Street (13 metres away) was not proposed to be acquired instead of 28 Malop Street. No. 34 historically provided an access point through to McLarty Place/Little Malop Street but is no longer available to the public.
- A significant majority of submissions also voiced their support for the tenant of 28 Malop Street; being Guf Games Geelong; and the business's important social and economic role in the Geelong community.
- No submission was received from the landowner despite meeting with Council officers during the exhibition period.
- Two supporting submissions were received; one from Tract on behalf of the Central Geelong Taskforce, the other from the landowner of 26 Malop Street.

- In considering the submissions, Council officers sought further information from the applicant about its position on providing access through 34 Malop Street. The applicant replied on 15 December 2015: *"Council is in discussion with the owners of 34 Malop Street. It is anticipated that Council will further consider the matter of this site and make public its intentions early in the new year"*.
- The application of the Public Acquisition Overlay is perhaps the most serious planning power Council has at its disposal. Because of this there needs to be a high level of strategic justification to support the compulsory acquisition. In this case there is strong justification.
- Many submissions point to 34 Malop Street as an alternative with a lesser social cost. This alternative cannot be dismissed even though its consideration is outside the scope of Amendment C262. Submissions suggesting 34 Malop Street is a simple and cheap alternative fail to appreciate that the land is five times the area of 28 Malop Street and privately owned.
- What is clear is that a public breakthrough using either or both 28 and 34 Malop Street is integral to the implementation of the Central Geelong Action Plan. There is potential for a laneway connection to be achieved at 34 Malop Street through redevelopment of the site.
- It is therefore recommended that Amendment C262 and submissions be referred to an Independent Planning Panel. It is also noted that Council officers are currently in discussion with the owners of 34 Malop Street that includes creating a laneway connection from Malop Street to McLarty Place.

Cr Macdonald moved, Cr Richards seconded -

That Council:

Having considered all submissions to Amendment C262 to the Greater Geelong Planning Scheme resolves to:

- 1) requests the Minister for Planning to appoint an Independent Panel under Part 8 of the Planning and Environment Act, 1987;**
- 2) refers all submissions to the Panel; and**
- 3) submits to the Panel its response to the submissions generally as outlined in this report.**

Lost.

Background

On 16 June 2015 a request was received from the City's Central Geelong Action Plan Department seeking amendment to the Greater Geelong Planning Scheme to apply the Public Acquisition Overlay (PAO) 2 (Proposed Public Open Space) to 26 Malop Street, Geelong.

This followed over eighteen months of negotiation between Council (through its agent) and the landowners. Unfortunately there was little interest in selling the property, with multiple owners posing a challenge to reaching sale by agreement.

The application was considered to have sufficient strategic planning merit to advance to a Council Meeting for resolution to exhibit the Amendment.

Before going to a Council Meeting, the Central Geelong Taskforce considered the most appropriate location for a laneway breakthrough at its meeting on 20 August 2015. It resolved to:

“Endorse the proposed Public Acquisition Overlay to create a breakthrough to Denny’s Place; and

Recommend that the Public Acquisition Overlay be applied to 28 Malop Street”.

Amendment C262 was considered in confidence at the 15 September 2015 Ordinary Meeting of Council. By resolution of Council it was determined that the decision made ‘*In Committee*’ be made public. It was resolved that Council exhibit a Planning Scheme Amendment to apply a PAO to 28 Malop Street, Geelong.

Officers provided the following comments in support of the amendment:

“The subject land has rear access to Denny’s Place, in addition to its Malop Street frontage. Its dual frontage, in combination with a location directly opposite Clare Street and the existing pedestrian crossing over Malop Street, make the subject land the ideal location for a laneway breakthrough. The delivery of this breakthrough will improve pedestrian permeability through to Little Malop Street, James Street and the laneways that branch off them.

The Geelong Advancement Fund: Malop Street and Laneways project will enable the delivery of the first stage of the Greening Geelong – public realm upgrade (Central Geelong Action Plan, Page 18). The funding agreement in place between Council and Regional Development Victoria requires the breakthrough to be delivered as part of the project. Securing the land is a high priority. Council has budget in 2014/15 and 2015/16 to purchase the property.

While either 26 Malop Street and 28 Malop Street would achieve the same functional outcome in creating this laneway connection, it should be noted that 26 Malop Street adds greater architectural interest to the streetscape [and] makes a more important contribution to the quality of the built environment due to its detailed façade and parapet. On this basis, the acquisition of 28 Malop Street is proposed as its plain, rectilinear façade adds less value to the overall character of the streetscape.

The impact of the acquisition and the subsequent conversion of the space into a laneway connection will directly affect the landowner and the existing tenant. Council will work with the affected business to facilitate its relocation within the CBD”.

Under delegation from the Minister for Planning, Amendment C262 was authorised by the Department of Environment, Land, Water and Planning on 25 September 2015.

The Amendment was exhibited for a 1 month period closing on 16 November 2015. This included notices in the local newspapers and letters sent to landowners and occupiers in the immediate area. The proposed new planning scheme map is shown in Appendix 1.

During the exhibition period Council Planning and Central Geelong Action Plan officers met with the landowner and the landowner’s legal representative. The landowner left the meeting with a clear understanding of the planning scheme amendment process, rights under the *Land Acquisition and Compensation Act 1986* (LACA) and Council’s strong preference to negotiate purchase independently. No contact or submission has been received from the landowner since the meeting.

Officers also met with the directors of Guf Games, the tenant of 28 Malop Street. Subsequent to the meeting, the Central Geelong Action Plan Department – separate to Council’s role as the Planning Authority – wrote to Guf Games outlining statutory obligations under LACA and a willingness to work proactively to relocate the business.

Discussion

As a consequence of the Amendment C262 exhibition, a total of 29 submissions were received – 27 objecting and 2 supporting the Amendment. One objecting submission was an on-line petition containing 2,820 signatures. Appendix 2 contains a table which summarises all the submissions.

Pursuant to the *Planning and Environment Act 1987*, the Council is required to consider all submissions made to an Amendment and must either: (1) change the Amendment as requested by the submissions; or (2), refer the submissions to an Independent Panel; or (3) abandon the Amendment.

The next section of this report outlines the key issues raised in the submissions and provides an officer response. In the event the submissions are referred to an Independent Panel, the responses in this report will form the basis for Council's presentation to the Panel.

The Merits of a Dennys Place Connection Between Malop and Little Malop Street

A number of submissions say Dennys Place is an inappropriate location for a pedestrian walkway connecting Malop and Little Malop Streets. Reasons include: no documented case that supports the proposal or selection of the building subject to compulsory acquisition; Dennys Place is not an inviting walkway being 'back of house' to residential apartments and commercial businesses, and is used for car parking and storage of rubbish bins and beer kegs; and Denny Place does not activate any businesses. Submitters believe this will create an unsafe environment.

The neighbouring property owner at 26 Malop Street is supportive of the proposal and submits that open access rather than dead-end streets is always a safer and more encouraging of pedestrian movement. The submission includes a preliminary concept in response to the planned acquisition showing modifications to the building allowing frontage and interaction with any future laneway.

The Central Geelong Taskforce submission outlines the strong strategic support for the Amendment. The submission considers connection of Dennys Place to Malop Street will deliver an important mid-block link for pedestrians, generate increased foot-traffic in the laneway precinct, and is the best location for a north-south pedestrian link from Ryrie Street to the Geelong Waterfront.

Officer Response

The selection of Dennys Place as a strategic pedestrian connection in the retail core of Central Geelong is strongly supported by the planning policy framework. Dennys Place is identified in the Greater Geelong Planning Scheme as '*Improved Linkage Opportunities*' under the Schedule provisions to the Activity Centre Zone. Dennys Place is also identified in a number of strategic planning documents that preceded implementation of the Activity Centre Zone into the Scheme in 2013, including the Central Geelong Urban Design Guidelines (2008).

Past strategic planning work openly identified Denny Place as the location for a breakthrough connection and was subject to public consultation, scrutiny and deliberation.

The location was further reinforced in the Central Geelong Action Plan 2013.

What is not identified in the policy framework is the selection of an individual property to achieve the breakthrough. In reality either no. 26 or 28 Malop Street will serve this role and Amendment C262 has sought to apply the PAO to 28 Malop Street.

Notwithstanding the overwhelming strategic support, the functionality of Dennys Place in its current form has limitations as an attractive, safe pedestrian walkway. The Central Geelong Taskforce submission states that following demolition, Council will implement a streetscape master plan to enhance the laneway. Further information on this matter was sought from the applicant and responded:

"In relation to the improvement of Dennys Place, we intend to resurface and embellish the space as part of the Malop to Myers Revitalisation project, potentially including and not limited to laying of pavers, planting of trees and other greenery, installation of public art, seating and lighting. Those parts of the lane in which vehicles will continue to traverse will have more limited improvements to reflect the need to maintain a path for through vehicles, resulting in more vertical and overhead elements being installed".

It would be expected that concerns about rubbish bins, beer kegs and car parking would be resolved as part of the master planning process.

There is no doubt that the laneway has traditionally been used as a 'back of house' function with limited street frontage or activity. However this will change as is demonstrated by the plans for 26 Malop Street. There are already large 'Chrissy Amphlett' and 'King Billy' murals, Beavs Bar smoker's open-air space and rear interface with the commercial premises at 14 McLarty Place in the laneway. The old rear stables building at 71 Little Malop Street (partially fronting Dennys Place), is currently being renovated for office use and will further activate the laneway. While the residential complex has its rear vehicle access and car park on Dennys Place, the upper levels contain balconies and windows that overlook Dennys Place. Dennys Place also provides a clear and direct link to Clare Street and James Street.

For all these reasons it is considered that Dennys Place will become a safe, attractive and interesting pedestrian walkway between Malop and Little Malop Street.

The Merits of Using McLarty Place as an Alternative Connection Between Malop and Little Malop Street

The overwhelming majority of submissions questioned why the land at 34 Malop Street was not proposed to be acquired instead of 28 Malop Street. Submitters note that number 34 was historically a well-known access point through to McLarty Place/Little Malop Street – but is now barricaded with a high fence on Malop Street. Submitters say this alternative will result in minimal disruption at a much lower cost to ratepayers.

Submissions highlighted the current function of McLarty Place with entrances to the residential apartments and service businesses. Submissions point out that McLarty Place has an appropriate laneway mix while Dennys Place has no business, retail or café fronts.

One submission raises the option of opening up the McLarty Place car park (at the rear of 34 Malop Street) by removing the paling fence at the end of the Dennys Place right turn extension.

Officer Response

Responding to this issue is difficult to reconcile as the consideration of an alternative location for a PAO is beyond the scope of Amendment C262.

It is considered that the arguments raised in the submissions have merit and, on the face of it, acquiring all or part of 34 Malop Street (or creating a carriageway easement) would still deliver a key strategic mid-block pedestrian link. McLarty and Dennys Place are closely spaced meaning there is little difference for users, as shown in Appendix 3. This would also benefit the existing traders fronting McLarty Place.

Submissions suggesting 34 Malop Street is a simple and cheap alternative fail to appreciate that the land is five times the area of 28 Malop Street and privately owned. An extended McLarty Place laneway would similarly require master planning and improvements. Hence the real cost of opening up McLarty Place for access may actually be greater depending on negotiations with the landowner.

The Central Geelong Action Plan Department has advised that Council officers are continuing discussions with the owners of 34 Malop Street with a view to creating an additional laneway at this location.

It is considered unlikely that Council would fund compulsory acquisition of both 28 and 34 Malop Street. As an alternative, securing the rear portion of 32 Malop Street, which accesses Dennys Place, would achieve the desired connections (were McLarty Place to connect to Malop Street). There are also opportunities to negotiate an additional laneway connection in any future redevelopment of 34 Malop Street.

Ultimately, irrespective of the alternative benefits of McLarty Place, the strategic planning merits of Dennys Place and application of a PAO to 28 Malop Street are considered to be sound.

The Selection of 28 Malop Street Instead of 26 Malop Street

Some submissions queried the selection of the tenanted 28 Malop Street property over the untenanted 26 Malop Street on the basis of building façade and tenancy.

The Central Geelong Taskforce submission says that the 26 Malop Street building was Geelong's first Chinese restaurant and a cultural institution for many years. The submission considers the building at 28 Malop Street has comparatively less architectural value and consequently, makes a limited contribution to the visual interest and amenity of the streetscape.

Officer Response

Amendment C262 seeks to apply a PAO to 28 Malop Street. The PAO designates the land for proposed public open space and the existing building is intended to be demolished. There are no planning controls that would restrict the removal of the building.

Similar to consideration of McLarty Place above, the merits or otherwise of the façade of the building at 26 Malop Street compared to any other building are beyond the scope of this Amendment. The submission from the owner of 26 Malop Street suggests that future improvements to the building will significantly improve the function and appeal of the building for prospective tenants. It is agreed that the façade and history of 26 Malop Street contribute to the interest and amenity of Malop Street.

Impacts on the Tenant of 28 Malop Street; Guf Games Geelong

A comprehensive submission was received from K. White on behalf of the directors of Guf Geelong. The submission addresses matters relating to telecommunications infrastructure, disruption to operations, lack of suitable CBD lease options, the Digital Geelong Strategy and alternative PAO options. The submission is copied in full at Appendix 2.

Virtually all the submissions including the on-line petition highlight the important social and economic role of Guf Games in the Geelong community. Many of the submitters are regular customers and emphasise the central location near the Geelong Station, takeaway shops and car parking. Submitters say the business supports young people and special needs groups, and the numerous competitions attract large numbers to Central Geelong.

Officer Response

In responding to the impacts on the tenant, there needs to be a distinction between Council in its role as the Planning Authority and Council in its role as delivering on the Central Geelong Action Plan.

Council as the Planning Authority is responsible for expediting Planning Scheme Amendment C262 to apply a PAO to 28 Malop Street. Through this process the Planning Authority must demonstrate the strategic merits and public benefit of the Amendment.

The PAO is considered to be the appropriate planning tool to: (a) identify the land proposed to be acquired; and (b) reserve the land for a public purpose. Funding has been set aside in budgets to deliver the project. This report recommends that Amendment C262 is strategically sound, however notes ongoing discussions with the owners of 34 Malop Street.

Should the Amendment be successful the LACA sets out the process for the compulsory acquisition of land by Council, including what is fair and reasonable compensation payable to owners and tenants. Council, in its role as the Central Geelong Action Plan and future landlord, has clearly indicated to Guf Games a desire to work collaboratively and actively support relocation. In other words, Councils' intent is to arrive at a negotiated outcome in preference to resorting to the LACA.

The same approach applies to the landowner.

Environmental Implications

There are no environmental implications as a result of the amendment.

Financial Implications

Amendment C262 will incur the normal costs associated with a planning scheme amendment process. Council has funding in the 2015/16 budget to purchase the property either by agreement or by compulsory acquisition.

Policy/Legal/Statutory Implications

There are a number of policies and strategies that directly support the Amendment.

Central Geelong Action Plan

The Central Geelong Action Plan (December 2013) is a fifteen year blueprint for focused action in Central Geelong and a reference document in the Greater Geelong Planning Scheme. Securing the subject property is integral to implementation of the Action Plan by delivering on:

- The 'moving around' theme by creating "more mid block links and improve pedestrian safety and comfort and the amenity of links generally" (page 9); and
- The 'connecting people and places' priority action by creating "an integrated, attractive and well-designed pedestrian and cycling network which supports healthy living and public safety" and making "the city more walkable and promotes more engaging activity on the streets" (page 12).

Activity Centre Zone

The Activity Centre Zone Schedule 1 (ACZ1) is the primary statutory planning provision applied to Central Geelong, which includes 28 Malop Street. The ACZ1 contains a number of land use and development objectives including "to create new pedestrian routes within the activity centre through improved linkage opportunities".

The ACZ1 *Precinct 1: Core Retail* map identifies Dennys Place and 26/28 Malop Street as an existing key pedestrian route and further designates the route for “Improved Linkage Opportunities”. Therefore identifying and reserving the property via a PAO for a future open space link is specifically supported in the Greater Geelong Planning Scheme.

Clause 21.09 Central Geelong

The Municipal Strategic Statement contains a local policy for Central Geelong. Relevant to this amendment is the direction to encourage pedestrian linkage opportunities by extending existing laneways and identified linkages through buildings where appropriate to enhance permeability.

Alignment to City Plan

The Amendment closely aligns with ‘Growing the Economy’ and ‘Sustainable and Built Environment’ by supporting the revitalisation of Central Geelong.

Officer Direct or Indirect Interest

No officers involved in this report have any direct or indirect interest in accordance with Section 80(c) of the Local Government Act.

Risk Assessment

Processing of this Amendment needs to consider funding agreements with Regional Development Victoria. Council should also be mindful of the potential impacts to its reputation in addressing the needs of the tenant.

Social Considerations

The Amendment facilitates future improved pedestrian permeability in Central Geelong, delivering a range of social benefits including revitalisation and support for local businesses, healthy living, walkability and public safety.

Human Rights Charter

Land ownership and compulsory acquisition are matters addressed in Victoria as part of the human rights legislation. Section 20 of the *Human Rights and Responsibilities Act 2006* requires that ‘a person must not be deprived of his or her property other than in accordance with the law’. 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

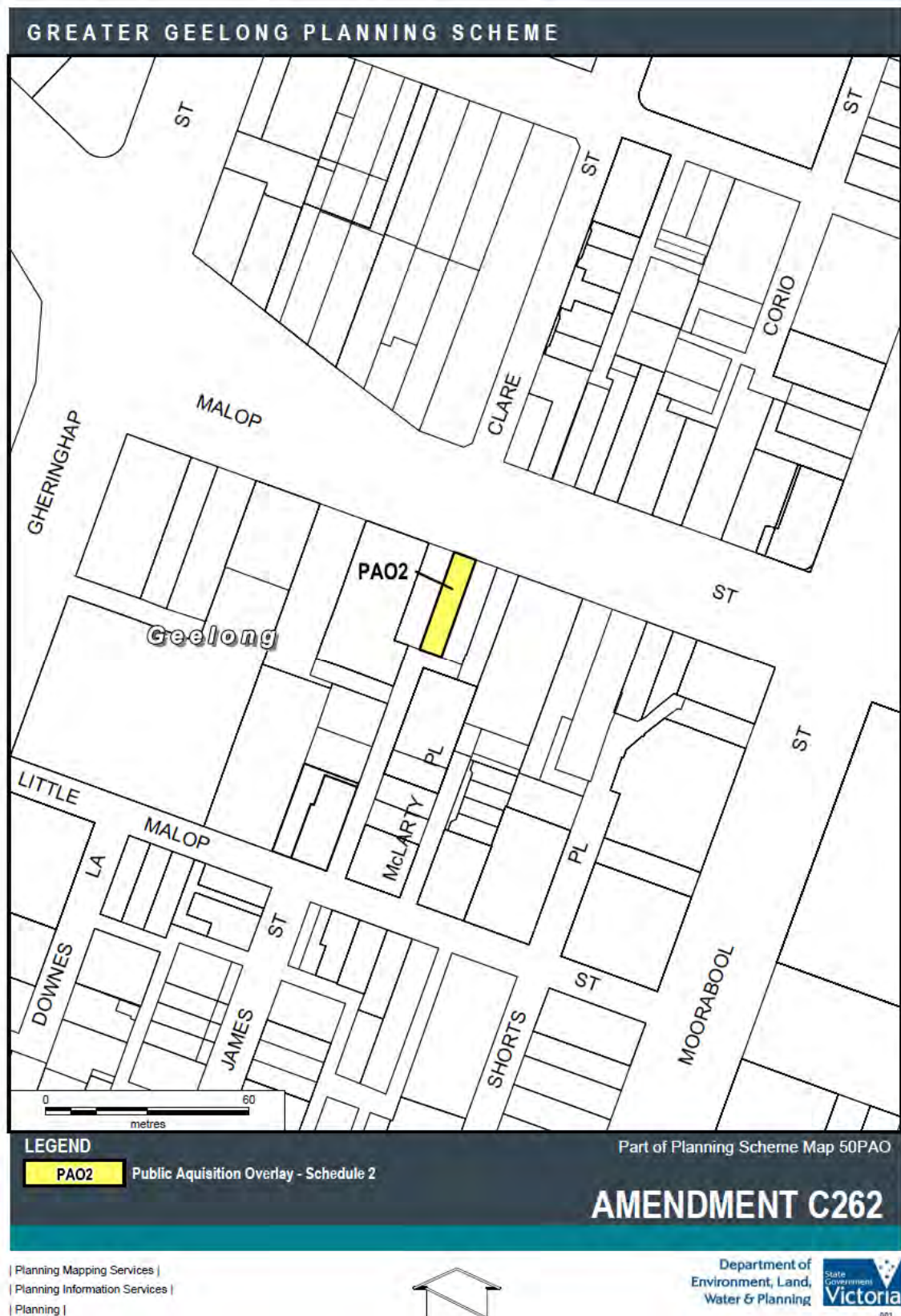
The amendment was exhibited in accordance with the provisions of the *Planning and Environment Act*, including direct notification and meeting with both the landowner and tenant.

Should the application of the PAO2 into the Planning Scheme ultimately be successful, the *Land Acquisition and Compensation Act* places strict obligations on Council in relation to the process for acquisition and tenancy.

Appendix 1 - Exhibited Public Acquisition Overlay Map



Appendix 1 - Exhibited Public Acquisition Overlay Map



Appendix 2 - Amendment C262 Summary of Submissions

No	Name	Address	Type	Summary of Submission
1	Z. Alexander	Walscott St North Geelong	Objection	Opposes the Amendment on the following grounds: • This land is not required to enable the delivery of a key pedestrian laneway connection in Central Geelong given that a laneway connection already exists three buildings down. • The barriers blocking off the existing laneway connection should be forcibly seized. • Not cost-effective when you compare the costs of seizing a successful business, bulldozing the structure and constructing a laneway – versus just re-opening the existing laneway connection nearby. • Harms Geelong's reputation. The Mayor and Council have been trying to woo events and businesses into Geelong. Seizing a successful business and forcing it to relocate of close does not help employment in Geelong. It does the opposite. How does one present themselves as a pro-business city while seizing land from a successful business owner instead of re-opening the existing laneway three buildings away?
2	B. Anderson	Rebecca Drive Leopold	Objection	Guf is a home to many that have few other places to turn. it unites people ao all ages, background and even mental and physical health; we are a family. Why do we even need this laneway? Have we gone mad that it seems 'logical' to remove or relocate a building simply because its store front doesn't look as good as the others so it has to go? We are a community town, so get off your ego train and see what the community wants! You are a massive joke Geelong.
3	P. Bakacs	Sheoak Court Ocean Grove	Objection	In keeping with the stated aims to open up pedestrian traffic to the Little Malop precinct to promote business and social benefit to the CBD, there is no clear explanation by Council for the need to demolish a building to achieve this aim when the extension of McLarty Place can be utilised for the stated purpose. I fail to see how paying to acquire land, compensate the landowner at 28 Malop Street and execute building works, to duplicate a throughway which already exists approximately 25 metres away, is not to the detriment of rate payers. It is an unexplained and absurd use of Council funding – and as a rate payer, negatively impacts me. Can you please publish the documentation to state whether the McLarty Place option has been investigated or costed, and if so why was it not a satisfactory alternative to the proposed public acquisition amendment?
4	H. Bender OAM	PO Box 4232 Geelong	Objection	This is a comprehensive submission from an owner/occupier of the apartment complex at 8-10 McLarty Place and includes photos of Dennys Place with rubbish and rubbish bins. <i>Extracts from the submission:</i>

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				I strongly support laneways that create multi-functional precincts in the heart of Central Geelong with a mix of residential, commercial, retail and cafes/restaurants/wine and piano bars. To be successful the area needs to be safe including CCTV cameras, visually welcoming shop and business fronts, pristine walkways, have clear signage and a quality marketing campaign. The block Malop, Gheringhap, Ryrie and Moorabool has many laneways that connect to Little Malop and James Street; most of these laneways have been neglected over the years and are currently storage lanes for numerous overflowing small and large sized rubbish bins. The bin system in these laneways needs to be addressed by City of Greater Geelong (CoGG) if you are serious about revitalising this section of Central Geelong. Some bins are household size causing regular rubbish overflow, larger bins for multiple businesses would be more appropriate and perhaps economically more viable. Long-lines of overflowing rubbish bins aren't visually inviting for foot traffic or for locals and tourists eating at alfresco cafes. The cleanliness of the pavers in Little Malop Street between Gheringhap and Moorabool Streets also needs to be addressed; they are in an appalling condition, in part due to years of being urinated on plus vomit often caused by excess drinking. The Little Malop Street pavers require a professional pressure wash to restore cleanliness and then use the service of the regular street sweeper preferably not at the current 6.30am sweep on Saturdays and Sundays which I'm sure is outside EPA guidelines. I question the logic of opening up Dennys Place from Malop Street to Little Malop Street for pedestrians and cyclists knowing there are three (3) car park entrances/exits for this apartment block in Dennys Place. Dennys Place currently 24/7 has eleven (11) small household bins, two (2) small commercial recycling bins, one (1) medium general waste bin and one (1) medium co-mingled recycling bin plus on average twelve (12) beer kegs. Dennys Place is the 'back of house' to residential apartments, commercial businesses and a bar; not an inviting walkway or path for cyclists mixed with cars. Rubbish bins and beer kegs are essential to the businesses and residential apartments that back onto Dennys Place but they are not accessories that compliment a vibrant laneway. Cyclists and walkers using Dennys Place meeting walkers, cars and medium sized delivery trucks utilising Little Malop Street is also a traffic hazard that needs to be openly discussed. Dennys Place is also often used for parking, the CoGG is aware of the issues the illegal parking creates day and night, however when one long-term offender says the Council Parking Officers know him and turn a blind eye one must question why bother talking with the CoGG about enforcing compliance. Has thought been given to opening up the McLarty Place car park via Dennys Place by removing the paling fence at the end of the Dennys Place right turn extension and making McLarty Place the link from Malop Street to Little

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				Malop Street knowing there is a residential apartment entrance, service businesses, an arts school, retail, cafe and commercial offices (Level 1) in McLarty Place. The CoGG amendment documentation makes mention of 'encouraging economic activity and creating a focus for investment in Little Malop Street and the laneways area and improving the social and economic performance amenity of the centre'; McLarty Place has an appropriate laneway mix, Dennys Place has no business, retail or café fronts. To re-activate Little Malop Street the CoGG needs to acknowledge McLarty Place already provides good multi-functional precinct access and is a perfect link into Little Malop Street. Locals often talk about walking from Malop Street to Little Malop Street down McLarty Place in the bygone years and ask why it was closed and why doesn't the CoGG open it up again for paid parking and foot traffic. Recent comments in the media from locals questions why the City doesn't reactivate McLarty Place instead of purchasing 28 Malop Street, Geelong. GAMES guf INTERNET is a vibrant gaming and internet café at 28 Malop Street, Geelong and hosts regular events for members of our community on the Autism Spectrum. Additionally many agents attend with their clients who may otherwise not be able to independently. The guf model becomes a haven for many who may otherwise find it difficult to socialize. Data shows the youth of today are disillusioned for numerous reasons; closing down a viable safe haven for these young people with no alternate location being noted by the CoGG creates anxiety for them and understandably for their parents plus the business owner and staff and will generate ongoing negative media. I note the other acquisition option is 26 Malop Street, Geelong; this building has been vacant for a long time. I note the real-estate agent marketing the rental of this site makes mention of an internal revamp which certainly was required; a few months ago the site looked like an indoor swimming pool with a large quantity of muddy water highlighting issues. Whilst I approve the concept of active revitalised laneways in Central Geelong I do not approve the CoGG acquisition of 26 or 28 Malop Street, Geelong to create a pedestrian walkway and cycling path to Little Malop Street via Dennys Place when there are other options to openly discuss and consider.
5	S. Blackmon	Anderson St East Geelong	Objection	GUF Games Geelong is a very important, even vital focus and hub of the Community's lifeblood in our city. The weekly attendance of young people alone at the many meet-ups, competitions and tournaments sponsored and hosted by GUF Games Geelong far outstrips the numbers at the vast majority of similarly community-oriented meetings and institutions currently supported and encouraged by the Geelong Council. It would be a foolish and soon much regretted mistake which is clearly counter-productive to the Mayor and Council's stated

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				and much-reported goals of increased community engagement and plans to progressively move Geelong into the modern era of digital and Internet growth and equality of access in the 21st Century. Please do the best thing for our Community and the Economic Future of Geelong and cancel/kill/scrap Amendment C262.
6	R. Calderazzo	Lonsdale St Geelong	Objection	Applauds the opening of a walkway between Malop and Little Malop Streets, however believes its positioning is far better to be leading into McLarty Place for the following reasons: • There is a long history of pedestrian traffic via this already attractive route, with interesting small shops on both sides, some open during the evening as well as during the day. Re-opening this strip at 34 Malop Street would help to repair the damage done to the surviving businesses in McLarty Place when it was first closed. As there are no shops open to Dennys Place, there is no such comparable advantage, nor is there incentive for people to stroll through that way. • I cannot understand the reasoning behind demolition of existing buildings with the attendant disruption to the businesses already in them, the disruption to adjacent businesses, and to road and footpath traffic during the operation, when there is an easy, non-disruptive route already in position only a few steps away at 34 Malop Street. If Council has the power to acquire 28 Malop Street, should it not also have the power to acquire this strip of land at 34 Malop Street instead? The advantages are quite obvious, with minimal disruption to anyone and surely a much lower cost to ratepayers. Council's claim to desiring revitalization of the City centre and its small businesses therein should mean the protection of those at 28 Malop Street and those in McLarty Place.
7	W. Harris	Francis Street Belmont	Objection	These plans are a horrendous idea. So many youths struggle with fitting in and Guf Geelong is a safe haven for many that do not have much else. Removing Guf would cause the area to diminish as it provides so much of the business in the Little Malop area. The City needs a laneway there like it needs a hole in the head. Please reconsider and leave the best place in Geelong alone, because we youths don't have much else.
8	C. Hayes	Vermont Ave Corio	Objection	A protest submission from the Hayes family. Guf has been a sanctuary for our son and a relief as parents. It's seem ridiculous to our thinking that you want to take the building down to build a lane way when there is a lane way so close that isn't even being used. Stop taking away things from this town and wasting money when there is a cost effective solution just two doors down. I remember when the lane way was open - I used it all the time until the National Bank closed it. Use that

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				lane way.
9	E. Konings	Waitara Grove Norlane	Objection	I would like to say I disagree with this plan. McLarty Place is a good link through to little Malop. We only need to remove the hoardings. This plan seems to be advantageous only to the businesses in Little Malop and Malop street and is quite easily solved by the already mentioned McLarty place. We have so many important issues that need addressing particularly around facilities for youth and GUF provides a haven for young people in a safe environment. I would much rather see this business stay and use the money saved for facilities in areas desperately needing safe spaces for young people such as Whittington.
10	C. Maslen	Weller Street Geelong West	Objection	The submission outlines a number of reasons in opposition to the Amendment: • It (<i>the building</i>) provides a place for young people to socialise, without drinking. If they had to move they would have to find a place that would be large enough to fit all the computers all the board gamers and all the other groups that meet there. • It brings people together from the outer edges of Geelong. • If the building was removed and the business located to a new spot it would be hard finding a spot that works so well for them. Close to a car park, close to restaurants, takeaway and more, a 7/11 around the corner all profit due to the people who go to Guf. The temporary shut down and reset up of Guf Good Games would also mean that it would take a while for them to set up and leave all people who go to there missing a place to go for quite a while. Any relocation would need to factor in cost, public transportation, restaurants and takeaway, internet connections, and parking. • It's a small alleyway which means you can't move fast it connects to Clare street which move people out of the city due to it's one way streets and connecting streets. The other side doesn't help either, you are either coming through Latrobe terrace which also is blocking off people from turning into the city due to dead end roads and streets die to the train line.
11	C. McQueen	Wexford Crt Corio	Objection	I think that it is a real shame to take over the land where GUF Internet gaming is based. This seems to be a real community based business, which assists people with disabilities and others to be involved in community activities. I also don't understand why the Council wants this space when there is a boarded up laneway three shops away. Leave the GUF business alone and un-board the other laneway.
12	S. Meade	Little Malop St Geelong	Objection	Objects on the following grounds: 1. You will be taking away business from the CBD, by shutting down GUF computer and games you will be removing a crucial part of the community. GUF provides a place where everyone can be together and encourages camaraderie and unity amongst the community. 2. Most of the laneway at Denny place is used to access parking with no active business taking place down that

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				laneway which will create an unsafe environment. 3. There is an existing laneway about 30-50m away from the building that you want to acquire, I think it would make sense to use an existing lane way before demolishing those that are being used already.
13	L. Newman	Bickford Road Grovedale	Objection	Opposes the Amendment for the following reasons: - The business located within this building, Guf Geelong, provides an important service to the young people of Geelong. It is a safe place for young people to gather indoors, socialise and make friends through their mutual interests in video games, card games and board games. I have seen first hand how important Guf Geelong is to young people. My younger brother often visits Guf with friends and has also made many new friends during his time spent there. His time spent there has made a positive impact on his life. It is so important for youth in Geelong to be able to get out of the house and spend time with others in a safe environment, which Guf provides. - The location of 28 Malop Street is also important. It is in a central location that allows easy access to public transport and is only a short walk from the Geelong Train Station. It is also located near ample street parking and a safe pedestrian crossing across Malop Street. This location is important because I know that when my brother and his friends visit Guf, they are able to access the building quickly and safely, and we can drop them off or pick them up from a safe location. I fear that if Guf was forced to move to a different location, it may not be as safe or easy to access. I am concerned that the relocation costs for the business could be extremely large due to their substantial equipment and Internet requirements, which may discourage them from re-establishing the business altogether. - I am also concerned by the fact that there is another opening that could be used for pedestrian laneway access at 34 Malop Street. The building at 34 Malop Street has a large gate through to McLarty Place, which is currently shut to the public. If this gate were to be opened, pedestrian access to McLarty Place and Dennys Place could be achieved, alongside creating a link to Malop Street and Little Malop Street. This would cause much less inconvenience to existing businesses and without the expense required to demolish 28 Malop Street. - It seems counterintuitive to remove one of the few thriving business from an important location while central Geelong is struggling, especially when a less inconvenient solution may be available. The biggest loss of all, however, would be the community that Guf has created at this location. It is important now more than ever to provide a positive and safe place for young people in Geelong without pushing them even further to the fringes of society. There is much more to this building than its façade, as inside it contains a community that

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				could never be replicated.
14	N. Oakes	Waitara Grove Norlane	Objection	A detailed, well presented submission including diagrams and photos, that outlines a number of reasons for opposing the Amendment. <i>Extracts from the submission:</i> The current proposal calls for the compulsory acquisition of 28 Malop Street, a two-storey building that houses GUF- a thriving internet and gaming business that occupies both floors without looking at alternatives. Any cursory assessment of the site would immediately identify the potential of 34 Malop Street [diagram 1: highlighted in yellow]. This site, three doors to the southeast of the current proposal, is only metres away [diagram 2: highlighted in green]. It is a continuation of McLarty Place and is already a cleared laneway with a second-storey structure overhead with only a gate that would need removal. The site is of less architectural significance than either of the alternatives proffered in the Central Geelong Action Plan proposition. The site has historically linked Malop Street to Little Malop Street via McLarty Place and was a popular thoroughfare before being gated. Indeed, there was already a thriving laneway culture in this area before the gate's construction. The alternative of 34 Malop Street appears to address all of the requirements of the plans to enliven the city without the downsides of the current proposition. Amendment C262 starts the City on a path without an assessment of the costs. The purchase of 28 Malop Street, relocation of the current tenants, demolition of the two-storey building (including the impact of surrounding businesses and through-traffic during this process) and construction of the new pedestrian laneway will all have significant costs for the council. It would be safe to assume that removing a gate and remodelling the extension of McLarty Place would be far more cost-effective. It would be inappropriate to start this process without investigating and publishing alternatives. The compulsory acquisition and demolition of the site will have a significant impact on the business operating on this site. GUF is a thriving internet and gaming business that is popular and well supported by Geelong's youth. The owners of the business have invested significantly in the fit-out and maintenance of the property. The city has a moral - if not legal - obligation to this business if a decision is made to disrupt it and destroy the investment GUF has made in the current location. This impact should be investigated thoroughly and published before any decision is made. Undoubtedly the creation of a mid-block link between Malop and Little Malop Streets would enhance the character and amenity of the area. It should have a positive social impact on the city. However, the proposal before council will have a potential detrimental impact in this area. GUF is a hub for many young people and it

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				provides a positive activity centre in the city for them. The council does great work in this area and it would be a disappointing and retrograde step if this work was undermined. Any plan that would have such a great impact on this business should be thoroughly investigated - as well as any alternatives, calculated and reported before a decision is made. The proposal to compulsorily acquire and subsequently demolish 28 Malop Street fails the common-sense test. The detrimental impacts on the amenity, environment, businesses and finances of the city will be significant. It is incredible to think that this proposition would be pursued when there is a much better and proven alternative only metres away. The property at 34 Malop Street is a significantly better site for this walkway.
15	L. O'Hara	Melba Close Moolap	Objection	I believe it is detrimental to the people of Geelong to demolish the GUF building, which serves as such a welcoming place to young people of the city, and not only those. I also question the logic in seeking to demolish a building to create a laneway when only metres away there is an existing laneway. This seems to me to be planning gone mad. I ask you to cease all plans to demolish the GUF building and continue the greening of the city by reopening and using the existing laneway in your plans instead.
16	S. Osborne	Moreillon Blvd Bannockburn	Objection	Approximately 8 months ago i decided to attend a local gaming club called the Geelong gamers guild (G3) at which point i met several kind and welcoming people who introduced me to new games and an entire community around gaming. Since that time i have flung myself into this community and i currently run a gaming session every second Sunday at the proposed address for this laneway. The operators at GUF are kind enough to allow us to use the upstairs portion of the building for our gaming needs, and because of the stability and availability of our venue we have been able to continue to grow as a community. Twice this year, members of our community have organised events that have supported local charities and helped to feed the hungry in Geelong. Over these two events, over \$250, 20+ blankets and almost 5,000 cans of food have been raised for charity by local and non-local gamers that use this venue on a regular basis. Please do not remove GUF, there are several others that use this venue and it would be of great detriment to our gaming community.
17	V. Paterson	Victoria Street North Geelong	Support	A supporting submission, including concept plans, was received from the owners of 26 Malop Street. The submission states the benefits of a future laneway connection: The opening up of avenues of access in Geelong CBD will help to enliven the city in many ways.

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				• Open access rather than dead-end streets is always safer and more encouraging of pedestrian movement in the form of tourism, shopping trips or residential movement. This opens opportunity for increase of density with safer and more direct access. • The proposal gives 26 Malop St more commercial opportunities, but it also incurs as yet unknown costs with their provision. • The proposal we have drawn up as a preliminary concept in response to the planned acquisition, gives opportunity for smaller tenancies to grow and develop for less outlay. • The location with potential for more pedestrian traffic should help attract more diverse tenants.
18	J. Peirce	Lonsdale St Geelong	Objection	This proposal appears to me to be ill-considered and a poor solution to the perceived need to provide a link from Malop Street to Little Malop Street. The need for this link requires to be proven in the first instance, there appears to be no documented case that effectively supports the proposal, nor the selection of the building subject to compulsory acquisition, other than it is noted that the facade of the building at 28 Malop is of less consequence than the facade at 26 Malop Street, though this logic ignores the overall streetscape context. The proposal of compulsory acquisition and subsequent demolition of the existing building will not create an attractive or effective thoroughfare, the link would traverse the rear spaces of the existing buildings that have no effective presence or frontage to the proposed laneway. Historically there was a link via McLarty Place through what was the old CBA bank car park. Acquisition of this parcel of land would enable an instant link via a more attractive thoroughfare that has a street frontage presence, and provides the sought permeability consistent with the Central Geelong strategy. Furthermore there would be no need for demolition and council could enjoy a reasonable rate of return from leasing the previous bank building. There is no disruption to business enterprises, and importantly no ugly cavity created in the existing Malop Street streetscape (as to be sure there would be little remedial works to the remaining building sides under the current proposal).
19	A. Pobjoy	Swanston St Geelong	Objection	The submitter operates a small business in little Malop Street. Objects on the following grounds: For decades, the thoroughfare between Malop and Little Malop along McLarty Place was a well-known, busy shortcut for pedestrians linking north-south through Central Geelong. This thoroughfare has since been blocked off by the current landowner, and is being used as a paid car park. Along McLarty Place, there are existing mixed-use buildings, including offices, residential, retail and hospitality. These businesses stand to benefit significantly from the extra foot traffic that could be directed along McLarty Place. Instead, thanks to the petty objections of the landholder in question, we are now somehow discussing the

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				acquisition of an entire property at 28 Malop. Reopen the laneway! Much simpler, much cheaper.
20	K. Reid	Fagg Street East Geelong	Objection	The submitter strongly opposes the Amendment on the following grounds: 1. <u>No equivalent suitable site identified for tenant.</u> The current tenant, Guf Geelong Pty Ltd, an internet cafe and (non-gambling) gaming venue, currently holds the lease at 28 Malop Street. Compulsory acquisition of the site and its subsequent demolition would significantly detrimentally impact this small business. The cafe serves as a hub for gaming enthusiasts across the greater Geelong region, and specifically caters for some special needs groups, such as those with Autism Spectrum Disorder. Due to its reliance on internet to function, the business has invested in appropriate infrastructure. Such infrastructure is difficult to replicate and/or relocate. <i>Recommendation: That equivalent suitable sites for the tenant be identified, and a timeline for identifying such be agreed to by City of Greater Geelong.</i> 2. <u>Misalignment with the Digital Geelong strategy.</u> Guf Geelong is already successful in the emerging digital economy. It currently has the infrastructure and connectivity, skills and capability for continued success. This success is jeopardised by this proposed Amendment. <i>Recommendation: That the Digital Geelong strategy be weighted higher than the Central Geelong Action Plan in consideration of this Amendment.</i> 3. <u>Existing laneway already available.</u> The proposed Amendment does not specify that an existing laneway is already in situ at 34 Malop Street. Information explaining why this is not a suitable alternative is not provided, and therefore brings into question the analysis of options considered prior to lodging the Amendment. It appears that the only alternative considered here has been 26 Malop Street. <i>Recommendation: That the laneway at 34 Malop street be formally considered as an alternative.</i> 4. <u>Declaration of conflicts of interest.</u> The proposed Amendment does not stipulate whether the Mayor, Deputy Mayor, Portfolio or Ward Councillors have any financial interest or holdings in the buildings subject to the proposed Amendment or their immediate surrounds. <i>Recommendation: That to increase the transparency of the Amendment process, that any holdings by such Officers be made public as part of the consultation process.</i> 5. <u>Referral to the Victorian Auditor General.</u> Under the Land Acquisition and Compensation Act 1986 (Vic),

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				compulsory acquisition is referred to the Office of the Valuer-General where the land or holdings are valued above \$750k. There is no valuation provided with the proposed Amendment, making it difficult to determine if this matter should be referred to the Office of the Valuer General. <i>Recommendation: That a valuation be provided as part of the Amendment, making it clear whether the Amendment should be referred to the Valuer-General.</i>
21	J. Rochow	Warralily Blvd Armstrong Creek	Objection	I believe that it would be inappropriate to remove a thriving business that is bringing more customers to Geelong. GUF, over the last few years, has been gaining more and more clientele, not just for GUF but for the local business' around (La Porchetta has a sizable amount of GUF customers buying product from them ,as well as the new Coffee Cartel shop in Lt Malop Street). I would amend the proposal by reopening the walkway a few doors down which has been bordered up for years, and not in any use for the locals of Geelong, or one of the business' next door to GUF (like the "Xplision Fitness") which are currently for lease. This will remove buildings that are unoccupied so will not upset a sizable chunk of Geelong visitors as well as continuing to support the small businesses of Geelong.
22	S. Schonfelder (Petition Organiser)	Pinder Court St Albans Park	Objection	On-line petition submitted to 'Save Guf Geelong', containing 2,820 signatures and comments (<i>at 5 Jan 2016</i>). Refer to: www.change.org/p/geelong-council-save-guf-geelong The petition comments echo the concerns raised in the written submissions.
23	J. Smith	Pescott Street Geelong	Objection	Is this not a heritage building and WHY would council waste money on a walk way in that part of the city? There was the walk way along side the bank for many years and as I see it is now gated. Where are these people who would be using this walk way supposed to be going to and from? All the empty dirty shops in upper Geelong. Put the money where it would count and not into what could become a dangerous lane way of a night.
24	Tract Consultants on behalf of the Central Geelong Taskforce	4/65 Brougham St. Geelong	Support	A supporting submission was received from Tract Consultants on behalf of the Central Geelong Taskforce. The submission provides a brief strategic planning assessment of the Amendment and includes the following information: The Central Geelong Task Force is established under s.86 of the <i>Local Government Act 1989</i> and its role is to oversee the implementation of the Central Geelong Action Plan; provide advice on key strategic policy and statutory process relating to Central Geelong; oversee the development of business incentives and programs in Central Geelong; and identify events and activities which will stimulate activity in Central Geelong. Amendment C262 seeks to implement the strategic objectives of the Central Geelong Action Plan (December

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				2013) and Vision 2 to “provide strategic pedestrian linkages between action areas to stimulate investment in key precincts, improve access and walkability”. The amendment will secure the land to provide a key laneway connection in the retail core area of Central Geelong. The connection from Malop Street to Little Malop Street via Dennys Place was planned as part of the Central Geelong Action Plan and is identified as ‘improved linkages opportunities’ in Precinct 1 ‘Core Retail’ in Schedule 1 to the Activity Centre Zone (ACZ1) of the Greater Geelong Planning Scheme. The connection of Dennys Place to Malop Street will deliver an important mid-block link for pedestrians and cyclists. The increased foot traffic generated will encourage re-occupancy and reuse of buildings in the laneway precinct, contributing to the reactivation of the heart of the City. The property at 28 Malop Street has been carefully selected as it is the best location for a north-south pedestrian link from Ryrie Street to the Geelong Waterfront. The adjoining building (26 Malop Street) was the former Tien Wah Café (Geelong’s first Chinese restaurant) which was a cultural institution in the Geelong community for many years. The building at 28 Malop Street has comparatively less architectural value and consequently, makes a limited contribution to the visual interest and amenity of the streetscape. The proposal accords with the objectives of the Public Acquisition Overlay (PAO) as the land will be acquired by the Greater Geelong City Council. The proposed acquisition which is being facilitated by this amendment will address the compensation requirements under <i>Land Acquisition and Compensation Act</i> 1986. PAO2 designates the land for proposed public open space. Amendment C262 does not propose to rezone the land to a public open space zone. The ACZ1 will be retained. Following the acquisition of the land, Council seeks to demolish the existing building which is not affected by any overlay controls in the Greater Geelong Planning Scheme. Following the demolition, Council will implement a streetscape master plan (in conjunction with Regional Development Victoria) that delivers on Vision 2 by enhancing the laneway network and activity. This development will also contribute to the ‘greening’ of Central Geelong.
25	D. Trezise	Marshall St. Newtown	Objection	I am dismayed by the recent decision to acquire the building currently occupied by the gaming and internet café called Guf in order to demolish it and create a laneway between Malop and Little Malop Streets. I am sure this will be at considerable cost to the ratepayers and I cannot understand why the Council cannot come to some arrangement with the owners of the laneway which already exists to open it to pedestrian traffic.

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				Guf is a gathering place for young people, including people with disabilities, is affordable, and is well placed for access to public transport which is a major consideration for this cohort of young people. I hope you will consider the implications of this proposal for both young people and ratepayers and will recommend using the already available means of laneway access.
26	B. Votsaris Micro Property Group P/L	PO Box 574 Geelong	Objection	Dennys Place does not activate any businesses; it mainly serves as access to car parking for the businesses and the multi story apartments. Opening a laneway without the possibility of active business can create an unsafe environment. It doesn't even connect to the entrance of the apartment building. Therefore there are issues with safety and activity or lack of.
27	B. Votsaris Paragon Property Investments P/L	PO Box 574 Geelong	Objection	Dennys Place does not activate any businesses; it mainly serves as access to car parking for the businesses and the multi story apartments. Opening a laneway without the possibility of active business can create an unsafe environment. It doesn't even connect to the entrance of the apartment building. Therefore there are issues with safety and activity or lack of.
28	B. Votsaris Kingston Property Investments P/L	PO Box 574 Geelong	Objection	Dennys Place does not activate any businesses; it mainly serves as access to car parking for the businesses and the multi story apartments. Opening a laneway without the possibility of active business can create an unsafe environment. It doesn't even connect to the entrance of the apartment building. Therefore there are issues with safety and activity or lack of.
29	K. White on behalf of the directors of Guf Geelong	28 Malop St. Geelong	Objection	A submission was received from the tenant of the building at 28 Malop Street: <u>Overview</u> Guf Geelong is part of the chain Guf Games. One of 7 locations in 3 states along Australia's East. The original Guf store opened in Ballarat in 2005 & the Geelong location in 2007. Guf Geelong is owned and operated by 3 partners all supporting young families and Managed by local owner, Paul Telfer, a resident of Geelong since birth. Guf Geelong enjoys a positive relationship with our managing agent & landlord, with an agreed lease at the address until 2019. Due to this lease period we have invested in improvements to the site as well as further quoted works to be completed in the near future. In the absence of any formal financial commitment from CoGG, at this time the considerable costs associated with relocating our business require great consideration before committing to continued operation in the Geelong CBD. Some of the major costs associated with, but not exclusive to moving our business are:

No	Name	Address	Type	Summary of Submission
				<u>Telecommunications Infrastructure</u> Guf Geelong has made extensive investments in telecommunications infrastructure at this site as our requirements are quite specific. Relocating to another site would require potentially breaking existing contracts and establishing new ones once a site could be found that could provide our broadband needs. Many sites in Geelong are unsuitable simply because the broadband connection we require is either unobtainable or beyond the reach of a small business. NBN is not available and the recently released three year plan by NBN Co makes it clear little will be done until late next year to improve this situation. Once a suitable site is located, contracting to install a high capacity broadband connection will likely cost many thousands of dollars. Secondly, we have invested in high speed networking throughout the store to provide the level of service our customers require. This infrastructure would need to be installed in any new site. These additional costs were neither expected nor budgeted for due to our existing lease term. <u>Disruption to business operation</u> Guf Geelong is accessed by 1700+ community members each week in the store from the Geelong region, extending to Western Victoria and on occasion interstate. Attendees include many community members from various disability & support agencies, special needs groups, people of all ages, nationalities, orientation & employment status. While the disruption to business should this amendment be successful has obvious financial and practical implications, the current disruption to our business already being experienced is even more significant than we could have predicted. The uncertainty of the future of Guf Geelong, it's stakeholders, employees and extensive community can be directly attributed to Council's plans. Our community are extremely concerned and this affects the climate within the store on a daily basis. <u>Lack of available vacant possession CBD lease options</u> Examples of alternative locations currently available for vacant possession (yet to be confirmed as completely suitable) are between 40% - 250% more expensive than our current lease agreement which is current until 2019. http://www.realcommercial.com.au/property-retail-vic-geelong-501359979 http://www.realcommercial.com.au/property-retail-vic-geelong-501145579 <u>Guf Geelong & the Digital Geelong Strategy</u> Guf Geelong, in our opinion, is an excellent example of ensuring it meets the outlined purpose of the City of Greater Geelong Digital Strategy. Guf Geelong is digitally enabled and has installed the infrastructure which not only meets the needs of our community, but is also in line with the COGG own digital strategy. As outlined it would be with great expense and several restrictions to replicate this within the Geelong CBD.

No	Name	Address	Type	Summary of Submission
				<u>Alternative options</u> By all appearances, without further information COGG's decision to elect 28 Malop street as the most suitable site to construct a lane rather than the neighbouring vacant building suggests that a building is valued higher than a business, the people it employs & the community it supports. Additionally the existence of a lane only 3 doors from 28 Malop Street raises further questions about alternatives. <u>Summary</u> We ask that CoGG maintains an open line of communication with the Guf management team. And that all future decisions related to this amendment, Guf Geelong & 28 Malop Street Geelong consider the current & future negative impact on our community, small business, our employees and stakeholders.

Appendix 3 - Aerial map of subject land and proximity to 34 Malop Street



Cr Heagney re-entered the meeting room at 7.58pm

2. ADOPTION OF AMENDMENT C330 - CONNECTIONS PARK EAST, CORIO

Portfolio:	Planning - Cr Heagney
Source:	Planning & Tourism - Strategic Implementation
General Manager:	Peter Bettess
Index Reference:	Application: Planning Scheme Amendment C330

Purpose

This report recommends Council adopt Planning Scheme Amendment C330 to rezone part of Connections Park to the General Residential Zone.

Summary

- Amendment C330 is a Council initiated amendment proposing to rezone Connections Park East (former BMX site), Corio from the Public Park and Recreation Zone to the General Residential Zone Schedule 1. The rezoning itself will not change the way the park is currently used.
- The Amendment originated from a 25 November 2014 Council resolution to prepare a report on the sale and rezoning of the site.
- This resulted in a report to the 11 August 2015 Council Meeting where it was resolved to exhibit Amendment C330. The report noted that the sale of Council owned land would be considered separately.
- The reserve is poorly situated and suffers from a lack of passive surveillance and safety concerns. In late 2015 Council removed the concrete skate facility and gravel mounds used for BMX use. The perimeter concrete footpath network has been retained.
- Rezoning of the site to a residential zone will improve Council's ability to attract investment in a challenging urban renewal precinct that will also see the redevelopment of the adjacent former Rosewall Primary School land.
- The former school land is covered by Design and Development Overlay Schedule 37 which requires future development to maintain a public connection between the east and west parts of Connections Park. As a consequence of this Amendment, that requirement should be reviewed.
- Amendment C330 was exhibited between 12 November 2015 and 14 December 2015 and resulted in the receipt of no submissions.
- As no submissions have been received, the Amendment can now be adopted and sent to the Minister for Planning for approval.

Cr Heagney moved, Cr Ansett seconded -

That Council:

- 1) adopt Amendment C330 as contained in Appendix 2 in this report;**
- 2) submit the adopted Amendment with the prescribed information to the Minister for Planning requesting approval; and**
- 3) review Schedule 37 to the Design and Development Overlay as a consequence of adopting Amendment C330.**

Carried.

Background

The Amendment was initiated by Council as the time it adopted an earlier Amendment C305; when it also resolved that *'Officers prepare a report on the sale and rezoning of Connections Park East (BMX site)'*.

The earlier Amendment C305 rezoned a strip of Connections Park directly north of the former Rosewall Primary School land from the Public Park and Recreation Zone (PPRZ) to the General Residential Zone. Council is currently negotiating with the Department of Education to exchange land to improve the development potential of the former school site and support the planned new Rosewall Neighbourhood Centre. Amendment C305 was gazetted on 23 April 2015.

Any redevelopment of the former school land will need to consider Design and Development Overlay Schedule 37 (DDO37). The DDO37 includes requirements for development to provide a public link between Connections Park East and Connections Park West

Council at its Ordinary Meeting on 11 August 2015 resolved to exhibit Amendment C330 to rezone Connections Park East (former BMX site), Corio from the Public Park and Recreation Zone to the General Residential Zone Schedule 1.

The Amendment land has a total area of 1.3 hectares and is owned by Council. The reserve is poorly situated and suffers from a lack of passive surveillance and safety concerns. In late 2015 Council removed the concrete skate facility and gravel mounds used for BMX use. The perimeter concrete footpath network has been retained.

Appendix 1 shows the existing zoning of the subject land and surrounding area.

Exhibition of Amendment C330 occurred over a 4 week period closing on 14 December 2015. 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.

Discussion

The long-term strategy to redevelop Connections Park East for residential use complements other renewal projects that will bring significant benefits for the local community. These include redevelopment of the former primary school land, sporting improvements to Flinders Peak Reserve, development of the Hendy Street Family Hub and the redevelopment of the Rosewall Neighbourhood House.

The retention of the western part of Connections Park at over 1.3 hectares, with established playground equipment and neighbouring the Rosewall Neighbourhood House, will adequately serve local open space needs. The loss of the site as designated open space in the Planning Scheme will not adversely impact on the community.

There were no submissions or objections to the Amendment and therefore the Amendment does not need to be heard by an Independent Planning Panel. Council is now able to adopt Amendment C330 and forward it to the Minister for Planning seeking approval.

Appendix 2 is the exhibited Amendment map which it is now being recommended for adoption.

As a consequence of adopting the Amendment, the requirements of the DDO37 need to be reviewed, particularly the provision of a public link between Connections Park East and Connections Park West. With the intention that the Amendment land will ultimately be developed for residential use, there is no need to retain a connection on the former school site where the street network will serve this purpose. This review would support the Department of Education in its ability to attract sale and redevelopment, as well as land exchange negotiations with Council.

Environmental Implications

There are no environmental impacts as a result of the Amendment.

Financial Implications

No impact to budget.

Policy/Legal/Statutory Implications

The State Planning Policy Framework Clauses 11 (Settlement), 16 (Housing) and 19 (Infrastructure) support the redevelopment of underutilised urban land consistent with the purpose of this Amendment.

The Municipal Strategic Statement includes local policy Clause 21.18 *Corio Norlane*. The policy outlines key issues facing Corio and Norlane including a stagnant residential population, low housing densities, ageing housing stock and a lack of quality, usable public reserves.

Relevant objectives at Clause 21.18-2 are to:

- Increase the resident population, diversify housing types and support opportunities for urban renewal.
- Increase social and cultural connection through integrated community precinct planning.
- Provide active and passive open space to meet the needs of residents and visitors.

It is considered that Amendment C330 is consistent with the objectives of Clause 21.18. This includes the Corio Norlane Structure Plan 2012 which is a reference document in the Greater Geelong Planning Scheme.

Alignment to City Plan

The Amendment supports the 'Community Wellbeing' and 'Sustainable Built and Natural Environment' strategic directions of City Plan. The rezoning supports opportunities for urban renewal.

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 Connections Park, the former Rosewall Primary School site and the Rosewall Neighbourhood House.

Human Rights Charter

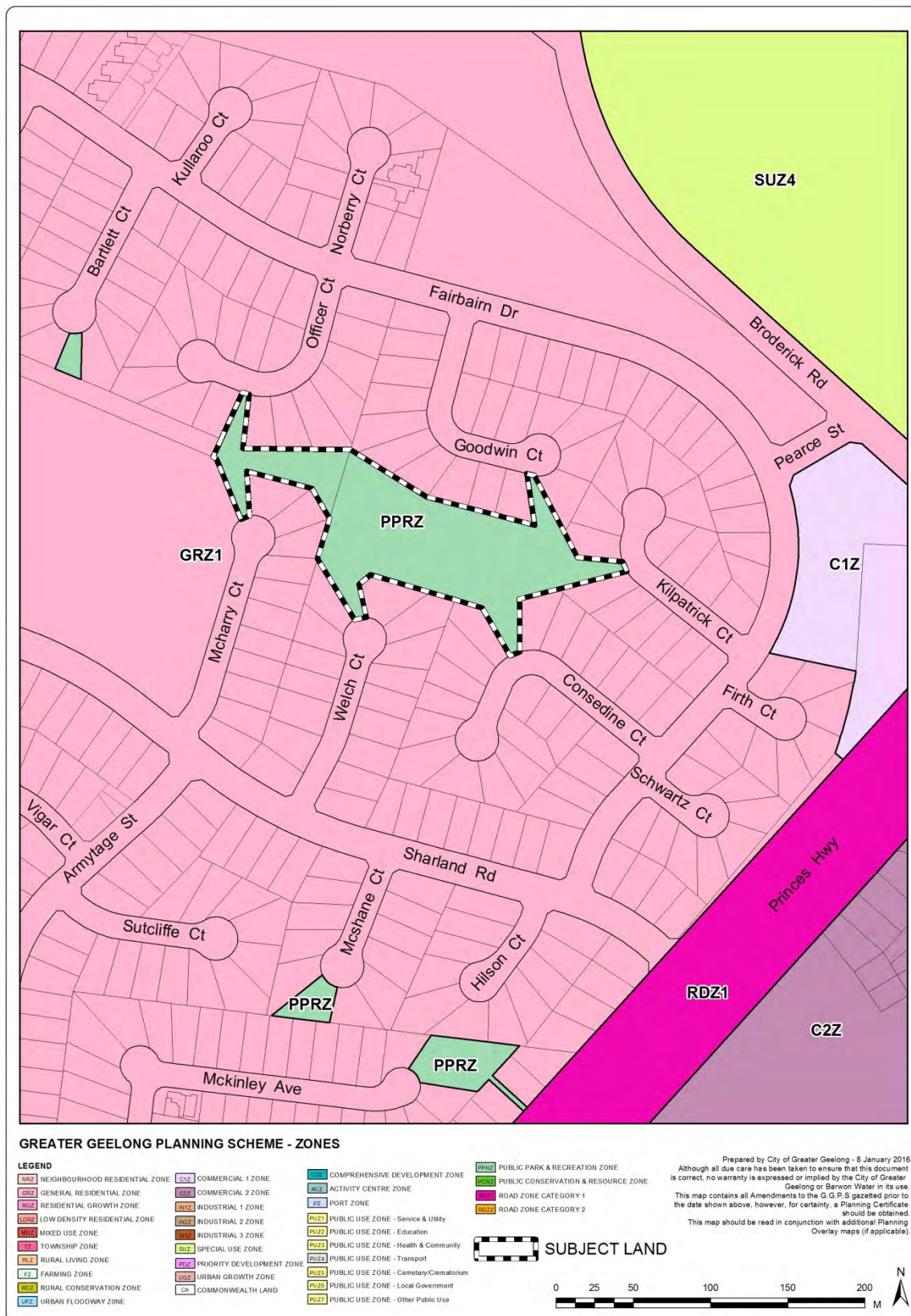
The Amendment will not impact on any basic rights, freedoms and responsibilities as set out in the Charter. Planning legislation ensures an open community consultation process occurs, enabling people to freely express their views and if necessary obtain a fair hearing before an Independent Panel.

Consultation and Communication

Amendment C330 was exhibited in accordance with the requirements of the *Planning and Environment Act 1987*, including direct notification to all surrounding owners and occupiers.

The Department of Health and Human Services and the Department of Education and Training, as major adjoining landowners, have been consulted about the project and were formally notified at the exhibition stage.

Appendix 1 - Current zoning map



Appendix 2 - Amendment C330 to be Adopted

Planning and Environment Act 1987

GREATER GEELONG PLANNING SCHEME

AMENDMENT C330

INSTRUCTION SHEET

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

The Greater Geelong Planning Scheme is amended as follows:

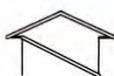
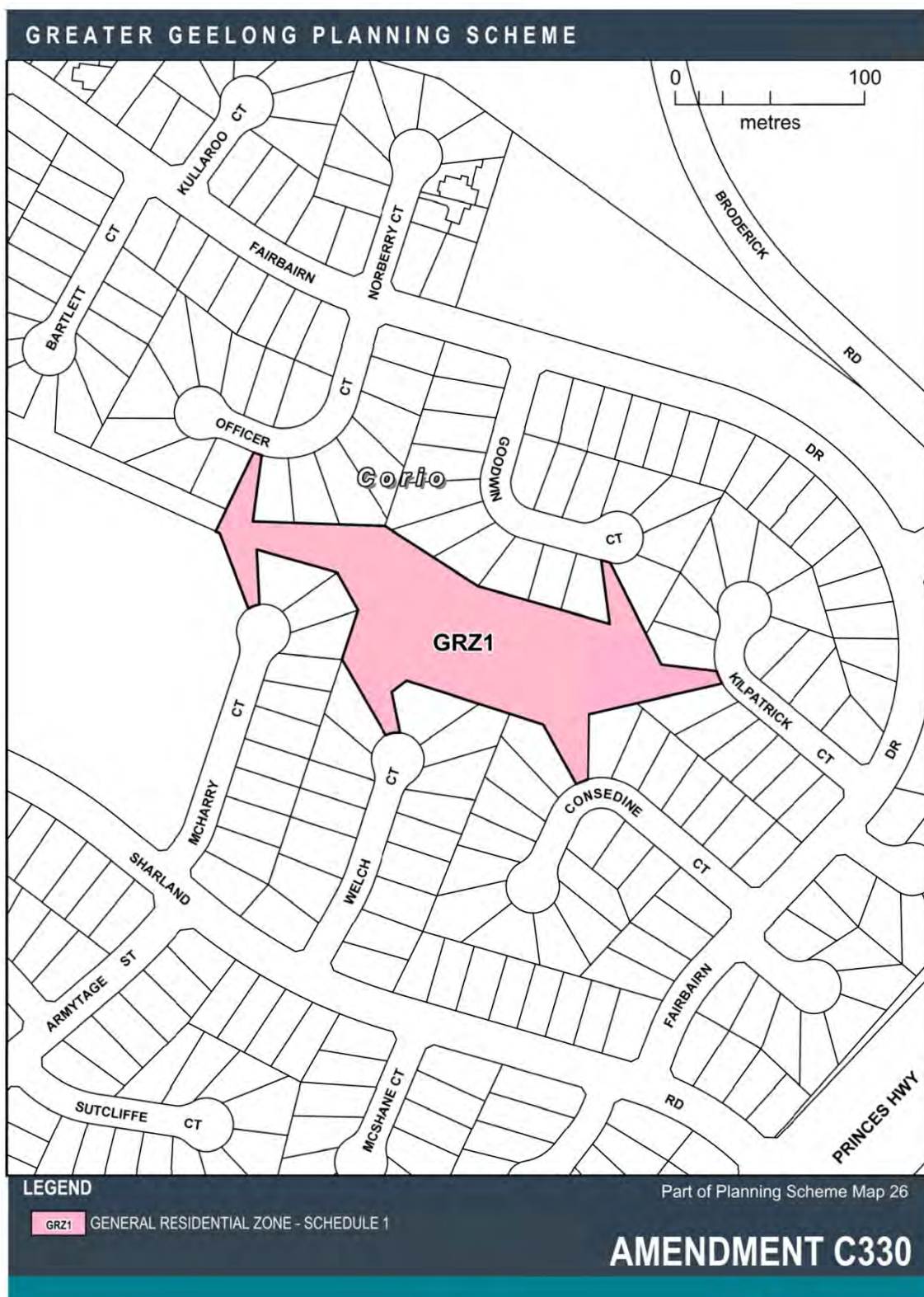
Planning Scheme Maps

The Planning Scheme Maps are amended by a total of 1 attached map sheet.

Zoning Maps

1. Amend Planning Scheme Map No. 26 in the manner shown on the attached map marked "Greater Geelong Planning Scheme, Amendment C330".

End of document



3. CENTRAL GEELONG - DECLARATION OF SPECIAL RATE

Portfolio:	Central Geelong - Cr Heagney
Source:	Investment and Attraction / Events, Central Geelong & Waterfront
General Manager:	Brett Luxford
Index Reference:	Special Rates and Charges – Central Geelong & Waterfront

Purpose

This report seeks a resolution by Council to declare a Special Rate Scheme for Central Geelong Marketing effective from 1 July 2016.

The purpose is to commence the implementation of a new five (5) year term of the Central Geelong Marketing Special Rate to enable the continuation of the current marketing program for business promotion.

Summary

- A fourth round of the Special Rate Scheme is proposed along with a Committee constituted under Section 86 of the Local Government Act. The Central Geelong Marketing Committee (CGMC), made up of 13 business and stakeholder representatives, fully supports the new programs to be delivered in addition to the core program and recommends the continuation of the Special Rate Scheme in Central Geelong.
- Funds are applied to marketing and promotional activities, business development, training, evaluation, administration and miscellaneous activities delivering significant benefits to Central Geelong commercial property owners and businesses.
- Between 2011 and 2015, the CGMC program delivered 2046 activities to over 328,000 people.
- When analysed with REMPLAN (the agreed economic modelling tool of G21 and COGG), flagship activities between 2011-2015 delivered \$53.45M of Total Economic Output (TEO) within the Geelong region, an average of \$13.36M per annum. The projected TEO for 2011-2016 is \$65M and demonstrates a \$1:\$19 return on investment.
- The rate will lapse if not re-initiated by Council and all the programs, benefits and activities will cease.
- The proposed Special Rate would raise \$1,045,122 in 2016/2017 for delivery of base program with the four new activities to encourage increased spend from outside the Greater Geelong region. These amounts would be increased by the Consumer Price Index (CPI) each year over the life of the Special Rate.
- The new program will deliver the four new activities from Year 1 continuing throughout the lifespan of the Special Rate. These include:
 1. Professional Service Campaign (Metropolitan Melbourne West);
 2. TV campaign (Metropolitan Melbourne West);
 3. Signage - Banners, Bus, Train, Tram advertising (Metropolitan Melbourne); and
 4. Central Geelong Workers Engagement Program.

These activities will promote and market Central Geelong to Metropolitan Melbourne and regional Victoria with a particular focus on encouraging increased visitation from the Melbourne Metropolitan West area residents resulting in increased business activity and benefit in Central Geelong.

- The area to be rated is bound by McKillop Street, Bellerine Street, the Waterfront, Cavendish Street and Fenwick Street. This is unchanged from the previous Special Rate Schemes.
- There are 1492 properties in the area proposed to be rated and the rate proposed for year one (1) (2016/2017) of the five (5) year scheme is 0.0008211 cents of the Capital Improved Value (CIV). Non rateable properties and properties used exclusively for residential purposes have been excluded from the rate.

This report seeks a resolution by Council to declare a Special Rate for the establishment and administration of CGMC and its associated activities.

Cr Heagney moved, Cr Irvine seconded -

That Council:

1) Resolves to declare the Special Rate as follows:

- a. A Special Rate to be declared for the period commencing on 1 July 2016 and concluding on 30 June 2021.**
- b. The Special Rate be declared for the purpose of defraying any expenses incurred by Council in relation to developing and promoting businesses within the Central Activities area, Geelong, which:**
 - i. Will help finance the operation and administration of the Central Geelong Marketing office, marketing, promotion and advertising initiatives, the provision of business information, business training and networking, the provision of events and activities and the associated encouragement and development of commerce and trade within the Geelong Central Business Precinct;**
 - ii. Council considers is or will be a special benefit to those persons required to pay the Special Rate (and who are described in succeeding parts of this resolution); and**
 - iii. Arises out of Council's function of planning for and providing services and facilities for the local community.**
- c. The:**
 - i. Total cost of performing the function described in Part 1(b) of this resolution between 1 July 2016 and 30 June 2017 be recorded as \$845,122 for core activities and \$200,000 for four new activities (listed in Appendix 1);**
 - ii. Total cost of performing the function described in Part 1(b) of this resolution in each successive 12 month period after 30 June 2017 be recorded as the total cost in the immediately preceding 12 month period plus an amount representing any increase in the Consumer Price Index (Capital Cities Weighted Average – All Groups) during the preceding 12 month period (Appendix 1);**

- d. It be recorded that, for purposes of Section 163(2A) of the Act, the Special Rate proceeds will not exceed the amount calculated in accordance with the prescribed formula ($R \times C = S$), the:
 - i. 'Benefit ratio' (R) being calculated at 100%, and representing the special benefits to all persons liable to pay the Special Rate; and
 - ii. 'Total cost' (C) of performing the function described in Part 1(b) of this resolution be recorded as per Part 1(c) of this resolution.
 - iii. 'Maximum levy' (S) be recorded as per Part 1(c) of this resolution
 - e. The following be specified as the area for which the Special Rate is so declared:
 - i. The area within the municipal district of Council highlighted in the plan (Appendix 2) attached to this resolution ("the area").
 - f. The following be specified as the land in relation to which the Special Rate so declared:
 - i. All land within the area other than land used exclusively for residential purposes.
 - g. The following be specified as the criteria which form the basis of the special rate so declared:
 - i. Ownership of any land described in Part (e) of this resolution.
 - h. The following be specified as the manner in which the special rate so declared will be assessed and levied:
 - i. An amount calculated by applying 0.0008211 cents in the dollar of the Capital Improved Value to each parcel of rateable land together with such further amount as represents any increase in the Consumer Price Index (Capital Cities Weighted Average – All Groups) during the immediately preceding 12 month period, in respect of each 12 month period from 1 July 2017 onwards
 - j. For the purposes of Part 1(h) of the resolution, the Capital Improved Value of each parcel of land is the Capital Improved Value of that parcel of land at the time of levying the special rate (so that the Capital Improved Value may alter during the period in which the special rate is in force, reflecting any revaluations and supplementary valuations which take place).
 - k. Having regard to the preceding parts of this resolution but subject to section 166(1) of the Act, it be recorded that, subject to any further Resolution of Council, the special rate will be due and payable on the date(s) fixed under section 167 of the Act as the date or dates on or by which Council's general rates are due.
- 2) Authorise the Chief Executive Officer to levy the Special Rate in accordance with Section 163 (4) of the Act.

Carried.

Background

In 2001 Council declared a Special Rate which collected funds from all commercial properties in a defined area of Central Geelong on a yearly basis over five (5) years to fund a consolidated marketing program for the benefit of Central Geelong property owners and business operators.

A second round of the Special Rate was declared for a further five (5) year period from 1 July 2006 to 30 June 2011 with Council at this time committed to maintaining Central Geelong as the commercial centre for the Geelong Region.

A third round of the Special Rate was established for the period 1 July 2011 to 30 June 2016 and additional activities delivered extended promotion into regional and metropolitan areas.

The life of the current rate was set at five (5) years and is due to expire at the end of the 2015/2016 financial year. The rate will lapse if not re-initiated by Council and all the programs, benefits and activities will cease.

At the 20 November 2015 meeting, Council resolved its intention to declare charges for the fourth round of the Special Rate. The scheme was advertised and submissions invited. A total of 51 submissions were received of which 29 were in favour; 3 supported the scheme with suggestions for alternate funding sources; 16 were objections and 2 were outside the scope of the Special Rate scheme. Comments made by objectors fell within 4 broad categories:

- Geographic boundary of Special Rate Scheme and location of individual business;
- Business Type – retail, tourism, professional services and specialists and perceived benefit for different business types;
- Concerns over parking, waste issues not related to the Special Rate;
- Challenge the benefits of activities undertaken by the Committee and the reporting of activities.

Comments made by supporters fell within three broad categories:

- Activities undertaken encourage increased visitation and move customers around Central Geelong as well as bringing economic benefit;
- Provides a voice for Central Geelong business operators in times of increased competition;
- Working collaboratively provides a fair funding base and is cost effective for business operators in comparison to working independently.

The Submissions Review Hearing Panel met to consider submissions on 15 December 2015. The panel heard submissions from both objectors and supporters of the Special Rate Scheme. The panel recommended Council proceed with the Special Rate Scheme outcomes without modification.

Discussion

The Central Geelong Marketing Committee has overseen this project and expenditure of funds over the previous three rounds of the Special Rate. As identified in the CGMC Terms of Reference / Instrument of Delegation, (Attachment 1 & 2) the Committee is made up of 13 business and stakeholder representatives including the Geelong Chamber of Commerce, VECCI, REIV, Tourism Greater Geelong and the Bellarine, Market Square Shopping Centre, Westfield Geelong, one elected arts sector representative and four elected strip retail / business representatives.

The Committee supports the continuation of the Rate and considers it to be an important component in maintaining the viability of Central Geelong. It is proposed the Committee continue in its current form and introduce four new activities to generate greater benefits to property and business owners.

The Committee delivers core activities including marketing, promotions, events, and communications; business presentation and capability programs, networking and new business support activities. CGM's 'The Story Continues...' document (Attachment 3) provides an overview of core activities delivered to date in the 2011-2015 Special Rate period with 2,046 activities delivered to 328,025 participants bringing an estimated \$58.45M of total economic output.

The Committee has identified four new activities to be delivered as identified in Appendix 1. These new initiatives – targeted to bring additional spend and visitation to Central Geelong - will be implemented via a specified increase in the rate amount providing additional special benefits to businesses and property owners throughout the life of the Special Rate.

Special Benefit

In proposing any Special Rate or Charge, Council must be satisfied that special benefit applies to each property and owner being requested to pay the rate or charge.

In relation to this proposed rate, special benefit can be established in the following manner;

- Expenditure of funds is designed to increase business activity in the Central Geelong area. This has potential for higher level of turnover and business growth. A full list of activities are identified in the CGM Strategic Framework 2014-2016 and Annual Activities Plan 2015-2015 document (Attachment 4).
- The Committee has delivered 2046 activities between 2011-2015, with over 328,000 participants.
- The CGMC regularly reviews and evaluates activities delivered to ensure benefits delivered to property and business operators. This includes participant surveys, participating business surveys and stakeholder feedback. Stakeholder surveys conducted throughout the life of the Special Rate consistently show 79% of stakeholders believe there is benefit in having a collective / group approach to marketing and promoting Central Geelong and 68% think businesses working within a defined precinct can achieve more by working together than as individuals.
- The use of REMPLAN to determine Total Economic Output (TEO) for events and activities has been accepted by the City of Greater Geelong and G21. Using REMPLAN provides the ability to compare economic output with other activities of Council including tourism and events. Survey data from CGMC's five flagship activities, when analysed using REMPLAN shows a TEO of \$15.874M for the 2014-2015 financial years with 101 jobs created.
- The TEO for CGMC flagships activities 2011-2015 is calculated at \$53.45M. An average of \$13.36M per annum. The projected TEO for 2011-2016 is \$65M and demonstrates a \$1:\$19 return on investment.

2011-2015 evaluation figures:

Year	Special Rate Income	Base Economic Value of Key Flagship Activities (no multipliers)	REMPAN Total Economic Output	Number of Attendees of Key Flagship Activities	Long Term Employment (jobs)	Return on Investment
2011-12	\$602,000	\$3.691M	\$13.517M	84,451	70	
2012-13	\$671,000	\$4.019M	\$13.461M	87,986	70	
2013-14	\$736,000	\$3.203M	\$10.606M	57,761	68	
2014-15	\$802,400	\$5.582M	\$15.874M	97,830	101	
TOTAL	\$2.811M	\$16.495M	\$53.458M	328,025		\$1= \$19.01

- Flagship activities are: School Holiday Fun Program, Sidewalk Sales, Christmas in Central Geelong, May Magic, Farmers Market (2011-2013 only), and Tastes of Central Geelong.
- Sponsorship and support of key events and exhibitions in Central Geelong including Night Markets at Johnstone Park (QVM & NightJar); Open House Geelong, Geelong Revival, Run Geelong and more. Economic Benefit from sponsorship activities is not included in the above calculations to ensure no double up with the reporting activities of COGG Tourism or Events units.
- Business development activities include quarterly networking events, training and development, quarterly newsletters and regular information updates provide stakeholders with key information about programs, activities and opportunities.
- The social media, internet and digital opportunities that CGMC provides to businesses are extensive. The products developed include: www.centralgeelong.com.au, Central Geelong Smart Phone app, Love Central Geelong Facebook, Twitter, Instagram and YouTube.
- Promotion of on street and off street parking options through the Central Geelong Parking Map, financial sponsorship of the Park & Ride services, the smart phone app and the Magic Meter Elves.
- Possible increase in property value and rental return and occupancy brought about by maintaining and increasing business activity that would not have been the case without the activities of the Committee.

Cost to property / business owners

- The average property / business pay \$10.73 per week for the current Special Rate in 2015-2016. The proposed average amount per property / business for the core activities within the proposed rate period would be \$10.89 per week.
- The proposed average cost per property / business inclusive of new activities in 2016-2017 would be \$13.46 per property / business equating to \$699.92 per year. The new marketing campaigns are aimed at western metro Melbourne are expected to bring in \$3.8 million per annum to Central Geelong

The apportionment of the rate amongst property owners in the Central Geelong area has been based on the CIV of each property. This approach is relatively common practice for marketing and promotion schemes of this type in Victoria and provides a fair distribution of the cost between property owners with the owners of large properties and complexes paying a higher a rate, as they have the potential to benefit to a greater degree. There were over 70 Special Rate schemes for marketing and promotion within Victoria in 2014-2015.

It is necessary to ensure the funds collected each year over the five (5) year period keeps pace with inflation. It is proposed to increase the rate, hence budget in accordance with the CPI in order to accommodate any adjustments of costs. For the purposes of the calculation, the CPI will be considered as the CPI for Australia (weighted average of 8 capital cities – all groups' percentage change from previous financial year).

The Special Rate scheme proposes the annual budgets be fixed (subject to CPI) over the five (5) year period, therefore the rate in the dollar will need to be adjusted when a re-valuation takes place.

The relative CIV between properties may also be varied at this time.

Exemption from Special Rate

There are two classes of properties in the Central Geelong area which are proposed to be exempted from the Special Rate. These include:

- Non rateable properties – schools, churches, hospitals, parklands, Crown Land etc.
- Properties used strictly for residential purposes. In this case the zoning will not be Residential but Business as there are no residential zones in the City.

Non – rateable property owners may be approached to contribute to specific projects and activities of the CGMC via sponsorship and partnership arrangements or other schemes of mutual benefit to the parties involved.

The Special Rate process is familiar to Councillors and provides for a Submissions Review Panel process prior to Council determining its position on the Scheme. Should Council proceed with the Scheme, a further right of review is available on application to VCAT.

Environmental Implications

Focus on ensuring the programs and activities of the CGMC have the least impact on the environment as possible.

Financial Implications

Should Council proceed with the Special Rate for Central Geelong, the process will be self funding. The cost of administration of the scheme and any preparation and presentation at VCAT is able to be accommodated in this year's budget. Costs are being met by CoGG - Investment and Attraction for this.

The CGMC activities and programs and the CGM unit is fully funded through the Special Rate.

Policy/Legal/Statutory Implications

The recommendation in this report is consistent with the priorities of City Plan, the adopted Central Geelong Action Plan, the Central Geelong Structure Plan, the Central Geelong Place Management Plan, the City of Greater Geelong Retail Strategy and the Special Rates and Charges Policy and procedures adopted for the introduction of Special Rate schemes.

It has demonstrated consistent significant and measurable benefit to Central Geelong Stakeholders.

The Special Rate scheme has been prepared in accordance with the Special Rate and Charges provision of the Local Government Act 1989 and Council's Special Rates and Charges Policy.

Alignment to City Plan

The CGMC program is a key deliverable in Growing the Economy. Despite retail challenges from suburban shopping centres, regional and metropolitan centres, Central Geelong rateable property numbers have grown 20% since the commencement of the Special Rate Program in 2001.

The Central Geelong Action Plan December 2013 (Page 30) states options to be considered include: 'increasing the Special Rate program to generate greater benefits to property and business owners.'

Officer Direct or Indirect Interest

CGM staff are funded via the Special Rate however there are no other officers involved in preparing this report who have a direct or indirect interest.

Risk Assessment

If the Special Rate Scheme is discontinued, then all programs, activities delivered by the Committee would cease, resulting in a measurable negative impact on the Central Geelong economy.

Social Considerations

The activities and programs that result from this levy add significantly to the vibrancy and exciting experience of Central Geelong. They provide a collaborative approach to marketing and promoting Central Geelong from the disparate business and property owners.

The ongoing success of Central Geelong as the "heart" of the region is an essential element of broader community benefit. The activities particularly support the four main objectives of the Central Geelong Structure Plan and the Central Geelong Action Plan: more workers; more students; more residents; more visitors.

Human Rights Charter

This report has no impact on human rights.

Consultation and Communication

The CGMC, made up of 13 business and stakeholder representatives, has evaluated the activities delivered with the proceeds from the Special Rate via participant and business surveys and feedback. It has reported to Council on a yearly basis and the Committee has voted to request Council consider a further round of the Special Rate for Central Geelong from 1 July 2016 to 30 June 2021.

The CGMC communicates regularly with business operators/ owners in the Central Geelong area. This is done by means of newsletters, a dedicated website, digital communications and social media. In the lead up to Council advertising the scheme, information has been sent out particularly relating to the proposed continuation of the Special Rate and the activities delivered to date.

The intention to declare the Special Rate was advertised in the local media with letters sent to property owners and business operators within the Special Rate boundary advising them of the intention to declare a special rate and opportunities for submissions. All submitters were invited to address the Submissions Review Hearing Panel.

Should Council resolve to declare the Special Rate, further correspondence shall be sent to all affected property owners.

Appendix 1
Page 1 of 2

**PROPOSED OPERATIONAL BUDGET /
CORE ACTIVITIES & NEW ACTIVITIES**

ITEM	Description of Core Activities	Projected Budget Year 1 \$	
1	Marketing – including consolidated advertising and digital delivery	290,000	
2	Promotions & Events - Delivery of activities and events including project delivery and sponsorship	335,000	
3	Stakeholder development including business presentation, capability, information, training and networking and new business support	70,000	
4	Administration - including salaries and on-costs.	130,122	
5	Special Rate process - administration	20,000	
		\$845,122	
	Note year 1 includes 2015-2016 rate amount plus CPI plus costs of Special Rate process administration		
Description of New Activities			
A Year 1	Metropolitan Melbourne Television Campaign Includes schedule of advertisements in metropolitan Melbourne (approximately \$43,000) plus project management and evaluation activities. Note that CGM would seek opportunities to work in partnership with other Geelong organisations (such as Regional Tourism Association) to further expand the reach and breadth of this campaign. This will complement the regional campaign delivered 2012-2016 which included regional TV and cinemas in Geelong and Werribee which will continue as core activities within option 1		\$50,000
B Year 1	Signage – Banners, Bus, Transit Advertising Expand the signage program commenced in 2015-2016 with additional resources to allow for increased signage on transit within regional and metropolitan west areas.		\$50,000
Description of New Activities			
C Year 1	Worker Engagement Campaign Targeted campaign to engage the 21,000 people who work in Central Geelong to actively engage with Central Geelong businesses on a more regular basis. Will include the development of a worker database to communicate directly with people working in Central Geelong, will include content development, engagement and communication. Will include focus on B2B elements.		\$50,000

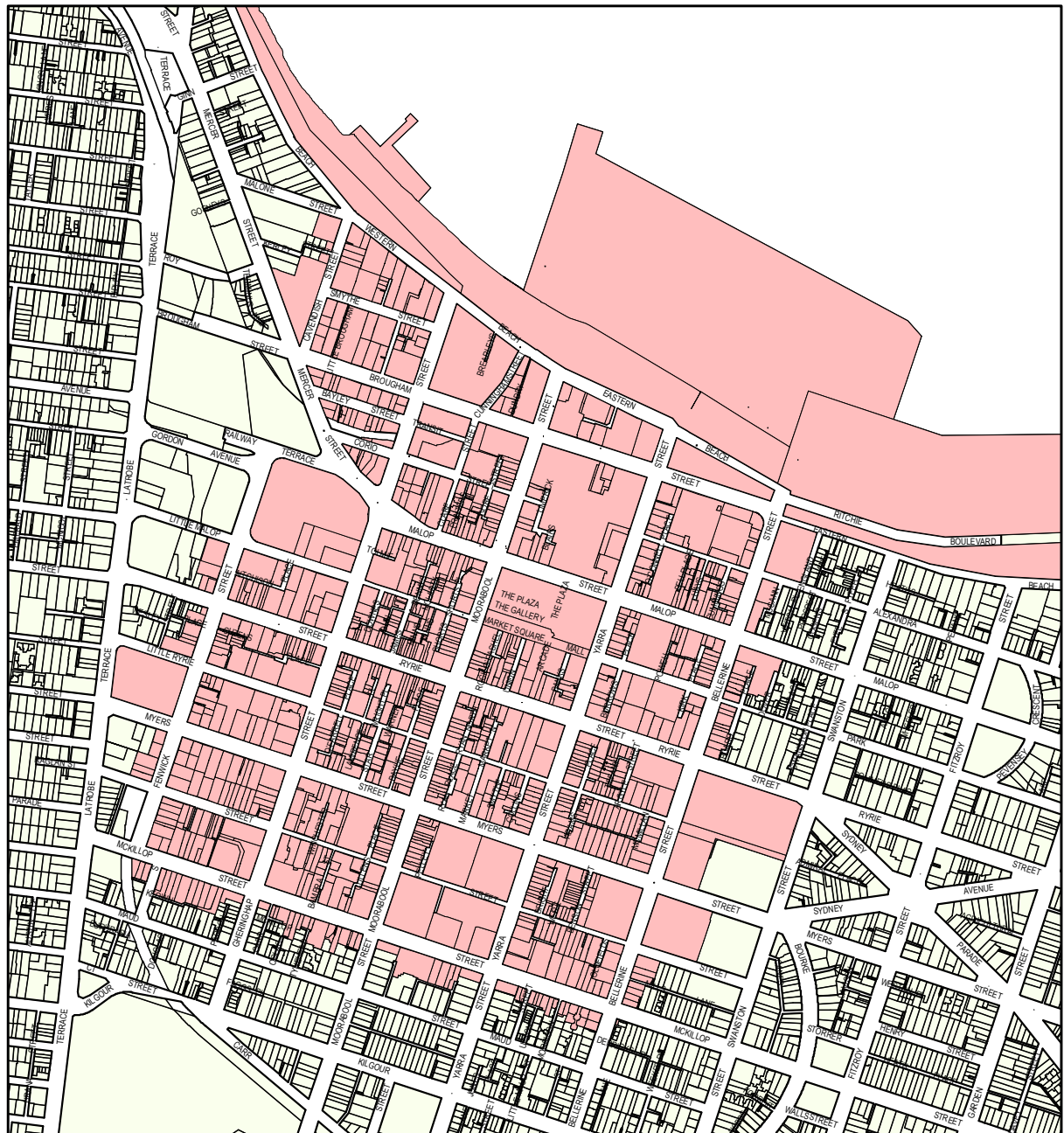
Appendix 1
Page 2 of 2

**PROPOSED OPERATIONAL BUDGET / CORE ACTIVITIES & NEW ACTIVITIES
(CONTINUED)**

D Year 1	Professional Service Campaign – Metropolitan Melbourne Deliver a targeted campaign into Metropolitan Melbourne market to promote Central Geelong Professional services offering. Particular focus on ease of options for travel between Metro West and Geelong and range of businesses and experiences as alternative to Metropolitan Melbourne		\$50,000
Total core activities and new activities			\$1,045,122

Appendix 2
Page 1 of 1

PLAN
CENTRAL GEELONG MARKETING AREA



All properties in Central
Activities Area Special Rate Scheme
(Plan includes residential properties in
area not subject to the rate)

COMMITTEE TERMS OF REFERENCE



Central Geelong Marketing Committee	Document No:	CTR 220.1
	Approval Date:	12 May 2015
	Approved By:	Council
	Review Date:	12 February 2017
	Expiry Date:	N/A
Responsible Officer: General Manager Projects Recreation and Central Geelong	Version No:	11
Authorising Officer:	Chief Executive Officer	

1. SUMMARY

Council is committed to maintaining the Central Geelong Area as the commercial centre for the Geelong Region, representing the hub for a number of higher-order activities. It has made it quite clear from the outset however, that to achieve this will require business helping itself and therefore the success of the whole program will depend upon the harnessing of a partnership between Council, Central Geelong businesses and the community.

Council has established a Centre Marketing Body that will play a major role in helping shape and promote the business environment.

Centre Marketing deals with the way the centre operates, the mix of businesses, the way businesses are promoted and marketed and the image of the centre. It enables the centre to act as a single entity for its combined strength and resources to be focused in the most efficient fashion.

Management systems similar to this already exist in more than 60 business/retail activity centres in Victoria. These management bodies are generally funded through special rate schemes levied on the property owners in the centre through a variety of mechanisms. The Committee is drawn from the businesses and property owners in the centre and is supported and facilitated by the local Council. A unit coordinator will be employed to manage its functions

2. OBJECTIVES

Mission Statement

The role of the Central Geelong Marketing Committee is to market and promote Central Geelong in a coordinated and integrated manner aimed at enhancing its economic and social viability and its general amenity, making it an exciting and vibrant focus for the whole of the Geelong region.

The Central Geelong Marketing Committee will be considered by Council and other stakeholders as the peak body representing the traders and property owners in the Central Geelong area.

The Committee will pursue and initiate activities aimed at:

- Increasing the number of visitors to Central Geelong.
- Promoting business activities in Central Geelong.
- Providing opportunities for the businesses and organisations in Central Geelong to network, exchange information and work in a cooperative fashion.
- To provide the businesses in the City with a central marketing focus.
- To improve Stakeholders Perceptions of Central Geelong.
- To establish an ongoing viable Marketing Program for Central Geelong.

3. DEFINITIONS

Committee The Central Geelong Marketing Committee.

4. TERMS OF REFERENCE

4.1. Expected / Definite life of the Committee

The Committee will have a life span of five-years. This period represents the lifespan of the Special Rate.

Membership to the committee is for a period of two years, concluding at June 30 in the year of expiry. Prior to the completion of these periods nominations will be sought from the representative organisations and via an election process for nominated positions.

It is the role of the Committee to establish its meeting regime, evaluate its effectiveness and membership and to make adjustments as necessary.

4.2. Constituency of the Committee

The Committee is to comprise the following representatives. Depending upon the area of representation the member may be nominated, selected via a postal ballot of contributors to the special rate or inherit the membership as part of the core function of the position. Voting members are expected to have a commercial interest in the scheme boundaries (see Plan on page 4) to be eligible for appointment to the Committee. The committee is to comprise thirteen members from the following categories:

- one Councillor;
- one member of the Geelong Chamber of Commerce;
- one member of the Victorian Employers Chamber of Commerce and Industry – South-west region (VECCI)
- one representative of the shopping centre known as Westfield Geelong;
- one representative of the shopping centre known as Market Square;
- one representative of the Arts sector and based within the special rate scheme boundaries;
- four representatives of strip retail/business premises within the special rate scheme boundaries;
- A representative from the property management sector and nominated by the Real Estate Institute of Victoria (REIV);
- A representative nominated by Tourism Greater Geelong and the Bellarine.
- One representative of the Waterfront business operators group.

The unit coordinator will act as Executive Officer to the group.

The Chairperson is to be appointed by the Mayor, pursuant to section 11E(1)(b) of the City of Greater Geelong Act 1993. If the Mayor elects not to exercise this discretionary power, the Committee shall elect its Chairperson during the first meeting of each financial year. The Committee may also, at its sole discretion, elect a Deputy Chair and Treasurer.

Should a vacancy arise within the strip retail and arts sector areas the vacancy may be filled by the next eligible candidate in order of votes cast at the previous election. Otherwise nominations for these positions will be sought via a general ballot of contributors.

The Committee may invite additional individuals or representatives including Council Officers to attend meetings in order to respond to issues that arise during its lifespan.

The Committee will, from time to time, review the membership and structure and identify the most appropriate composition for the ongoing management of the centre.

4.3. Authority of the Committee

The Council endorses the establishment and function of the Committee as a Section 86 Special Committee of Council. The powers, duties and functions of the Committee are as described in the sealed Instrument of Delegation. The Committee will have the ability to develop procedures as required to perform its assignment.

Special Committee Responsibilities and Functions

The Special Committee will be responsible for:

- Overseeing the development of a 5 year strategic plan for Central Geelong Marketing
- Overseeing the development of an annual activities plan for Central Geelong Marketing

4.4. Meeting Procedure

Committee meetings will be held on a monthly basis. Minutes of key actions and decisions only will be recorded.

The quorum for meetings shall be shown in the following table:

Number of committee members appointed	Quorum
13	7

The failure to attend 3 consecutive meetings in any one-year without reasonable grounds will result in dismissal from the Committee. In such instances a replacement for the position will be sought as per the process applicable to the position on the Committee.

4.5. Reporting requirements

Annual status reports will be provided to the Council.

4.6. Secretariat

The Executive Officer will provide the secretariat to the Committee.

4.7. Facilities and Resources

A unit coordinator will be employed to manage its functions including the development, implementation and resourcing of the committee's marketing and development initiatives as detailed in the strategic plan.

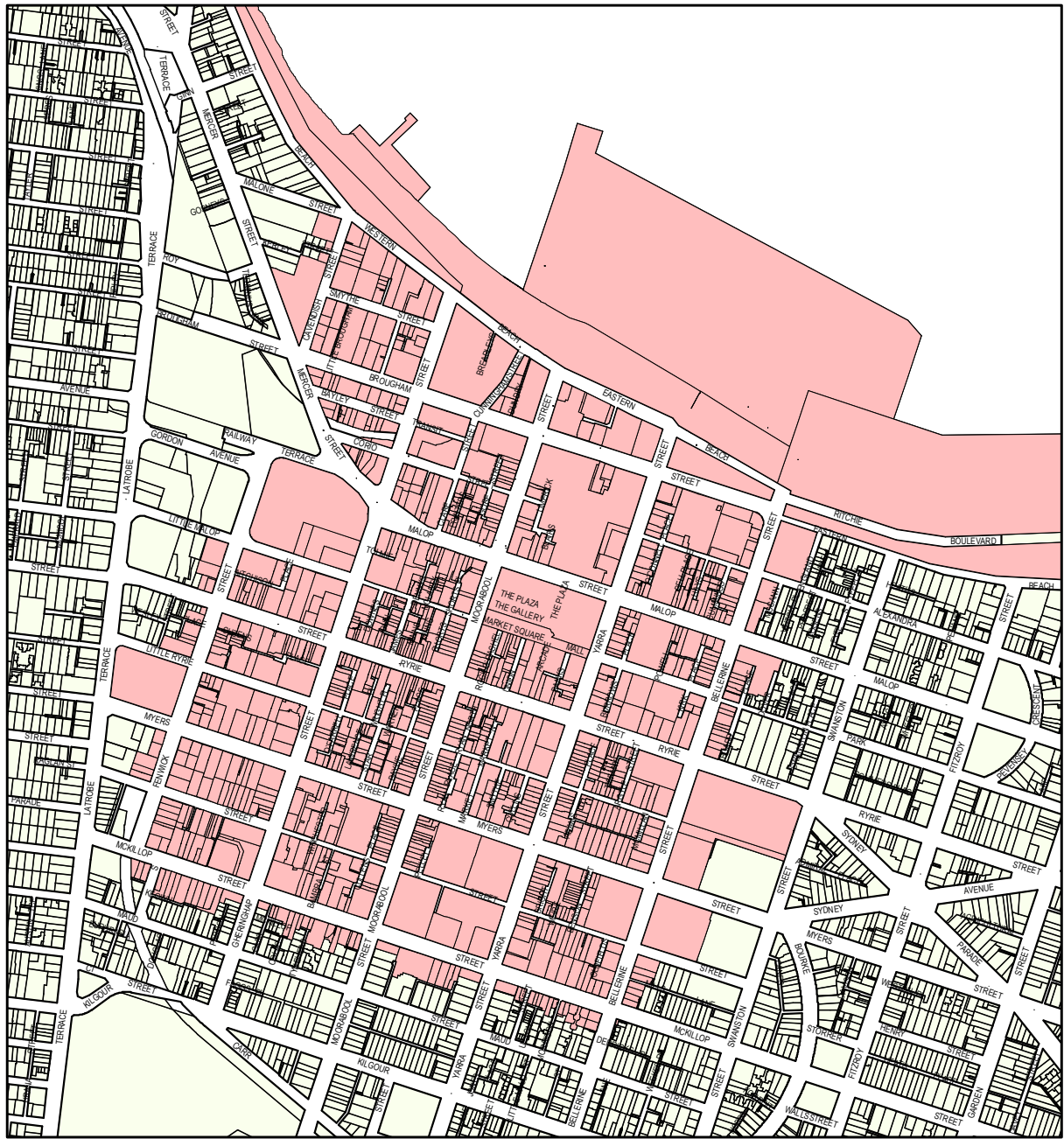
Adequate resources shall be provided to assist the effective operation of the Central Geelong Marketing Committee including council support services such as IT, OD and Finance and the physical provision of appropriate office accommodation and facilities.

5. QUALITY RECORDS

Quality Records shall be retained for at least the period shown below.

Record	Retention/Disposal Responsibility	Retention Period	Location
Committee Minutes	Projects, Recreation and Central Geelong	Permanent	Records Department.
Public marketing and promotional literature	Projects, Recreation and Central Geelong	Permanent	Records Department.

PLAN



All properties in Central
Activities Area Special Rate Scheme
(Plan includes residential properties in
area not subject to the rate)



Instrument of Delegation

Greater Geelong City Council Instrument of Delegation Central Geelong City Management Committee

Greater Geelong City Council (**Council**) delegates to the special committee established by resolution of Council passed on [] and known as the "Central Geelong Marketing Committee" (**The Committee**), the powers and functions set out in the Schedule, and declares that:

1. this Instrument of Delegation is authorised by a resolution of Council passed on [];
2. the delegation:
 - 2.1 comes into force immediately the common seal of Council is affixed to this Instrument of Delegation;
 - 2.2 remains in force until Council resolves to vary or revoke it; *and*
 - 2.3 is to be exercised in accordance with the Guidelines set out in the Schedule and any further guidelines or policies which Council from time to time adopts; *and*
3. all member of the Committee will have voting rights.

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

.....
Mayor

.....
Chief Executive Officer

SCHEDULE

Powers and functions

To exercise Council's functions and powers and to perform Council's duties in relation to the administration of the special rate scheme declared by Council:

- a) for the purposes of defraying expenses incurred by Council in relation to the operation and administration of the Central Geelong City Management Committee including marketing and promotion, provision of business information, training and networking, loyalty program and miscellaneous administrative activities;
- b) for the area constituted by all those properties bounded by McKillop Street, Bellerine Street, the Waterfront, Fenwick and Cavendish Street as shown on the attached plan marked "Attachment 1".
- c) In relation to the land within the above area this is rateable other than properties used solely for private, residential purposes; and
- d) For a period of five years.

and for those purposes:

- e) To enter into contracts, and to incur expenditure; and
- f) To do all things necessary or convenient to be done for or in connection with the performance of those functions, duties and powers.

Exceptions, conditions and limitations

The Committee is not authorised by this Instrument to:

- a) enter into contracts or incur expenditure:
 - i.) unless solely in advertising of Council's central activities area, promotion of Council's central activities area, business development programs (including training, advice and guidance for businesses located in Council's central activities area), engaging or employing a person to implement advertising, promotion and business development activities and promoting and encouraging access to and movement around Council's central activities district by the public;
 - ii.) for an amount which, in conjunction with other expenditure incurred during a financial year, would exceed the revenue raised by:
 - A) the special rate for that financial year; and
 - B) any additional revenue received for that financial year whether by way of fundraising, sponsorship, grants or other means.
 - iii.) To undertake activities in a manner which does not benefit the whole of Council's central activities area;
- b) exercise the powers or functions which, by force of section 86(4) of the Act cannot be delegated; or
- c) determine an issue, take an action or do a thing which is already the subject of exclusive delegation to another Committee.

Guidelines

The powers, duties and functions set out in the Instrument are delegated to the Committee. This means that the Committee can only act under delegation when sitting in a formally constituted meeting.

This means that a meeting must be called and conducted in a manner that complies with the provisions of the Act and with the Council's meeting procedures local law.

This Committee cannot exercise its delegated powers when gathered outside the formal meeting structure as described above. For example, an informal coming together of members could not resolve to act under delegation.

Similarly the delegations do not extend to individual members of the Committee.

The Committee must not exercise its delegated powers unless it has first been the item of business on an agenda for transaction at a meeting of the Committee.

All delegations must be read in conjunction with this document and any policies and guidelines that may be adopted by the Council from time to time.

The Committee must report to Council in writing at least annually.

Central Geelong Marketing

THE STORY *Continues...*



What are the benefits of having a consolidated marketing body for Central Geelong businesses?



Since July 2001, Central Geelong Marketing has undertaken programs and activities to promote Central Geelong. Your business or property has directly or indirectly benefited from these activities.

ACTIVITIES AND BENEFITS FOR THE CURRENT SPECIAL RATE PERIOD COMMENCING JUNE 2011 INCLUDE

Year 1* (2011-2012)		Year 2* (2012-2013)		Year 3* (2013-2014)	
Activity	Evaluation/Total Economic Output (TEO)	Activity	Evaluation/Total Economic Output (TEO)	Activity	
More People		More People		More People	
Tastes of Central Geelong	34 participating businesses, 85 activities, 5400 participants, \$740,000 TEO	Tastes of Central Geelong	52 participating businesses, 108 activities, 7356 participants, \$967,000 TEO	Tastes of Central Geelong	
Central Geelong Sidewalk Sales	150 participating businesses, \$4.8M TEO	Central Geelong Sidewalk Sales	170 participating businesses, \$5.4M TEO	Central Geelong Sidewalk Sales	
May Magic	5144 entries, \$923,000 TEO	May Magic	3419 entries, \$607,000 TEO	May Magic	
Central Geelong School Holiday Program	65 participating businesses, 236 activities, 11,346 participants, \$1.7M TEO	Central Geelong School Holiday Program	65 participating businesses, 320 activities, 13,203 participants, \$1.9M TEO	Central Geelong School Holiday Program	
Christmas in Central Geelong	37 participating businesses, 100 activities, 3185 participants, \$524,000 TEO	Christmas in Central Geelong	49 participating businesses, 89 activities, 3468 participants, \$473,000 TEO	Christmas in Central Geelong	
Central Geelong Magic Meter Elves	Over 20,000 interactions	Central Geelong Magic Meter Elves	Over 20,000 interactions	Central Geelong Magic Meter Elves	
Central Geelong Farmers Market	12 markets, 36,000 participants, \$4.7M TEO	Central Geelong Farmers Market	11 markets, 33,000 participants, 4M TEO	Central Geelong Makers & Growers Market Sponsorship	
Central Geelong Night Market Sponsorship	6 events, 51,000 people	Central Geelong Night Market Sponsorship	6 events, 60,000 people	Central Geelong Night Market Sponsorship	
Consolidated Advertising Campaign (print, radio, television and cinema)	838 print and radio ads, 354 metro and regional TV ads, over 500 cinema ads	Consolidated Advertising Campaign (print, radio, television and cinema)	849 print and radio ads, 354 metro and regional TV ads, over 4900 cinema ads	Consolidated Advertising Campaign (print, radio, television and cinema)	
Consolidated Signage	24 signage board ads 2 bus stop ads	Consolidated Signage	24 signage board ads 2 bus stop ads	Consolidated Signage	
www.centralgeelong.com.au	39,984 unique visits	www.centralgeelong.com.au	38,305 unique visits	www.centralgeelong.com.au	
Digital Marketing & Social Media	604 facebook followers, 12,171 people signed up to CGM databases	Digital Marketing & Social Media	1046 facebook followers, 21,503 people signed up to CGM databases	Digital Marketing & Social Media	
Event/Activity Participation & Support	Financial/In kind support provided to over 15 events/activities	Event/Activity Participation & Support	Financial/In kind support provided to over 13 events/activities	Mobile Phone App	
CGM Promotional Team	Attendance at 5 events	CGM Promotional Team	Attendance at 4 events	Event/Activity Participation & Support	
GPAC Family Magic Sponsorship	5 performances, in excess of 1800 participants	GPAC Family Magic Sponsorship	5 performances, in excess of 1800 participants	CGM Promotional Team	
Street Entertainment/Activities	268 performances/activities, 640 hours of entertainment	Street Entertainment/Activities	225 performances/activities, 517 hours of entertainment	GPAC Family Magic Sponsorship	
Seniors Week Festival Shuttle	501 passengers on the Central Geelong Shuttle, 200,000 programs distributed.	Seniors Week Festival Shuttle	610 passengers on the Central Geelong Shuttle, 200,000 programs distributed	Street Entertainment/Activities	
Central Geelong Parking Options	150 posters distributed plus digital and online promotion of parking facilities	Central Geelong Parking Options	65,000 parking maps distributed plus digital and online promotion of parking facilities	Seniors Week Festival Shuttle	
Central Geelong Nightbus – Sponsorship	5923 passengers	Central Geelong Nightbus – Sponsorship	8938 passengers	Central Geelong Parking Options	
More Business & More Support		More Business & More Support		More Business & More Support	
Central Geelong Networking Opportunities	3 events, 469 participants	Central Geelong Networking Opportunities	4 events, 527 participants	Central Geelong Networking Opportunities	
Innovative Training Opportunities	12 training opportunities	Innovative Training Opportunities	13 training opportunities	Innovative Training Opportunities	
Central Focus Monthly Newsletter	12 editions, 6720 newsletters distributed	Central Focus Quarterly Newsletter	4 editions, over 6,200 newsletters distributed	Central Focus Quarterly Newsletter	
Electronic Information Updates	22 updates, 12,320 email updates distributed	Electronic Information Updates	40 updates, 34,800 email updates distributed	Electronic Information Updates	
Central Geelong Park and Ride	21,828 passengers, 1200 hours of operation	Central Geelong Park and Ride	16,788 passengers, 1200 hours of operation	Central Geelong Park and Ride	
New Business Information/Welcome Kits	Distributed as required	New Business Information/Welcome Kits	Distributed as required	New Business Information/Welcome Kits	
Visual Merchandising Kits	18 distributed	Visual Merchandising Kits	23 distributed	Visual Merchandising Kits	
Business/Street Name & Number Identification Signs	18 distributed, 265 total businesses	Business/Street Name & Number Identification Signs	28 distributed, 293 total businesses	Business/Street Name & Number Identification Signs	
Window Theming Programs	1 program, 12 locations	Window Theming Programs	1 program, 30 locations	Window Theming Programs	
Vacant Building Activation	1 activation	Vacant Building Activation	1 activation	Vacant Building Activation	
Attraction of Financial & In-Kind Support	In excess of \$40,000 of in-kind support obtained	Attraction of Financial & In-Kind Support	\$20,000 Streetlife grant awarded In excess of \$85,000 of in-kind support obtained	Attraction of Financial & In-Kind Support	

Flagship Activity Results 2011-2015:

Total Economic Output: \$53.45M

Total Return on Investment: \$1 = \$19

Participati

"As a new business, I have recently discovered the numerous advantages of having a consolidated marketing body for Central Geelong. Central Geelong Marketing's programs and activities help to create a thriving and vibrant city centre for the benefit of all Central Geelong businesses".

Brad, Business Owner - Hucksters

Year 4* (2014-2015)	
Activity	Evaluation/Total Economic Output (TEO)
More People	
Tastes of Central Geelong	65 participating businesses, 181 activities, 13,394 participants, \$949,000 TEO
Central Geelong Sidewalk Sales	220 participating businesses, \$7.8M TEO
May Magic	3640 entries, \$598,000 TEO
Central Geelong School Holiday Program	67 participating businesses, 299 activities, 16,550 participants, \$2.4M TEO
Christmas in Central Geelong	52 participating businesses, 69 activities, 33,754 participants, \$4M TEO
Central Geelong Magic Meter Elves	Over 28,000 interactions
Central Geelong Makers & Growers Market Sponsorship	12 markets, 36,000 participants
Central Geelong Night Market Sponsorship	3 events, 24,000 people
Consolidated Advertising Campaign (print, radio, television and cinema)	359 print and radio ads, 700 metro and regional TV ads, 9800 cinema ads and 210 Supercats ads
Consolidated Signage	24 signage board ads 2 bus stop ads Metro transit signage on 1,991,110 journeys
www.centralgeelong.com.au	50,900 unique visits
Digital Marketing & Social Media	9962 Facebook followers, 1145 Twitter followers, 15,329 people signed up to CGM databases
Mobile Phone App	Downloaded onto 17,632 devices
Event/Activity Participation & Support	Financial/In kind support provided to over 10 events/activities
CGM Promotional Team	Attendance at 5 events
GPAC Family Magic Sponsorship	5 performances, in excess of 1600 participants
Street Entertainment/Activities	220 performances/activities, 506 hours of entertainment
Seniors Week Festival Shuttle	407 passengers on the Central Geelong Shuttle, inclusion in online program
Central Geelong Parking Options	Digital and online promotion of parking facilities
More Business & More Support	
Central Geelong Networking Opportunities	4 events, 660 participants
Innovative Training Opportunities	14 training opportunities
Central Focus Quarterly Newsletter	12 Newsletters, 6,720 newsletters distributed
Electronic Information Updates	30 updates, 30,450 email updates distributed
Central Geelong Park and Ride	15,642 passengers, 1200 hours of operation
New Business Information/Welcome Kits	Distributed as required
Visual Merchandising Kits	32 distributed
Business/Street Name & Number Identification Signs	43 distributed, 394 total businesses
Window Theming Programs	1 program, 7 locations
Vacant Building Activation	9 activations
Attraction of Financial & In-Kind Support	Support Small Business Day grant received, \$10,000 value. In excess of \$150,000 of in-kind support obtained

ting Businesses: **1350** Activities Offered: **2046** Participants: **328,025**

WHAT HAPPENS NEXT

Central Geelong Marketing will deliver a full program of events and activities to increase the number of people experiencing and enjoying Central Geelong and provide support and opportunities to Central Geelong businesses in year 5 (2015/2016). See overleaf for a list of activities your business can be involved in and benefit from.

The forecasted total economic output for the 2011-2016 program delivered by Central Geelong Marketing is over \$65M from flagship activities and is supported by an extensive program of advertising, marketing, events and promotions as well as business development and support activities.

BEYOND JUNE 2016

What happens beyond June 2016 is now up to you.

Without a consolidated marketing and promotion body such as Central Geelong Marketing there will not be a body promoting Central Geelong as a precinct or running programs or activities to encourage increased visitation and spending.

CGM's flagship activities, including Tastes of Central Geelong, the Central Geelong Sidewalk Sales, May Magic, Christmas in Central Geelong including the Magic Meter Elves and the School Holiday Fun Program would cease without a consolidated marketing body to deliver them and the economic benefit will be lost.

The special rate, requiring each property owner to contribute the same percentage in the capital improved dollar value of their premise, is a way of property owners and business operators contributing in an equitable and fair way to the marketing and promotion of Central Geelong for the benefit of all Central Geelong business and property owners.

To ensure these benefits continue, a new five year program of events, marketing training and communications has been proposed for 2016-2021.

*These figures and data are actual numbers from counts and surveys and have been put through the Region's preferred Economic Impact Assessment program - REMPLAN.

"Central Geelong Marketing's programs have assisted in promoting my business to the Geelong and regional community in a way I could not achieve individually. Their activities encourage people to visit and enjoy the broad range of businesses and services available in Central Geelong"

Sandra, Business Owner - Ballyhoo Art

**CENTRAL
GEELONG**
com.au

WHAT ADVERTISING OR MARKETING CAN YOU GET FOR \$699 PER YEAR FOR YOUR BUSINESS?

As an individual business you can get **one** of these...

We have everything you are looking for....

see our great range of products

Centrally located - right in the heart of Central Geelong.

Excellent quality and value with the right advice.

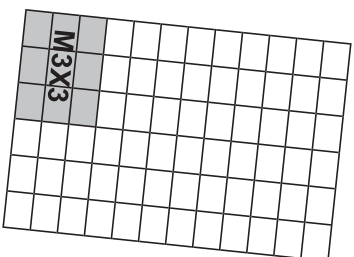
YOUR BUSINESS

Malop Street, Geelong

8888 5555

YOUR
LOGO

Based on the cost of one M3x3 weekday colour advertisement in the Geelong Advertiser priced at \$711.00 as at 24/7/15. The amount of \$699.92 is the average amount of the proposed special rate amount per business in 2016-17.



CENTRAL FOCUS

A NEW LETTER FOR CENTRAL GEELONG BUSINESS OPERATORS

FROM THE CHAIR

Welcome to the July - September 2015 edition of Central Focus. This newsletter is a bit of a mix of news, views and opinions from the business community in Geelong. It's a place where we can all share our thoughts and experiences, and it's a great way to stay up to date on what's happening in our town.

Start thinking now about the 2016-17 season. This year's 'Index of Central Focus' is a great way to see how your business is performing compared to others in the area. It's a great tool for benchmarking and for identifying areas for improvement.

Central Geelong Marketing is proud to announce the 2016-17 season's 'Index of Central Focus'. This is a great way to see how your business is performing compared to others in the area. It's a great tool for benchmarking and for identifying areas for improvement.

Business Ops. Don't miss this opportunity to meet with other business operators in the area. It's a great way to share ideas and experiences, and it's a great way to stay up to date on what's happening in our town.

FREE Service. Central Geelong is proud to offer a free service to all business operators in the area. This is a great way to see how your business is performing compared to others in the area. It's a great tool for benchmarking and for identifying areas for improvement.

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Activities proposed 2016 - 2021

More People

Tastes of Central Geelong

Central Geelong Sidewalk Sales

May Magic

Central Geelong School Holiday Fun

Christmas in Central Geelong

Central Geelong Magic Meter Eves

Consolidated Advertising Campaign (print, radio, television and cinema)

Consolidated Signage

www.centralgeelong.com.au

Digital Marketing & Social Media

Event Participation & Support

Event Sponsorship

Precinct Activation

Street Entertainment/Activities

Central Geelong Parking Options

More Business & More Support

Central Geelong Networking Opportunities

Innovative Training Opportunities

Central Focus Quarterly Newsletter

Electronic Information Updates

Central Geelong Park and Ride

New Business Welcome Kits

Visual Merchandising Kits

Business/Street Name & Number Identification Signs

Window Theming Programs

Vacant Building Activation

Strategic Plan/Annual Activities Plan

Attraction of Financial & In-Kind Support

Strategic Influence

PLUS -

Expanded TV and signage campaigns into Metro/ Western Melbourne

Worker Engagement Program and Activities

Professional Services Campaign into Metro West

Central Geelong SIDEWALK SALES

November 2014

ELBOURNE CUP DAY • 11AM-3PM
Let's do it in Central Geelong!

Shop - one day only specials from over 200 businesses right across Central Geelong. It's a great way to see how your business is performing compared to others in the area. It's a great tool for benchmarking and for identifying areas for improvement.



GUIDE to Central Geelong

WHAT'S ON

EXHIBITIONS

Women of Empire
Exhibition of the lives of women who have shaped the world.
100 Years of Women's Suffrage
100 Years of Women's Suffrage
100 Years of Women's Suffrage

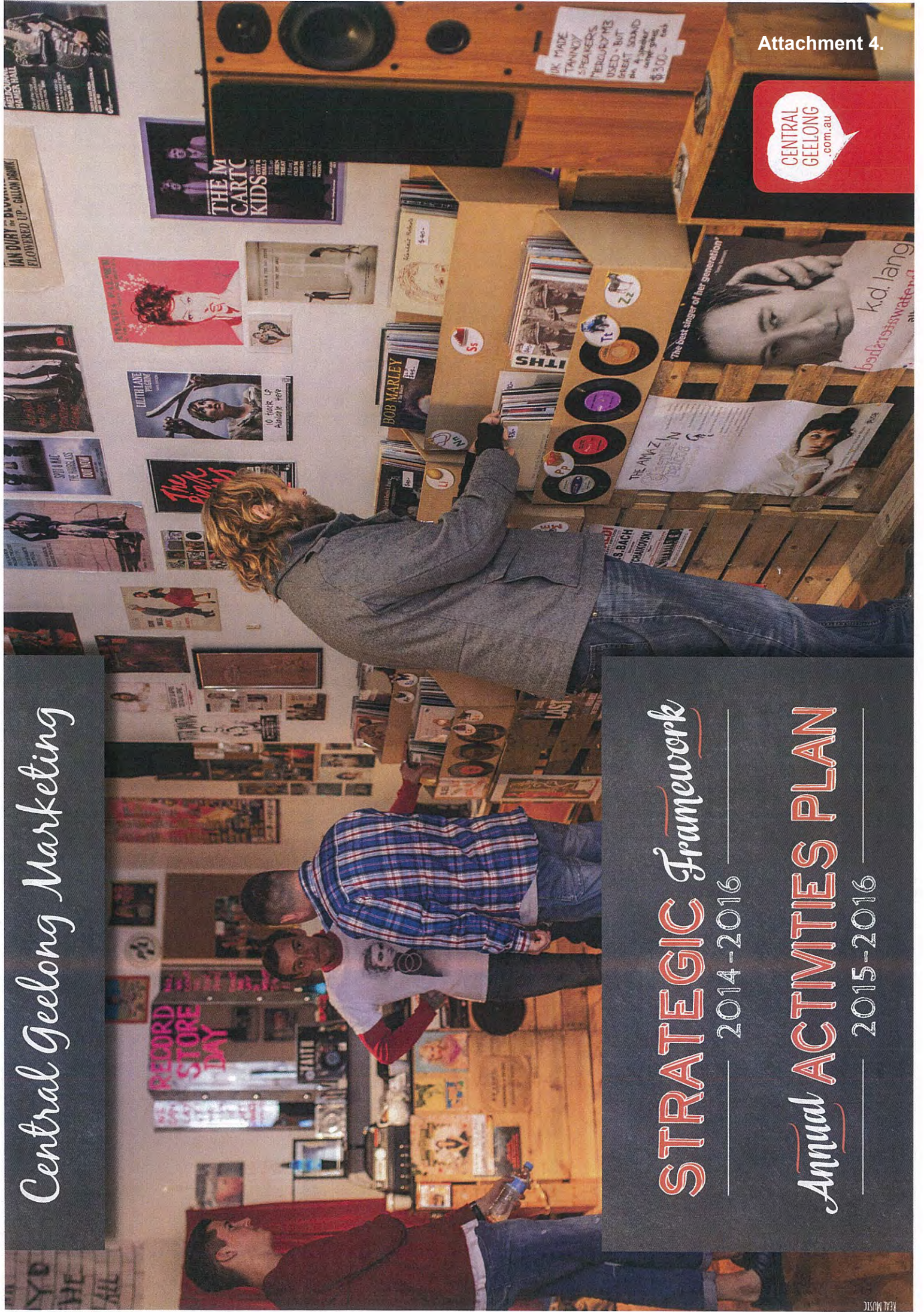
100 Years of Women's Suffrage
100 Years of Women's Suffrage
100 Years of Women's Suffrage

100 Years of Women's Suffrage
100 Years of Women's Suffrage
100 Years of Women's Suffrage

INVITATION

Don't miss this opportunity to meet other Central Geelong businesses, benefit from Central Geelong Marketing Programs.

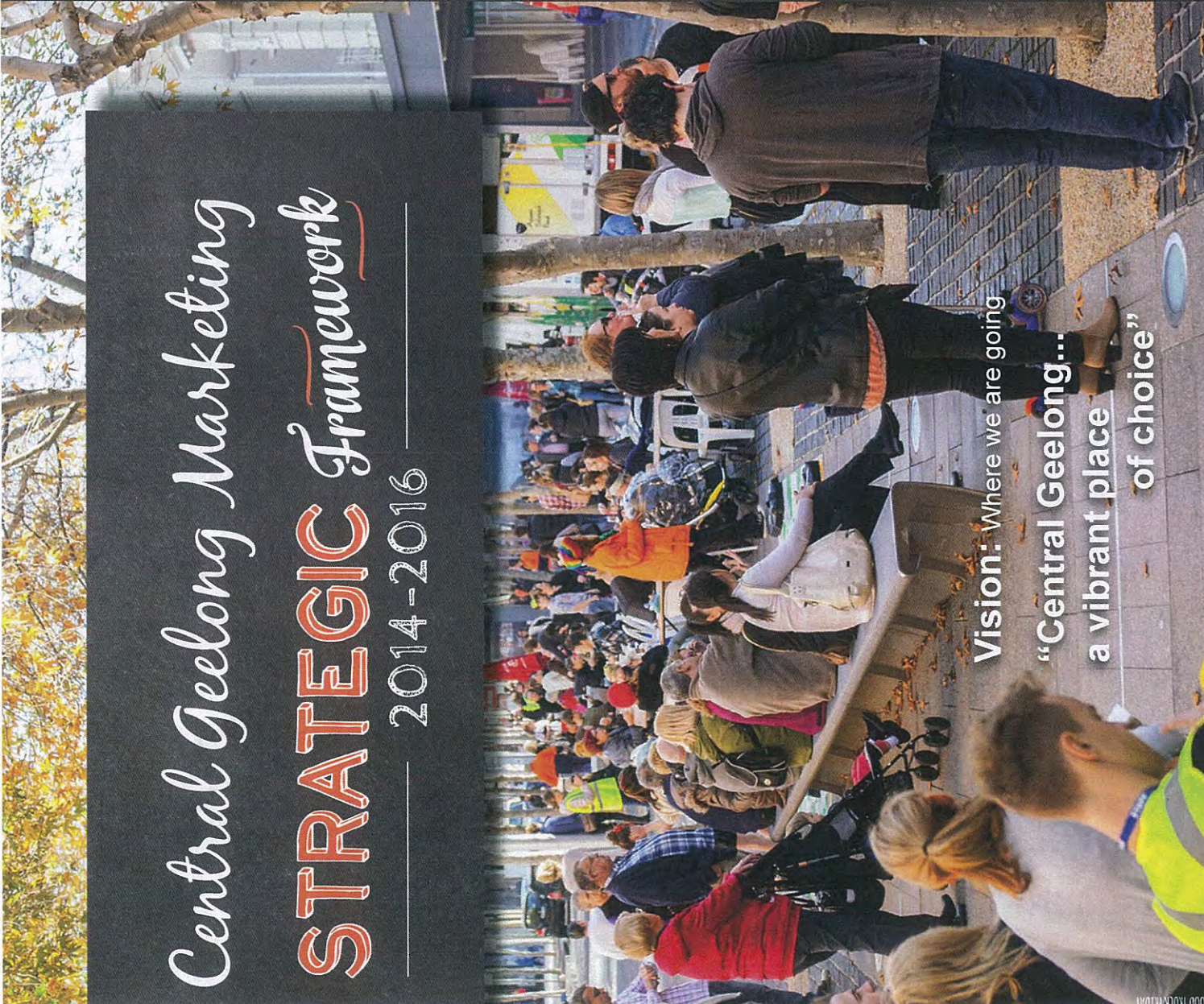
Wednesday 4th March 2015
6.00pm - 8.00pm
194 Ryrie St. Geelong
Central Geelong Marketing Programs.



CENTRAL
GEELONG
.com.au

Central Geelong Marketing

STRATEGIC Framework
2014-2016
Annual ACTIVITIES PLAN
2015-2016



Central Geelong Marketing STRATEGIC Framework 2014-2016

KEY FOCUS AREAS: WHAT WE ARE DOING

MORE PEOPLE

Growing the number of customers, workers, residents, students and visitors experiencing and enjoying Central Geelong

MORE BUSINESS

Creating business opportunity

MORE SUPPORT

Growing CGM's capability to provide effective leadership through a coordinated approach to robust strategic planning, the delivery of valued programs, effective communication and advocacy

Vision: Where we are going
"Central Geelong...
a vibrant place
of choice"

CHALLENGES:

KEY OUTCOMES: WHAT WE ARE ATTEMPTING TO ACHIEVE

Key challenges identified during planning process addressed in this key focus area:

- Engagement of operators and property owners
- Changing retail impacts – competition
- Engagement of workers and students

Marketing; Raise the community's appreciation of Central Geelong.
Promotions; Undertake promotions that attract people to Central Geelong and raise the profile of Central Geelong businesses.
Events; Develop, support, and/or implement events that grow Central Geelong reputation as a leading business and cultural precinct.
Communications; Effectively communicate the positive strengths of Central Geelong & CGM activities to the Geelong region and wider community including stakeholder groups.

Challenges identified during planning process addressed in this key focus area:

- Getting businesses to participate in CGM programs
- Increasing participation in training and development
- Business/ stakeholder appreciation of role and benefits of CGM programs

Business Presentation; Foster improved business presentation and appearance.
Business Capability; Support improved business capability & sustainability through education, training and the dissemination of relevant information.
Networking; Foster effective networking between Central Geelong businesses, business organisations and key agencies.
New Business Support; Assist in the attraction and support of new business to Central Geelong.

Challenges identified during planning process addressed in this key focus area:

- Staff workload and capacity; budget
- Quality over quantity
- Strategic influence

Administration and Governance;
Ensure the ongoing and effective administration of the CGMC.

Challenges identified during planning process as outside the direct control of CGMC to be addressed by CoGG/ External Stakeholders – changing industrial landscape/ parking changes/ suitability of premises available for business needs- size and amenity/ changing face of CBD/ vacant premises/ links to Central Geelong Action Plan.

Central Geelong Marketing

Annual ACTIVITIES PLAN

2015-2016

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MORE PEOPLE

KEY FOCUS AREA 1 – MORE PEOPLE

Growing the number of customers, workers, residents, students and visitors experiencing and enjoying Central Geelong.

1.1 Marketing

Raise the Community's appreciation of Central Geelong.

1.1.1 Consolidated Advertising, including Central Geelong Branding

Develop a 12-month advertising plan separate to event specific advertising including Central Geelong branding. Increased focus on promotion of professional and business services sector in Central Geelong. Target key groups including workers, students, residents and new users.

Timeline: Ongoing

Status: Continued with increased focus.

1.1.2 Consolidated Advertising – TV specific

Implement a TV specific consolidated advertising campaign featuring Central Geelong TV commercial developed as a targeted campaign for regional and metro west areas.

Timeline: Ongoing

Status: Continued with increased focus.

1.1.3 Consolidated Advertising – Print Campaign – Metro & Regional

Implement a consolidated print campaign for regional and metro west areas.

Timeline: Ongoing

Status: Continued with increased focus

1.1.4 Consolidated Advertising – Signage – Metro & Regional

Develop and implement a consolidated signage campaign for regional and metro west areas.

Timeline: Ongoing

Status: Continued

1.1.5 Attract increased visitation to Central Geelong

Attract increased visitation to Central Geelong. Include engagement with visitors attending AFL games in Geelong. Look at opportunities to work co-operatively with tourism bodies. Look to link with existing activities/ events delivered by external bodies. Continued development of Geelong Weekend theme with increased user generated content.

Timeline: Ongoing

Status: Continued activity with increased focus





1.1.6 Digital Communications Strategy

Implement the delivery of integrated Digital Communications Strategy incorporating web, mobile and social media. Include options for increased engagement with current users of Central Geelong – workers, students, residents

Timeline: Ongoing

Status: Continued activity with increased focus

1.1.6.1 Web

Includes upgrade of current website and on-going development, maintenance & promotion of website and includes database management. Continue to improve functionality of website and to develop new initiatives regularly. Include on-line maps.

Timeline: Daily

Status: Continued activity with increased focus

1.1.6.2 Mobile

Ongoing development, maintenance and promotion of smart phone app including engagement program for business operators and continued promotional campaign for Central Geelong Users included targeted groups of workers, residents and students. Link to QR codes, real time parking information and investigate development of event specific apps.

Timeline: Daily

Status: Continued

1.1.6.3 Social media

Includes on-going development, maintenance & promotion of social media including Facebook, Twitter, Instagram and other applications deemed appropriate. Use of user generated content, blogs, video blogs, etc.

Timeline: Daily

Status: Continued with increased focus

1.1.6.4 Email and Database Management

Includes EDM development, management and growth of customer databases. Investigate worker database options. Upgrade electronic communications to business operators.

Timeline: Weekly

Status: Continued with increased focus



1.2 Promotions

Undertake promotions that attract people to Central Geelong and raise the profile of Central Geelong businesses. Focus on improving current major activities to increase benefit for Central Geelong Business Operators.

1.2.1 Tastes of Central Geelong

Develop and implement this annual food festival in Central Geelong. Deliver specific food related events and activities to support business participation in the event. Evaluate activity and participation by business operators and attendees. Increased focus and resources.

Timeline: July 2015

Status: Continued activity with increased focus

1.2.2 Central Geelong Sidewalk Sales

Continue to develop this flagship Central Geelong event. Further expand entertainment elements on the day to encourage festival atmosphere in Central Geelong. Develop professional services element for event inclusion. Includes evaluation activities of surveying & pedestrian counts.

Timeline: November 2015

Status: Continued activity with increased focus

1.2.3 May Magic

Continue to develop May Magic activities to increase awareness and bring shoppers into Central Geelong during traditionally quieter time for retail. Continue to maintain relationships with promotion partners to deliver major prizes of a high standard.

Timeline: May 2016

Status: Continued activity with increased focus.

1.2.4 Central Geelong School Holiday Program

Continue to develop this activity in non-summer school holidays. Develop business supporters for this event and activity hosting. Encourage increased support from businesses via special offers. Continue to develop database and online registrations to activities.

New branding and activities to engage older children and new participants from outside region.

Timeline: Winter 2015/ Spring 2015/ Autumn 2016

Status: Continued activity with increased focus

1.2.5 Christmas in Central Geelong

Continue to develop Christmas in Central Geelong activities including increased entertainment/ activities throughout the streets of Central Geelong. Link to COGG Christmas program.

Timeline: December 2015

Status: Continued activity with increased focus

1.2.6 Central Geelong Magic Meter Elves

Continue to develop the Magic Meter Elves with increased coverage throughout Central Geelong. Continued development of costumes. Use to promote off-street parking options. Use as ambassadors at events and functions as appropriate.

Timeline: December 2015

Status: Continued activity with increased focus

Central Geelong SIDEWALK SALES
Tuesday 4th November 2014

MELBOURNE CUP DAY • 9AM - 5PM
Make a day of it in Central Geelong!

- Shop** - one day only special from over 200 businesses right across Central Geelong.
- Be entertained** - live performances from Inagles, Blough and the Big Band Sweethearts.
- Get pampered** - FREE massages, manicures and more at the Pamper Manique in 11 May, Central.
- Enjoy a long lunch** - lunch offers from many cafes and restaurants.
- Tick off your to do list** - special from professional service businesses.
- Watch the Cup** - a list of venues throughout Central Geelong offering The Cup.
- Win a shopping spree** - show us your purchases via #centralgeelongsidewalk!
- Get around** - FREE Hop on Hop Off Central Geelong Shuttle Bus from 10am - 4pm.
- Stay for the weekend** - make a whole Geelong weekend of it.

For more information, visit centralgeelong.com.au
#CGLSS2014





1.2.7 Off street parking promotion- Park & Ride Shuttle

Encourage use of off-street parking options in peak periods. Support the continuation of the Park & Ride Shuttle to provide Central Geelong workers and visitors alternate parking options. Link to park & ride live information through Central Geelong app.

Timeline: Ongoing

Status: Committed until June 2016

1.2.8 Central Geelong Parking Options

Reprint Central Geelong Car Parking Map for distribution to business operators, Visitor Information Centres and Customer Service Centres. Continue to place parking map within promotional materials where appropriate. Develop program for promotion of car parking options including positive marketing and analysis. Prepare & distribute parking/ transport options for all CGM activities. Link to real time parking information through Central Geelong app.

Timeline: Ongoing

Status: Continued activity.

1.2.9 Key Target Markets

Develop a program of activities to appeal to key market types including seniors/ baby boomers, students and workers. Investigate maps- precinct/ sector based using self-guided maps available electronically.

Timeline: Ongoing

Status: Continued activity with increased focus

Develop, support and/ or implement events that grow Central Geelong's reputation as a leading business and cultural precinct.

Continue to support the regular program of street entertainment aimed at encouraging increased visitation to Central Geelong and adding a performance element to improve the 'experience' of Central Geelong. Increased focus/ promotion. Link to COGG calendar and programs.

Status: Continued activity.

Deliver CGM specific message in support of activities/ events aimed at bringing more people to increase benefit to and engagement of Central Geelong businesses. This includes Deakin graduation ceremonies, conferences, Gala Day, cruise ships and use of the CGM promotional team.

Status: Continued activity

Provide targeted sponsorship to events and activities aimed at bringing more people into Central Geelong for the benefit of Central Geelong businesses within financial sponsorship criteria. 1 x large events (max \$10k);

Unlimited in-kind support packages provided to events that meet in-kind criteria.

Status: Continued activity

Support and sponsor this family based theatre experience via a partnership with GPAC. Links to School Holiday program including provision of venue for activities.

Status: Continued activity until end 2015

Provide financial and in-kind sponsorship to the Geelong Waterfront Makers & Growers Market. Continue communications with farmer's market database and use of social media to promote. Commitment to end June 2016

Status: Continued activity until end June 2016



1.4 Communications

Effectively communicating the positive strengths of Central Geelong to the Geelong region, business and property owners and stakeholders.

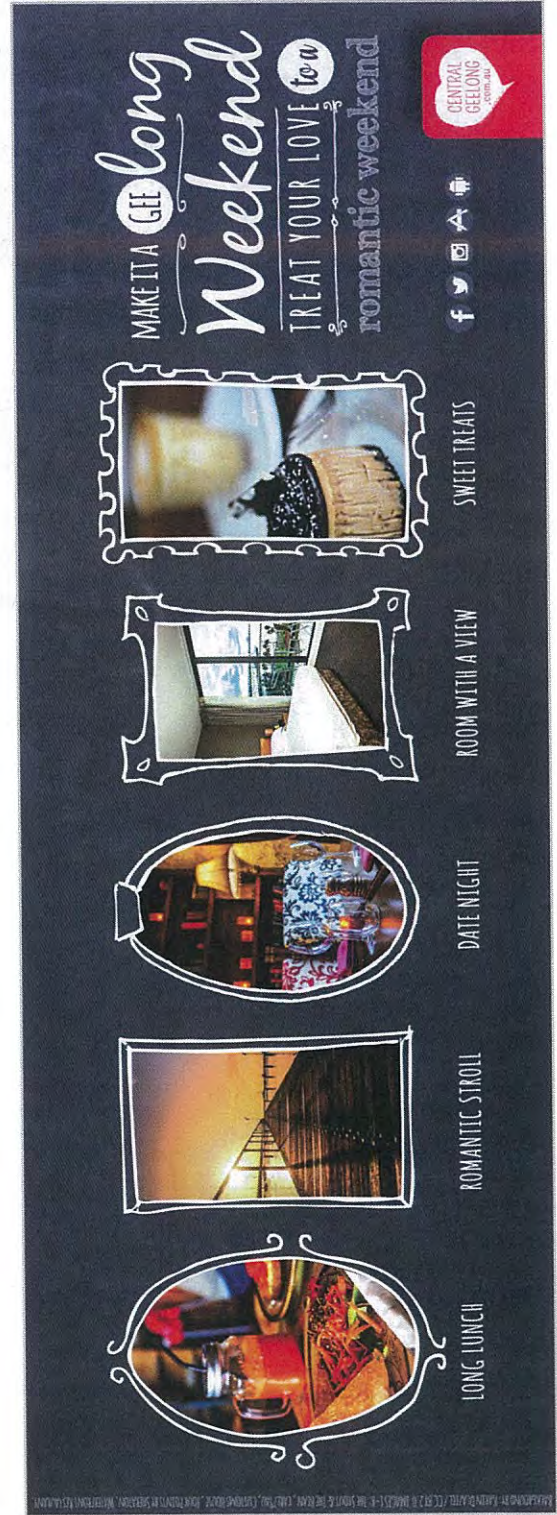
1.4.1 Communication of Central Geelong Key

Strengths

Promote the positive strengths of Central Geelong and the activities of the Central Geelong Marketing Committee to public and stakeholders. Include media releases, community update, councillor updates, website, Facebook, etc with focus on electronic communications. Links closely to Digital Strategy.

Timeline: Ongoing

Status: Continued with increased focus



MORE BUSINESSES

KEY FOCUS AREA 2 – MORE BUSINESSES

Creating Business Opportunity.

2.1 Business Presentation

Foster improved business presentation, appearance and cooperation.

2.1.1 Provide opportunities for improving business presentation and appearance

Provide a suite of products for use by business and property owners including Visual Merchandising toolkits, CGM street name and number signs, window theming programs and support trader led initiatives to activate specific precincts.

Timeline: *Ongoing*

Status: *Continued activity*

2.1.2 Support activation activities in specific precincts

Support trader led initiatives to activate specific precincts. May include support for promotion, printing, minor equipment hire.

Timeline: *Ongoing*

Status: *Continued activity*



2.2 Business Capability

Support improved business capability & sustainability through education, training and the dissemination of relevant information.

2.2.1 Training and professional development opportunities

Develop and promote a 12-month innovative training program in conjunction with other organisations such as Tourism Geelong, Geelong Chamber of Commerce and VECCL. Investigate opportunities for workshops on specific business related activities including B2B opportunities, professional services information nights & sustainability. Focus on increased electronic communication.

Timeline: Ongoing

Status: Continued activity

2.2.2 Central Focus Newsletter for business operators & property owners

Newsletters to business operators and property owners to inform them of activities and opportunities and value provided by programs and activities. Distributed via email, website and post as required. Focus on increasing electronic distribution. Links closely to Digital Strategy.

Timeline: Quarterly

Status: Continued activity

CENTRAL FOCUS

A NEWSLETTER FOR CENTRAL GEELONG BUSINESS OPERATORS

January - March 2015

FROM THE CHAIR

Welcome to the January - March edition of Central Focus.

The Central Geelong Marketing Committee has hit the ground running for 2015 with planning for May Magic and the 12th Annual Business Operators Networking Event.

This newsletter is full of things you can get your business involved in our activities to bring more people into Central Geelong to shop, eat and do business.

Start training now about how your business can be involved in May Magic. The Central Geelong Marketing Committee is looking for participants and over 100 activities bringing more than 1000 people into Central Geelong to shop, eat and do business. See inside for more details on this event and some ideas on how businesses of all types can get involved.

Paul Whitaker,
Chair - Central Geelong Marketing Committee

Central Geelong Marketing will soon announce details of May Magic for 2015, with a new car so far for prizes as part of a huge prize pool and promotional campaign.

We're excited to announce this year we will be training a new team of Central Geelong Marketing Committee members to help us with our ongoing Training and Professional Development program for Central Geelong businesses. The new team will be made up of local business operators and staff to your own industry experts. Your copy social media, marketing, financial management, customer service and more.

We hope you stay join us for our networking event on Wednesday 11th March. Details below.

JAN MAGIC IS COMING!
Central Geelong's biggest event is just a few days away!

DATES OF CENTRAL GEELONG 2015
in Central Geelong's food precinct from 5 to 8 July

Business Operators Networking Event

Please join us for our first Networking Event and FREE movie screening of Focus, a comedy drama starring Viki Smith. Don't miss this opportunity to meet other Central Geelong businesses, make important business contacts and learn more about how you can benefit from Central Geelong Marketing programs.

6:00pm - 8:00pm - Central Geelong Marketing Reception and movie screening
8:00pm - 10:00pm - Central Geelong Networking and socialising
10:00pm - 11:00pm - Central Geelong Networking and socialising
11:00pm - 12:00pm - Central Geelong Networking and socialising

FREE - Central Geelong Marketing Reception and movie screening
FREE - Central Geelong Networking and socialising
FREE - Central Geelong Networking and socialising

DO NOT MISS IT! If you would like to join your business operator at the March networking event, why not offer a prize for the business card draw? Your business will be listed on the event prize entry list and your business and your product or service will be acknowledged to all attendees during the event. Contact Central Geelong Marketing on 52/724397.

Central Geelong Marketing

2.3 Networking

Foster effective networking between Central Geelong businesses, business organisations and key agencies.

2.3.1 Central Geelong Networking Events

Provide regular networking activities. Liaise with other organisations (Tourism Geelong and Geelong Chamber of Commerce, VECCI) and investigate opportunities to combine networking activities. Focus on increasing numbers through use of informative speakers, topics and venues. Continue to engage in-kind support through venue provision, door prizes, etc. Increased opportunities for B2B activities at events.

Timeline: Quarterly

Status: Continued activity



NETWORKING

YOUR INVITATION

Central Geelong Marketing invites you to our first networking event for 2015.

Don't miss this opportunity to meet other Central Geelong businesses, make important business contacts and learn more about how you can benefit from Central Geelong Marketing programs.

Wednesday 4th March 2015

Village Cinemas, 194 Ryrie St, Geelong
6.00pm - Drinks, Nibbles and Networking
6.45pm - Central Geelong Marketing introduction and screening of Will Smith's new Comedy/Crime/Drama movie *Focus*.

Cost: FREE

RSVP (essential) by 5pm Monday 2nd March 2015

to centralgeelong@geelongcity.vic.gov.au or phone 52724297.

Strict limit of 2 adults per business.



Central Geelong
marketing
centralgeelong.com.au

CENTRAL
GEELONG
.com.au



SHANE MAN'S GROOMING

2.4 New Business Support

Encourage new business to Central Geelong and assist to promote new business operators.

2.4.1 New Business Welcome Kit

Develop, produce and distribute a new business welcome kit to all new businesses within Central Geelong and include range of B2B and promotional options. New package design.

Timeline: Ongoing

Status: Continued activity

2.4.2 Investigate opportunities to influence the tenancy mix within Central Geelong.

Investigate & identify opportunities to work with CoGG Place Manager, Enterprise Geelong/ CoGG Economic Development Unit and Real Estate Agents to influence the tenancy mix within Central Geelong. May include support for shopfront arts projects and activation of vacant premises. Continued involvement with the Central Geelong Action Plan implementation activities. Develop, produce and distribute information regarding benefits on a regular basis including update of The Story Continues with PR focus.

Timeline: Ongoing

Status: Continued activity

MORE SUPPORT

KEY FOCUS AREA 3 - MORE SUPPORT

Growing CGM's capability to provide effective leadership through a coordinated approach to robust strategic planning, the delivery of valued programs, effective communication and advocacy.

3.1 Administration and Governance

Ensure the ongoing and effective administration of the Committee

3.1.1 Administration of Committee

Ensure effective administration of Committee and preparation of all documentation including agendas, minutes, meeting packs, attendance at meetings, financial reports and activity reports. Project delivery costs allocated to specific projects. Adherence to COGG Audit, Reporting and Governance requirements.

Timeline: Ongoing

Status: Continued activity

3.1.2 Evaluations and surveys

Undertake evaluations and surveys to gather relevant information about Central Geelong activities from stakeholders and users.
Use electronic means where possible.

Timeline: Ongoing

Status: Continued activity

3.1.3 Review of Best Practice within Australia and overseas

Regularly review Mainstreet & centre management best practice within Australia and overseas through association with other similar bodies, associations, conferences and educational opportunities. Ensure all opportunities to promote the activities of Central Geelong Marketing to peer organisations undertaken.

Timeline: Ongoing

Status: Continued activity

3.1.4 Strategic Influence

Review relevant policies or strategies that may impact on Central Geelong and to make submission or comment when deemed appropriate. Continue to have regular contact, via Executive Officer and Chair, with strategic influence bodies to provide CGMC input.

Timeline: As required

Status: Continued activity

3.1.5 Strategic Framework & Annual Activities Plan

Prepare rolling strategic framework for Committee that fit agreed terms of reference, key outcomes and priorities. Includes Annual Activities Plan and Marketing Plan. Consider options for special rate beyond June 2016. Contingency to ensure flexibility and responsiveness by Committee to new initiatives and opportunities.

Timeline: Ongoing

Status: Continued activity

3.1.6 Increasing financial and in-kind support

Seek opportunities to increase financial and in-kind support for Central Geelong Marketing activities through grants, sponsorships and partnerships. Communicate leverage success to stakeholders.

Timeline: Ongoing

Status: Continued activity

Never miss a beat...

Love Central Geelong is your 'go to guide' to discover what to see, do, visit, eat, play, shop and explore in Central Geelong.



Scan to download the app and never miss a beat, get the latest updates on cafe and restaurant openings, special events, great shopping, professional service and advice.



#LOVECENTRALGEELONG

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Cr E Kontelj declared an Indirect Financial Interest in Agenda Item 4 – Transfer (Sale) of Land by Expressions of Interest – Draper Street, Ocean Grove in that Karingal has recently become a significant tenant of a building he has a major ownership interest in and left the meeting room prior to discussion at 8.16pm.

4. TRANSFER (SALE) OF LAND BY EXPRESSIONS OF INTEREST – DRAPER STREET OCEAN GROVE

Portfolio: Community Development - Cr Fisher
Source: Strategy & Performance – Property & Procurement
General Manager: Dean Frost
Index Reference: Sale of Land

Purpose

The purpose of this report is for Council to consider the recommendation of the Panel established to report on the transfer of land at 77-79 Draper Street, Ocean Grove to a provider of supported accommodation for people with disabilities. The Panel recommends that the land be transferred to Karingal Incorporated.

Summary

- At its meeting on 10 March 2015, Council resolved to offer the land at 77-79 Draper Street, Ocean Grove (“the land”) to a not for profit organisation for nil consideration for the purpose of providing supported accommodation for people with disabilities.
- A Panel consisting of Council officers and one independent representative was appointed to consider proposals received under the sale by EOI process, and to recommend a preferred purchaser to Council.
- The EOI including supporting documents was released on Tenderlink on 22 August 2015 with proposals due by 30 September 2015. The EOI was advertised on City Web, in the print media and mailed to all proponents expressing interest prior to release.
- Four proposals were received and assessed by the Panel under Part 1 of the EOI process using the published criteria. Two proposals were selected to proceed to Part 2 which included provision of plans, programs and financial information. The selected proponents made presentations to the Panel.
- Proposals were assessed using weighted criteria and scores out of 10 for both Parts 1 and 2, providing a final score out of 20.
- The Panel recommends that the Council transfer the land to Karingal.

Cr Farrell moved, Cr Fisher seconded -

That Council:

- 1) **approves the transfer of the land at 77-79 Draper Street, Ocean Grove, to Karingal Incorporated (“the successful proponent”) on the following terms:**
 - a) **nil consideration;**
 - b) **that a s173 Agreement be registered in the titles to the land including the following conditions:**
 - **the land is to be used for the purpose of providing accommodation as indicated on the building plans;**

- **if the successful proponent fails or ceases to use the land for the intended purpose, Council may take re-transfer of the land on specified conditions, or allow the land to be sold with the successful proponent paying to the Council the market value of the land;**
- **other appropriate terms and conditions; and**

2) notes that the contract of sale will be signed by the General Manager – Strategy and Performance.

Carried Unanimously.

Division Requested:

For: Crs Ansett, Murrihy, Nelson, E Kontelj, Ellis, Fisher, Harwood, Macdonald, Richards, Heagney, Farrell, Irvine

Against: Nil.

Cr Farrell left the meeting room at 8.39pm

Background

At its meeting on 10 March 2015, Council resolved to offer the land at 77-79 Draper Street, Ocean Grove ("the land") to a not for profit organization for nil consideration for the purpose of providing supported accommodation for people with disabilities.

Notice of intention to sell the land was given and 8 submissions were received, all of which supported the sale of the land for the intended purpose.

The land consists of two residential allotments which, along with the two adjacent allotments fronting Asbury Street, formed the old netball courts which were relocated to the Shell Road Reserve. The Asbury Street allotments were sold by auction in February 2015.

The marketing of the Draper Street lots was by expression of interest (EOI).

An EOI document incorporating the contract of sale and vendor's statement was made available through Tenderlink on 22 August 2015 with EOI's due by 30 September 2015. The EOI was advertised in City News, the Age and on Council's website and copies were mailed to all proponents expressing prior interest in the land. Council's decision to transfer the land received coverage in the media.

During the advertising period 29 copies of the documents were downloaded and at the close of EOI's, four proposals had been received.

A Panel was formed to assess proposals and to recommend to Council a preferred proponent or owner. The Panel consisted of the following people:

Dean Frost	General Manager – Strategy and Performance
Linda Quinn	General Manager – Community Life
Paul Jamieson	Manager – Community Development
Adam Carozza	Director Mindworks Australia

A probity consultant was also engaged to oversee the EOI process.

Discussion

The Panel met on 3 occasions to establish the assessment process, assess proposals and select a short list, interview the short listed proponents and recommend a preferred proponent.

The EOI was carried out in two parts: Part 1 assessed all 4 proposals from which a shortlist of 2 proposals was selected. The following sets out the evaluation criteria established by Council under the Panel's terms of reference which, along with the weightings, were applied in the Part 1 selection process.

Mandatory criteria - the proponent:

- 1) Is legally constituted and operates as a Not for Profit Organisation.
- 2) Has the ability to deliver within a time frame and budget.
- 3) Has a statement of purpose and philosophy that is consistent with the principles of self determination and inclusion of residents.
- 4) Has the financial capacity to deliver and operate the project for the intended purpose.

Qualitative criteria – the proponent:

- 1) Has the experience, capability and past performance in the management of supported residential accommodation facilities.
Weighting 30%
- 2) Has the experience and capability in successfully developing, constructing, owning and operating similar facilities.
Weighting 30%
- 3) Has knowledge of demand and a process for selection of residents.
Weighting 20%
- 4) Is able to demonstrate community benefit.
Weighting 20%

Assessment of Proposals Part 1

At the close of the EOI on 30 September 2015 the following four proposals had been received.

- Karingal (owner operator) – Active (asset manager)
- Housing Choices Australia (“HCAL”) (owner asset manager) – Gateways (operator)
- Mind Australia
- Baptcare

The Baptcare proposal did not provide the information requested by the EOI and was considered non-conforming.

The remaining proposals were assessed by the Panel. All conforming proposals met the mandatory criteria and were assessed under the weighted qualitative criteria resulting in the following point scores out of 10:

- Karingal Active 8.6
- HCAL Gateways 8.3
- Mind Australia 6.1

Karingal Active and HCAL Gateways were selected to proceed to Part 2 of the EOI process. In selecting the short list the Panel concluded or took into account:

- Whilst being a significant provider of supported housing Mind Australia is primarily focused on mental health rather than the broader cohort of disabled persons being the focus of this project.

- The likelihood of success in Part 2 considering the cost for proponents in providing the information required.

Assessment of Proposals Part 2

In response to Part 2 the selected proponents were requested to provide the following additional information which was assessed using the weightings indicated using a score out of 10.

- Site plan
Weighting 10%
- Building design and best practice
Weighting 60%
- Staging plan
Weighting 15%
- Financial information and budgets
Weighting 15%

The selected proponents were required to provide the relevant plans and information by 22 December 2015. The Panel received presentations from the selected proponents and an opportunity was provided for the Panel to ask questions of the proponents.

Applying the weighted assessment criteria to the proposals in Part 2 of the assessment process the Panel scored the submissions as follows out of 10.

- Karingal – Active 8.8
- HCAL – Gateways 7.1

Overall Assessment

The overall assessment was the addition of the scores from Parts 1 and 2 providing the following outcome being a total score out of 20:

- Karingal – Active 17.4
- HCAL – Gateways 15.4

The Karingal site plan is shown in Attachment 1 and consists of 7 shared supported accommodation beds and 2 independent living units.

Environmental Implications

Due to the former use of the land for a Council depot, an environmental site assessment (ESA) has been completed. No visual or olfactory evidence of contamination of soil was observed during the investigation, and the analytical data showed contamination concentrations below the criteria adopted for protection of human health for residential use.

Financial Implications

As property assets are disposed of the written down value is adjusted on the asset register.

Policy/Legal/Statutory Implications

All the statutory requirements of s189 of the Local Government Act have been completed.

As part of the contract of sale (transfer) the preferred proponent will be required to register s 173 Agreement on the titles immediately following transfer which will include the following conditions:

- The purchaser must commence the construction of the buildings within 12 months of transfer, and begin operating the facility for the intended purpose within 2.5 years of transfer. (Note this timeline differs from information provided in previous Council reports as it has been established that the development does not need a planning permit. The preferred proponent indicates an 18 month design and construction period).
- The purchaser may only use the land for the intended purpose.
- If the purchaser fails to complete the building within the defined period, or ceases use for the intended purpose, it must notify Council. If the owner fails to notify Council of any of these events Council may give notice.
- Either event triggers the right for Council to purchase, the consideration being an amount equivalent to the value of the owner's improvements.
- If Council does not exercise the right to purchase, the owner may sell the land and improvements and pay Council the market value of the land.

Alignment to City Plan

The transfer of the land to a provider of supported accommodation for people with disabilities is consistent with the connected, creative and strong communities priority under the Community Wellbeing strategic priority.

Officer Direct or Indirect Interest

No officers or contractors involved in the preparation of this report have a direct or indirect interest in matters to which this report relates.

Risk Assessment

The risks associated with the transfer of this land are able to be managed following normal management procedures and processes.

Social Considerations

There is a shortage of community based accommodation, particularly for young people with disabilities. Young people whose disabilities limit their ability to live with their family, those who are ready to leave home and adults up to the age of 65 who require supported accommodation have few housing options. There are also many young people whose only supported accommodation option is in residential aged care. Residential aged care has been found to be inappropriate for most young people with disabilities, resulting in inferior life experience and limited lifestyle and choice.

Council's decision to transfer ownership of the Draper Street land for supported accommodation will ensure that more housing opportunities for people with disabilities will be realised on the Bellarine Peninsula.

Human Rights Charter

The subject of this report enhances the rights of people with disabilities in the local community through the provision of disability specific housing.

Consultation and Communication

The selected proponent will implement a consultation program through the establishment of a project group which includes future residents. The proponent will also conduct consultation with surrounding residents.

Appendix 1

Proposed Supported Accommodation facility – Karingal Proposal



Cr E Kontelj re-entered the meeting room at 8.39pm

Cr Heagney declared an Indirect Interest in Agenda Item 5 – McLarty Place: Investigation into Laneway Extension in that she received a campaign donation from a person owning property abutting the laneway and left the meeting prior to discussion at 8.39pm.

5. MCLARTY PLACE: INVESTIGATION INTO LANEWAY EXTENSION

Portfolio:	Central Geelong & Planning - Cr Heagney
Source:	Investment & Attraction - Central Geelong Action Plan
General Manager:	Brett Luxford
Index Reference:	Central Geelong Action Plan

Purpose

To update Council on the progress of investigations into the extension of McLarty Place to Malop Street.

Summary

- At its meeting on 15 September 2015, Council resolved to investigate the extension of McLarty Place to Malop Street.
- Council officers and a representative of the landowner of 34 Malop Street have been in discussions about the prospect of a laneway connection through the site in the form of an easement which maintained the landowners 'air rights' to future development.
- The price expectations of the landowner substantially exceed Council's valuation. On this basis, the landowner acknowledges it is difficult for discussions to progress.
- Securing the extension of McLarty Place to Malop Street as part of the future development of the site is the most appropriate mechanism to deliver this connection.

Cr Richards moved, Cr Macdonald seconded -

That Council:

- 1) note the progress of discussions with the owner of 34 Malop Street;**
- 2) prepare a plan for the future development of 34 Malop Street that includes provision for the extension of McLarty Place to Malop Street;**
- 3) investigate concessions for the future development of the site to deliver the laneway; and**
- 4) reports back to a Council Meeting on the above.**

Cr Farrell re-entered the meeting room at 8.43pm

Carried.

Background

At its meeting on 15 September 2015, in the confidential section of the meeting, Council resolved to:

“investigate the creation of a public accessway through 34 Malop Street to extend McLarty Place to Malop Street, including engaging with the landowner and report back to Council on the outcome and options for delivering this connection”.

Discussion

Following the Council resolution in September 2015, Council officers engaged with a representative of the owners of 34 Malop Street with a view to establishing an accessway from McLarty Place to Malop Street.

A proposal was put by the owner's representative that the funds budgeted by Council for the acquisition of 28 Malop Street and relocation of the tenant be substantively utilised for the provision of the laneway through the site. Further, it was proposed that Council provide car parks lost as a result of the laneway being created in the civic car park.

A valuer's advice was sought on the cost of providing an accessway through the property that maintains the future development potential of the land. The owner's expectations of property value substantially exceed the valuation.

As a significant landholding, adjoining the Malop Street 'green spine' there is strong redevelopment potential for the site as a multi-storey mixed use development with ground floor retail to both Malop Street and an extended McLarty Place.

In terms of options for the delivery of the McLarty Place extension, Council has three options:

1. purchase by negotiation;
2. provision as a requirement of future development; or
3. compulsory acquisition.

The process to date indicates purchase by negotiation is unlikely to yield a result. To proceed with either Option 2 or 3, the preparation of a plan for the redevelopment of the site is required, followed by the preparation and approval of a planning scheme amendment to provide the strategic justification for:

- imposition of planning permit conditions if implementing Option 2; or
- a Public Acquisition Overlay under Option 3.

Environmental Implications

There are no environmental impacts arising from this report.

Financial Implications

There are no funds allocated to the purchase of land to extend McLarty Place in the current budget.

Policy/Legal/Statutory Implications

In order to establish the necessary strategic justification for the delivery of a McLarty Place extension in the future, it is recommended a plan be prepared for the redevelopment of the site and appropriate statutory implementation tools be put in place in the Greater Geelong Planning Scheme.

Alignment to City Plan

The proposal closely aligns with 'Growing the Economy' and 'Sustainable and Built Environment' by supporting the revitalisation of Central Geelong.

Officer Direct or Indirect Interest

No officers involved in this report have any direct or indirect interest in accordance with Section 80(c) of the Local Government Act.

Risk Assessment

The laneway connection to Dennys Place has been included in the Activity Centre Zone since its establishment in May 2013, having been developed based on a significant amount of historical strategic work and plans referenced in the Greater Geelong Planning Scheme. It is also consistent with Vision 2.

The Malop to Myers revitalisation project (\$3m) funding agreement was entered into with the State Government on the basis of that policy framework and requires delivery of a connection to Dennys Place.

Establishing the mechanisms to deliver the McLarty Place extension concurrently to considering Amendment C262 is low risk. However if a connection to Dennys Place such as that entertained by Amendment C262 does not proceed, there is a high risk that Council would lose the funding for the project.

Social Considerations

The proposal would facilitate improved pedestrian permeability in Central Geelong, delivering a range of social benefits including revitalisation and support for local businesses, healthy living, walkability and public safety.

The redevelopment of the site could provide an active laneway environment and a significant number of dwellings or office floorspace in the heart of the arts and culture precinct.

Human Rights Charter

The outcomes described in this report will not impact on any basic rights, freedoms and responsibilities as set out in the Charter.

As part of Options 2 and 3, 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.

In the event Option 3 eventuates, the *Land Acquisition and Compensation Act (1986)* provisions enable an owner to claim compensation and engage in an independent review process.

Consultation and Communication

Attempts by Council officers to negotiate the provision of an accessway through 34 Malop Street have been unsuccessful as outlined in this report.

Crs Heagney and E Kontelj re-entered the meeting room at 8.47pm

6. TOURISM PROGRESS AND PERFORMANCE - UPDATE

Portfolio:	Tourism - Cr Fisher
Source:	Investment & Attraction / Tourism Greater Geelong and The Bellarine
General Manager:	Brett Luxford
Index Reference:	Tourism

Purpose

To update Council on the progress and performance of the Regional Tourism Board – Tourism Greater Geelong and The Bellarine Inc.

Summary

- Council resolved in September 2013 to support the establishment of a new Regional Tourism Board called Tourism Greater Geelong and The Bellarine. The new board would continue to be a partnership with the tourism industry and the neighbouring Local Government Authorities of the Borough of Queenscliffe and Golden Plains Shire.
- Since the resolution, Council has supported the lobbying of State Government for the Regional Tourism Board to be recognised and funded as an official Regional Tourism Board.
- In July 2015, State Tourism Minister John Eren MP announced that Tourism Greater Geelong and The Bellarine Inc. was to be funded and recognised as the States 11th Regional Tourism Board.
- In December 2015, advice had been received from Tourism Victoria confirming base funding (\$275k per annum) and Regional Tourism Board status until the end of 2018-2019.
- Since the establishment of Tourism Greater Geelong and The Bellarine Inc. the new board has overseen the industry funded Business Plan implementation that has resulted in strong growth in visitation, expenditure and employment in the sector. Based on independent data from Tourism Research Australia, Greater Geelong and The Bellarine has out performed State and National visitation and economic performance benchmarks.

Cr Fisher moved, Cr E Kontelj seconded -

That Council notes the progress of Tourism Greater Geelong and The Bellarine Inc. including the regions strong performance and the recent formalisation of the status and funding by State Government as a Regional Tourism Board, as required in the Tourism Greater Geelong and The Bellarine Inc. Memorandum of Understanding.

Carried.

Background

The City of Greater Geelong has long recognised the importance of the visitor economy in strengthening and diversifying the economic base of the municipality. Council has supported the tourism sector through a formal partnership with the industry via a Memorandum of Understanding (MOU).

Over the twenty years of partnership, the visitor economy has continued to grow and now visitor expenditure exceeds \$780 million that supports in excess of 4,700 jobs in Greater Geelong and The Bellarine.

The visitor economy is expected to continue to grow strongly over the next 15 years with an additional 1.2 to 1.7 million visitors forecast to be attracted to the region by 2030.

The visitor economy is recognised as a key growth sector and a genuine competitive advantage and as such remains a key platform in the Economic Development Strategy for the City of Greater Geelong.

Discussion

The Council was a foundation partner of Geelong Otway Tourism for close to twenty years and in more recent times initiated and supported the establishment of the new Regional Tourism Structure – Tourism Greater Geelong and The Bellarine.

The new structure provides greater focus on Greater Geelong and The Bellarine as a destination in its own right, particularly for the critical Melbourne market whilst it still recognises the need to enter into partnership marketing and development initiatives with our neighbouring regions of the Great Ocean Road, Melbourne, Mornington Peninsula and Ballarat Goldfields regions.

Tourism is a dynamic growth industry that is labour intensive with a very broad range of entry levels. As a sector, tourism will continue to play an increasingly important role in the Greater Geelong economy. This is particularly true as the Geelong economy transitions from its traditional manufacturing base to a greater reliance on service sector industries like tourism.

Council's partnership support of the tourism sector through the Regional Tourism Board has understandably been focused on economic return as demonstrated in employment and dollars contributed to the local economy.

Tourism Greater Geelong and The Bellarine commissions independent research to quantify the scope, scale and performance of the sector. Further to this the Commonwealth Government collects, analysis and distributes visitor data through Tourism Research Australia (Australian Bureau of Statistics) which is broken down to the regional level (Greater Geelong and The Bellarine) on a quarterly basis.

Tourism Performance

The latest tourism data collected by Tourism Research Australia (Australian Bureau of Statistics – Commonwealth Government) for travel to Geelong and The Bellarine was for the year ending September 2015. The data collected was from two primary surveys, the National Visitor Survey (domestic overnight and day trips) and the International Visitor Survey (international overnight visitation).

Results for Greater Geelong and The Bellarine, year ending September 2015 are noted below.

Domestic Overnight Travel

- Visitors – 1.2 million domestic overnight visitors – **up 10%** on YE Sept 2014
- Visitor Nights – 3.3 million nights in region – **up 9%** of YE Sept 2014
- Day trips – 3.3 million day trips – **up 14.4%** on YE Sept 2014
- Greater Geelong and The Bellarine received 8.8% market share of visitors to Regional Victoria – up 0.5% points and 8.3% of nights – up 0.8%.

Top 5 Activities

1. Eat at Restaurants – 44%
2. Visit Friends and Relatives – 40.8%
3. Go to Beach – 20.9%
4. Shopping for pleasure – 17%
5. General sight seeing – 15%

(Note – participants could make multiple selections)

International Overnight Travel

- Visitors – 49,800 overnight visitors – **up 22%** on YE Sept 2014
- Visitor nights – 850,600 nights in the region – **up 30%** on YE Sept 2014
- Greater Geelong and The Bellarine experienced the highest growth rate year on year for all of Victoria.
- The region received 12% of visitors and 12.6% of nights in regional Victoria. Year on year visitation was **up by 1.3% pts** and share of nights was **up by 2.1% pts**.
- It should be noted that for the first time Mainland China was the number one ranked origin market with 14% share of visitation to the region.

Top 5 Origins of International Visitors

1. Mainland China – 14%
2. New Zealand – 13.7%
3. United Kingdom – 12.7%
4. USA – 11.8%
5. Germany – 9.1%

Expenditure – All Markets

- Day trips - \$282 million
- Overnight Domestic - \$424 million
- International - \$74 million
- Total Expenditure - \$780 million

Greater Geelong and The Bellarine continues to perform strongly in both attracting visitors to the region, increasing length of stay and maximising visitor expenditure.

The above broad regional data is also reflected in the performance of Visitor Information Centres and the Business Events Unit of Tourism Greater Geelong and The Bellarine.

Business Events Geelong

The Business Events Unit acts as the convention bureau for the region and consists of three staff who work within the tourism industry and community to facilitate business events growth across the region. Actively bidding to host meetings, incentives, conferences and events the business events sector is the highest yielding (expenditure and length of stay) and one of the most measurable in terms of bids won or lost, length of stay and delegate numbers.

Significantly challenged due to the lack of a dedicated Convention and Exhibition Centre in Geelong, the unit still remains the leading regional convention bureau in Australia successfully winning both the State and National Awards 2015 for 'Regional Destination Marketing Organisation' as awarded by Meetings Events Australia.

In order to remain at the forefront of event organisers, the unit undertakes a highly strategic activities program which includes:

- a tactical marketing campaign
- a dedicated Geelong & The Bellarine Regional Planners Guide
- a Business Events Geelong Degustation Luncheon
- a dedicated Planners Guide Launch
- dedicated website showcasing the region
- highly active social media channels

Furthermore, the unit coordinated regional stands interstate and within Victoria at several key industry tradeshow ensuring key relationships maintain active. Business Events Geelong exhibited at the following shows during 2014-15.

- AIME, Melbourne
- Executive Assistant Network, Sydney
- Business Events Victoria Regional Showcase, Melbourne
- Associations Forum, Adelaide
- Business Events Victoria Regional Showcase, Sydney
- Executive Assistant Network, Melbourne

The unit proactively sought out opportunities to facilitate direct leads into the region. This resulted in the development of a formal bid document template to showcase the region's venues, services and experiences and is customised to meet the clients brief.

This approach resulted in over 40 leads provided to industry members which resulted in the securing of 19 during 2014-15, combining to an estimated 4,371 delegate days and 1,826 room nights. Below are two significant wins for the region.

- Pivot Digital Summit, October 2015, 500 delegates for 1 day
- Rotary District 9500 South Australia, March 2017, 400 delegates for 4 days

To support the lead activities the unit has continued a close alliance with Business Events Victoria (BEV) to assist in the delivery of conference marketing activities and business leads distributed by BEV to supporting members within the region. This resulted in 52 leads provided to industry members with a combined total of 14,472 delegates and a potential 8,493 accommodation room nights. Business Events Geelong have been successful in securing 9 of these conference leads with a combined total of 3,040 delegate days and 2,449 room nights.

Due to the nature of business events having a long lead time the business events unit is working on securing the following large scale conferences for the region.

- Rotary District 9800 Melbourne, March 2018, 700 delegates for 3 days
- Lions Australia 2019 National Conference, 1600 delegates for 2 days

Visitor Information Centres (VIC)

The following data is collected from three accredited information centres (Little River Service Centre, Flying Brick Cider House and National Wool Museum) and four non-accredited information centres (Market Square, Waterfront Booth, Avalon Airport and Barwon Heads Caravan). The visitor information centres are staffed by 122 volunteers and are managed by two permanent staff.

For year ending June 2015, the VIC's recorded:

- 151,153 walk-in visitors – 8% increase on year ending June 2014
- 75% of walk-in visitors are domestic travellers
- 25% of walk-in visitors are international visitors

Visitor Information Centres are a trusted source of information and advice for visitors, which has been proven to change visitor's behaviour and enhances the overall visitor experience (increased length of stay and visitor expenditure).

The volunteers and staff of the Visitor Information Centres also provide the Geelong Welcome Service for Cruise Ship passengers and those attending major events.

REMPPLAN Economic Modelling – Tourism Performance

REMPPLAN is system of economic modelling based on area specific data derived from years ending 2013 and 2015.

REMPPLAN is used by the City of Greater Geelong (and all G21 Councils) and includes a specific tourism analysis module.

The tourism module details the tourism sectors contribution to local jobs, outputs, wages and salaries. It can also present the value of tourism relative to other industries in the local and regional economy.

The table below compares the performance of the tourism sector in Greater Geelong between 2013 and 2015.

REMPPLAN Tourism Data 2013 vs 2015

	2013	2015	Change	% Change
Tourism Output	\$640 million	\$780 million	+ \$140 million	+ 22%
Tourism Employment	4,000	4,700	+ 700 jobs	+ 17.5%
Domestic Day Trip Spend	\$86	\$85	- \$1	- 1%
Domestic Overnight Trip Spend	\$356	\$361	+ \$5	+ 1.4%
International Trip Spend	\$805	\$1479	+ \$674	+ 8.4%

It should be noted that for the same period (2013-2015)

- Manufacturing output declined by 15.3%, jobs by less than 1%
- Professional, Scientific and Technology output declined by 3.4%
- Retail output grew by 15%, jobs by less than 1%
- Education output grew by 9% and jobs by less than 1%

In association with the development of the Victorian Regional Tourism Strategy 2013-2020 Tourism Victoria published a report comparing the contribution of tourism to all regions of Victoria as developed by Deloitte Access Economics.

Based on this report by Deloitte Access Economics employment for Greater Geelong is significantly higher (4,308 compared to 3,355) in the tourism sector. The report also highlights the fact that Greater Geelong and The Bellarine is 40% more reliant on tourism than is Melbourne.

Whilst around 55% of direct jobs based on tourist expenditure are part time, these jobs are often crucial first jobs for young people and the jobs that keep young people in the region. It should also be noted that there are higher income jobs in tourism managerial roles and the owners of the small business that directly rely on tourist spending.

The National Tourism Satellite Accounts (Federal Government Treasury) demonstrates that the Tourism Sector has a higher number of workers in the middle to senior management level than most other service sector industries in Australia.

In tourism towns on the Bellarine and in Central Geelong a significant number of businesses only exist at their current level of staffing based on the goods and services provided (financial, legal, retail) to support businesses that are directly dependant on visitor expenditure.

Tourism Forecast

Through the two scenarios explored in the 2016 Tourism Development Plan for Greater Geelong and The Bellarine that focus on a) historical data and b) the Forecast Visitation to Victoria 2014 by Tourism Victoria, visitation to the region is estimated to reach between 6.6 to 7 million visitors in 2030, a 28% increase on 2015 figures. Growth in daytrip visitation is expected to account for 70% of this growth.

Following Tourism Victoria forecast growth figures, both Domestic Day Trip and Overnight visitors are predicted to grow by 1.3% per annum while International Overnight Visitors will grow at a much higher rate of 4.9%.

This projected growth will require continued investment in accommodation, infrastructure and experiences to meet visitor demand. The region will need to attract a further 1400 and 2500 guest rooms to support projected growth over the next 15 years.

It should be noted that as a result of Greater Geelong's close proximity to Melbourne if is projected that the forecast tourism performance for Greater Geelong will be significantly higher than that of Regional Victoria.

Tourism in Greater Geelong will continue to play an increasingly significant role in the economic and social wellbeing of the municipality. In accordance with Council's Tourism Policy, the Council will work in partnership with the Tourism Industry through the established Regional Tourism Board – Tourism Greater Geelong and The Bellarine Inc.

Environmental Implications

Tourism Greater Geelong and The Bellarine Inc. continues to implement and support the Earth Check accreditation program. Earth Check is a program aimed at reducing the impact of tourism related activities on the environment and includes training and incentives for those who participate and meet the prescribed benchmarks and standards.

Tourism Greater Geelong and The Bellarine Inc. was accredited and benchmarked by Earth Check and was awarded Bronze status in 2014 and has maintained this level of recognition in 2015.

Financial Implications

There is no budget impact or implications from this update report. As per the Memorandum of Understanding between Council and Tourism Greater Geelong and The Bellarine Inc. (2014–2017) Council funds the staffing and administration costs with further specific budget lines for Business Events and Visitor Services (Visitor Information Centres) functions.

Council's current total budget allocation to Tourism for 2015-2016 is \$1.864 million.

The following is a breakdown of the 2015-2016 budget:

- Tourism administration - \$1,089,000
- Visitor Information Centres - \$375,000
- Business Events Geelong - \$400,000

The total tourism budget (Council, State Government, industry) is just over \$3 million with non-Council revenue of \$1.15 million to support the Annual Action Plan.

State Government funding (\$275,000) to Tourism Greater Geelong and The Bellarine Inc. is subject to a formal contract and is specifically directed towards the implementation of the Annual Action Plan. Other non-Council funds come via membership, sponsorship and industry buy-in to marketing and development programs.

Membership now exceeds 400 businesses with a target of 450 members by 30 June 2016.

Policy/Legal/Statutory Implications

There are no policy, legal or statutory implications resulting from this report.

The partnership arrangement between Council and the tourism industry via Tourism Greater Geelong and The Bellarine Inc. is consistent with Council's Tourism Policy and Economic Development Strategy. As an Incorporated Association the Regional Tourism Board complies with the legislation and management principles that governs Incorporated Associations in Victoria namely the Associations Incorporation Reform Act 2012.

Alignment to City Plan

Tourism is recognised in the City Plan 2013-2017 as a priority sector in growing the Geelong economy. Council's support of the tourism industry is based on the understanding of the need for a robust and diverse economic base for the City.

Council recognised through City Plan and through Council's Tourism Policy that tourism can generate increased economic growth and can be further developed, enhanced and expanded through effective leadership and partnership models.

The proposed new structure for tourism demonstrates Council's leadership through collaboration with industry on issues of importance to the economic and social well being of Geelong. The visitor economy is a major platform in the Economic Development Strategy currently being developed for the City of Greater Geelong.

Officer Direct or Indirect Interest

This report has been prepared by the Tourism Manager, City of Greater Geelong, who is also the Executive Director of Tourism Greater Geelong and The Bellarine Inc.

Risk Assessment

Tourism Greater Geelong and The Bellarine plays a pivotal role in advocating on tourism related issues in a variety of settings and at different levels of Government. The organisation provides leadership to the regions tourism industry in dealing with both demand and supply issues, as well as opportunities to collaborate on a range of campaigns and initiatives. This leadership role will continue under Tourism Greater Geelong and The Bellarine Inc.

Without an organised and united approach, the industry would most likely suffer or remain stagnant. The new structure would allow for long term planning to be adopted in cooperation with neighbouring Regional Tourism Board's (RTB).

All staff are employed under the City of Greater Geelong Enterprise Agreement (No.7) 2011 as the tourism unit of the City of Greater Geelong. Staffing levels have been maintained under the new structure with a greater focus on Greater Geelong and the Bellarine, as well as the establishment of partnerships with neighbouring RTB's.

Social Considerations

The social impacts of tourism have been the subject of recent research by Sustainable Tourism Cooperative Research Centre. A set of indicators have been developed to measure these impacts, with further work proposed now that finalisation of the relationship with State Government (Tourism Victoria) has been achieved.

Human Rights Charter

The recommendations considered in this report are in accordance with the Victorian Charter of Human Rights and Responsibilities. Following a review of the twenty basic rights that promote and protect the values of freedom, respect, equality and dignity, the most relevant right relating to the report is the right of freedom of movement. This report and recommendations recognise the right of people to move freely throughout Victoria and Australia.

Whilst the proposed recommended structure focuses on Geelong and The Bellarine, the report and recommendations consider and allow for the establishment of strategic beneficial partnerships with other destinations and tourism bodies in recognition of the seamless non boundary nature of the tourism experience.

Consultation and Communication

Tourism Greater Geelong and The Bellarine has invested significantly in the development and implementation of an enhanced digital footprint that engages with both industry and visitors to our region. A dedicated industry engagement program has been initiated that includes weekly newsletters to industry and face-to-face meetings with new Industry Engagement Officers.

Facebook ambassadors now exceeds 17,000 with a 33% average reach and 8% engagement rate (well above industry standards of 8% average reach and 0.29% engagement rate).

A new consumer website www.visitgeelongbellarine.com.au is regarded nationally as best practice with over 6,000 monthly unique sessions with close to four minute time spent on the consumer sight by each user.

A formal agreement has been entered into with neighbouring tourism regions that details partnership marketing, research and emergency response programs. With the recent fires along the Great Ocean Road these protocols have been initiated and tested to provide a common and consistent message/advice to industry and visitors to our region.

Now that Tourism Greater Geelong and The Bellarine is a recognised Regional Tourism Board invitations from Visit Victoria (Tourism Victoria) have been extended to participate in State wide regional forums (research and marketing initiatives).

Tourism Greater Geelong and The Bellarine works closely with Council's media and communications department but also has a high media profile in its own right.

Within a Council context the Tourism Unit is now part of the new Investment and Attraction Division. It is anticipated that this new structural alignment will create significant new opportunities for partnership arrangements with other Council units.

7. CHRISTMAS IN GEELONG PROGRAM 2015

Portfolio:	Central Geelong - Cr Heagney Arts & Culture - Cr Richards
Source:	Investment & Attraction / Events, Central Geelong & Waterfront
General Manager:	Brett Luxford
Index Reference:	Central Geelong Marketing / Christmas in Central Geelong

Purpose

To update Council on the outcome of the 2015 Christmas in Geelong Program, and seek direction on the 2016 installation of the Iconic Floating Christmas Tree.

Summary

- The 2015 Christmas in Geelong program generated 213,500 visits with a Total Economic Output of \$15.6 M.
- The key attraction was the Iconic Floating Christmas Tree with 123,000 visits. Central Geelong Marketing organised and sponsored activities that attracted 44,900 visits. The City Hall Projections attracted 31,000 visits.
- Council sponsored Christmas events for 2015 included Denis Walter Carols by the Bay, Gala Parade and Geelong Carols by Candlelight. These events attracted an additional 30,000 visitors to Central Geelong and the Waterfront during the Christmas period.
- The Geelong Advertiser reported on 6 January 2016 that Central Geelong traders had reported having a 'bumper' Christmas trading period. The 749 surveys and pedestrian counting data undertaken as part of delivering the range of Christmas activities, indicate that the range of Council and Central Geelong Marketing activities, events and marketing have played a significant part in this success.
- Social Media accounted for 63% as a source of information about activities such as the Christmas in Geelong program. Others were radio, family and friends, newspapers and signage,
- 37% of responses said that the Christmas in Geelong program activities were good for creating a sense of community and good for families. 41% of responses said that the activities were good for Geelong's economy and City promotion opportunities.
- An independent media analysis was undertaken that showed a total Christmas program (including the Iconic floating Christmas Tree) Public relations value of \$9.33 million. The Iconic Floating Christmas Tree on its own delivered a \$5.3 million Public Relations value.
- With Council's current commitment to the ongoing installation of the Iconic Floating Christmas Tree ending in 2015 consideration now needs to be given to its installation for future years.
- Council needs to commit to the Iconic Floating Christmas Tree early in 2016 to allow marketing specialists to work with potential sponsors to identify and enter into potential sponsorship arrangements for the Iconic Floating Christmas Tree.
- The annual cost of installation for the Iconic Floating Christmas Tree is likely to rise to \$500,000 from 2016.

Cr Murrihy moved, Cr Nelson seconded -

That consideration of the report be deferred.

Carried.

8. G21 GEELONG REGION ALLIANCE FUNDING AGREEMENT

Portfolio:	Governance - Cr Lyons (Mayor)
Source:	Strategy & Performance - Strategy & Program Delivery
General Manager:	Dean Frost
Index Reference:	Council Reports

Purpose

The purpose of this report is to advise of minor changes to the proposed new G21 Regional Alliance funding agreement and to seek Council support for continuation of this important regional initiative for a further 4 years

Summary

- Council's current Memorandum of Understanding with the G21 Geelong Region Alliance (G21) expires on the 30 June 2016.
- G21 continues to operate successfully with strong involvement by member Councils through their Mayors and Chief Executive Officers. There is also key participation via Pillar leadership by Councillors and Officers
- G21 has furnished Council with a new Memorandum of Understanding for a further four year period from 1 July 2016 to the 30 June 2020.

Cr Richards moved, Cr Heagney seconded -

That Council:

- 1) sign and seal the G21 Memorandum of Understanding for the period 1 July 2016 to 30 June 2020 (refer Appendix 1);**
- 2) consider an allocation of \$463,390 to G21 as part of the 2016 - 2017 Annual Budget process.**

Cr Nelson left the meeting room at 9.09pm

Cr Nelson re-entered the meeting room at 9.11pm

Carried.

Background

G21 was created in late 2002 after the City of Greater Geelong invited neighbouring municipalities to join in an alliance to provide the leadership to develop a long term plan that considered all the 'things' that make a great region.

In May 2004 Council agreed to join with other participating regional Councils in the formation of a Company - The G21 Geelong Region Alliance.

A successful, joint submission was made to the State Treasurer and Minister for Local Government to form the Company and the current Memorandum of Understanding with G21 was entered into for a period of 4 years, with an expiry date of 30 June 2008.

The Victorian Government has provided significant direct and financial support to G21 since inception and embraced the development of the G21 Strategic Plan.

The G21 Board meets monthly and comprises:

- The five Council CEOs as Directors
- The five Council nominated Directors
- Five elected Directors

For 2016 the G21 Board Directors are:

- COGG – Cr Darryn Lyons and Kelvin Spiller
- SCS – Cr Margot Smith and Keith Baillie
- GPS – Cr Des Phelan and Rod Nicholls
- BOQ – Cr Bob Merriman and Lenny Jenner
- COS – Cr Frank Buchanan and Sue Wilkinson
- Elected Directors – Jason Trethowan, Barbara Abley, Henry Bongers, Bernadette Uzelac and Bill Mithen

Discussion

Since inception, The G21 Region Alliance has gained wide recognition as a successful working example of whole of government approach to regional planning and development, particularly at State and Federal Government level.

G21 has worked hard to support the five Councils of the G21 region and has advocated for funding commitments to both regional and local projects

Examples of this include at the last State election:

- Addressing Disadvantage - COGG
- Armstrong Creek Urban Growth Area - COGG
- Geelong Future Cities - COGG
- Geelong Ring Road Connections - COGG
- Land 400 - COGG
- Portarlington Safe Harbour - COGG
- Regional Rail Connections - COGG and other LGAs
- Transport Links to Melbourne - COGG and other LGAs

The 2016 Priority Projects are:

- Addressing Disadvantage - COGG
- Apollo Bay Harbour - Colac Otway Shire
- Armstrong Creek Urban Growth Area - COGG
- Avalon Airport - COGG
- Central Geelong Revitalisation - COGG
- Convention and Exhibition Centre - COGG
- Cruise Ship Destination - Yarra St Pier - COGG
- Geelong Future Cities - COGG
- G21 Adventure Trails - COGG and other LGAs
- G21 Motocross Facility - COGG and SCS
- Geelong Ring Road Connections - COGG
- Geelong Ring Road Employment Precinct - COGG

- Geelong Secondary Schools and Community Digital Hub - COGG and other LGAs
- Land 400 - COGG
- Portarlington Safe Harbour - COGG
- Regional Rail Connections - COGG and other LGAs
- Transport Links to Melbourne - COGG and other LGAs

Approximately 300 people across the region donate their professional time to G21 Pillars and working groups.

The OECD (Organisation for Economic Co-operation and Development) in 2016 regarding regional collaboration and cited it as one of the only 10 examples of excellence in the world.

G21 is seeking ongoing support from its Member Councils and has provided Council with a new Memorandum of Understanding for the four-year period from 1 July 2016 to 30 June 2020.

Key modification points of the new Memorandum of Understanding are:

- G21 proposes that the terms of the draft 2016- 2020 G21 MOU remain unchanged with the exception of item 5.6.2:

"G21 shall convene a working group to include each Member Council, which will coordinate any joint communications and marketing."

G21 has endeavoured to fulfil this requirement over the life of the MOU convening such a group but it has had poor support from our member councils and other key organisations across the region.

We have however focused our efforts on coordinating the annual Our Place magazine which gives each municipality the opportunity to be showcased. Our Place has a print run of over 40,000 copies and is distributed throughout the region and used by our member councils for investment attraction.

- The draft G21 2016- 2020 MOU therefore changes item 5.6.2 to read:

"G21 shall coordinate opportunities as they arise for joint communications and marketing across the region."

Environmental Implications

The principles, values and operation of G21 directly support a triple bottom line approach to regional direction planning and project implementation. This includes environmental considerations.

Environmental considerations are key to establishing priority projects for G21. The first G21 Plan and the subsequent (current G21 Region Plan – A Sustainable Growth Strategy) is supported by projects with positive implications for the environment of the Region.

Financial Implications

The population based funding contribution model has been updated with the latest Census data.

The latest ABS population data re the G21 Region is below:

Council	Population	Percentage of G21 Region
Colac Otway	20,501	6.9%
Geelong	224,926	75.6%
Golden Plains	20,544	6.9%
Surf Coast	28,481	9.57%
Queenscliffe	3,027	1.03%
TOTAL	297,479	100%

*ABS Regional Population Growth, Australia (catalogue 3218.0)

An annual 4% increase has traditionally been factored into the model across the four years under the MOU.

With the introduction of rate capping, it would be unrealistic to expect Councils to maintain the annual 4% increase and under the draft 2016- 2020 MOU, an annual increase of 2.5% is proposed.

The following funding schedule has therefore factored in an annual 2.5% increase to G21's funding:

CONTRIBUTOR	POPULATION	% REGION	CONTRIBUTION			
			2016/17	2017/18	2018/19	2019/20
Colac Otway	20,501	6.9	\$42,294	\$43,351	\$44,435	\$45,546
Geelong	224,926	75.6	\$463,390	\$474,975	\$486,848	\$499,020
Golden Plains	20,544	6.9	\$42,294	\$43,351	\$44,435	\$45,546
Surf Coast	28,481	9.57	\$58,659	\$60,126	\$61,629	\$63,170
Queenscliffe	3,027	1.03	\$6,313	\$6,471	\$6,633	\$6,798
TOTAL	297,479	100%	\$612,950	\$628,274	\$643,980	\$660,080

Policy/Legal/Statutory Implications

All legal and statutory implications were managed as part of the initial agreement and creation of the G21 Geelong Region Alliance Company.

Alignment to City Plan

G21 has undertaken much strategic planning on behalf of the region, including COGG, in the last four years:

- G21 Regional Growth Plan - first in the state
- G21 Regional Growth Plan Implementation Plan - only one in the state
- G21 Regional Economic Development Strategy
- G21 Public Transport Strategy
- G21 Health and Wellbeing Strategy
- G21 Soccer Strategy
- G21 AFL Strategy
- G21 State of Play
- G21 Regional Profile

Officer Direct or Indirect Interest

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

Risk Assessment

The main risks associated with G21 are financial associated with member contributions and any failure to secure agreement from all member Councils for the new MOU

Social Considerations

G21 is committed to a policy of strong community consultation, communication, and participation in the spirit of capacity building. There is a strong reliance on the involvement of the community.

G21 aims to sustain lifestyle and the social aspects are paramount.

Human Rights Charter

We have taken into consideration all Human Rights as part of the drafting process of this report, none of which apply.

Consultation and Communication

The Memorandum of Understanding states that G21 is to convene a working group to include each Member Council which will coordinate joint communications and marketing.



MEMORANDUM OF UNDERSTANDING

1 July 2016 – 30 June 2020

G21 - Geelong Region Alliance



G21 is the formal alliance of government, business and community organisations, working together to improve people's lives in the Geelong Region.

MEMORANDUM OF UNDERSTANDING

between

G21 GEELONG REGION ALLIANCE LTD (“G21”)

of 131 Myers Street, Geelong

and

MEMBER MUNICIPALITIES

comprising:

COLAC OTWAY SHIR.....	2 Rae Street, Colac
CITY OF GREATER GEELONG.....	30 Gheringhap Street, Geelong
GOLDEN PLAINS SHIRE.....	2 Pope Street, Bannockburn
SURF COAST SHIRE.....	1 Merrijig Drive, Torquay
BOROUGH OF QUEENSCLIFFE.....	50 Learmonth Street, Queenscliff

(Collectively called “the G21 Councils” or “Member Councils” with the combined municipal districts referred to as

“the G21 Region” or “the Region”)

1. RECITALS

- 1.1 The objective of this Memorandum of Understanding (MoU) is to articulate the arrangements and expectations between G21 and Member Councils as funding partners for the core operation of the G21.
- 1.2 G21 is a Company Ltd formed with the purpose of fostering and undertaking actions that support sustainable growth and development of the Region within the municipal districts of Member Councils (the Region).
- 1.3 The core role of G21 is to build on the existing social, economic and environmental capacity of the Region with regard being given to the G21 Values and Principles (refer to G21 Constitution).
- 1.4 G21 provides the forum and mechanisms for regional issues or opportunities to be identified and solutions or projects implemented.
- 1.5 The MoU is for a four-year period from 1st July 2016 to 30th June 2020.
- 1.6 G21 will not expand the number of Member Councils unless agreement is obtained from current Member Councils.
- 1.7 The success of G21 pivots on the participation and good will of people and organisations across the Region.

2. GENERALLY APPLIED CRITERIA FOR G21 ACTIVITY

- 2.1 G21 applies a policy of: “subsidiarity where functions which subordinate or local organisations perform effectively belong more properly to them than to a central organisation such as G21.”
- 2.2 The generally applied criteria for issues or projects to be considered by G21 include assessment as to whether the impact, involvement and benefits are:
 - Regional
 - Multi-agency
 - Triple Bottom Line with overall long term and community benefitAnd generally demonstrate:
 - Support by a Leader, Lead Agency or Project Champion
 - A general need for a cooperative effort to be successful
 - Likelihood of happening

The parties as signatories to this document understand and record the following:

3. RESOURCING

- 3.1 The Member Councils are committed to support G21 via an annual subscription.
- 3.2 Councils are encouraged to participate in activities that further the objectives of G21.
- 3.3 G21 will work closely with Member Councils’ committees, advisory boards, task groups and relevant Council officers to further G21 objectives.
- 3.4 Financial contributions to support the core operation of G21 shall be based on the regional population formula included in Table 1. This formula will remain in place for the four year period of the agreement.
- 3.5 Any proposed variation to the four year contributions listed on Table 1 will be raised by the G21 Board with Member Councils at the Annual Review.
- 3.6 Funding received from Member Councils will be used for the core operation of G21 which includes the staff, on-costs, overheads and out goings required to achieve G21 objectives.
- 3.7 Additional and supplementary funding for the core operation of G21 may be obtained from Federal and State Government sources and will be advised through regular reporting to Councils and Members.
- 3.8 It is recognised that the development and updating of the regional strategic plan will occur through a planning process conducted at a frequency to be determined by the Board. Additional resources will be required to support planning, research, consultation and participation processes.
- 3.9 Additional financial contributions for specific G21 projects (i.e. non-core) may be sought from Member Council’s from time to time and will be subject to separate business cases and funding submissions through normal Council approval processes.
- 3.10 It is recognised that the majority of G21 projects require partnerships and funding by a range of stakeholders from various levels of government, business and community agencies and other statutory authorities.

TABLE 1 - FINANCIAL CONTRIBUTION FROM MEMBER COUNCILS

CONTRIBUTOR	POPULATION*	% REGION	CONTRIBUTION			
			2016/17	2017/18	2018/19	2019/20
Colac Otway	20,501	6.9	\$42,294	\$43,351	\$44,435	\$45,546
Geelong	224,926	75.6	\$463,390	\$474,975	\$486,848	\$499,020
Golden Plains	20,544	6.9	\$42,294	\$43,351	\$44,435	\$45,546
Surf Coast	28,481	9.57	\$58,659	\$60,126	\$61,629	\$63,170
Queenscliffe	3,027	1.03	\$6,313	\$6,471	\$6,633	\$6,798
TOTAL	297,479	100%	\$612,950	\$628,274	\$643,980	\$660,080

* Source: 2014 Australian Bureau of Statistics

4. ACCOUNTABILITY AND COMMUNICATION

- 4.1 G21 is accountable for operating under a Company Constitution.
- 4.2 Councils are encouraged to participate in activities that further the objectives of G21.
- 4.3 G21 will make available regional statistics, performance and forecast information of strategic use and interest. Conversely, Council's assistance in making available the same information to G21 will add value to all strategic direction processes.
- 4.4 By 31 July each year, G21 will prepare and adopt a Business Plan that details operational initiatives and targets established to evaluate performance.
- 4.5 G21 will present progress reports twice per annum to Member Councils that include performance outcomes against targets in the G21 Business Plan.
- 4.6 The G21 CEO will consult with Member Council CEOs prior to establishing annual contributions to allow for budget considerations. This will occur by March 31st annually or as agreed with individual Councils.
- 4.7 Councils recognise the independent role, structure, mission and expertise of G21 and understand the function also includes being an independent voice and advocate for regional direction in local and national media.
- 4.8 On request, G21 will be available to any Council meeting or meeting within the municipality to discuss issues, progress or any items pertinent to G21 as raised by the Council.
- 4.9 In addition to Board meetings, G21 will communicate with Councils and members on a regular basis using a range of media.

5. SPECIFIC ARRANGEMENTS

5.1 Director Nomination:

- 5.1.1 Each Member Council shall nominate one Director to the G21 Board as described in the G21 Constitution.

Each Member Council will also be represented by their CEO as a Director on the G21 Board.

5.2 Pillar Groups:

- 5.2.1 Participation and consultation processes underpin G21 with the “Pillar Group” approach (or similar) seen as key to achieving the objectives of G21.
- 5.2.2 Any proposed major variations to the Pillar Group structure (other than normal continuous process improvement, pillar forming, cessation and review) shall be advised and agreed with Members prior to any changes being implemented.
- 5.2.3 Councils are encouraged to have a minimum of one person allocated to each G21 Pillar Group to provide active input, represent the interests of Council, and act as a conduit for communication and integration with council activities.
- 5.2.4 The role of the Board is to oversee the operation of G21, ensure it remains viable and accountable to its members in achieving the objectives, roles and responsibilities included in the Constitution. The Objectives of G21 will be achieved through participatory processes as depicted in the G21 Operating Framework.

5.3 Innovative Staffing Options:

- 5.3.1 Councils are encouraged to directly support G21 through initiatives such as officer placements or secondments. These arrangements may be made directly between the G21 CEO and Council CEO.

5.4 Demonstrate Regional Benefits:

- 5.4.1 G21 related activities must demonstrate regional benefits.

5.5 Integration of Strategic Direction Processes:

- 5.5.1 The parties acknowledge that G21 success rests largely with Councils recognising G21 as an independent but integral part of their own strategic direction and community building processes.
- 5.5.2 Every effort will be made by all parties to annually integrate strategic direction processes and timetables to maximise value adding and minimise potential duplication. Examples include the conduct of community and specific consultation, research, performance indicators, demographics or information gathering processes.
- 5.5.3 Projects will be identified from time to time that involves some or all Councils. Council officers and the G21 CEO are responsible for working cooperatively to ensure funding submissions meet the requirements of individual Councils.

5.6 Communication is a Joint Responsibility:

- 5.6.1 A two way communication and feedback loop is essential for an initiative of the type and size of G21. All parties accept their responsibilities in seeking out and supporting communication and feedback processes.
- 5.6.2 G21 shall coordinate opportunities as they arise for joint communications and marketing across the region.

6. GENERAL

- 6.1 G21 is accountable for operating to the Company Constitution, Board Charter, Business Plan and arrangements contained in this MoU.
- 6.2 Should a Member Council have concerns with the performance or lack of performance of G21 then discussion should be initiated to address the concerns.
- 6.3 Should a Council wish to withdraw its membership of G21 then written notice must be given twelve months in advance of ceasing membership. Such notice will allow appropriate modifications to the Business Plan and budget process.
- 6.4 If any dispute or difference arises between the parties in carrying out the principles of this Memorandum of Understanding that cannot be resolved, then the parties will seek an agreed independent mediator to resolve the difference.
- 6.5 The terms of this Memorandum of Understanding can only be modified by the agreement of all parties.

DATED this day of
2016

SIGNED on behalf of the)
G21 - GEELONG REGION ALLIANCE)
by its duly authorised representative:)
)

.....
Witness

SIGNED on behalf of the)
CITY OF GREATER GEELONG)
by its duly authorised representative:)
)

.....
Witness

SIGNED on behalf of the)
BOROUGH OF QUEENSCLIFFE)
by its duly authorised representative:)
)

.....
Witness

SIGNED on behalf of the)
COLAC OTWAY SHIRE)
by its duly authorised representative:)
)

.....
Witness

SIGNED on behalf of the)
GOLDEN PLAINS SHIRE)
by its duly authorised representative:)
)

.....
Witness

SIGNED on behalf of the)
SURF COAST SHIRE)
by its duly authorised representative:)
)

.....
Witness

9. PORTARLINGTON TENNIS CLUB LIGHTING PROJECT

Portfolio:	Sport & Recreation – Cr Irvine
Source	Strategy & Performance – Capital Projects
General Manager:	Dean Frost
Index Reference	C16835 – Portarlington Tennis Club Lighting

Purpose

The purpose of this report is to seek direction from Council in relation to project C16835 – Portarlington Tennis Club Lighting.

Summary

- As part of the 2015/16 budget Council allocated \$40,000 to Project C16835 Portarlington Tennis Club Lighting.
- Planning for the project has commenced, however a budget shortfall of approximately \$35,000 has meant that the project cannot proceed at this time.

Cr Irvine moved, Cr Ellis seconded -

That Council place project C16835 on hold pending an application for additional funds as part of the 2016/2017 budget process.

Carried.

Background

As part of the 2015/16 budget Council allocated \$35,000 towards project C16835 Portarlington Tennis Club Lighting. Council's funding commitment was supported by a club cash contribution of \$5,000.

The budget allocation for installation of competition lighting was based on a quote received from a local registered electrical contractor (REC), as part of a community concept submission by the Portarlington Tennis Club.

The Portarlington Tennis Club were unaware at the time of their submission, that the power supply to the reserve, including the co-located Portarlington Football / Netball Club, had been load restricted by the supply authority due to capacity of the pole mount transformer and consumer mains.

Discussion

Council's Capital Projects department have obtained a quotation for the supply upgrade need to support this project, and have received an estimate from the electrical provider for \$35,000.

Upgrade of the power supply will involve:

1. Remove the existing 100KVA pole type substation and associated hardware located adjacent to the football pavilion.
2. Install new 3 phase 200KVA pole type substation and associated hardware.
3. Cultural heritage due diligence.
4. Installation of new consumer mains from the pole to the main switchboard.

If the project was to proceed without the necessary upgrade, the tennis lighting would cause an electricity supply shortage to the reserve during peak use times.

Environmental Implications

LED lighting has been considered in lieu of standard Metal Halide luminaires.

In addition to environmental benefits, LED fittings reduce operational and maintenance costs, providing a superior whole of life project benefit.

Financial Implications

The estimate from the club affiliated REC and electricity distributors are valid for 30 days, renegotiation may be subject to cost escalation and market pressures and therefore some additional project contingency would be required.

Policy/Legal/Statutory Implications

There are no policy, legal or statutory implications associated with acceptance of this report.

Alignment to City Plan

This project supports strategic directions in our Community Wellbeing, and Sustainable Built & Natural Environment areas.

Officer Direct or Indirect Interest

No council officers involved in this project or report have declared a direct or indirect interest in this matter.

Risk Assessment

A detailed project risk profile has been developed and is being maintained by the project manager.

Social Considerations

Sport and recreation plays a key role in the health of our community. While the physical health of the community is the most apparent benefit, sport and recreation promotes increased mental health, social connection and community leadership.

The provision of lighting for the Portarlington Tennis Club would ensure access to participation opportunities to the local community.

Human Rights Charter

It is not evident or likely that this report would negatively impact any of the rights contained in the Charter of Human Rights.

Consultation and Communication

The resident tennis club will receive a project update following the decision by Council.

10. PORTARLINGTON PARKS HALL MANAGEMENT

Portfolio: Community Development – Cr Fisher
Source: Community Life – Community Development
General Manager: Linda Quinn
Index Reference: Property: 87 Newcombe Street, Portarlington

Purpose

The purpose of this report is to provide direction to Council regarding a proposal to assume management responsibilities for the Portarlington Parks Hall to establish a community hub precinct and enable an operating base for the Portarlington Neighbourhood House Program.

Summary

- The Portarlington Neighbourhood House Inc (PNH) was established in 2007 and moved into the Portarlington Masonic Hall in 2009. The Masonic Hall was identified after an evaluation of all available facilities in 2008.
- The current lease expires in July 2016 and the Masonic Hall authorities have indicated that they will not renew the lease, but have agreed to allow PNH time to identify an alternative location.
- With a membership of 550 the PNH is a dynamic and active community based program. A review of the statistics over the four months July–October 2015 identified that 365 people per week visited and participated in programs; this equates to 10% of the township population. There is one paid staff member working 25 hours per week. The office, programs, activities and management are all undertaken by the 70 local community volunteers.
- Council has been working with the PNH to identify an appropriate alternative venue. Initially the opportunity to co-locate with the Portarlington Senior Citizens Program was identified. Further investigation revealed the facility is too small to accommodate both programs and the Capital expenditure of \$200,000 (C15846) which was allocated in the 2014/2015 budget is inadequate to modify or expand the building to meet the needs of the two programs.
- A review of alternative venues considered a range of factors including, location, availability, accessibility and suitability for purpose. The Portarlington Parks Hall (the Hall) was identified as the suitable location for the Portarlington Community Hub and Neighbourhood House Program. In addition to providing secure tenure for the PNH, increased community access will be achieved in a facility identified as underutilised.
- Discussions have been held with the local Minister for Environment, Climate Change and Water, Member for Bellarine; Regional Director, Department of Environment Water, Land and Planning; Ward Councillor; PNH Committee; Bellarine Bayside Foreshore Committee of Management; and Council officers to investigate the transfer of management responsibility for the Hall and service operations to the City of Greater Geelong (CoGG).
- There are 14 Neighbourhood House Programs operating in the City of Greater Geelong. Council provides facilities at peppercorn rent to 12 of these and an annual grant to 13.
- The Social Infrastructure Plan recommends the development of a multipurpose community hub for Portarlington.

Cr Ellis moved, Cr Fisher seconded -

That Council enters into a lease agreement with the Victorian State Government for the management of the Portarlington Parks Hall.

Carried.

Background

Through the Portarlington Community Building Initiative (2006–2011, a community opportunity workshop in March 2007 identified the establishment of a Neighbourhood House Program as one of five key community priorities.

A local community working group was established to set up the Portarlington Neighbourhood House (PNH) and by the end of 2007 a range of programs were available to the community. The Portarlington Masonic Hall was identified and operational by February 2009. State Government funding through the Neighbourhood House Coordination Program was granted in 2009 with the first program coordinator appointed in February 2010.

The Department of Health and Human Services (DHHS) Neighbourhood House Coordination Program identifies the aims of Neighbourhood House programs as:

- Support to the provision of community development programs and activities that lead to community-strengthening outcomes by supporting diversity and promoting community participation and inclusion
- Facilitating community development and capacity building in support of individuals and groups within communities
- Supporting lifelong learning opportunities for people to improve their training and employment pathways and community participation
- Supporting community development processes to address locally identified priorities and needs through: community consultation, development of agreed community responses to identified priorities and needs, identification of partners and funding sources, and facilitating and evaluating responses to identified needs and priorities.

Council assisted the PNH Program to enter into a lease agreement with the Masonic Hall, which expires in July 2016. The Masonic Hall authorities have indicated that they will not renew the lease, but have agreed to allow the PNH Program time to identify an alternative location.

In response to the insecure tenure at the Masonic Hall a working group was established to investigate suitable alternatives. This group comprised the Ward Councillor, representative of the PNH Committee, members of the Senior Citizen Club and Council officers.

In line with current Council practice it was proposed a co-location or Community Hub model be sought to enable the PNH Program to secure a long term base.

The working group focused its review on opportunities to co-locate within the existing Senior Citizen Centre. Capital expenditure of \$200,000 (C15846) was allocated in the 2014/2015 budget to assist with some minor adaptations in order to accommodate the PNH Program. Further exploration identified that without significant expansion to the Senior Citizens centre, the building could not accommodate the PNH Program.

The working group focussed on other opportunities, and after carefully considering aspects such as location, availability, design and accessibility, Parks Hall was identified as the most suitable facility. Discussions were held in August 2015 – between Minister for Environment, Climate Change and Water, Member for Bellarine; Ward Councillor; Regional Director, Department of Environment Water, Land and Planning; Portarlington Neighbourhood House President, Coordinator and six committee members and Council staff – to progress dialogue regarding access to the Portarlington Parks Hall to establish a Portarlington Community Hub.

Discussion

Council provides facilities to 12 neighbourhood houses in the municipality and an annual grant to 13 neighbourhood houses. There are 13 established neighbourhood house programs and one new program established in Leopold.

The PNH has a membership of 550 and provides a range of community based programs to approximately 365 people per week, this equates to 10% of the township population. Programs and activities are aimed at all age groups, abilities and backgrounds. Some example programs include music and movement for preschoolers, dog training, safe driving for seniors, computer courses, book club, photography, art classes, history, walking group, cards, yoga, writing, gardening and cooking.

The PNH is a locally based community program which:

- Works to reduce social isolation in the local community and promote a sense of belonging and community spirit
- Serves as a vital community resource through the provision of a range of programs and services using a community development model
- Fosters family support, community advancement and adult learning opportunities
- Is administered by a not-for-profit organisation with programs and activities run by volunteers
- Provides an integrated range of services to meet the diverse needs of individuals and families in and around Portarlington.

To secure tenure for the PNH Program and enable the establishment of the Portarlington Community Hub, the recommendation proposes transfer of management of Parks Hall (only) from Bellarine Bayside Foreshore Committee of Management (BBFCOM) to Council. A process including community consultation will be developed to enable a smooth transfer that would ensure that:

- Current users of the Hall would be supported and not disadvantaged by any new management model
- The Hall would provide a multi purpose community facility function for the township, while providing an operational base for the Portarlington Neighbourhood House Program
- A community engagement process will be undertaken with the local community and State Government regarding usage and management model for the Hall.

Portarlington Parks Hall is located on foreshore Crown Land managed by BBFCOM. The Hall is located in close proximity to the local primary school, the town shopping precinct and a number of Council managed community facilities including the Portarlington Kindergarten, the Senior Citizens Centre, and a rotunda providing visitor information. The Hall is surrounded by recreation reserve and open space including a skate park.

The building is deemed by BBFCOM and Council Facilities Maintenance Unit to be in very good condition.

Council's Facilities Maintenance Unit has undertaken a Building Condition Summary Report which confirms that the vast majority of building components are considered to be in 'very good' condition. The report estimates the maintenance costs, including driveway, to average \$15,698 annually over a 20 year period.

It is anticipated the increased usage would equate to increased income for the facility. During the 2014/2015 financial year, BBFCOM generated income of \$11,208 from leases, licences, permits and booking fees. The establishment of a community hub incorporating the PNH Program will provide the opportunity for sustained economic viability for the Hall. It is intended the model of management would be cost neutral for Council.

If Council was to deliver these programs, rather than local community organisations, there would be a much higher cost impost on the annual budget.

Environmental Implications

No environmental implications have been identified as a result of Council assuming management responsibility for Parks Hall.

Financial Implications

The future governance model will ensure that day to day operations and program costs of the building will be borne by the organisation governing the facility. Their agreement with Council would be in line with other community facilities which pay an annual peppercorn rent as part of a licence/lease agreement.

That said, should Council choose to assume building management responsibility, the recurrent costs would be in the order of \$15,698 annual building maintenance, including driveway, based on the Building Condition Report.

The insured value of the building is based on a replacement value of \$2.6 million. The building would have an annual depreciation of \$65,000 per annum, assuming a depreciation rate of 2.5%; this cost would be met by the State Government who is the asset owner.

Capital expenditure of \$200,000 was allocated in the 2014/2015 budget for a Portarlington community facility (C15846). These funds would contribute to the minor works required to remodel the Hall to accommodate the PNH Program.

Policy/Legal/Statutory Implications

Should Council assume management responsibility for the asset, statutory obligations outlined in the Local Government Act 1989 would apply.

Alignment to City Plan

The City of Greater Geelong City Plan objective, Community Wellbeing identified key priorities of connected, creative and strong communities. Neighbourhood house programs and community hubs are fundamental in achieving this, providing community connections, lifelong learning opportunities as well as empowering residents to enhance their health, social, educational and economic wellbeing. They support local people to become more active, confident and resilient.

Provision of community facilities commensurate with need aligns with Council's strategic directions through facilitating the delivery of community services, life long learning, skills development, community activities and providing opportunities for socialisation for all people in our community, thereby fostering a resilient, connected, creative and strong community.

Officer Direct or Indirect Interest

There is no direct or indirect officer interest in this report.

Risk Assessment

There is a level of community expectation that Council will actively seek to support the PNH Program to find alternative accommodation. If Council does not assume responsibility of the asset, access to adequate space for the PNH Program may adversely affect program delivery and access to spaces for the local community. At worst this would result in loss of the PNH Program to the community. Any loss of program or services would have a detrimental effect on the community's resilience, connection, health and wellbeing, which in turn, will impact on the local sense of place.

Social Considerations

The Bellarine Peninsula Strategic Plan 2006–2016, Community Visioning identified Portarlington's key strengths as numerous community groups, heritage, arts and cultural interests, willingness to develop skills and knowledge, developing economies, and a beautiful coastal environment. Key challenges identified were the aging community, social isolation, no community hub or education facilities for adults, relative disadvantage identified through SEIFA, limited employment and diminishing services. The neighbourhood house was established to address a number of these challenges.

The establishment of the PNH Program realised a community aspiration and contributed to addressing these community issues.

The PNH Program is a vibrant well utilised and supported organisation run primarily by volunteers and servicing around 10% of the Portarlington population per week. The work of the PNH Program contributes to overall community connection, health and wellbeing of residents, regardless of age, gender, cultural or socio economic backgrounds.

The Hall has some regular community use but is considered underutilised. There are no other community spaces within the township suitable for the neighbourhood house operations.

Human Rights Charter

It has been determined that the decision will have no detrimental impacts on human rights.

Consultation and Communication

Communication with stakeholders regarding the outcome of this report will be facilitated by the Community Development Department.

11. COUNCIL MEETING SCHEDULE 2016

Portfolio: Governance - Cr Lyons (Mayor)
Source: Strategy & Performance - Customer Service & Council Business
General Manager: Dean Frost

Purpose

Propose the meeting schedule for Council meetings for 2016.

Summary

- A new meeting schedule was endorsed by Council on 14 July 2015.
- The new schedule consisted of four weekly rotational meetings:
 - Week 1 – Briefing – Council Business
 - Week 2 – Briefing/Workshop – strategic matters and/or presentation
 - Week 3 – Ordinary Meeting of Council
 - Week 4 – Briefing/Workshop – strategic matters and/or presentation
- Council recommended that the revised meeting schedule be reviewed within six months.

Cr Farrell moved, Cr Macdonald seconded -

That Council:

- 1) **endorse the continuation of this new meeting schedule on an ongoing basis; and**
- 2) **endorse the proposed schedule of meetings for 2016 as per Appendix 1.**

Carried.

Background

A new meeting schedule was endorsed by Council on 14 July 2015. The new schedule was to be reviewed within 6 months of implementation.

Discussion

A key role of councillors is presiding over and participating in council meetings, ensuring that the agenda is achievable in the allotted time, and that the decisions made are managed in an effective and efficient manner.

The council recognises the huge scale of the challenges it faces over the coming 3-5 year period and to meet these challenges and to ensure they have sufficient time to focus their attention on providing input into key issues, a change to Council's meeting cycle was endorsed on 14 July 2015.

The four weekly meeting cycle endorsed was:

Week 1 – Briefing – Council Business

Week 2 – Briefing strategic matters and/or presentation

Week 3 – Ordinary Meeting of Council

Week 4 – Briefing strategic matters and/or presentation

If there was an urgent need for Council to meet prior to a scheduled Ordinary Meeting, a Special Meeting of Council may be convened pursuant to sections 83(b) and 89(4) of the *Local Government Act 1989*. This occurred twice during the trial period, with little disruption to Council operations.

The second and third week of each month was set aside for strategic meetings, during which Councillors considered major policy and strategic issues. These meetings afforded Councillors a greater opportunity to meet with community groups, stake holders and staff, and to hear relevant industry presentations. As a direct result of the introduction of strategic workshops an additional nine external stakeholders were given the opportunity to present to Council.

It is acknowledged that City Plan is a key strategic document which drives the future direction of the Council. In the past, Council has consulted with the community under the banner "Your City Your Say" in developing City Plan. While this process occurs every 4 years and staff and Councillors also meet with community groups on an intermittent basis, the change to the meeting cycle provided further opportunity for staff, community groups and other key stakeholders to meet with Council. In the three months of Strategic Meetings conducted, 15 strategic items were presented to Council.

The number of items considered at ordinary meetings of Council during the trial period averaged 15 agenda items. The previous average for the two years 2013 and 2014 was 11 items considered per meeting.

During the trial, two Special Meetings were required to consider urgent statutory matters, including the appointment of the Chief Executive Officer.

There is further scope to analyse the reports that go to Ordinary Council meetings and the Executive Leadership Team will further refine and improve processes.

Environmental Implications

Not applicable

Financial Implications

The proposed meeting cycle saves time, resources and overall reduces operating costs.

Policy/Legal/Statutory Implications

If there is an urgent need for Council to meet prior to a scheduled Ordinary Meeting, a Special Meeting of Council may be convened pursuant to sections 83(b) and 89(4) of the *Local Government Act 1989*.

Alignment to City Plan

An increased emphasis on strategic matters will directly contribute to the future development and review of City Plan.

Officer Direct or Indirect Interest

No officers involved in the preparation of this report have either a direct or indirect interest.

Risk Assessment

Staff need to ensure regulatory timeframes are met.

Social Considerations

No significant social issues exist as the community still has the opportunity to comment on reports that would come before Council.

Human Rights Charter

Council reports continue to consider human rights, as appropriate.

Consultation and Communication

If the meeting cycle is endorsed, Council will advise the community through the local papers and via the web etc. Staff will also be informed to ensure that reports are prepared to meet regulatory or other requirements

Appendix 1

COUNCIL MEETING SCHEDULE - 2016

5th Tuesday No Meeting	Strategic Workshop	Councillor Briefing	Ordinary Council Meeting
		19 January	27 January
		2 February	
	9 February		16 February
	23 February Budget Briefing #1	1 March	
	7 March (Monday) Budget Briefing #2		15 March
29 March	21 March (Monday) Budget Briefing #3	5 April	
	11 April (Monday) Budget Briefing #4		19 April
	26 April	3 May	
	10 May		17 May
31 May	24 May	7 June	
	14 Jun		21 June
	28 Jun	5 July	
	12 July		19 July
	26 July	2 August	
	9 August		16 August
30 August	23 August	6 Sep	
	13 September		20 September
	27 September	4 October	
	11 October		18 October
	25 October	1 November	
	8 November		15 November
	22 November		
29 November		6 December	
			13 December

12. KILDARE WARD BY-ELECTION 2015

Portfolio:	Governance - Cr Lyons (Mayor)
Source:	Strategy & Performance - Governance Services
General Manager:	Dean Frost
Index Reference:	Subject - Kildare Ward By-election

Purpose

To report on the results of the Kildare Ward By-election 2015.

Summary

- A By-election was held in the Kildare Ward following the resignation of Cr Stretch Kontelj.
- The election was held by postal ballot conducted by the Victorian Electoral Commission (VEC) with Peter Murrihy being declared elected 19 October 2015.
- The VEC report (Appendix 1) provides an overview of the electoral process, voter and candidate participation.

Cr Farrell moved, Cr Richards seconded -

That Council notes the report from the VEC (Appendix 1).

Carried.

Background

Following the resignation of Cr Stretch Kontelj a By-election for the Kildare Ward was held in October 2015. Peter Murrihy being declared elected 19 October 2015.

Discussion

The VEC has submitted its report on the conduct of the By-election (Appendix 1) which provides an overview of the electoral process, voter and candidate participation, together with statistical information and results.

The level of interest in standing for Council was high, with a total of 11 candidates lodging nominations.

There were 13,010 voters on the roll with a participation rate of 67.56% which was lower than previous election results. The VEC has indicated that By-elections turnout is often significantly lower than for general elections.

The informal voting rate was 4.46% which was up on the 2012 General Election rate of 2.35%. This can be attributed to the large number of candidates and therefore greater likelihood of error. The election was determined by computer count using the preferential counting method.

The election was well managed with very few complaints received. Candidates were invited to attend an information session which outlined their requirements in nominating and participating in the election.

Environmental Implications

There were no environmental implications associated with this report.

Financial Implications

The election was conducted under contract for a cost of \$85,300. This By-election was not anticipated and therefore not provided for in the original 2015/16 budget.

Policy/Legal/Statutory Implications

The By-election was conducted in accordance with the *Local Government Act 1989*(The Act). This report has been prepared in accordance with Part 5 Miscellaneous Provisions s. 14(3) of the Act.

Alignment to City Plan

Aligns with City Plan, How We Do Business.

Officer Direct or Indirect Interest

No officers involved in the preparation of this report have either a direct or indirect interest.

Risk Assessment

The appointment of the VEC ensured the election was conducted in accordance with regulatory requirements.

Social Considerations

Participation in voting and the democratic process ensures that community has representation at a local level.

Human Rights Charter

The electoral process addresses key elements of the Charter.

Consultation and Communication

The VEC returning officer communicated to the community via publishing of public notices, VEC website, media liaison, telephone enquiry, candidate information sessions and posting of ballot material.



KILDARE WARD BY-ELECTION

GREATER GEELONG CITY COUNCIL

OCTOBER 2015



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To Greater Geelong City Council

Pursuant to clause 14 of Schedule 3 of the *Local Government Act 1989*, I submit this report on the Greater Geelong City Council, Kildare Ward By-election 2015.

Warwick Gately AM
Electoral Commissioner

for

Brian Cullen
Returning Officer
Greater Geelong City Council, Kildare Ward By-election 2015

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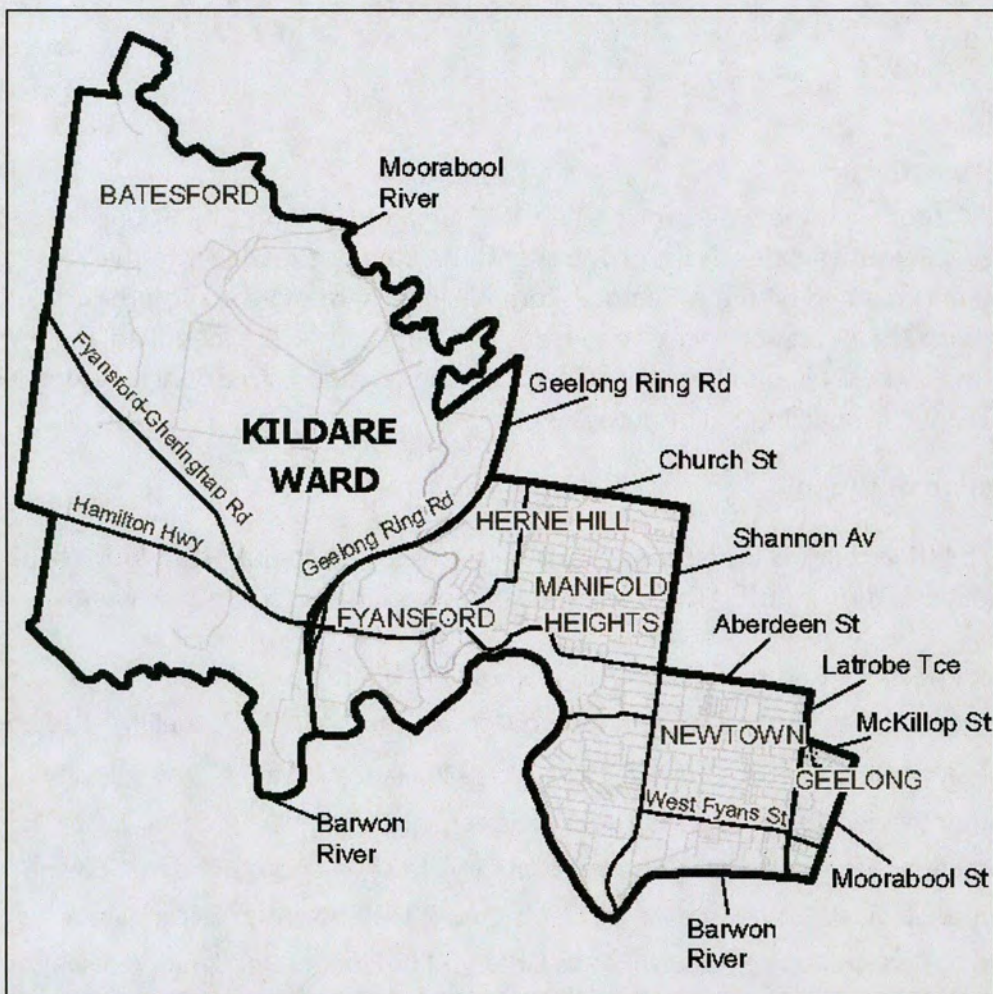
Background

An extraordinary vacancy occurred in Kildare Ward of Greater Geelong City Council due to the resignation of Councillor Srechko (Stretch) Kontelj on Monday 20 July 2015.

The vacating councillor was elected at the Greater Geelong City Council general elections held in October 2012. The *Local Government Act 1989 (the Act)* requires that a by-election is conducted to fill the extraordinary vacancy. The Victorian Electoral Commission (**VEC**) was responsible for conducting the general elections in 2012 on behalf of Greater Geelong City Council and the VEC was engaged to conduct the Kildare Ward By-election.

About Greater Geelong City Council

Greater Geelong City Council is a subdivided municipality consisting of 12 single-councillor wards in addition to the Mayor, which is directly elected by all voters at-large at each general election of the Council. A map of Kildare Ward is shown below.



Election dates

Voting in the by-election closed at 6.00 pm on Friday 16 October 2015. The key dates involved with the by-election were:

Roll exhibition period	Monday 17 August 2015 to Friday 21 August 2015
Entitlement date	4.00 pm on Friday 21 August 2015
Certification of the municipal voters roll	Thursday 10 September 2015
Opening of nominations	Thursday 10 September 2015
Close of nominations	12 noon on Tuesday 15 September 2015
Close of statements and photographs	12 noon on Wednesday 16 September 2015
Close of indication of preferences	12 noon on Friday 18 September 2015
Dispatch of ballot material	Tuesday 29 September 2015 to Thursday 1 October 2015
Close of voting	6.00 pm on Friday 16 October 2015
Election day	Saturday 17 October 2015
Declaration of the results	Monday 19 October 2015

Voters roll

The VEC produced the voters roll on behalf of Greater Geelong City Council. Council provided the Chief Executive Officer's list of voters and the data was loaded into the VEC computer system and merged with the Electoral Commissioner's list of voters to produce a roll for exhibition. The names of deceased persons and duplicates were identified and removed and decisions on possible duplicates were made in conjunction with Council. Addresses were standardised for mailing ballot purposes.

Exhibition of the roll

The exhibition roll was on display at nine locations from Monday 17 August 2015 to 4.00 pm on Friday 21 August 2015. The display locations nominated by Council were:

Customer Service Centre, Belmont Library, 163 High Street, Belmont
Customer Service Centre, Corio Shopping Centre, Shop 4k/83a Purnell Road, Corio
Customer Service Centre, Drysdale Library, 18-20 Hancock Street, Drysdale
Customer Service Centre, 100 Brougham Street, Geelong
Customer Service Centre, Geelong West Library, 153a Pakington Street, Geelong West
Customer Service Centre, The Grove Centre, 66-70 The Avenue, Ocean Grove
Customer Service Centre, Waurin Ponds Library, 230 Pioneer Road, Grovedale
Geelong City Hall, 30 Gheringhap Street, Geelong
Lara Library, 5 Walkers Road, Lara

Entitlement date

The entitlement date for the by-election was at 4.00 pm on Friday 21 August 2015. After the entitlement date, any updates to the roll received from Council were applied to the roll. The roll was also updated to reflect any changes to the Victorian electoral roll since the production of the exhibition roll.

Certification of the roll

On Thursday 10 September 2015, in accordance with section 24(6) of the Act, the Chief Executive Officer of Greater Geelong City Council certified that the municipal voters roll had been prepared in accordance with the Act. The certified voters roll was then made available for public inspection at the Council’s offices until 30 days after the by-election.

A copy of the voters roll on CD was also available to each candidate after signing the declaration on the nomination form. The declaration requires each candidate to only use the roll for the purpose of conducting their election campaign and it — along with any copies made of it — must be destroyed or returned (to the Chief Executive Officer) within 30 days of the declaration of the result of the by-election.

Roll statistics

The municipal voters roll for the by-election was comprised of 13,020 voters, including:

EC’s List	CEO’s List	Total
12,301	719	13,020

Advertising and communications

Public notices

The Act requires the following public notices to be published at prescribed times during the by-election timeline:

- a notice of entitlement;
- a notice of election;
- voting details advertisement; and
- a notice of the result of the election.

Greater Geelong City Council also required a voting reminder notice, which was published in addition to the statutory requirements.

The newspapers nominated by the Council were the *Geelong News*, *Bellarine Times*, *Geelong Independent*, and *Geelong Advertiser*.

A sample of each public notice is shown in **Appendix 1**.

Appearance schedule of public notices

Notice	Newspaper	Publication date
Notice of entitlement	<i>Geelong News</i>	<i>Wednesday 5 August 2015</i>
	<i>Bellarine Times</i>	<i>Thursday 6 August 2015</i>
	<i>Geelong Independent</i>	<i>Friday 7 August 2015</i>
	<i>Geelong Advertiser</i>	<i>Saturday 8 August 2015</i>
Notice of election	<i>Geelong News</i>	<i>Wednesday 2 September 2015</i>
	<i>Bellarine Times</i>	<i>Thursday 3 September 2015</i>
	<i>Geelong Independent</i>	<i>Friday 4 September 2015</i>
	<i>Geelong Advertiser</i>	<i>Saturday 5 September 2015</i>
Voting details	<i>Geelong News</i>	<i>Wednesday 30 September 2015</i>
	<i>Bellarine Times</i>	<i>Thursday 1 October 2015</i>
	<i>Geelong Independent</i>	<i>Friday 25 September 2015</i>
	<i>Geelong Advertiser</i>	<i>Saturday 26 September 2015</i>
Reminder notice	<i>Geelong News</i>	<i>Wednesday 14 October 2015</i>
	<i>Bellarine Times</i>	<i>Thursday 15 October 2015</i>
	<i>Geelong Independent</i>	<i>Friday 9 October 2015</i>
	<i>Geelong Advertiser</i>	<i>Saturday 10 October 2015</i>
Notice of result	<i>Geelong News</i>	<i>Wednesday 21 October 2015</i>
	<i>Bellarine Times</i>	<i>Thursday 22 October 2015</i>
	<i>Geelong Independent</i>	<i>Friday 23 October 2015</i>
	<i>Geelong Advertiser</i>	<i>Saturday 24 October 2015</i>

VEC website

The VEC provided information for the Kildare Ward by-election on its website under the 'Current Elections' page. This was regularly updated with content relevant to each stage of the by-election.

The declared result of the Kildare Ward By-election was posted on the VEC website on Monday 19 October 2015.

Media liaison

The following media releases were issued during the Kildare Ward By-election:

Media releases relating to Greater Geelong City Council, Kildare Ward By-election 2015

Headline	Release date
By-election for Kildare Ward within City of Greater Geelong	Thursday 30 July 2015
Call for candidates for Kildare Ward within City of Greater Geelong	Monday 7 September 2015

Headline	Release date
Voting closes soon for Greater Geelong City Council, Kildare Ward by-election	Thursday 8 October 2015
Kildare voters must return their ballot material in person	Wednesday 14 October
New councillor for Greater Geelong City Council	Monday 19 October 2015

Telephone enquiry service

The Election Office provided telephone assistance to members of the public with enquiries regarding the by-election. A total of 318 calls were received between Wednesday 9 September and Friday 16 October 2015. The types of calls that are typical during a by-election relate to:

- voting entitlements and compulsory voting obligations;
- enrolment questions;
- ballot pack had not been received;
- ballot material was spoilt or destroyed, so replacement ballot material was required;
- a voter advising that he or she was overseas or interstate; and
- queries regarding the content of the ballot pack.

Returning Officer

In accordance with clause 1(2)(c) of Schedule 2 of the Act, the VEC appointed Brian Cullen as the Returning Officer for the Kildare Ward by-election. Mr Cullen was selected from the VEC's group of fully trained senior election officials and was available to conduct the by-election.

In accordance with clause 1(3) of Schedule 2 of the Act, the Returning Officer appointed Jan Kealey as Deputy Returning Officer for the by-election.

Election office

The election office was provided by the Council and was located on the ground floor of the Focus 5 Building, 23-31 Gheringhap Street, Geelong. The office opened to the public on Wednesday 9 September 2015 and closed at 6.00 pm on Friday 16 October 2015. The business hours for the election office were 9.00 am to 5.00 pm Monday to Friday, except Thursday 15 October 2015 (9.00 am to 8.00 pm) and Friday 16 October 2015 (9.00 am to 6.00 pm). The election office was closed on Friday 2 October 2015 due to being a public holiday.

Candidates

Candidate information

The Returning Officer conducted one information session for prospective candidates at 7.00 pm on Wednesday 9 September 2015. The session was conducted in the Council Chamber, City Hall, 30 Gheringhap Street, Geelong. The Returning Officer reported that 19 interested persons attended the information session.

A candidate information kit was prepared and made available to prospective candidates at the information session, from the election office, and by request over the telephone. The kit included:

- a copy of the VEC's *Candidate Handbook* and *Scrutineer Handbook*;
- a nomination form;
- a form for the appointment and declaration of a scrutineer;
- a form for submitting a candidate statement and indication of preferences;
- sample candidate statement leaflet;
- a pamphlet produced by Local Government Victoria with information on candidates' legal obligations;
- a sample form for the election campaign donation return; and,
- key election dates.

Online candidate helper

An online candidate helper was available on the VEC's website from Thursday 3 September 2015. The helper allowed prospective candidates to pre-populate their nomination and candidate statement lodgement forms and, once a ballot order was determined, their indication of preferences lodgement form. Forms completed online could be saved and/or printed before lodging each form with the Returning Officer (in person).

A number of candidates completed their forms through the online candidate helper. A unique barcode included on the pre-populated form could be scanned by the Returning Officer and data uploaded into the election management system to save candidates time when processing these forms at the election office.

Nominations

Nominations opened at 9.00 am on Thursday 10 September 2015 and closed at 12 noon on Tuesday 15 September 2015. The Returning Officer received 11 nominations (listed below).

The Returning Officer was responsible for the receipt of each candidate's \$250 nomination fee. The nomination fee was held in a special bank account for the duration of the election period. The nomination fee was refunded to each candidate that was elected and/or received at least four percent of the total first preference votes (see clause 24 of Schedule 2 of the Act). More information on the refunds is discussed later in this report, under 'Post-election activities'.

Following the close of nominations, a ballot draw was conducted to determine the order of candidates' names on the ballot paper. The draw was conducted using the VEC's randomised computer animated ballot draw application.

The candidates, in ballot paper order, were as follows:

Candidates

CLARKE, Bradley Jason
LLOYD, Karina
PODVINSEK, Matt
SELLARS, Stacey
SCHONFELDER, Adrian Dwight
BULL, Sue
SHEN, Sophia
CSAR, Ellen
XIBERRAS, Annette
MURRIHY, Peter
SULLIVAN, Trent

Candidates' statements and indications of preferences

The period of the lodgement of candidates' 150 word personal statements and photographs closed at 12 noon on Wednesday 16 September 2015. The period for the lodgement of candidates' indications of preferences closed at 12 noon on Friday 18 September 2015.

The candidates' statements, photographs, and indications of preferences were published in a leaflet attached to the ballot paper in the same order as the candidates' names appeared on the ballot paper. Where a candidate did not submit a statement, photograph or indication of preferences this was clearly indicated on the leaflet.

Record of submission of candidates' statements, photographs, and indications of preferences

Candidates	Candidate statement	Photograph	Indication of preferences
11	11	11	11

Ballot material

Ballot pack contents

Each ballot pack for the by-election contained a ballot paper, candidate statement leaflet, ballot paper envelope, and a reply-paid envelope.

Ballot paper

The ballot papers produced for the by-election were printed on marked security paper. The ballot paper listed the candidates in ballot paper order as determined at the ballot draw. The ballot paper was joined to the candidate statement leaflet by perforations,

making it easy for the voter to remove and return to the Returning Officer in the supplied envelopes.

A sample of the ballot paper is provided in **Appendix 2**.

Candidate statement leaflets

The leaflet included information to voters about the election and the personal statements lodged by candidates accompanied by their photograph and indication of preferences (where applicable). The candidates were listed in ballot paper order. Standardised formatting applied to the printing of each personal statement.

A sample of the candidate statement leaflet is provided in **Appendix 2**.

Ballot paper envelope

The VEC provided an opaque ballot paper envelope for the return of each voter's completed ballot paper. The ballot paper envelope featured a declaration flap, on which the name of the Council, the voter's name and entitlement address (except for silent electors), the voter's postal address (if different) was printed, and the barcode and voter entitlement code to assist with marking the voter off the voters roll. The declaration flap included the space for the voter to sign and date the declaration to certify that they were the voter named on the envelope, they had enclosed their completed ballot paper in the envelope, and they had not already voted in the election.

Additionally the name of the Council was printed below the envelope flap to assist in recognising the council should the flap have been removed by the voter or during the extraction process.

Reply-paid envelope

The reply-paid envelope was designed to securely allow pre-sorted return of the ballot paper envelope. The reply-paid envelope could be posted at any Australia Post post box in Australia.

Voting

Redirection of ballot material

The Returning Officer received no applications for ballot material to be redirected by the close of redirections on roll certification day.

Early votes

The Returning Officer issued eight early votes before the general mail out of ballot packs.

General mail out

Ballot packs for all voters enrolled on the Kildare Ward By-election municipal voters roll were lodged with Australia Post and mailed out at random between Tuesday 29 September and Thursday 1 October 2015. Ballot packs were posted to no more than 35 percent of ballot packs on any one day during the mail out period.

Ballot packs lodged with Australia Post per day during the mail out period

Tuesday 29 September 2015	Wednesday 30 September 2015	Thursday 1 October 2015	Total
4,423	4,423	4,164	13,010

Replacement votes

The Returning Officer issued 56 replacement ballot packs. Replacement votes were issued to voters who notified the Returning Officer that their ballot material had been lost, spoilt, destroyed, or not received.

Unenrolled declaration votes

The Returning Officer issued three unenrolled declaration votes. Unenrolled declaration votes were issued to persons whose name could not be found on the Kildare Ward By-election municipal voters roll and who believed that they were entitled to be enrolled for this by-election. The ballot pack included a special ballot paper envelope with declaration flap.

When the unenrolled declaration vote was returned, the information on the declaration flap was sent to Council and the VEC to check the person's voting entitlement. Only once their entitlement was confirmed could the returned ballot paper envelope be admitted to the count by the Returning Officer.

Return of ballot paper envelopes

The VEC established a reply paid service through Australia Post to ensure mail was pre-sorted on return. Returned mail could be collected or delivered from a postal facility or distribution centre close to the election office. Ballot paper envelopes could also be hand-delivered directly to the election office.

The Returning Officer received 8,882 returned ballot paper envelopes by the close of voting at 6.00 pm on Friday 16 October 2015. Each returned ballot paper envelope was progressively recorded, checked for the presence of a signature, and marked off the Council by-election roll. The returned ballot paper envelopes were stored securely until the close of voting.

Any ballot paper envelopes not signed by the voter or, in the case of unenrolled declaration votes, not accepted by the Council and/or VEC, were set aside and not admitted to the count.

Figure 2 records the return of ballot paper envelopes from the mail out period until the close of voting at 6.00 pm on Friday 16 October 2015.

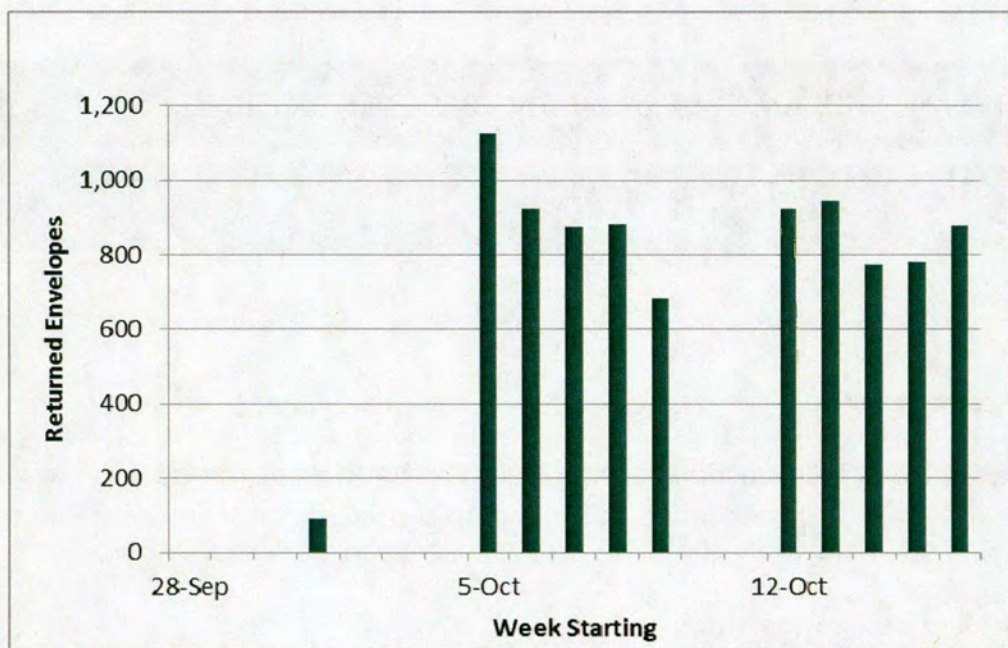


Figure 2. Returned general mail out ballot packs for the Greater Geelong City Council, Kildare Ward By-election 2015 between Monday 28 September to Friday 16 October 2015.

The return of ballot paper envelopes can also be broken down into the categories of voters based on their entitlement as shown in the table below. The figures include all ballot paper envelopes marked as returned whether or not they proceeded to further scrutiny.

Entitlement	Returned (%)
State enrolled voters (enrolled through section 12 of the Act)	70.0%
— aged 18 – 69 years old on election day	70.0%
— aged 70 years and over on election day	70.1%
Council enrolled voters (enrolled through sections 13-16 of the Act)	41.6%
Total	68.4%

A further 12 ballot paper envelopes were received in the week following the close of voting. These ballot paper envelopes were securely stored and were not opened by the Returning Officer. Ballot papers returned after the close of voting cannot be admitted to the count.

By the close of voting at 6.00 pm on Friday 16 October 2015, 141 ballot packs had been returned to the Returning Officer as return-to-sender mail. Most of this mail was due to the addressee having left the address.

Results

Extraction

The extraction of ballot papers occurred at the election office, located on the ground floor of the Focus 5 Building, 23-31 Gheringhap Street, Geelong.

The process of removing flaps containing voters' details and extracting ballot papers from the envelopes was structured to maintain voter anonymity and ensure ballot paper accountability.

Computer count

The election result was determined by data entering all formal ballot papers and using the VEC's computer count application to calculate the result using the full preferential counting method. Data entry was conducted at the election office, Focus 5 Building, 23-31 Gheringhap Street, Geelong.

Following the conclusion of data entry, the Returning Officer invited candidates to be present for the calculation of the result, which occurred at 8.00 pm on Saturday 17 October 2015. The computer count automatically performed a preference distribution as no candidate received an absolute majority of first preferences.

Details of the primary count is shown in **Schedule 2** and the distribution of preferences is included in **Schedule 3**.

Provisional results

The provisional results were published on the VEC's website on Monday 19 October 2015.

Declaration of results

The Returning Officer declared Perter Murrihy elected at the Council Chamber, City Hall, 30 Gheringhap St, Geelong at 10.00 am on Monday 19 October 2015.

The Minister for Local Government was advised of the result in writing on Monday 19 October 2015. **Appendix 3** includes a copy of letter to the Minister for Local Government.

The result was also published on the VEC's website and in the *Geelong News*, *Bellarine Times*, *Geelong Independent*, and *Geelong Advertiser*.

Voter turnout

As a percentage of the total enrolment for the Kildare Ward By-election 2015, the number of ballot papers counted (formal and informal) was 67.55 per cent. This is compared with 76.29 per cent at the Greater Geelong City Council's last general election in October 2012.

Informality

The informal voting rate was 4.46 per cent, compared with 2.35 per cent at the Greater Geelong City Council's last general election in October 2012.

Complaints

Types of complaints

At local council elections, complaints generally fall into two broad categories:

1. The administration of the election.

Complaints about the conduct of the election and services to voters.

2. A possible breach of the Act.

Complaints about the conduct of candidates and other participants in the election.

The majority of complaints fall in category two, often where a complainant is alleging an inappropriate or illegal action by another person or group to do with the election.

The VEC processed one formal enquiry in relation to electoral material distributed by another candidate in the Greater Geelong City Council, Kildare Ward By-election 2015. It was explained to the candidate the VEC does not have responsibility for investigating or prosecuting alleged offences against the *Local Government Act 1989* (the Act). If the candidate still believed that a breach of the Act may have occurred and wished to make a complaint, contact details for the Local Government Investigations and Compliance Inspectorate were supplied to the candidate.

Post-election activities

Storage of election material

All ballot papers and forms used at the Kildare Ward By-election were stored securely at the election office. Election materials were delivered to the Council in archive boxes on Tuesday 20 October 2015 for safe and secret storage by the Chief Executive Officer according to Regulation 114 of the Local Government (Electoral) Regulations 2005.

As the VEC has been appointed to conduct compulsory voting enforcement for the Council (see 'Non-voter follow up'), materials gathered during this process will be returned to the Council at the conclusion of enforcement.

Refund of nomination fees

Nomination fees were refunded on Friday 23 October 2015 to all candidates who were elected or received at least four percent of the total first preference votes cast at the election. The forfeited nomination fees of two candidate was remitted to the Council on Friday 23 October 2015. Nomination fees were forfeited by candidates who did not receive at least four percent of the total first preference votes cast and were not elected.

Courts and tribunals

No applications were lodged for a Municipal Electoral Tribunal inquiry into the election.

Non-voter follow up

The VEC will prepare and certify a list of non-voters and provide this to the prosecution officer.

The VEC has been contracted by Council to conduct compulsory voting enforcement and an appointment of Prosecution Officer has been received.

Evaluation of services

The VEC is committed to providing high quality election services to its local council clients. Through the VEC's formal feedback and debriefing program, the VEC is able to gauge its performance and seek advice for future local council election projects.

Feedback from the Council

Phillippa Heskett, the VEC's contract manager for the Kildare Ward By-election, had ongoing communication with Council officers during the preparation and conduct of the Kildare Ward by- election. On behalf of the VEC, Ms Heskett sought feedback from the Council through the VEC's debriefing form.

This feedback will be used to assist the evaluation of the VEC's Local Government Elections program and for planning future local government engagements.

Internal debriefing program

The Returning Officer provided comments to the VEC's Head Office that will be used to assist the evaluation of the VEC's Local Government Elections Program and for planning future local government engagements.

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Schedule 1: Certified record of ballot papers

Greater Geelong City Council, Kildare Ward By-election 2015

BALLOT PAPERS PRINTED	
Victorian Electoral Commission	14,000
Returning Officer	9
Total	14,009

BALLOT PAPERS ISSUED	
General mail out	13,010
Replacement votes	64
Unenrolled declaration voters	3
Spoilt	0
Unused	932
Total	14,009

DECLARATIONS RETURNED	
General mail out admitted to the count	8,763
Replacement votes admitted to the count	58
Unenrolled declaration voters admitted to the count	0
Returned declarations unable to admit to count	122
Total	8,943

Certification statement

I certify that this **Schedule 1** of this report on the conduct of the Greater Geelong City Council, Kildare Ward By-election 2015 is a true and correct account of the number of ballot papers issued, returned and not used in this election.

Warwick Gately AM
Electoral Commissioner

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Schedule 2: Election results

Greater Geelong City Council, Kildare Ward By-election

Enrolment: 13,012
Formal votes: 8,398
Informal votes: 392 (4.46% of total votes)
Voter turnout: 8,790 (67.55% of total enrolment)

Candidate	First preference votes	Percentage
CLARKE, Bradley Jason	813	9.68%
LLOYD, Karina	393	4.68%
PODVINSEK, Matt	520	6.19%
SELLARS, Stacey	790	9.41%
SCHONFELDER, Adrian Dwight	658	7.84%
BULL, Sue	441	5.25%
SHEN, Sophia	643	7.66%
CSAR, Ellen	178	2.12%
XIBERRAS, Annette	149	1.77%
MURRIHY, Peter	2302	27.41%
SULLIVAN, Trent	1511	17.99%

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Schedule 3: Distribution report

Distribution of Preference Votes Greater Geelong City Council By-Election 2015

Kildare Ward

Total Valid first preference votes polled for all candidates 8398

Number of votes required to constitute an absolute majority on first count

Number of Informal votes 392

Candidates Names (in ballot paper order)	CLARKE, Bradley Jason	LLOYD, Karina	PODVINSEK, Matt	SELLARS, Stacey	SCHONFELDER, Adrian Dwight	BULL, Sue	SHEN, Sophia	CSAR, Ellen	XIBERRAS, Annette	MURRIHY, Peter	SULLIVAN, Trent	TOTAL
Total first preference votes recorded for each candidate	813	393	520	790	658	441	643	178	149	2302	1511	8398
Transfer of 149 ballot papers of XIBERRAS, Annette (1st excluded candidate)	6	4	54	5	2	21	13	24		18	2	149
Progressive Total	819	397	574	795	660	462	656	202		2320	1513	8398
Transfer of 202 ballot papers of CSAR, Ellen (2nd excluded candidate)	10	8	102	13	7	25	27			4	6	202
Progressive Total	829	405	676	808	667	487	683			2324	1519	8398
Transfer of 405 ballot papers of LLOYD, Karina (3rd excluded candidate)	241		20	47	9	26	30			16	16	405
Progressive Total	1070		696	855	676	513	713			2340	1535	8398
Transfer of 513 ballot papers of BULL, Sue (4th excluded candidate)	75		253	46	25		78			16	20	513
Progressive Total	1145		949	901	701		791			2356	1555	8398
Transfer of 701 ballot papers of SCHONFELDER, Adrian Dwight (5th excluded candidate)	76		81	404			52			56	32	701
Progressive Total	1221		1030	1305			843			2412	1587	8398
Transfer of 843 ballot papers of SHEN, Sophia (6th excluded candidate)	489		77	128						89	60	843
Progressive Total	1710		1107	1433						2501	1647	8398
Transfer of 1107 ballot papers of PODVINSEK, Matt (7th excluded candidate)	758			176						120	53	1107
Progressive Total	2468			1609						2621	1700	8398
Transfer of 1609 ballot papers of SELLARS, Stacey (8th excluded candidate)	742									191	676	1609
Progressive Total	3210									2812	2376	8398
Transfer of 2376 ballot papers of SULLIVAN, Trent (9th excluded candidate)	345									2031		2376
FINAL TOTAL	3555									4843		8398

Name of Elected Candidate:

MURRIHY, Peter

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Appendix 1: Public notices

Appendix 1.1. Notice of entitlement

Greater Geelong City Council

Kildare Ward by-election



A by-election for Kildare Ward within the City of Greater Geelong will be held in October following the resignation of Councillor Stretch Kontelj.

To be eligible to vote, you must be on the voters roll by 4.00 pm on Friday 21 August 2015.

Am I enrolled to vote?

You are already enrolled for this by-election if:

- you will be 18 years of age or over on Saturday 17 October 2015
- you live in Kildare Ward and
- you are on the State electoral roll for your present address.

Or if:

- you own a property within Kildare Ward but don't live in the municipality.

You may also be on the roll for this by-election if you have previously applied directly to Greater Geelong City Council to be enrolled or if you pay rates for a residence or corporation within the City of Greater Geelong.

How can I check my enrolment?

If you are an Australian citizen who lives in Kildare Ward you can check your enrolment details online at vec.vic.gov.au at any time.

If you have any other voting entitlement, contact the council on 03 5272 4667.

You can also view the roll for this by-election during business hours from Monday 17 August to 4.00 pm on Friday 21 August at the following locations:

- Customer Service Centre, Belmont Library, 163 High Street, Belmont
- Customer Service Centre, Corio Shopping Centre, Shop 4/83a Purnell Road, Corio
- Customer Service Centre, Drysdale Library, 18-20 Hancock Street, Drysdale
- Customer Service Centre, 100 Brougham Street, Geelong
- Customer Service Centre, Geelong West Library, 153a Pakington Street, Geelong West
- Customer Service Centre, The Grove Centre, 66-70 The Avenue, Ocean Grove
- Customer Service Centre, Waurn Ponds Library, 230 Pioneer Road, Grovedale
- Geelong City Hall, 30 Cheringhap Street, Geelong
- Lara Library, 5 Walkers Road, Lara

You can object to errors in the roll until 4.00 pm on Friday 21 August by writing to:

Melanie Davidson
Registrar for the Voters Roll
Victorian Electoral Commission
Level 11, 530 Collins Street
Melbourne Vic 3000

How do I enrol?

It is compulsory to be enrolled by 21 August if you are an Australian citizen who will be aged 18 or over on Saturday 17 October 2015, and:

- you are not on the State electoral roll or
- you have lived at your present residential address for at least a month and have not updated your enrolment details.

Complete an enrolment form online at vec.vic.gov.au or pick one up at any post office, Centrelink or Australian Electoral Commission office and return it to the Victorian Electoral Commission by 4.00 pm on Friday 21 August.

If you are not already on the roll for this by-election, but you do pay rates for an address in Kildare Ward you may be eligible to enrol directly with council. Please contact the council on 03 5272 4667 for more information.

**Enrolment closes 4.00 pm
on Friday 21 August**

For enquiries in languages other than English call our interpreting service:

• AMeRY 0209 0100 Amharic • العربية 0209 0100 Arabic • Bosanski 0209 0101 Bosnian • 中文 0209 0101 Cantonese • Hrvatski 0209 0102 Croatian • اردو 0209 0103 Dari • Dinka 0209 0118 Dinka
• EAAgwaad 0209 0103 Gswik • Italiano 0209 0104 Italian • ភាសាខ្មែរ 0209 0105 Khmer • 한국어 0209 0106 Korean • Македонски 0209 0107 Macedonian • ភាសាខ្មែរ 0209 0108 Merindin • ភាសាខ្មែរ 0209 0109 Persian
• Pycckий 0209 0106 Russian • Cрпски 0209 0107 Serbian • Boornell 0209 0108 Somali • Español 0209 0109 Spanish • Türkçe 0209 0110 Turkish • Việtnames 0209 0111 Vietnamese
• All other non-English languages 0209 0112

@electionsvic f/electionsvic 131 832 vec.vic.gov.au

Victorian Electoral Commission



Authorised by W. Casey, AM, Electoral Commissioner, 530 Collins Street, Melbourne, Victoria.

Appendix 1.2. Notice of election

Greater Geelong City Council Kildare Ward by-election



Postal election this October

Voting

Ballot packs will be mailed to enrolled voters of Kildare Ward within the City of Greater Geelong from Tuesday 29 September. Your completed ballot paper must be in the hands of the Returning Officer by 6.00 pm on Friday 16 October 2015.

If you will be away

If you will be away when ballot packs are mailed, or your address has changed since Friday 21 August, your ballot pack can be redirected by writing to:

Returning Officer
Greater Geelong City Council by-election
C/- Victorian Electoral Commission
Level 11, 530 Collins Street
Melbourne VIC 3000

Please include the address for redirection.

Alternatively, you can fax your request to (03) 9620 1568. Each voter requesting redirection must sign their request. Requests for redirection must be received by Thursday 10 September.

How to nominate as a candidate

To nominate as a candidate, you must complete a nomination form and lodge it, together with a \$250 nomination fee, in person with the Returning Officer.

The Returning Officer will be available during business hours from Thursday 10 September until 12 noon Tuesday 15 September at:

Election Office
Ground Floor
Focus 5 Building
23-31 Gheringhap Street, Geelong

To help reduce waiting time while applications are processed, visit vec.vic.gov.au and pre-complete your nomination form using the Candidate Helper. The Candidate Helper will be available from Thursday 3 September. You will need to print your pre-completed form, sign it and lodge it with the Returning Officer along with the \$250 nomination fee.

Call the Returning Officer from Wednesday 9 September on 0458 320 430 to make a nomination appointment.

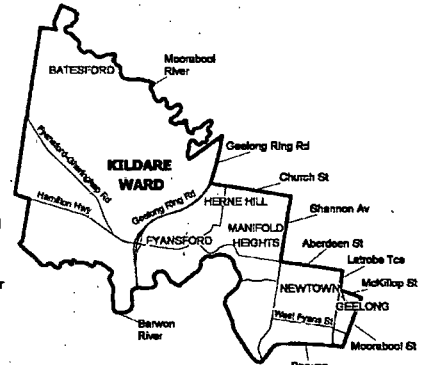
Candidate information session

When: 7.00 pm, Wednesday 9 September

Where: Council Chamber, City Hall
30 Gheringhap Street, Geelong

Candidate Information Kits containing nomination forms and other electoral information will be available at this session.

Brian Cullen
Returning Officer



**Nominations close at
12 noon on Tuesday
15 September**

For enquiries in languages other than English call our interpreting service:

• Arabic 0200 0100 Arabic • Bengali 0200 0101 Bengali • Chinese 0200 0102 Chinese • Croatian 0200 0103 Croatian • Danish 0200 0104 Danish • Dutch 0200 0105 Dutch • English 0200 0106 English • French 0200 0107 French • German 0200 0108 German • Greek 0200 0109 Greek • Hindi 0200 0110 Hindi • Indonesian 0200 0111 Indonesian • Italian 0200 0112 Italian • Japanese 0200 0113 Japanese • Korean 0200 0114 Korean • Macedonian 0200 0115 Macedonian • Malay 0200 0116 Malay • Mandarin 0200 0117 Mandarin • Marathi 0200 0118 Marathi • Nepali 0200 0119 Nepali • Persian 0200 0120 Persian • Polish 0200 0121 Polish • Portuguese 0200 0122 Portuguese • Punjabi 0200 0123 Punjabi • Romanian 0200 0124 Romanian • Russian 0200 0125 Russian • Serbian 0200 0126 Serbian • Slovak 0200 0127 Slovak • Slovenian 0200 0128 Slovenian • Spanish 0200 0129 Spanish • Swedish 0200 0130 Swedish • Tagalog 0200 0131 Tagalog • Thai 0200 0132 Thai • Turkish 0200 0133 Turkish • Vietnamese 0200 0134 Vietnamese • All other non-English languages 0200 0135

@electionsvic /electionsvic 131 832 vec.vic.gov.au

Victorian Electoral Commission **VEC**

Authorised by W. Cately, AM, Electoral Commissioner, 530 Collins Street, Melbourne, Victoria.

Greater Geelong City Council



Kildare Ward by-election

Look out for your ballot pack

Ballot packs containing voting material will be mailed to enrolled voters from Tuesday 29 September.

This is a postal election.

If you do not receive your ballot pack by Wednesday 7 October, please call (03) 5223 3236 during business hours and a ballot pack will be sent to you directly.

How to return your ballot paper

Post your completed ballot paper using the reply-paid envelope or hand-deliver it during business hours to Ground Floor, Focus 5 Building, 23-31 Gheringhap Street, Geelong.

How to vote correctly

For your vote to count, you must complete your ballot paper correctly. Put the number **1** in the box next to the candidate you most want to see elected, then number **ALL** the other boxes in order of your preference.

You must number **EVERY BOX** and only use each number once.

Candidates

Candidates who have nominated to stand for election will be listed in the ballot pack material and online at vec.vic.gov.au. Where provided by candidates, a photo, statement and indication of preferences will also be included.

Voting is compulsory

Voting is compulsory for voters who were on the State roll for this by-election at 4.00 pm on Friday 21 August 2015.

Enrolled residents may be fined if they do not vote—this includes homeowners and tenants.

You are encouraged to vote (but won't be fined if you don't) if:

- you are aged 70 years or over; or
- you live outside the municipality; or
- you applied to Council to be on the roll.

Brian Cullen

Returning Officer

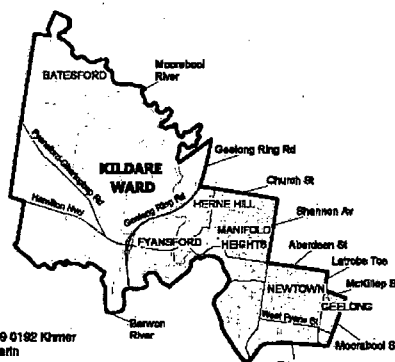
Ground Floor, Focus 5 Building,
23-31 Gheringhap Street, Geelong.

Election office hours:

9.00 am – 5.00 pm Monday – Friday
until Wednesday 14 October
(closed Friday 2 October)

9.00 am – 8.00 pm Thursday 15 October

9.00 am – 6.00 pm Friday 16 October



For enquiries in languages other than English call our interpreting services

• Arabic 9209 0100 Amharic 9209 0100 Arabic 9209 0100 Bosnian 9209 0100
• Cantonese 9209 0101 Croatian 9209 0102 Czech 9209 0103 Danish 9209 0104
• Dutch 9209 0105 English 9209 0106 Greek 9209 0107 Italian 9209 0108 Japanese 9209 0109
• Korean 9209 0110 Latvian 9209 0111 Lithuanian 9209 0112 Macedonian 9209 0113
• Malay 9209 0114 Marathi 9209 0115 Persian 9209 0116 Polish 9209 0117 Romanian 9209 0118
• Russian 9209 0119 Serbian 9209 0120 Slovak 9209 0121 Slovenian 9209 0122 Spanish 9209 0123
• Swedish 9209 0124 Tagalog 9209 0125 Thai 9209 0126 Turkish 9209 0127 Urdu 9209 0128
• Vietnamese 9209 0129 All other non-English languages 9209 0130

vec.vic.gov.au

Victorian Electoral Commission



Authorised by W Cately, AM, Electoral Commissioner, 530 Collins Street, Melbourne, Victoria.

Greater Geelong City Council

Kildare Ward by-election



Look out for your ballot pack

Ballot packs containing voting material were mailed to enrolled voters from Tuesday 29 September.

This is a postal election.

If you have not received your ballot pack, please call (03) 5223 3236 during business hours to arrange an alternative.

Candidates

Candidates who have nominated to stand for election are listed in the ballot material and online at vec.vic.gov.au. Where provided by candidates, a photo, statement and indication of preferences is included.

How to vote correctly

For your vote to count, you must complete your ballot paper correctly. Put the number **1** in the box next to the candidate you most want to see elected, then number **ALL** the other boxes in order of your preference.

You must number **EVERY BOX** and only use each number once.

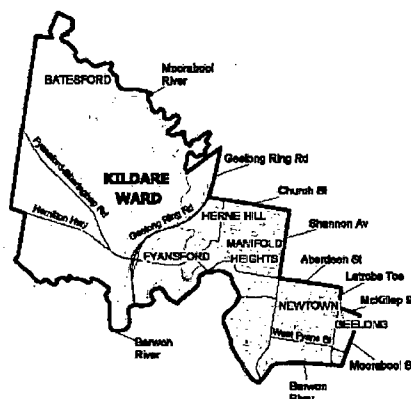
How to return your ballot material

Post your completed ballot material using the reply-paid envelope, or hand-deliver it during business hours to Ground Floor, Focus 5 Building, 23-31 Gheringhap Street, Geelong.

Voting is compulsory

Voting is compulsory for voters who were on the State roll for this by-election at 4.00 pm on Friday 21 August 2015.

Enrolled residents may be fined if they do not vote—this includes homeowners and tenants.



You are encouraged to vote (but won't be fined if you don't) if:

- you are aged 70 years or over; or
- you live outside the ward; or
- you applied to Council to be on the roll.

Brian Cullen Returning Officer

Ground Floor, Focus 5 Building,
23-31 Gheringhap Street, Geelong.

Election office hours:

9.00 am – 5.00 pm Monday – Friday
until Wednesday 14 October
(closed Friday 2 October)

9.00 am – 8.00 pm Thursday 15 October
9.00 am – 6.00 pm Friday 16 October

**Your completed ballot paper
must reach the Returning
Officer by 6.00 pm on Friday
16 October.**

 vec.vic.gov.au

Victorian Electoral Commission



Authorised by W Gately, AM, Electoral Commissioner, 530 Collins Street, Melbourne, Victoria.

Appendix 1.5. Notice of results

Greater Geelong City Council

Kildare Ward by-election

DECLARATION OF RESULTS

The following councillor was elected at the Kildare Ward, Greater Geelong City Council by-election that was held on Saturday 17 October 2015:

MURRIHY, Peter

Brian Cullen, Returning Officer
Monday 19 October

The Victorian Electoral Commission conducted this by-election on behalf of Greater Geelong City Council.

Victorian Electoral Commission 

Authorized by W Gately, AM, Electoral Commissioner, 530 Collins Street, Melbourne, Victoria.

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Appendix 2: Ballot material

Ballot Paper

Greater Geelong City Council

Kildare Ward

Election of **1 Councillor**

Number the boxes **1** to **11**
in the order of your choice.

Number every box to make your vote count.
You must not use any number more than once.

☐

CLARKE, Bradley Jason

☐

LLOYD, Karina

☐

PODVINSEK, Matt

☐

SELLARS, Stacey☐☐☐☐☐☐☐

Victorian Electoral Commission

VEC

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Appendix 3: Candidate statement leaflet

NOTICE: Information in candidate statements is provided by the candidates. Any enquiries about a candidate statement should be directed to the relevant candidate. Candidate statements are not verified or endorsed by the Returning Officer. Contact details available at vec.vic.gov.au.



**CLARKE,
Bradley Jason**

- Indication of Preferences**
- 1 CLARKE, Bradley Jason
 - 2 LLOYD, Karina
 - 3 PODVINSEK, Matt
 - 4 SELLARS, Stacey
 - 5 SCHONFELDER, Adrian Dwight
 - 6 BALL, Sue
 - 7 SHEN, Sophia
 - 8 CSAR, Ellen
 - 9 XIBERRAS, Annette
 - 10 HURDISCH, Peter
 - 11 SALLIVAN, Trent

Born, bred and proudly Geelong, I've committed my personal and professional life to creating a safer, happier future. I have three passions: my children, our city and our environment. We need trustworthy and prepared decision-makers. Since early 2014 I've worked (voluntarily) with Business and Community leaders to establish the next generation of regional economic growth. We're safe and healthy. I've worked with young people and our less fortunate for a decade. In 2013 I created, funded and led a Youth Leadership project to help. We can find a balance between economic wellbeing and protection of our natural assets. I've spent 10 years working as an Environmental Educator / Biologist. I've invested years and personal savings to learn effective Leadership and to truly know Geelong. I'm prepared to humbly and determinedly keep Geelong a safe, happy and prosperous place for the many who live here.

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**LLOYD,
Karina**

- Indication of Preferences**
- 1 CLARKE, Bradley Jason
 - 2 LLOYD, Karina
 - 3 PODVINSEK, Matt
 - 4 SELLARS, Stacey
 - 5 SCHONFELDER, Adrian Dwight
 - 6 BALL, Sue
 - 7 SHEN, Sophia
 - 8 CSAR, Ellen
 - 9 XIBERRAS, Annette
 - 10 HURDISCH, Peter
 - 11 SALLIVAN, Trent

Originally from Castlemeads, my husband, kids and I moved from Sydney to Geelong and we've seen Geelong transforming into an exciting city that I'm proud to call home. Spiritually minded, my job in health and wellness involves listening with an ethical, honest mind, open heart. I care deeply about the happiness of individuals and communities. A keen rower and Rowing Club member, I appreciate and love the Barwon River. I'm also an animal lover and advocate for animal welfare. Along with many others, I value the need to respect and protect nature and the environment. As a local example, the Pyramfield walking tracks and dog reserve are pet-friendly areas that help encourage outdoor activities and social connections. As a business owner in regional Victoria I understand the importance of spending locally to ensure a strong economy and keep the jobs in our communities. I represent people who genuinely care.

NOTICE: Information in candidate statements is provided by the candidates. Any enquiries about a candidate statement should be directed to the relevant candidate. Candidate statements are not verified or endorsed by the Returning Officer. Contact details available at vec.vic.gov.au.



**PODVINSEK,
Matt**

- Indication of Preferences**
- 1 CLARKE, Bradley Jason
 - 2 LLOYD, Karina
 - 3 PODVINSEK, Matt
 - 4 SELLARS, Stacey
 - 5 SCHONFELDER, Adrian Dwight
 - 6 BALL, Sue
 - 7 SHEN, Sophia
 - 8 CSAR, Ellen
 - 9 XIBERRAS, Annette
 - 10 HURDISCH, Peter
 - 11 SALLIVAN, Trent

Having served as a Police Officer in Geelong, I understand the important issues that face our community. I have spent several years serving the Geelong community through volunteer organisations and mentoring our teenagers. I will work with the people of Newtown, Manifold Heights, Herne Hill and Pyramfield from a position of consultation and respect. I will listen and ensure your needs and concerns are heard and acted upon. As a Kildare resident, I will be a true representative for our Ward at Council and I will fight for what is best for us and our city. Please feel free to contact me at anytime at mattpodvinsek@gmail.com to discuss the issues that matter to you. I look forward to working in partnership with our residents and community groups to ensure Kildare Ward remains the best place to live in Geelong. Thank you for your consideration in voting for me.

NOTICE: Information in candidate statements is provided by the candidates. Any enquiries about a candidate statement should be directed to the relevant candidate. Candidate statements are not verified or endorsed by the Returning Officer. Contact details available at vec.vic.gov.au.



**SELLARS,
Stacey**

- Indication of Preferences**
- 1 CLARKE, Bradley Jason
 - 2 LLOYD, Karina
 - 3 PODVINSEK, Matt
 - 4 SELLARS, Stacey
 - 5 SCHONFELDER, Adrian Dwight
 - 6 BALL, Sue
 - 7 SHEN, Sophia
 - 8 CSAR, Ellen
 - 9 XIBERRAS, Annette
 - 10 HURDISCH, Peter
 - 11 SALLIVAN, Trent

I am a proud and passionate local who shares and supports the Mayor's vision for Geelong. I believe that the council's need to work together as a team, in conjunction with the public, in order for Geelong to move forward and prosper. As a hardworking small business owner within the Kildare Ward, I understand the importance of economic growth and budgeting. As a member of the community, I understand the importance of improvement to basic services such as public transport and parking. As a person who has a mortgage to pay, I understand the importance of having stable employment and affordable housing. Finally, as a thirty year old woman I believe I have the right balance of a young and fresh approach together with the life skills to ensure a mature and strong contribution towards a brighter future for this beautiful City we call home. Vote 1 Stacey Sellars.

NOTICE: Information in candidate statements is provided by the candidates. Any enquiries about a candidate statement should be directed to the relevant candidate. Candidate statements are not verified or endorsed by the Returning Officer. Contact details available at vec.vic.gov.au.



**SCHONFELDER,
Adrian Dwight**

- Indication of Preferences**
- 1 CLARKE, Bradley Jason
 - 2 LLOYD, Karina
 - 3 PODVINSEK, Matt
 - 4 SELLARS, Stacey
 - 5 SCHONFELDER, Adrian Dwight
 - 6 BALL, Sue
 - 7 SHEN, Sophia
 - 8 CSAR, Ellen
 - 9 XIBERRAS, Annette
 - 10 HURDISCH, Peter
 - 11 SALLIVAN, Trent

Results with Resolve in Greater Geelong. As a sixth generation resident born in Geelong I moved to Newtown in 1979 when I was five years old and attended St Andrews Primary School, worked as a paper boy, then at Safeway Newtown as a cashier before studying Economics. I have held positions at the ABS and Victorian Farmers Federation. As a former Barrabool Shire Councillor I am experienced in Local Government and have extensive Community Involvement including serving on the Geelong Australia Day Committee and Geelong Historical Records Society. Give Geelong a Council that works for you with a new Geelong Convention Centre, more jobs and new enterprise growth. Residents need better access to local services and improvements to the Market Square Mall. I remain opposed to high rise development in Kildare, retaining urban character. I will encourage development of Bay West Port near Avalon and lower rates.

NOTICE: Information in candidate statements is provided by the candidates. Any enquiries about a candidate statement should be directed to the relevant candidate. Candidate statements are not verified or endorsed by the Returning Officer. Contact details available at vec.vic.gov.au.



**BULL,
Sue**

- Indication of Preferences**
- 1 CLARKE, Bradley Jason
 - 2 LLOYD, Karina
 - 3 PODVINSEK, Matt
 - 4 SELLARS, Stacey
 - 5 SCHONFELDER, Adrian Dwight
 - 6 BALL, Sue
 - 7 SHEN, Sophia
 - 8 CSAR, Ellen
 - 9 XIBERRAS, Annette
 - 10 HURDISCH, Peter
 - 11 SALLIVAN, Trent

I am a Health and Safety teacher concerned about corporate greed and the need to put the community and environment first. I believe our council priorities planning and development at the expense of providing important community and social services. I am opposed to privatisation and outsourcing of services. I have lived in Kildare ward for 15 years and have seen property values soar, increasing rates and placing unfair burdens on pensioners and others. Rates should be based on people's ability to pay. I would campaign for a rates scheme where the wealthiest pay the highest rates. I want to introduce regular ward meetings for residents to raise issues for me to take to council. If elected I intend to campaign for Geelong to become a centre for sustainable jobs by leading the way in manufacturing, public transport vehicles, wind and solar technology. I am a proud member of Socialist Alliance.

NOTICE: Information in candidate statements is provided by the candidates. Any enquiries about a candidate statement should be directed to the relevant candidate. Candidate statements are not verified or endorsed by the Returning Officer. Contact details available at vec.vic.gov.au.



**SHEN,
Sophia**

- Indication of Preferences**
- 1 CLARKE, Bradley Jason
 - 2 LLOYD, Karina
 - 3 PODVINSEK, Matt
 - 4 SELLARS, Stacey
 - 5 SCHONFELDER, Adrian Dwight
 - 6 BALL, Sue
 - 7 SHEN, Sophia
 - 8 CSAR, Ellen
 - 9 XIBERRAS, Annette
 - 10 HURDISCH, Peter
 - 11 SALLIVAN, Trent

My name is Sophia Shen, a mother of three children, a teacher at Geelong College and a board director serving in Diversitat Geelong Ethnic Communities Council for many years. I am a person who has passion, vision and knowledge of governance. I will listen to your concerns to serve you in a responsible and professional manner. I will be your independent voice on Council. If I am elected, I will work collaboratively with you to deliver efficient services to minimise rates; environmentally sustainable projects; strong advocacy for diversity and social justice; more businesses and job opportunities for local residents; improved child care facilities and school support in the local area; greater resources for youth, seniors, sporting groups and non-profit organisations; and better services for the disadvantaged. Together we will make a difference to our future prosperity in Kildare ward and the Greater City of Geelong. Vote 1 for Sophia Shen.

NOTICE: Information in candidate statements is provided by the candidates. Any enquiries about a candidate statement should be directed to the relevant candidate. Candidate statements are not verified or endorsed by the Returning Officer. Contact details available at vec.vic.gov.au.



**CSAR,
Ellen**

- Indication of Preferences**
- 1 CLARKE, Bradley Jason
 - 2 LLOYD, Karina
 - 3 PODVINSEK, Matt
 - 4 SELLARS, Stacey
 - 5 SCHONFELDER, Adrian Dwight
 - 6 BALL, Sue
 - 7 SHEN, Sophia
 - 8 CSAR, Ellen
 - 9 XIBERRAS, Annette
 - 10 HURDISCH, Peter
 - 11 SALLIVAN, Trent

Ellen Csar, a wife and mother of two young girls, is a local resident of Kildare Ward. A fresh voice with a passion for community development, family and maternal services, senior citizens, youth services, and homeless services. She is a qualified Teacher's Aide, and has worked on a number of community campaigns. She is a member of Newtown Playgroup and a member of the Trades Hall Choir. Ellen and her family are Geelong residents by choice, having moved from Melbourne four years ago wanting to bring up their children in a more livable and community minded town. Ellen is committed to making the community feel where she lives safe and the best it can be. She would also like to make sure that all parks and open community spaces are kept up to date and of a high standard so that all are able to enjoy them.

BALLOT PAPER

(Please detach before completing)

NOTICE: Information in candidate statements is provided by the candidates. Any enquiries about a candidate statement should be directed to the relevant candidate. Candidate statements are not verified or endorsed by the Returning Officer. Contact details available at vec.vic.gov.au.



XIBERRAS, Annette

As a strong Aboriginal woman, a local business owner, single gay mother I would bring an openness to the Council that embraces multi culturalism and an ability to converse with the Community as a whole. I was educated in the Western Suburbs of Melbourne, later living in the Outer East of Melbourne before returning to the family home at Lara to primarily care for my mum prior to her passing. I look forward to the opportunity to display my people strengths and will not shy away from issues that seem too hard for others. I feel the time to step up for such an important role is right for me and my family and am excited at the prospects of good governance that lie ahead.

Indication of Preference

- 6 CLARKE, Bradley Jason
- 7 LLOYD, Karina
- 8 PODVINSEK, Matt
- 9 SELLARS, Stacey
- 10 SCHONFELDER, Adrian Dwight
- 4 BULL, Sue
- 5 SHEN, Sophia
- 3 CSAR, Ellen
- 1 XIBERRAS, Annette
- 2 MURRIHY, Peter
- 11 SULLIVAN, Trent



MURRIHY, Peter

I am 55, married with three daughters and a resident and ratepayer of Kildare Ward for more than 30 years. A Victoria Police prosecutor in Geelong for 22 years, I left the force to devote time to raising our family. I have been actively involved in the community through various organisations, including St Mary's Football Club (life member), Geelong Amateurs (former senior coach) and Newtown & Chilwell Football Netball Club (senior football coach, junior netball coach). I am also a member of the Geelong Racing Club and Lorne SLSC committee and have joined the Geelong Environment Council. I have no political affiliations and through energy, passion and a can-do attitude will work co-operatively with all councillors and officers to deliver the best outcomes for ratepayers. With proven leadership skills and an understanding of the issues that are important to the community, I am committed to making Geelong a better place.

Indication of Preference

- 6 CLARKE, Bradley Jason
- 7 LLOYD, Karina
- 8 PODVINSEK, Matt
- 9 SELLARS, Stacey
- 10 SCHONFELDER, Adrian Dwight
- 10 BULL, Sue
- 4 SHEN, Sophia
- 11 CSAR, Ellen
- 8 XIBERRAS, Annette
- 1 MURRIHY, Peter
- 2 SULLIVAN, Trent



SULLIVAN, Trent

Dear Kildare Ward resident. As a life long resident of the ward I understand the development and growth challenges facing our area. I believe in rejuvenating the council with new blood and discarding old divides to unite behind our Mayor. A diverse mix of councillors allows greater community representation, and I would bring a fresh, youthful perspective to the chamber. I stand for increasing support and opportunities for local businesses and hard working families, tackling rate rises, fighting for local community programs, education and aged care facilities and improving public transport. I am proud to have the endorsement of former Councillor Dr Stretch Kontell. Geelong is in a period of pivotal transition and we need a more cohesive council to achieve the best outcomes for our city. I support our Mayor Derryn Lyons in his vision of our CBD, redevelopment and bringing life and business back to Geelong.

Indication of Preference

- 6 CLARKE, Bradley Jason
- 11 LLOYD, Karina
- 10 PODVINSEK, Matt
- 9 SELLARS, Stacey
- 8 SCHONFELDER, Adrian Dwight
- 8 BULL, Sue
- 4 SHEN, Sophia
- 7 CSAR, Ellen
- 4 XIBERRAS, Annette
- 3 MURRIHY, Peter
- 1 SULLIVAN, Trent

**VOTING CLOSSES 6.00 PM
FRIDAY 16 OCTOBER 2015**

For voting instructions see the ballot paper envelope.

VOTING IN THIS ELECTION IS BY POST

Your vote must be received by the Returning Officer by 6.00 pm on Friday 16 October 2015. Late votes cannot be included in the count.

You may hand-deliver your envelope to the Returning Officer at:

Ground Floor
Focus 5 Building
23-31 Cherington Street
Geelong

COMPULSORY VOTING PROVISIONS APPLY
Voting is compulsory for voters who were on the State roll for this election at the entitlement date.

You are encouraged to vote (but won't be fined if you don't) if you are 70 years of age or over, live outside the municipality or you are not applied to Council to be on the roll.



Council By-election

Voting instructions and personal statements from candidates with indications of their preferences.



Kildare Ward

Information in candidate statements is provided by the candidates. Any enquiries about a candidate statement should be directed to the relevant candidate. Candidate statements are not verified or endorsed by the Returning Officer.

Voting is compulsory for residents

Information: 03 5223 3236 9.00 am to 5.00 pm
Monday to Friday or vec.vic.gov.au

Victorian Electoral Commission

Ballot Paper
Greater Geelong City Council
Kildare Ward

Election of 1 Councillor
Number the boxes 1 to 11
in the order of your choice.

You must not use any number more than once.

☐	SULLIVAN, Trent
☐	MURRIHY, Peter
☐	XIBERRAS, Annette
☐	CSAR, Ellen
☐	SHEN, Sophia
☐	BULL, Sue
☐	SCHONFELDER, Adrian Dwight
☐	SELLARS, Stacey
☐	PODVINSEK, Matt
☐	LLOYD, Karina
☐	CLARKE, Bradley Jason

Appendix 3: Result notification to Minister



Victorian Electoral Commission
Level 11, 530 Collins Street
Melbourne Vic 3000
T (03) 8620 1100 F (03) 9629 8632
vec.vic.gov.au

Our ref: D15/18138

19 October 2015

The Hon. Natalie Hutchins MP
Minister for Local Government
Level 27, 1 Spring Street
Melbourne Vic 3000

Dear Minister

Result of the local government by-election for Greater Geelong City Council

I am writing to advise you of the result of the by-election held on Saturday 17 October 2015 to fill the extraordinary vacancy in Kildare Ward of Greater Geelong City Council following the resignation of Councillor Srechko Kontelj in July 2015.

Eleven candidates stood in the by-election and voting closed at 6.00 pm on Friday 16 October 2015. At the count of ballot papers on Saturday 17 October 2015 no candidate had achieved an absolute majority and a preference distribution was required.

Following the distribution of preferences, Peter Murrhy attained an absolute majority of votes and was declared elected by the Returning Officer at 10.00 am on Monday 19 October 2015. A copy of the distribution report is enclosed for your information.

If you have any questions relating to this by-election, please contact my contract manager, Phillippa Heskett on (03) 8620 1144.

Yours sincerely

Warwick Gately AM
Electoral Commissioner

Encl.

Victorian Electoral Commission 

Level 11, 530 Collins Street, Melbourne Victoria 3000

Ph (03) 8620 1100 | Fax (03) 9629 8632

vec.vic.gov.au

2015

Cr Heagney declared an Indirect Interest in Agenda Item 13 – Submission in Response to the Preliminary Report 2015-2016 – Electoral Representation Review in that she made an initial personal submission and left the meeting room prior to discussion at 9.37pm.

Cr Farrell declared an Indirect Interest in Agenda Item 13 - Submission in Response to the Preliminary Report 2015-2016 – Electoral Representation Review in that she made an initial personal submission to the electoral review, not supporting Options A, B, C or D and left the meeting room prior to discussion at 9.37pm.

Cr Macdonald declared an Indirect Interest in Agenda Item 13 – Submission in Response to the Preliminary Report 2015-2016 – Electoral Representation Review in that he has previously submitted a response to the submission and left the meeting room prior to discussion at 9.37pm.

Cr Ansett declared an Indirect Interest in Agenda Item 13 – Submission in Response to the Preliminary Report 2015-2016 – Electoral Representation Review in that he made an initial personal submission and left the meeting room prior to discussion at 9.37pm.

13. SUBMISSION IN RESPONSE TO THE PRELIMINARY REPORT 2015-16 ELECTORAL REPRESENTATION REVIEW

Portfolio:	Governance - Cr Lyons (Mayor)
Source:	Strategy & Performance - Governance
General Manager:	Dean Frost
Index Reference:	Electoral Representation Review

Purpose

To respond to the preliminary report on the 2015-16 Greater Geelong City Council Electoral Representation Review.

Summary

- Legislation requires the VEC to conduct electoral representation reviews before every third council election. Unscheduled reviews can also occur which is the reason for the current review of the City of Greater Geelong.
- The City of Greater Geelong Act 1993 (the Act) was amended in 2012 to provide council with a directly elected Mayor. The 2012 general election allowed for the election of 12 councillors, in addition to the directly elected Mayor. However, in accordance with the requirements of the Act and for the purposes of the 2016 general election, there can be no more than 12 councillors as a whole, including the Mayor. Accordingly an electoral representation review before the 2016 general election is required.
- This review does not include a review of the directly elected Mayor model, this is being considered in conjunction with the review of the Local Government Act 1989.
- The VEC has released their preliminary report on the 2015-16 Greater Geelong City Council Electoral Representation Review and submissions on this report must be lodged by 17 February 2016.
- Councillors can lodge their own submission on the VEC website at www.vec.vic.gov.au.

Cr Richards moved, Cr Irvine seconded -

That Council lodge a submission supporting Option A - Greater Geelong City Council consist of 11 councillors elected from three 3 councillor wards and one 2 councillor ward.

Lost

Cr Fisher moved, Cr Nelson seconded-

That:

- a) Council lodge a submission supporting Option D - Greater Geelong City Council consist of 11 councillors elected from single councillor wards, and**
- b) Kardinia Ward be changed to Buckley Ward and Kildare Ward be changed to Kardinia Ward.**

Carried.

Background

Legislation requires the VEC to conduct electoral representation reviews before every third general council election. Unscheduled reviews can occur, as is the case for the current review of the City of Greater Geelong, which is required by the 2012 amendment to the Act.

The current electoral representation review for Greater Geelong City Council commenced on Wednesday 11 November 2015 with the preliminary report being released on 20 January 2016.

Discussion

The Local Government Act specifies that the purpose of a representation review is to recommend the number of councillors and the electoral structure that provides 'fair and equitable representation for the persons who are entitled to vote at a general election of the Council.'

The VEC considered the number of councillors in a municipality and whether a municipality should be unsubdivided or subdivided.

If a municipality should be subdivided, the VEC must ensure that the number of voters represented by each councillor is within 10 per cent of the average number of voters per councillor for that municipality. On this basis, the review considered the number of wards, boundaries and names and the number of councillors that should be elected for each ward.

The preliminary report was released with the following options:

- Option A (preferred option) - Greater Geelong City Council consist of 11 councillors elected from three 3 councillor wards and one 2 councillor ward.
- Option B (alternative option) - Greater Geelong City Council consist of 11 councillors elected from four 2 councillor wards and one 3 councillor ward.
- Option C (alternative option) - Greater Geelong City Council consist of 11 councillors elected from two 4 councillor wards and one 3 councillor ward.
- Option D (alternative option) - Greater Geelong City Council consist of 11 councillors elected from single councillor wards.

Councillors must now decide whether they wish to support one of the above options or present an individual submission to the VEC by 17 February 2016.

A public hearing is scheduled for 24 February 2016 with the final report due to be released 16 March 2016.

Environmental Implications

There are no environmental implications.

Financial Implications

The cost of the review is estimated at \$45,000 which has been budgeted for.

Policy/Legal/Statutory Implications

The review is conducted at arms length from the council by the VEC. Council may participate in the same way as any individual or group by making a submission to the review, however it has no decision making role in the outcome of the review. The final report of the review is presented to the Minister for consideration and implementation.

Alignment to City Plan

How We Do Business

Officer Direct or Indirect Interest

No officer involved in this report has either a direct or indirect interest.

Risk Assessment

Changes to the representation and ward structure are outside the control of Council. Should changes be implemented there will be resultant operational actions to be addressed at the time and may be impacted on the outcomes of the Commission of Inquiry into the City of Greater Geelong.

Social Considerations

The purpose of this review is to ensure 'one vote one value'.

Human Rights Charter

The principles of the Human Rights Charter are an integral element of this review.

Consultation and Communication

Public consultation is an important part of the review process with public submissions being invited prior to and after the release of the preliminary report. A public hearing is scheduled for 24 February 2016 enabling those making submissions to speak in support of their submission.

Crs Heagney, Farrell, Macdonald and Ansett re-entered the meeting room at 10.26pm

14. LEASE TO OCEAN GROVE GOLF CLUB - 9 GUTHRIDGE STREET, OCEAN GROVE

Portfolio:	Finance – Cr Lyons (Mayor), Cr Farrell & Cr Kontelj
Source:	Strategy & Performance – Property & Procurement
General Manager:	Dean Frost
Index Reference:	Lease of Land

Purpose

The purpose of this report is to recommend that Council enters into a Lease with the Ocean Grove Golf Club for a term of 50 years.

Summary

- On Saturday, 3 October, 2015 Council advertised a notice under s190 of the *Local Government Act 1989* (Vic) ("Act") of its intention to enter into a lease with the Ocean Grove Golf Club ("Club") for a period of 50 years at a commencing rent of \$973.44 ("Lease").
- One submission was received from Mr Dale Park requesting to be heard pursuant to s223 of the Act.
- On Tuesday, 17 November, 2015 a Submissions Hearing Panel under s223 of the Act was convened and Mr Park addressed the Panel.
- Mr Park's oral submission centred on the safety of the 18th hole, the lack of a capital improvement plan by the Club as to its proposed capital improvements and the perceivably low rental proposed to be charged to the Club.

Cr Farrell moved, Cr Ansett seconded -

That Council:

- 1) enter into a Lease with the Ocean Grove Golf Club for a term of 50 years at a commencing rental of \$973.44 subject to:**
 - a) Council officers making appropriate enquiries as to the safety of the location of the 18th hole; and**
 - b) the Club, prior to entering into the Lease, provide Council with a capital improvement plan for the works it proposes to carry out at the Premises.**
- 2) notifies Mr Park of Council's decision and the reasons for that decision.**

Cr Fisher left the meeting room at 10.26pm

Carried.

Background

On Saturday, 3 October, 2015 Council advertised a statutory notice under s190 of the Act advising of its intention to grant the Lease to the Club for the premises situated at 9 Guthridge Street, Ocean Grove (**Premises**). The commencing rental for the Lease would be \$973.44.

The Club has occupied the Premises for many years. A synopsis of their occupation and leasing history is as follows:

- 1 March 1993 – Lease for 25 years at \$100.00 per annum (clubrooms only)
- 5 May 1999 – Deed of Variation of Lease entered into for an extension of the clubrooms area.
- 1 July 1999 – Ground Lease entered into for 9 years (2 further options of 5 years) – golf course area
- 12 November 2008 - Deed of Renewal and Variation of Lease fully executed (1 July 2008 to 30 June 2013 – 1 further option of 5 years)
- 6 July 2009 – Club puts request in to purchase land which was subsequently denied
- 5 July 2010 – Consent to works granted for shed extension.
- 11 April 2012 – Consent given to put solar panels on maintenance shed.
- 11 September 2012 – Club writes seeking a 21 year lease clubrooms lease which expires in 2018.
- 31 Jan/Feb 2013 – Service Manager requests combining of lease for Clubrooms and grounds.
- 9 February 2013 –New combined Lease advertised on 9 February 2013 - no submissions received
- 30 June 2013 – Surrender of existing lease and new combined lease signed. (1 July 2013 to 30 June 2034 for 21 years no further options)
- 28 February 2014 –Lease documents and Surrender of Lease docs sent to Club for signing.
- 26 March 2014 – Lease and Surrender Documents finalised and copy sent to Club for their records.
- 2014/2015 – Club requests to purchase grounds and clubrooms from Council in order to use the freehold title as security for obtaining financial accommodation for the refurbishment of the clubrooms
- Purchase request is denied and a 50 year lease is offered as an alternative, which would surrender the existing lease arrangement and provide the Club with a new 50 year tenure which could be used as security for financial accommodation.

The Club's current tenure, which Council is bound to, sees them occupying the Premises under the current lease arrangement until 30 June, 2034.

Discussion

Mr Park's an oral submission before the Panel focused on three main points:

- (a) that the current location of the 18th hole is not safe and that he is aware of two particular occasions of golf-ball strike on members of the public;
- (b) the Lease should be supported by a capital improvement plan by the Club which details the works that are to be carried out by the Club to improve the Premises so as to warrant the grant of a long-term lease;
- (c) The rent should be increased to \$30,000.00 plus GST after the first year of the term and increased thereafter by 4%.

Mr Park's written submission was more expansive than his oral submission to the Panel and included discussion on the following points (in addition to the three referred above):

- (a) The ecological diversity of the Premises and the surrounding area;
- (b) The Club's financial disclosures in its end of year financial reporting and their lack of perceived external income;
- (c) The lack of market rental being charged to the Club for its tenure;
- (d) Justification for a long-term lease (other than from a capital improvement perspective);
- (e) The perceived non-adherence or inconsistency of the Club's tenure with the Bellarine Peninsula Strategic Plan 2006-2016.

Discussions have been had internally with Council's Leisure Services Unit to request that they carry out appropriate investigations to determine the safety aspects of the 18th hole, particularly, its location and vicinity to the boundary fence of the Premises, the ability of that fence to retain errant golf balls within the Premises and away from the abutting car park. Members of the community use that car park on a daily basis and Mr Park alluded to two personal instances where members of his family have been victims of golf-ball strike.

Mr Park was also concerned at the lack of information perceivably provided by the Club to warrant its request for a long-term lease of 50 years. He would like to see a capital improvement plan provided by the Club which articulates the level of proposed expenditure, the scope of the proposed works and the proposed time line for carrying out those works. To date, it does not appear that information has been provided to Council in any great detail. Discussions have previously been focused on a proposed sale of the Premises to the Club so that the Club could use the freehold title to the Premises as security for financial accommodation from a lender. The sale of the Premises was not supported and a long-term lease of 50 years was seen as a positive compromise, which would give the Club the ability to mortgage the proposed new Lease and to amortise its costs over a longer period.

Regarding the rental, Council currently has 5 other leases with golf clubs in the municipality. Three of those have annual rentals of less than \$1,000.00 per annum. The other two both have rental over \$30,000.00 per annum however, one of those has commercial sub leases in place where it derives commercial income and the second has gaming and entertainment licenses to derive income from. Therefore, the proposed commencing rental for the new Lease to the Club of \$973.44 is inline with leases to other golf clubs within the municipality which have the same operational limits in terms of income derivation. The rent for the new Lease would be increased by 4% annually inline with other similar tenures.

Environmental Implications

The recommendations of this Report have no environmental implications.

Financial Implications

There are no financial implications with the proposed Lease. The proposed Lease income has been account for in the current budget process.

No impact to budget.

Policy/Legal/Statutory Implications

Council has complied with its obligations under ss190 and 223 of the *Local Government Act 1989* regarding the proposed Lease.

Alignment to City Plan

The recommendation supports the action priority relating to Responsible and Sustainable Financial management.

Officer Direct or Indirect Interest

No officers involved in the preparation of this report have a director interest in the matters to which this report relates.

Risk Assessment

There are no risk associated with entering into the proposed Lease.

Social Considerations

The effects on the Club and the Ocean Grove community have been taken into account in writing this report.

Human Rights Charter

The recommendations in this Report has no implications relating to the Human Rights Charter.

Consultation and Communication

The Club and Mr Park have been kept informed as to the status of this matter.

15. LOCALITY BOUNDARY REALIGNMENT OCEAN GROVE / WALLINGTON

Portfolio:	Governance - Cr Lyons (Mayor)
Source:	Strategy & Performance - Financial Services
General Manager:	Dean Frost
Index Reference:	Subject/Financial Management - Reporting Subject/Roads, Footpaths & Streets

Purpose

To realign a section of the locality boundary in Ocean Grove and Wallington due to expansion of the residential property development within the Oakdene Estate.

Summary

- Council approved to commence a process of investigation into the realignment of the locality boundary at its meeting held on 17 November 2015.
- Principle 3(A) of the Guidelines for Geographic Names 2010 stipulates that locality boundaries should align with the cadastral fabric, road centre lines or easily distinguishable topographical features.
- The current locality alignment is dissecting properties into two separate localities.
- Letters have been sent to all affected and adjoining property owners advising the need for a locality realignment and a proposal was suggested.
- Advertisements were placed in the Independent newspaper on 27 November 2015, the Geelong Advertiser newspaper on 28 November 2015 and the December 2015 issue of Ocean Grove's local publication The Voice.
- Council received one submission on the proposal, which was in favour of the change.
- Appendix 1 shows the current and the proposed alignment.

Cr Farrell moved, Cr Macdonald seconded -

That Council approves the locality realignment for Ocean Grove / Wallington as per the Proposal in Appendix 1.

Carried.

Background

Council approved at its meeting held on 17 November 2015, to begin a process of investigation into the realignment of the locality boundary of Ocean Grove and Wallington.

The current subdivision development of Oakdene Estate is creating new properties which are being dissected into two separate localities (i.e. a single property is located in Ocean Grove and the other half in Wallington).

Realigning the current locality boundary will enable newly created properties to be located within the single locality of Ocean Grove.

Discussion

It is considered necessary to realign the locality boundary of Ocean Grove / Wallington in order to comply with Principle 3(A) of the Guidelines for Geographic Names 2010. The Guidelines stipulate that the locality boundary should align with the cadastral fabric, road centre lines or easily distinguishable topographical features. At present, this boundary is dissecting properties into two separate localities.

It is proposed to extend the current Ocean Grove boundary north (Refer Attachment A) to align with the Urban Growth settlement boundary as identified in the 2015 Ocean Grove Structure Plan.

In more definitive terms the proposal is to:

- Move the northern boundary along the Grubb Road centre line North approximately 239 metres to the property boundary between 242-250 Grubb Road (Lot 1 on LP 95200) and 252-260 Grubb Road (Lot 1 on LP 86704).
- The boundary will then run East for approximately 439 metres between the two property boundaries to the South East corner of 252-260 Grubb Road (Lot 1 on LP 86704).
- The boundary will continue East for approximately 190 metres to the South West corner of the property known as 1612-1632 Bellarine Highway, Wallington (Lot 1 on TP 825026).
- The boundary will then follow the southern property boundary of 1612-1632 Bellarine Highway, Wallington (Lot 1 on TP 825026) until it intersects in approximately 209 metres with the current locality, and Structure plan settlement, boundary near the South East corner of the property at the centreline of Devlins Road.

The proposal boundary conforms to the Guidelines in following the cadastral fabric and road centrelines.

The Ocean Grove Structure Plan has recently undergone a review process with a new Structure Plan being adopted by Council on 8 December 2015.

Notification has been sent to all adjoining and affected property owners advising of Council's intention to investigate and realign the Ocean Grove locality boundary.

The proposed realignment has been advertised in the Independent newspaper on 27 November 2015, the Geelong Advertiser newspaper on 28 November 2015 and the December issue of Ocean Grove's local publication of The Voice.

One submission was received regarding this proposal. The submission was in favour of the proposal but also requested additional properties to be included in the Ocean Grove locality by moving the boundary further to include additional land to the north of the proposed alignment and additional land to the West of Grubb Road.

The two additional areas are considered outside of the settlement boundary as determined by the 2015 Ocean Grove Structure plan and thus not deemed part of this proposal.

Environmental Implications

There are no environmental issues arising from this report.

Financial Implications

The approximate cost to Council is \$800. This includes advertising, notification to authorities and notification to owners and residents.

Policy/Legal/Statutory Implications

The Local Government Act 1989, the Geographical Place Names Act 1998, the Guidelines for Geographic Names 2010 have been followed.

Alignment to City Plan

This proposal aligns to City Plan with the encouragement of Community Wellbeing.

Officer Direct or Indirect Interest

There is no council Officer direct or indirect interest involved in this report.

Risk Assessment

The realignment of these localities will allow for easy identification to the public and utility services in case of an emergency.

Social Considerations

The realignment of this section of boundary will minimise confusion to residents and visitors to the area.

Human Rights Charter

It is the right of every resident and property owners for their property to have a unique address in order to receive services and reduce confusion or delay of emergency services.

Consultation and Communication

Correspondence has been sent to all adjoining and affected property owners and residents advising the proposed realignment of the locality.

A Council media response was issued on 23 November 2015 regarding the investigation.

The proposal was also advertised in the Independent newspaper on 27 November 2015 and the Geelong Advertiser newspaper on 28 November 2015.

Additionally, the proposal was placed in the December issue of Ocean Grove's local publication The Voice.

The proposal was published on Council's Geelong Australia website for 38 days, exceeding the 30 day requirement in the Guidelines of Geographic Names 2010, to allow for the holiday period.

One submission has been received regarding this proposal. The submitter will be advised of Council's decision including the need to align the proposal with the 2015 Ocean Grove structure plan.

Subject to Council and the Registrar of Geographic Names approval, the relevant authorities, affected and abutting owners will be notified of the official registration of this locality realignment.

General Residential Zone

Farm Zone

Current Alignment

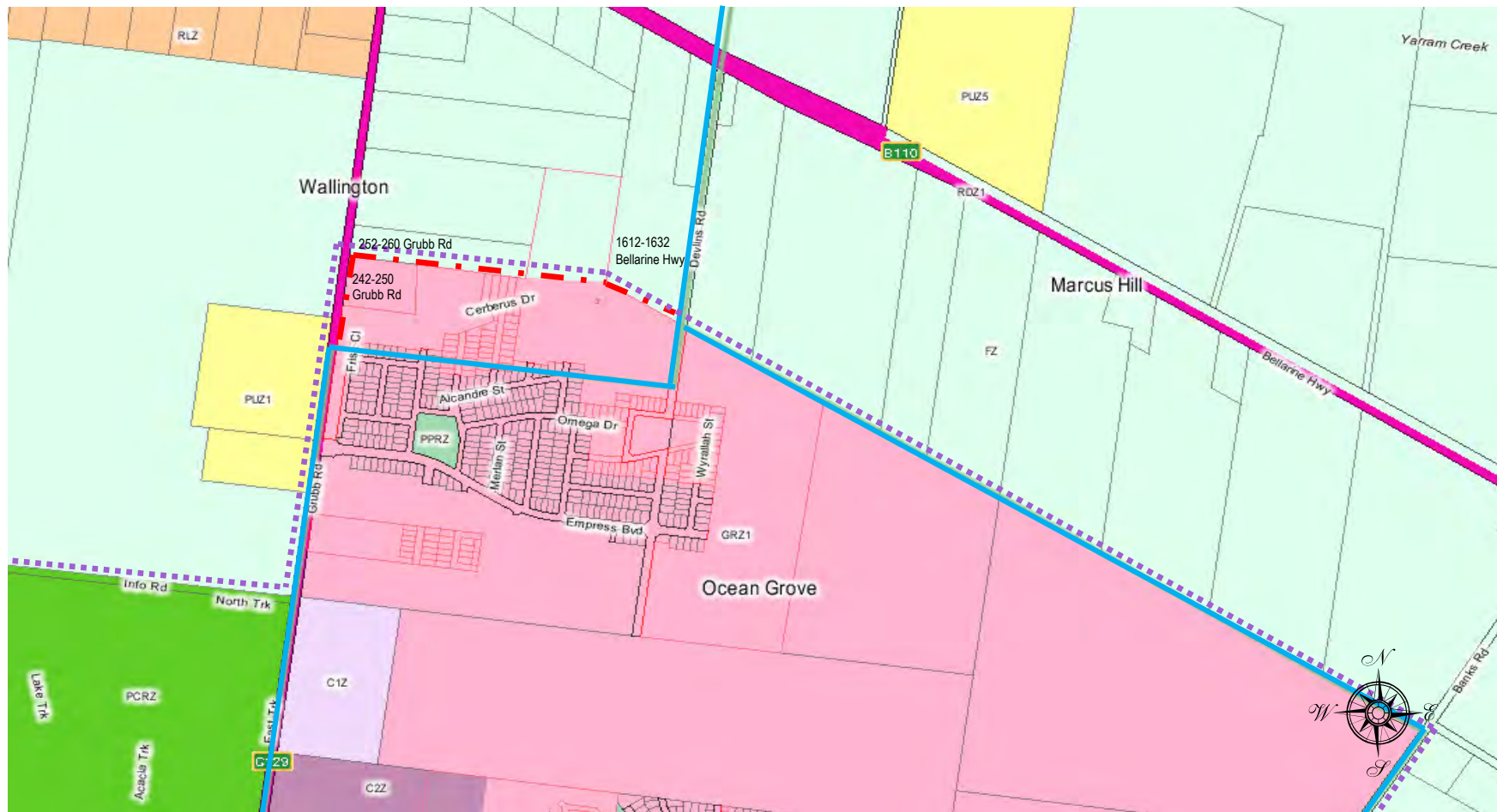
Proposed Alignment

Settlement Boundary 2020



Appendix 1

Proposed Locality Realignment



16. ROAD DISCONTINUANCE – JOSEPH’S LANE NEWTOWN

Portfolio: Finance - Cr Lyons (Mayor), Cr Farrell & Cr Kontelj
Source: Strategy & Performance – Property & Procurement
General Manager: Dean Frost
Index Reference: Property: Road Discontinuance

Purpose

To recommend that Council discontinue Joseph’s Lane, Newtown, and sell 935m2 of land to Trustees Edmund Rice Education Australia (St Joseph’s College) for \$315,000 including GST.

Summary

- St Joseph’s College has approached the Council to discontinue Joseph’s Lane and purchase the land (refer to Appendix 1).
- Joseph’s Lane is a road on title but serves as a private driveway to the College, and does not provide access to any other land owner.
- The purchaser, Trustees Edmund Rice Education Australia, has agreed to purchase the land at the Council’s valuation of \$315,000 including GST.
- All service authorities will be consulted in the discontinuance process and may have requirements in relation to services.
- The road discontinuance is required to be advertised under the Local Government Act and any submissions are required to be heard. If submissions are received they will be heard by the Submissions Review Panel and a further report will be put to Council. If no submissions are received the road will be discontinued and the land sold.

Cr E Kontelj moved, Cr Ansett seconded -

That Council in respect of St Josephs Lane, Newtown (“the road”), being of the opinion that the road is no longer required for public use, proposes to discontinue the road and directs that:

- 1) Notice be given of the proposed discontinuance in the Geelong Independent and the Geelong Advertiser as required under Sections 207a and 223 of the Local Government Act 1989 (“The Act”) allowing anyone to make a submission in relation to the proposed discontinuance;**
- 2) The Submissions Review Panel be appointed to hear and report to Council on any submissions in relation to the proposed discontinuance;**
- 3) In the event that no submissions are received a notice pursuant to the provisions of clause 3(a) of Schedule 10 of the Act be published in the *Victoria Government Gazette* to discontinue the road and sell the land to the adjoining land owner;**
- 4) Once discontinued the land comprising the discontinued road be sold to Trustees Edmund Rice Education Australia for \$315,000 including GST.**

Cr Fisher re-entered the meeting room at 10.30pm

Carried.

Background

St Joseph's College has approached Council to discontinue Joseph's Lane, Newtown and purchase the land.

St Joseph's Lane is General Law land held in the name of John Moore and appears to have been created by subdivision in 1937. The road has an area of 935m².

The road is not included on Council's road register.

Discussion

Joseph's Lane, while designated a road on title and is constructed with a footpath, serves as a private driveway to the College. No land owners other than the College gain access from the road, allowing Council to form the opinion that the road is not required for public use.

There are sewer and minor drainage services located in the road, however these services do not serve any properties other than those owned by the College. Under the discontinuance process all service authorities will be notified and are able to specify their requirements in relation to the future of any services including their inclusion within easements.

Environmental Implications

There are no environmental implications associated with the discontinuance of the road.

Financial Implications

Council's valuer has valued the 935m² of land at \$315,000 including GST, and the College has agreed to the purchase price being the valuation. In addition the purchaser will meet all Council's reasonable costs.

Policy/Legal/Statutory Implications

The road discontinuance is required to be advertised under the Local Government Act and any submissions are required to be heard. If submissions are received they will be heard by the Submissions Review Panel and a further report will be put to Council. If no submissions are received the road will be discontinued and the land sold.

Once discontinued the land will be sold to Trustees Edmund Rice Education Australia and consolidated with one or more of the adjoining titles.

Alignment to City Plan

The recommendation supports the action priority relating to Responsible and Sustainable Financial Management where the sale of assets no longer required will support the identified progress indicators.

Officer Direct or Indirect Interest

No officers or contractors involved in the preparation of this report have a direct or indirect interest in matters to which this report relates.

Risk Assessment

The risks associated with the discontinuance of the road are able to be managed following normal management procedures and processes.

Social Considerations

There are no social considerations relating to the recommendations of this report.

Human Rights Charter

No human rights will be affected by the recommendation of this report.

Consultation and Communication

Any person will have an opportunity to make a submission on the proposed sale of the land when notice of intention to discontinue the road is published.

Appendix 1

Road Proposed to be Discontinued



17. ROAD NAMING - UNNAMED LANEWAY TO BALDOCK LANE, GEELONG

Portfolio:	Governance - Cr Lyons (Mayor)
Source:	Strategy & Performance - Financial Services
General Manager:	Dean Frost
Index Reference:	Subject/Financial Management - Reporting Subject/Roads, Footpaths & Streets

Purpose

To seek approval to name an unnamed laneway in the municipality to Baldock Lane, Geelong.

Summary

- A proposal was received from adjoining property owners to name an unnamed laneway abutting their properties.
- The name chosen is after an historical land owner.
- The unnamed laneway is situated to the rear of properties 332-344 Moorabool Street, Geelong (Appendix 1).
- The proposed naming was advertised in the Independent newspaper on 13 November 2015 and the Geelong Advertiser newspaper on 14 November 2015.
- Council received one submission on the proposal, which was in favour of the name.

Cr Macdonald moved, Cr Ansett seconded -

That Council approve the naming of the unnamed laneway to “Baldock Lane, Geelong”.

Carried.

Background

Council is the responsible authority for naming and renaming roadways under the Local Government Act 1989. To administer this, Council is required to utilise the Guidelines for Geographic Names 2010 (the Guidelines).

Council received a proposal from property owners abutting an unnamed laneway in Geelong. The unnamed laneway is situated to the rear of properties at 332-344 Moorabool Street, Geelong.

The proposal asked that we name the unnamed laneway after an historic owner of one of the adjoining properties.

Letters have been sent to adjoining property owners advising them of the proposal and the intention to name the unnamed laneway to “Baldock Lane, Geelong”.

Discussion

It is proposed to name the unnamed laneway to the rear of properties 332-344 Moorabool Street, Geelong as “Baldock Lane, Geelong”. This name has been chosen from an historical land owner of a property within this section. The name has been accepted by the adjoining land owners who initiated the naming proposal.

The name Baldock is in accordance with the Guidelines for Geographic Names 2010.

Historic records indicate that Mr T W Baldock was the owner of the property at 344 Moorabool Street, Geelong in 1881. Mr Baldock was an ironmonger and also an Assessor for Geelong's Kardinia Ward.

The proposed naming was advertised in the Independent newspaper on 13 November 2015 and the Geelong Advertiser newspaper on 14 November 2015. Council received one submission on the proposal, which was in favour of the name.

Environmental Implications

There are no environmental issues arising from this report.

Financial Implications

The approximate cost to Council is \$700. This includes advertising, notification to authorities and street signage.

Policy/Legal/Statutory Implications

The Local Government Act 1989, the Geographical Place Names Act 1998 and the Guidelines for Geographic Names 2010 have been followed.

Alignment to City Plan

This proposal aligns to City Plan with the encouragement of Community Wellbeing.

Officer Direct or Indirect Interest

There is no Council Officer direct or indirect interest involved in this report.

Risk Assessment

If an emergency situation occurred, Council's proposal to name this unnamed laneway could minimise the risk of failure to be able to access a situation in a timely manner.

Social Considerations

The naming of this unnamed laneway will allow for easier identification for the general public and emergency services.

Human Rights Charter

It is the right of every resident and property owner for their property to have a unique address in order to receive services and reduce confusion or delay of emergency services.

Consultation and Communication

Correspondence has been sent to all adjoining property owners advising them of the proposed naming and inviting submissions.

The proposal was advertised in the Independent newspaper on 13 November 2015 and the Geelong Advertiser newspaper on 14 November 2015.

The proposal was published on Council's Geelong Australia website for 30 days as per the Guidelines for Geographic Names 2010.

Following the initial proposal from the adjoining owners only one other submission was received. That submission was in favour of the name.

All submitters will be notified of Council's decision.

Subject to Council and The Registrar of Geographic Names approval, the relevant authorities and abutting owners and residents will be notified of the official registration of this road naming.

Appendix 1

Proposed Naming of Unnamed Laneway to Baldock Lane, Geelong



18. CONTRACTUAL MATTER

Portfolio:	Sport and Recreation – Cr Irvine
Source:	Community Life – Sport and Recreation
General Manager:	Linda Quinn
Index Reference:	Property: # 298744
	Subject: Parks, Gardens, Reserves & Foreshore

Cr Irvine moved, Cr Macdonald seconded -

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

Carried.

19. AUDIT ADVISORY COMMITTEE

Portfolio:	Governance - Cr Lyons- (Mayor)
Source:	Corporate Internal Auditor
Chief Executive Officer	Kelvin Spiller
Index Reference:	Audit - CG - Internal

Cr Macdonald moved, Cr Heagney seconded -

That in accordance with Section 89 (2) (h) of the Local Government Act 1989, this matter, which the Council considers would prejudice the Council or any person, 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 Andy Richards

Fossil Fuel Divestment and Stranded Assets.

Fossil fuel divestment is the removal of investment assets including stocks, bonds, and investment funds from companies involved in extracting fossil fuels in an attempt to reduce climate change.

Stranded assets occur when the reserves of fossil fuel companies are deemed environmentally unsustainable and so unusable and so must be written off. Currently the price of fossil fuels companies' shares is calculated under the assumption that all of the companies' fossil fuel reserves will be consumed, and so the true costs of carbon dioxide in intensifying global warming is not taken into account in a company's stock market valuation.

Recently, several residents have approached council in regard to these issues, and seeking council to take a position on them.

Cr Richards moved, Cr Macdonald seconded -

That Council officers prepare a report for Council on all issues surrounding fossil fuel divestment and stranded assets.

Carried.

URGENT BUSINESS – Cr Richards

Note: Introduction of Urgent Business requires two-thirds majority of Councillors present.

Cr Richards proposes to raise the following item as Urgent Business:

Cr Richards moved, Cr Macdonald seconded -

That Council considers as Urgent Business a motion concerning the Geelong Waterfront – Safe Harbour Precinct Project.

Carried.

GEE LONG WATERFRONT – SAFE HARBOUR PRECINCT PROJECT

Reason for Urgent Business

The Royal Geelong Yacht Club has approached Council to request funding to support their application to the Australian Government's National Stronger Regions Fund. The Geelong Waterfront Safe Harbour Precinct project seeks to implement a range of actions to increase the opportunities to hold events, undertake training and education and improve the public realm within the Royal Geelong Yacht Club precinct.

The Royal Geelong Yacht Club, Regional Development Victoria and Council have worked in partnership to develop a detailed understanding of the benefits of the project through the development of a business case. The Royal Geelong Yacht Club is interested in making an application to the Australian Government's National Stronger Regions Fund following the completion of the business case.

Applications for Round 3 of the National Stronger Regions Fund close at 5pm on Tuesday 15 March 2016.

The Royal Geelong Yacht Club is seeking a commitment from Council to provide funding to match a commitment from the Club. They will then use this commitment to leverage funding from other tiers of Government to establish the funding required to undertake the project.

Cr Richards moved, Cr Macdonald seconded -

That Council:

- 1) requests Council officers to prepare a report detailing the funding request from the Royal Geelong Yacht Club for the Geelong Waterfront Safe Harbour Precinct project;**
- 2) schedules a Special Council Meeting on Tuesday 8 March 2016 to consider the report and recommendations, prior to the closure of the National Stronger Regions Fund - Round 3 on Tuesday 15 March 2016.**

Cr Nelson left the meeting room at 10.44pm

Cr Nelson re-entered the meeting room at 10.47pm

Amendment

Cr Heagney moved, Cr Farrell seconded -

That Council requests Council officers to prepare a report detailing the funding request from the Royal Geelong Yacht Club for the Geelong Waterfront Safe Harbour Precinct project.

Lost

Further Amendment

Cr Richards moved, Cr Fisher seconded -

That Council requests Council officers to prepare a report detailing the funding request from the Royal Geelong Yacht Club for the Geelong Waterfront Safe Harbour Precinct project, that may be put to a Special Meeting of Council prior to 15 March.

Lost

Further Amendment -

Cr Farrell moved, Cr Nelson seconded -

That Council requests Council officers to prepare a report detailing the funding request from the Royal Geelong Yacht Club for the Geelong Waterfront Safe Harbour Precinct Project by the Councillor Briefing on 1 March.

The amendment was put and carried.

The amendment became the motion.

The motion was put and carried.

ASSEMBLY OF COUNCILLORS RECORD

Portfolio: Governance – Cr Lyons (Mayor)
Source: Strategy & Performance
General Manager: Dean Frost

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 Irvine moved, Cr Ansett seconded -

That the information be received.

Carried.

RECORD OF ASSEMBLIES OF COUNCILLORS
(Council Meeting 16 February 2016)

Assembly Details	Councillor Attendees	Officer Attendees	Agenda Items	Conflict of Interest Disclosures
Councillor Briefing 2 February 2016	Crs Ellis, Farrell, Fisher, Harwood, Heagney, Irvine, E Kontelj, Macdonald, Murrihy, Nelson, Richards	K Spiller (CEO) W Tieppo (GM) D Frost (GM) B Luxford (GM) L Quinn (GM) P Bettess (GM) S Bentley (MGR) R Grant (MGR) H Rutledge (MGR) A Grant (Prop Adv) R Bourke (CoORD)	<i>Items Discussed:</i> • Amendment C262 – Public Acquisition Overlay – 28 Malop Street - Consideration of Submissions • Tourism Progress and Performance – Update • Christmas in Geelong Program • Central Geelong – Declaration of Special Rate • Lease to Ocean Grove Golf Club – 9 Guthridge Street, Ocean Grove • Transfer (Sale) of Land by Expressions of Interest – Draper Street, Ocean Grove • Kardinia Park Stadium Naming Rights (Confidential) • Portarlington Park Hall Management • G21 Geelong Region Alliance Funding Agreement • Council Meeting Schedule 2016 • Road Discontinuance – Joseph’s Lane, Newtown <i>Items Not Discussed:</i> • Review of the Audit Advisory Committee Independent Member Remuneration Fee (Confidential) • Amendment C330 – Connections Park, Corio – Adoption • Kildare Ward By-election 2016 • Locality Boundary Realignment, Ocean Grove/Wallington • Road Naming – Unnamed Laneway to Baldock Lane, Geelong • Submission in Response to the Preliminary Report 2015 – 2016 Electoral Representation Review • Portarlington Tennis Club Lighting Project	• Cr Heagney declared an Indirect Interest in Amendment C262 – Public Acquisition Overlay – 28 Malop Street – Consideration of Submissions and left the meeting room prior to discussion.

Strategic Workshop 9 February 2016	Crs Ansett, Ellis, Farrell, Fisher, Harwood, Irvine, E Kontelj, Macdonald, Murrihy, Richards	K Spiller (CEO) D Frost (GM) W Tieppo (GM) B Luxford (GM) L Quinn (GM) P Bettess (GM) K Fulton (Co-Ord) S Bentley (MGR) H Rutledge (MGR) M Kelly (MGR) R Bourke (Co-Ord)	• Safe Harbour Precinct • McLarty Place • Strategic Finance Briefing – 2016/17 Budget Discussions	• Nil.
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PLANNING DELEGATIONS – NOVEMBER / DECEMBER 2015, JANUARY 2016

Portfolio:	Planning - Cr Heagney
Source:	Planning & Tourism - City Development
General Manager:	Peter Bettess
Index Reference:	Delegation

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 Fisher moved, Cr Ellis seconded -

That the information be received.

Carried.

Planning Decisions Report - November 2015

App	Location	Application Type	Decision	Description	Authority
1051/2012	8 Willis Street, PORTARLINGTON VIC 3223	Construction of an Additional Dwelling	5/11/2015	Extended Planning Permit	Delegated Authority
1097/2014	75 Hitchcock Avenue, BARWON HEADS VIC 3227	Construction of an Office and Four Dwellings including the alteration and landscaping of part of Memorial Lane being Lot 1 on TP833112F	20/11/2015	NOD - Planning Permit	Development Hearings Panel
1223/2014	11 Hawthorn Street, PORTARLINGTON VIC 3223	Construction of One (1) Dwelling and Two (2) Lot Subdivision	3/11/2015	Permit Issued - VCAT	VCAT
1421/2014	41-43 Bellerine Street, GEELONG VIC 3220	Construction of two or more dwellings (13 dwellings in a four-storey building), a reduction in the required car parking, a reduction in the required bicycle parking and the subdivision of the land (13) lots.	16/11/2015	PI - Permit Issued - VCAT	VCAT
296/1992	452-480 Founds Road, DRYSDALE VIC 3222	EXTENSION TO QUARRY MISCELLANEOUS INVOICE 25/09/00 PERMIT EXTENDED - EXPIRES 15/11/2015	19/11/2015	Extended Planning Permit	Delegated Authority
554/2015	93-95 Minerva Road, HERNE HILL VIC 3218	Development of a Telecommunications Facility and Associated Infrastructure	18/11/2015	Refusal to Grant a Planning Permit	Planning Committee
593/2015	1 Marshall Place, NEWTOWN VIC 3220	Construct Two (2) Dwellings and Two (2) Lot Subdivision	20/11/2015	NOD - Planning Permit	Development Hearings Panel
599/2014	22 Shire Court, HIGHTON VIC 3216	Construction of Three (3) Dwellings	25/11/2015	Refusal to Grant a Planning Permit	Planning Committee
742/2015	13 Watkin Street, OCEAN GROVE VIC 3226	Buildings and Works for the Construction of a Second Dwelling and Two (2) Lot Subdivision	6/11/2015	Refusal to Grant a Planning Permit	Development Hearings Panel
756/2015	8 Frank Street, NEWTOWN VIC 3220	Construct Six Dwellings and Six Lot Subdivision	20/11/2015	NOD - DHP - Planning Permit	Development Hearings Panel
905/2015	155 Staughton Vale Road, STAUGHTON VALE VIC 3340	Use and Development of a School in Association with Agriculture and Outdoor Education and Use and Development of a Caretakers Residence	20/11/2015	NOD - Planning Permit	Development Hearings Panel

974/2015	22 Osborne Street, OCEAN GROVE VIC 3226	Construction of a Dwelling Which Exceeds 7.5 Metres in Height from Natural Ground Level	20/11/2015	Refusal to Grant a Planning Permit	Development Hearings Panel
1087/2015	3 Cricklewood Lane, WALLINGTON VIC 3222	Variation of Restrictive Covenant X668195D 14/08/2001 to Delete Parts (a), (b), and (e) on Lot 20 on PS 337177E, and Buildings and Works for an Outbuilding	17-Nov-2015	NOD - Delegate	Objectors - 1
114/2015	3 Westcott Place, NEWTOWN VIC 3220	Construction of a Dwelling	5-Nov-2015	NOD - Delegate	Objectors - 2
279/2015	312 Pakington Street, NEWTOWN VIC 3220	Demolition of Dwelling, Construction of Three (3) Shops, Reduction in Car parking (6 spaces) and Wavier of Loading Bay Requirements	6-Nov-2015	NOD - Delegate	Objectors - 4
28/2014	2/50 Hitchcock Avenue, BARWON HEADS VIC 3227	Buildings and works associated with existing restaurant (cool stores and storage area, dumb waiter, exhaust fan and external ducting) and reduction of the standard car parking requirement	10-Nov-2015	NOD - Delegate	Objectors - 6
628/2015	61 Elizabeth Street, GEELONG WEST VIC 3218	Demolition of Existing Dwelling and Outbuildings and Construction of a Dwelling, Garage and Fence	12-Nov-2015	NOD - Delegate	Objectors - 2
686/2015	2 Mercer Parade, NEWTOWN VIC 3220	Construction of Two Dwellings, Two Lot Subdivision and Relocation of Easement	27-Nov-2015	NOD - Delegate	Objectors - 1
779/2015	11 Blanche Street, ST LEONARDS VIC 3223	Construction of Three (3) Dwellings	23-Nov-2015	NOD - Delegate	Objectors - 3
809/2015	63 Bruce Street, BELL PARK VIC 3215	Construction of a Second Dwelling and Two (2) Lot Subdivision	9-Nov-2015	NOD - Delegate	Objectors - 1
903/2015	10 Kanyanya Avenue, CLIFTON SPRINGS VIC 3222	Development of the Land for Two (2) Dwellings and Two (2) Lot Subdivision	10-Nov-2015	NOD - Delegate	Objectors - 1

Planning Decisions Report - December 2015

App Number	Location	Application Type	Decision Date	Description	Authority Description
1075/2015	1/100 Dare Street, OCEAN GROVE VIC 3226	Buildings and Works Associated with an Existing Dwelling Exceeding 7.5 metres in height and less than 300sqm.	30/12/2015	PI - No Appeal Lodged Permit Issued	Development Hearings Panel
1097/2014	75 Hitchcock Avenue, BARWON HEADS VIC 3227	Construction of an Office and Four Dwellings including the alteration and landscaping of part of Memorial Lane being Lot 1 on TP833112F	16/12/2015	PI - No Appeal Lodged Permit Issued	Development Hearings Panel
435/2015	455 Bacchus Marsh Road, LARA VIC 3212	Use and Development of the Land for a Boat and Caravan Store, Including Construction of Four Buildings, Alteration of Access to a Road Zone Category 1 and Display of Business Identification Signage	18/12/2015	Refusal to Grant a Planning Permit	Development Hearings Panel
593/2015	1 Marshall Place, NEWTOWN VIC 3220	Construct Two (2) Dwellings and Two (2) Lot Subdivision	16/12/2015	PI - No Appeal Lodged Permit Issued	Development Hearings Panel
669/2015	156 Corio Street, GEELONG VIC 3220	Alterations and Additions to Dwelling, Including Second Storey Extension	4/12/2015	Refusal to Grant a Planning Permit	Development Hearings Panel
717/2015	225 Staceys Road, LOVELY BANKS VIC 3213	Use and Development of a Materials Recycling Facility (Construction and Demolition Materials Recycling) and Reduce the Car Parking Requirement at Clause 52.06-5	4/12/2015	Refusal to Grant a Planning Permit	Development Hearings Panel
756/2015	8 Frank Street, NEWTOWN VIC 3220	Construct Six Dwellings and Six Lot Subdivision	16/12/2015	PI - No Appeal Lodged Permit Issued	Development Hearings Panel
784/2015	19 Glengarry Court, DRYSDALE VIC 3222	Construction of Three (3) Dwellings and a Three (3) Lot Subdivision	4/12/2015	NOD - DHP - Planning Permit	Development Hearings Panel
	19 Glengarry Court, DRYSDALE VIC 3222	Construction of Three (3) Dwellings and a Three (3) Lot Subdivision	30/12/2015	PI - No Appeal Lodged Permit Issued	Development Hearings Panel

852/2015	1425 Princes Highway, LARA VIC 3212	Use and Development of a Materials Recycling Facility and Reduce the Number of Car Parking Spaces Required Under Clause 52.06-5	4/12/2015	Refusal to Grant a Planning Permit	Development Hearings Panel
88/2015	154 Dare Street, OCEAN GROVE VIC 3226	Construction of Two Dwellings 7.5m in height above ground level and Two Lot Subdivision	4/12/2015	NOD - DHP - Planning Permit	Development Hearings Panel
	154 Dare Street, OCEAN GROVE VIC 3226	Construction of Two Dwellings 7.5m in height above ground level and Two Lot Subdivision	30/12/2015	PI - No Appeal Lodged Permit Issued	Development Hearings Panel
935/1999/B	12 Maitland Street, GEELONG WEST VIC 3218	Construct Swimming Pool - Place of Assembly	30/12/2015	Grant a Amended Planning Permit- (No Appeal Lodge)	Development Hearings Panel
1057/2015	2312-2320 Portarlington Road, BELLARINE VIC 3223	Buildings and Works for Construction of Two (2) Outbuildings used in Association with a Dwelling and Restaurant	23-Dec-2015	NOD - Delegate	Objectors - 1
1062/2015	77 Eggleston Street, OCEAN GROVE VIC 3226	Change of Use for a Medical Centre (Sports and High Performance Psychology) and Reduction in the Car Parking Requirement	16-Dec-2015	NOD - Delegate	Objectors - 3
1155/2015	308 Boundary Road, BREAKWATER VIC 3219	Change of Use to Restricted Recreation Facility (Swim School)	9-Dec-2015	NOD - Delegate	Objectors - 3
1241/2015	43 Hamlyn Avenue, HAMLYN HEIGHTS VIC 3215	Buildings and Works for the Construction of a Second Dwelling and a Two (2) Lot Subdivision	14-Dec-2015	NOD - Delegate	Objectors - 1
1253/2015	221-229 Fellows Road, POINT LONSDALE VIC 3225	Multi Lot Staged Subdivision	21-Dec-2015	NOD - Delegate	Objectors - 2
1254/2015	13 Benetti Drive, LARA VIC 3212	Construction of Two (2) Dwellings and Two (2) Lot Subdivision	8-Dec-2015	NOD - Delegate	Objectors - 1
1285/2015	43 Wolseley Grove, BELL POST HILL VIC 3215	Buildings and Works for the Construction of a Second Dwelling and Two (2) Lot Subdivision	14-Dec-2015	NOD - Delegate	Objectors - 1

1358/2015	39 Austin Street, NEWTOWN VIC 3220	Demolition of Rear Lean-To Structure, Demolition of Detached Garage and Outbuilding and Alterations and Additions to Existing Dwelling Including a Carport and Deck	21-Dec-2015	NOD - Delegate	Objectors - 1
1522/2014	Factory No 4/40 Essington Street, GROVEDALE VIC 3216	Use of Land as a Restricted Recreation Facility (Personal Training Studio)	14-Dec-2015	NOD - Delegate	Objectors - 4
649/2015	40 Maurice Street, HERNE HILL VIC 3218	Construction of Second Dwelling and Two (2) Lot Subdivision	23-Dec-2015	NOD - Delegate	Objectors - 2
796/2015	325 The Esplanade, INDENTED HEAD VIC 3223	Construction of Three (3) Dwellings and Subdivision of the Land into Three (3) Lots	9-Dec-2015	NOD - Delegate	Objectors - 1
815/2015	102-104 Princess Street, DRYSDALE VIC 3222	Six (6) Lot Staged Subdivision	14-Dec-2015	NOD - Delegate	Objectors - 3
833/2015	151-153 Church Street, GEELONG WEST VIC 3218	Use and Development of the Land for a Child Care Centre, Erection and Display of Business Identification Signage, Alter Access to a Road in a Road Zone Category 1 and a Reduction in the Standard Car Parking Requirement	10-Dec-2015	NOD - Delegate	Objectors - 1
876/2015	49 St Albans Road, EAST GEELONG VIC 3219	Development of Two (2) dwellings and Three (3) lot subdivision	15-Dec-2015	NOD - Delegate	Objectors - 1
915/2015	5 Little Ryrie Street, GEELONG VIC 3220	External Alterations to a Building associated with a Food and Drink Premises, Use of Land to Sell and Consume Liquor, Display of Business Identification Signage, Use and Development of the Land for Three (3) Dwellings and Waiver of the Requirement to Provide Car Parking	22-Dec-2015	NOD - Delegate	Objectors - 1
986/2015	21 Neil Street, BELL POST HILL VIC 3215	Construction of Four (4) Dwellings and Subdivision of the Land into (4) Four Lots	29-Dec-2015	NOD - Delegate	Objectors - 2

Planning Decisions Report - January 2016

App	Location	Application Type	Decision	Description	Authority Description
870/2015	14 Grandview Parade, BARWON HEADS VIC 3227	Demolition, Development for Three Dwellings and a Three (3) Lot Subdivision	22/1/2016	NOD - Planning Permit	Development Hearings Panel
935/1999/B	12 Maitland Street, GEELONG WEST VIC 3218	CONSTRUCT SWIMMING POOL - PLACE OF ASSEMBLY	4/1/2016	Grant a Amended Planning Permit/Plans	Delegated Authority
1045/2015	72-74 Newcombe Street, PORTARLINGTON VIC 3223	Buildings and Works Associated with the Construction of Three Commercial Tenancies and Ten Dwellings, Reduce the Number of Car Parking Spaces Required Under Clause 52.06-5 and Waive the Loading Requirements at Clause 52.07	19-Jan-2016	NOD - Delegate	Objectors - 2
1056/2015	3-5 Stinton Avenue, NEWTOWN VIC 3220	Use and Development of the Land for an Outdoor Recreation Facility Associated with the Existing Education Centre	25-Jan-2016	NOD - Delegate	Objectors - 1
1085/2015	153 Fellows Road, POINT LONSDALE VIC 3225	Construct Two (2) Dwellings and Subdivide the Land into Two (2) Lots	8-Jan-2016	NOD - Delegate	Objectors - 2
1111/2015	134 Little Ryrie Street, GEELONG VIC 3220	Construct Five Dwellings, Five Lot Subdivision and a Reduction of One Visitor Car Parking Space	18-Jan-2016	NOD - Delegate	Objectors - 2
1308/2015	16-24 Gregory Avenue, NEWTOWN VIC 3220	Buildings and Works Associated with an Existing Panel Shop, Advertising Signage, and a Reduction of Car Parking Requirement	19-Jan-2016	NOD - Delegate	Objectors - 2
1426/2015	11 Wattletree Road, DRUMCONDRA VIC 3215	Partial Demolition of Rear of Dwelling, Alterations and Additions to Existing Dwelling including a Verandah and Decks	12-Jan-2016	NOD - Delegate	Objectors - 5
430/2015	11 Lookout Road, OCEAN GROVE VIC 3226	Construction of Three (3) Dwellings and Removal of Vegetation	4-Jan-2016	NOD - Delegate	Objectors - 4
515/2015	98 Asbury Street East, OCEAN GROVE VIC 3226	Construction of Two (2) Dwellings and Subdivision of the Land into Two (2) Lots	11-Jan-2016	NOD - Delegate	Objectors - 1

932/2015	15 Sheridan Street, HAMLYN HEIGHTS VIC 3215	Buildings and Works for the Construction of Four (4) Dwellings	29-Jan-2016	NOD - Delegate	Objectors - 3
979/2015	20/34 Murradoc Road, DRYSDALE VIC 3222	Use of the Land for a Food and Drink Premises (Cafe) and Waiver of Car Parking	7-Jan-2016	NOD - Delegate	Objectors - 3

Cr Heagney moved, Cr Irvine seconded –

That the meeting be closed to the public.

Carried.

The Meeting was closed to the public at 11.18pm

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 11.20pm

As there was no further business the meeting closed at 11.20pm. Tuesday, 16 February 2016.

Signed: _____
Chairperson

Date of Confirmation: _____