



MINUTES

ORDINARY MEETING OF COUNCIL

Tuesday, 25 July 2017

Held at the
Council Conference and Reception Centre
City Hall, Little Malop Street, Geelong
commencing at 6.30p.m.

ADMINISTRATORS:

Dr Kathy Alexander (Chair)
Laurinda Gardner
Peter Dorling

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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, 25 JULY 2017
COMMENCING AT 6.30P.M.**

PRESENT: Dr K Alexander (Chair), L Gardner, P Dorling

Also present: K Spiller (Chief Executive Officer), P Bettess (Director Manager Planning and Development), B Luxford (Director Investment & Attraction), P Godfrey (Acting Director City Services), F Reidy (Acting Director Community Life), J Moloney (Director Finance & Strategy), R Leonard (Snr Manager Legal Services & Governance)

OPENING: The Chair declared the meeting open at 6.30pm

ACKNOWLEDGEMENTS:

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

APOLOGIES: Nil

CONFIRMATION OF MINUTES:

L Gardner moved, P Dorling seconded -

That the Minutes of the Ordinary Meeting held on 27 June 2017 be confirmed.

Carried.

DECLARATIONS OF CONFLICTS OF INTEREST: Nil.

QUESTION TIME:

Question Time is an opportunity for questions to be addressed to Council and while the minutes record the general content, they do not purport to be a transcript of what was said by individuals. Likewise, the Interim Administrator 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.

Daniel Ryan asked questions regarding the Saleyards:

- 1) Why have you not listened to the advice from your Saleyards Advisory Committee and the clear majority show of hands at the Geelong West Town Hall Forum by pursuing the Colac Saleyards as a solution for small Geelong Region producers?

Kathy Alexander responded that very few Council decisions are based on a “show of hands”. It is really important to hear the views of the community but generally the decisions we make are a lot more complex. We have certainly heard the issues and concerns the farmers have but we do have to consider more broadly in the interest of the whole community. We have listened to the advice of the Saleyards Advisory Committee and the clear majority show of hands at the Geelong West Town Hall Forum.

Laurinda Gardner added in relation to the Advisory Committee, Council considers off of the advice and acts on some advice provided, but not all the advice.

- 2) Why have you not given consideration to the Ouyen model of saleyard management, we know this would work in Geelong as it would reduce the running costs at the Geelong Saleyards.

Kathy Alexander responded that Council is aware of the Ouyen model and is certainly within our range of consideration

- 3) On 2 August if you decide to build a new fit for purpose saleyard for small local farmers are you committed to using the proceeds of the existing yards to build the new one?

Kathy Alexander responded Council firstly needs to decide what to do with the existing Geelong Saleyards. There is no proposal regarding selling the existing Saleyards and therefore am unable to comment further.

Karen Firth asked question relating to the Community Engagement Policy:

The Community Engagement Policy refers to the City identifying appropriate engagement methods when “we’re changing something – for example levels of service” or “our decision is likely to impact on people. “We are glad to hear that in future you will be “upfront about how much opportunity there is to influence a decision”. In respect of the recent decision to close Barwon Heads Community Library, if this decision were to be made with the proposed draft Community Engagement Policy in place, which level of engagement would apply? Using the IAP2 Public Participation Spectrum what would the role of the community be in the process? What would be the Public Participation Goal and corresponding promise to the public? Would you empower us, collaborate, involve, consult or inform us in this specific case?

Kathy Alexander responded that the decisions of Council are generally very complex and the views of the community obviously are extremely important for us as are the views of the stakeholders who generally have very broad and diverse opinions about things, but generally these views are not necessarily sufficient for us to make a decision. What we want to know is how it impacts on the whole community. The Community Engagement Policy and Plan allows for greater community participation which will result in increased community confidence.

Tom O’Connor provided comments regarding Item 1, Amendment C352 and Item 3, Community Engagement Policy and Plan.

Barry White (representing the Lara Care Group) asked the following questions in relation to the need for a Traffic Management Plan for Lara:

- 1) arrange a community consultation meeting to enable these traffic management issues to be discussed between residents and Council management, and following this:
- 2) commence development of a traffic management plan for Lara and the surrounding region to respond to current problems and present options to manage future growth.

Kathy Alexander suggested a meeting be arranged with Peter Godfrey (Acting Director City Services) and the Lara Care Group to discuss these issues and work towards the development of a strategy.

Peter Dorling added his support in terms of the need to get together and work towards developing a traffic management plan for Lara.

Ted Reeve – volunteer member of the Corio Unit of SES and asked his questions as a private citizen and not as a representative of the SES:

Corio SES operates with two vehicles and a third is due for delivery in September. As you may be aware, we currently lease part of the City of Greater Geelong's Anakie Road depot where we have room for one vehicle, office accommodation and use of the meeting room for training activities. We have outgrown this facility and already have had to ask Lara CFA to look after one vehicle and hope that they will be able to accommodate a new one due in September. This accommodation issue fragments the Unit and make response to emergency calls just that much more difficult.

Recently, local State Government MP, Minister John Eren, visited our Unit to announce the allocation of \$1.6m in the 2017-18 budget for an upgrade and/or relocation of the Corio SES Unit facility.

We have now been informed that this allocation is for the building only and the CoGG land required still needs to be sourced and funded.

My question is, can Council assist in identifying and allocating a suitable site for the new SES Unit?

Kathy Alexander suggested Mr White provide his contact details to Jo Moloney (Director Finance and Strategy) who will assist with this issue.

Catriona Rowntree asked the following questions on behalf of **Sally Nicholas** – representing The You Yangs Protection Group:

- 1) Our concerns of the traffic issues of Lara/Little River are the large volume of quarry trucks that are B Doubles and gross at 68 tonne travelling on our narrow country roads that are NOT B double rated roads;
- 2) The danger to the thousands of international tourists who visit the You Yangs to see our unique wildlife and the cyclists who frequent our roads;
- 3) These trucks work from 4am to 10.30pm Monday to Friday and also work on Saturdays.
- 4) Should there not be time restrictions in place for them travelling through the township of Little River?
- 5) They travel through the township and over the historic bluestone Grants Bridge on You Yangs Road. These roads are not B Double rated roads and should not be used for this type of traffic.
- 6) In conclusion, the YYPG request that a weight limit of 20 tonne be placed on these rural roads to protect the township of Little River, visitors and residents.
- 7) Rubbish dumped on roadside is a real eye sore going into the You Yangs?

Peter Bettess advised the issue surrounding speed limits is the responsibility of VicRoads.

Further, adjusting the hours of operation for the quarries would be difficult as previous approvals would probably be very old and may not have time limits which would have to have the approval of the operators.

Kathy Alexander added in relation to the dumping of goods on the side of the road by the public, Peter Godfrey has a response team to deal with their removal, but we need to know about it.

PETITIONS: Nil.

1. AMENDMENT C352 PORTARLINGTON INDENTED HEAD STRUCTURE PLANS – CONSIDERATION OF PANEL REPORT & ADOPTION OF AMENDMENT

Source: Planning and Development – Strategic Implementation
General Manager: Peter Bettess
Index Reference: Amendment C352

Purpose

The purpose of this report is for Council to consider the Independent Panel report into Amendment C352 and to adopt the Amendment.

Background

Amendment C352 seeks to implement the findings of the following Council adopted documents into the Greater Geelong Planning Scheme:

- the Indented Head Structure Plan (Adopted May 2016); and
- the Portarlington Structure Plan (Adopted September 2016)

An Independent Planning Panel hearing to consider the amendment and objections on 5 and 6 April, 2017.

Key Issues

The Amendment will amend Clause 21.14 Bellarine Peninsula to:

- include revised strategies and maps in relation to Portarlington and Indented Head, consistent with the recently adopted Indented Head and Portarlington Structure Plans.
- Include in 'further work', an additional requirement to "Undertake a strategic assessment to identify aged care needs across the Bellarine Peninsula, identifying design options and guidance to encourage older people to remain in their homes as long as possible through adaptable housing design".
- Revise the list of reference documents to include 2016 adopted versions of the Indented Head and Portarlington Structure Plans.

The conclusions and recommendations of the Planning Panel generally supported the submissions of Council, and all the recommendations of the Planning Panel are supported in their entirety by Council officers.

The Executive Summary of the Panel Report relevant to Amendment C352 is included as Attachment 2 to this report.

P Dorling moved, L Gardner seconded -

That Council resolves to:

- 1) note that the report in referring to the Panel Conclusion for submission issue 2.3 relating to 30-42 Geelong Road Portarlinton should read “The Panel concludes the Portarlinton Structure Plan 2016 appropriately identifies 30-42 Geelong Road, Portarlinton for future mixed use development and should not be changed”;**
- 2) adopts the exhibited Amendment C352, as contained in Attachment 3 to this report, in accordance with the recommendations of the Independent Planning Panel;**
- 3) submits the adopted Amendment and prescribed information to the Minister and**
- 4) re-adopts the Portarlinton Structure Plan (as amended July 2017) to reflect the Amendment changes.**

Carried.

Attachment 1

Discussion

Amendment C352 was exhibited between 17th November 2016 and 19th December 2016.

As a result, 17 submissions were received of which 3 were from Government Departments or Statutory Authorities in support of the Amendment, and 14 were submissions from community stakeholders who sought changes or objected to the amendment. Two of the latter submissions were late submissions received on the day of the directions hearing.

An additional submission seeking changes was received by the Planning Panel following the Directions Hearing, however a copy was not forwarded to Council by the submitter until after the Panel Hearing had occurred. The Panel sought and was provided comment on this submission subsequent to the Panel Hearing.

The key themes/issues raised in the submissions were:

- Concern that the revised clause 21.14 undermines the findings and recommendations of the Planning Panel which considered submissions in relation to combined Amendment C321 and Permit application 1234/2014;
- Objection to the identification of locations on a structure plan map as “development opportunities”.
- Opposition to ‘high rise’ development in excess of two storeys;
- Support for maintenance of a rural break between Drysdale and Portarlington;
- Opposition to the addition of the words “*where a view has been identified in an overlay*”, in relation to clarify the reference to ‘reasonable sharing of views of the coast and foreshore’ in Portarlington.
- Request for the extension of the identified Portarlington Settlement Boundary, to support the future expansion of the Portarlington Retirement Village to include 33 – 41 Mercer Street, Portarlington within the identified township boundary.
- In relation to management of environmentally significant locations within the Indented Head urban settlement boundary:
 - Remove references to Point Richards Flora and Fauna Reserve and Salt Lagoon Wildlife Reserve, and
 - Include references to additional areas within Clause 21.14-2.
- In relation to Indented Head, requests for:
 - Improved pedestrian and cycling infrastructure within Indented Head;
 - Investigation of the need for traffic control devices on collector roads;
 - Investigation, in consultation with Bellarine Bayside Committee of Management, of means to reduce the entry of stormwater run-off into Port Phillip Bay via the creek near David Street.
 - Revision of detailed references to the aquaculture operation.
 - Improved off-street additional sporting facilities on the western side of the settlement and increased off-street recreational facilities for young people.
- Request for the southward extension of the Indented Head urban settlement boundary to include 88 – 91 Ibbotson Street.

- The late submission, received by the Panel after the directions hearing but not forwarded to Council by the submitter, sought the southern extension of the Portarlington urban settlement boundary at the eastern end of Grassy Point Road.

The Delegated Authority report dated 31 January 2017 both summarises all of the submissions and provides a detailed officer response to all of the issues raised. An additional Delegated Authority report, dated 31 March 2017 was subsequently prepared in relation to the late submissions received on the date of the Directions Hearing. These reports are available on Council's website at www.geelongaustralia.com.au/amendments (under the C352 webpage).

All submissions were considered under delegated authority and referred to an Independent Panel appointed by the Minister for Planning.

The appointed 2 person panel held a Directions Hearing on 6 March 2017 and a two day Panel Hearing in Geelong on 5 & 6 April, 2017.

The Panel has now presented its report to Council for its consideration and has recommended that Amendment C352 be adopted as exhibited subject to several minor changes. Attachment 2 is the Executive Summary of the Panel report which outlines the issues considered by Panel and contains the consolidated panel recommendations, including recommended changes to the exhibited amendment documentation.

A full copy of the Panel's Report has been placed on Council's website www.geelongaustralia.com.au/amendments (under the C352 webpage). The following sections of this report make reference to page numbers in the Panel report where specific issues have been addressed.

The issues as set out by the Panel, together with the Panel's conclusions, as well as Officer recommendations are detailed below.

Issues raised in Submissions:

1 Settlement Boundaries

Issue

The issue is whether the Portarlington and Indented Heads settlement boundaries should be extended to include additional land.

Reasons for extending the boundary to include specific land included:

- lot size is relatively small to remain in the Farming Zone
- existing subdivision layout does not align with the Farming Zone
- surrounding residential lot layout enables connections to the land
- land unsuitable for productive agriculture or conservation
- would not compromise the non-urban break between coastal settlements
- insignificant expansion of settlement area
- would contribute to additional land supply and lot flexibility
- encroachment towards an existing industry (abalone farm) would not affect its operation.

Panel Conclusion

There is insufficient strategic justification to extend the Portarlington and Indented Head settlement boundaries.

Officer Recommendation

The Panel Conclusion is supported.

2 Portarlington

2.1 Building heights and views

Issues

The issues are:

- Whether building heights should be reduced to no greater than two storeys
- Whether there should be more restrictive provisions to enable a greater sharing of views from across Portarlington to selected parts of the town.

Panel Conclusion

- There is insufficient justification to restrict building heights limits in Portarlington beyond those proposed by the Amendment.
- Zone and overlay provisions are appropriate for managing building heights in Portarlington.
- The proposed strategy for reasonable sharing of views in Portarlington is supported by the Portarlington Structure Plan 2016 and should not be changed.

Officer Recommendation

The Panel Conclusion is supported.

2.2 33-41 Mercer Street, Portarlington

Issue

The issue is whether the policy in Clause 21.14 should be amended to support 33-41 Mercer Street, Portarlington being rezoned to a residential zone so that it can be used for retirement/aged care.

Panel Conclusion

- The Portarlington Structure Plan 2016 and Map should be amended to include a note supporting the use of the land at 33-41 Mercer Street, Portarlington for aged care living.
- Clause 21.14 should not be amended to support 33-41 Mercer Street, Portarlington being rezoned to a residential zone.

Recommendation

The Panel does not recommend any change to the Amendment but further recommends:

Amend the Portarlington Structure Plan to:

a) note support for aged care living at 33-41 Mercer Street, Portarlington.

Officer Recommendation

The Panel Conclusion and Recommendation are supported.

2.3 30-42 Geelong Road, Portarlington

Issue

The issue is whether the Portarlington Structure Plan 2016 should be changed to identify 30-42 Geelong Road, Portarlington for future residential rezoning.

Panel Conclusion

The Panel concludes:

- there is insufficient strategic justification to rezone 1-5 Geelong Road, Portarlington to a residential zone.
- the Structure Plan 2016 should not be amended to identify the land for a future rezoning.

Officer Recommendation

The Panel Conclusion is supported.

2.4 1 – 5 Geelong Road Portarlington

Issue

The issue is whether the Portarlington Structure Plan should indicate that 1-5 Geelong Road, Portarlington be rezoned for residential purposes.

Panel Conclusion

The Panel concludes:

- there is insufficient strategic justification to rezone 1-5 Geelong Road, Portarlington to a residential zone.
- the Structure Plan 2016 should not be amended to identify the land for a future rezoning.

2.5 Portarlington Golf Club

Issues

The issues are whether Clause 21.14 and the Portarlington Structure Plan should be amended to:

- show the full extent of the Portarlington Golf Club land
- note support for golf course facility improvements
- note an opportunity for short term accommodation on the Golf Club land.

Panel Conclusion

The Panel concludes:

- Clause 21.14 and the Portarlington Structure Plan should be amended to:
 - show the full extent of the Portarlington Golf Club land to also include a portion of land located east of Oxley Street (162-180 Hood Street) that is included in Special Use Zone Schedule 3.
 - add a notation on the Golf Club land identifying short term accommodation opportunity that is linked with the Portarlington Golf club facilities.
- the amendment of the Portarlington Structure Plan map to reinstate the notation “support improvement of golf course facilities” is unnecessary.

Recommendation

The Panel recommends:

Amend Clause 21.14 to:

- a) show the full extent of the Portarlington Golf Club land to include 162-180 Hood Road (located east of Oxley Street).**
- b) note on the Portarlington Golf Club land an opportunity for short term tourist accommodation associated with the existing club house facilities.**

The Panel further recommends:

Amend the Portarlington Structure Plan 2016 to:

- a) show the full extent of the Portarlington Golf Club land**
- b) note on the Portarlington Golf Club land an opportunity for short term tourist accommodation in conjunction with the existing club house facilities.**

Officer Recommendation

The Panel Conclusions and Recommendations are supported.

3 Indented Head

3.1 Environment and infrastructure

Issue

The issue is whether policy provisions and the 2016 Indented Head Structure Plan should be amended to address environmental matters raised in submissions.

Panel Discussion and Conclusion

The Panel generally agrees with Council's submission on this matter. However, the policy reference to the Point Richards Flora and Fauna Reserve in the second dot point in Clause 21.14-2 under Indented Head should be deleted. This area is clearly located in Portarlington so it is appropriate to move the policy into the relevant policy dealing with Portarlington.

Recommendation

The Panel recommends:

Amend Clause 21.14 to:

- a) move the reference to Point Richards Flora and Fauna Reserve from the second dot point under 21.14-2 'Indented Head' to 'Portarlington'.**

Financial Implications

Adoption and approval of Amendment C352 will have no significant financial implications for Council. Implementation of any further work specified in the policies as a result of the adoption of this amendment will be subject to future Council budget consideration.

Stakeholder Consultation and Communication

Amendment C352 has been exhibited in accordance with the provisions of the Planning and Environment Act and all persons who lodged a submission had an opportunity to be heard before an Independent Panel appointed by the Minister for Planning.

Policy/Legal/Statutory Implications

Amendment C352 has been prepared having regard to existing relevant State, regional and local planning policies as described in some detail in the Explanatory Report accompanying the exhibited amendment.

The Independent Panel has considered in detail all relevant aspects of State, regional and local planning policies in providing its recommendations to Council.

Alignment to City Plan

Both Structure Plans are the subject of Amendment C352 and align with the directions of the Sustainable, Built and Natural Environment and Growing our Economy strategic directions in City Plan.

Conflict of Interest

No Council officers involved in the preparation of this Amendment, the development of the Structure Plans and the preparation of this report have any direct or indirect interest, in accordance with Section 80C of the Local Government Act, in relation to any matters to which this report relates.

Risk Assessment

There are no risks associated with processing a Planning Scheme Amendment as recommended by this report.

Environmental Implications

Environmental implications were considered as part of the review of both Structure Plans. The further work identified in the policy has been refined to more accurately reflect the location of key environmental features, in accordance with the recommendations of the Planning Panel. The maintenance of the existing extent of the identified urban growth boundaries of both Structure Plans will continue to protect environmental assets in close proximity to these boundaries.

Attachment 2

Greater Geelong Planning Scheme Amendments C327 and C352 | Panel Report | 31 May 2017

Executive Summary

Greater Geelong Planning Scheme Amendment C352 proposes to implement the Portarlington Structure Plan 2016 and Indented Head Structure Plan 2016. Amendment C327 proposes to rezone land on Geelong-Portarlington Road, Portarlington, known as 'Olive Grove' and apply overlays to enable a future residential development.

The Structure Plans

The Amendments were exhibited concurrently from 17 November to 19 December 2016 and 21 submissions were received for Amendment C327 and 17 submissions were received for Amendment C352.

Key issues raised in submissions included whether the settlement boundary should be expanded, urban/rural interface, agricultural impacts, visual impact on landscape values and Bellarine Hills, development density, construction impacts, environmental matters, transport, infrastructure and drafting and detailing associated with planning provisions and the Structure Plans.

The Panel considered all written submissions made in response to the exhibition of the Amendment as well as further submissions and other information presented to it during and after the Hearing, and observations from its town inspections.

The Panel commends Council for its comprehensive strategic work which supports both Amendments and for its flexibility when responding to issues raised in submissions.

The Panel finds that Amendments C327 and C352 are supported by, and implement, the relevant sections of the State and Local Planning Policy Framework; are consistent with the relevant Ministerial Directions and Planning Practice Notes; are well founded and strategically justified; and are supported by residential land demand and supply forecasts. The Amendments should proceed subject to addressing more specific issues raised in submissions as discussed in this report.

Amendment C352

The Panel concludes that there is insufficient strategic justification to change Portarlington and Indented Head settlement boundaries. The Panel therefore does not support the request by some submitters to include additional land within either settlement area through Amendment C352.

The proposed strategy for reasonable sharing of views in Portarlington is supported by the Portarlington Structure Plan 2016 and should not be changed. Zones and overlays will manage heights in Portarlington and no further changes are justified. Aged care living should be noted for 33-41 Mercer Street in the Portarlington Structure Plan 2016, but Clause 21.14 should not identify its rezoning for residential use. The Amendment appropriately responds to 1-5 and 30-42 Geelong Road, Portarlington and no change is recommended.

The Panel supports recognising the full extent of the Portarlington Golf Club land and noting an opportunity for short term accommodation associated with golfing activities in Clause 21.14 and making any related changes to the Portarlington Structure Plan.

The Panel has recommended some minor clerical changes to Clause 21.14.

Amendment C327

Amendment C327 appropriately responds to planning matters, however, it agrees with Council's post-exhibition changes which respond to issues, clarify intent and improve the operation of planning provisions.

The proposed provisions, including post-exhibition changes, would guide future development to appropriately respond to visual impact; environmental, transport and infrastructure matters; the rural interface including adjacent agricultural land uses; and to managing noise and dust during the construction phase.

The Panel has recommended some minor clerical changes to Development Plan Overlay Schedule 35, as shown in Appendix B.

(i) Recommendations

Based on the reasons set out in this Report, the Panel recommends that Greater Geelong Planning Scheme Amendments C327 and C352 be adopted as exhibited subject to the following:

1. Amend Clause 21.14 to:
 - a) show the full extent of the Portarlington Golf Club land by including 162-180 Hood Road (located east of Oxley Street), Portarlington
 - b) note on the Portarlington Golf Club land an opportunity for short term tourist accommodation associated with the existing club house facilities
 - c) move the reference to Point Richards Flora and Fauna Reserve from the second dot point under 21.14-2 'Indented Head' to 'Portarlington'.
2. Amend Development Plan Overlay Schedule 35, under Clause 3.0 (Requirements for development plan), as shown in Appendix B, to:

URBAN DESIGN MASTERPLAN

- a) amend the second dot point to:

A general subdivision layout including streets, drainage reserves, open space, distribution of land uses, landscaping of streets and reserves, and interface treatment with adjoining roads, with dwellings on lots abutting Batman and Allens Roads generally fronting those roads.
- b) add a new second dot point:

A subdivision design that ensures that:

 - *There are no new intersections with Geelong-Portarlington Road and no direct vehicular access from any lot to Geelong-Portarlington Road.*
 - *A 3 metre wide vegetation reserve abutting Geelong-Portarlington Road is provided along the frontage of the development.*
 - *Residential development addresses Geelong-Portarlington Road by use of service roads or internal roads to enable dwellings to front Geelong-Portarlington Road, but with no direct access from any lot to Geelong-Portarlington Road.*

c) amend the fifth dot point to:

Provision for public open space of not less than 10% of the development area, within walking distance (400 metres) of each household. Encumbered land shall not be credited as public open space, including land required for drainage basins. Open space is to be located and designed to maximise casual surveillance including lots that positively address adjoining public open space reserves. Public open space is to include the highest point of the site, adjacent to the intersection of Batman and Allens Roads, to help ensure that built development does not intrude on the nearby ridgeline as viewed from the Point Richards area.

LANDSCAPE MASTER PLAN

d) amend the third dot point to:

*Retention of significant vegetation, including Drooping Sheoke (*Allocasuarina verticillata*), which is of Regional Conservation Significance and has been recorded on the site, except where a qualified arborist recommends removal based on their health and condition.*

e) amend the eighth dot point to:

A concept plan for all areas that interface with adjoining road reserves, with landscaping to soften the interface between new residential development and existing rural areas, while specifying that the siting and species used do not substantially impede coastal views from existing dwellings on adjacent land.

ROAD NETWORK AND TRAFFIC MANAGEMENT PLAN

f) delete the fourth sub-dot point in the first dot point in relation to the Road Network and Traffic Management Plan.

(ii) Further recommendations

The Panel recommends changes to the Portarlington Structure Plan and Indented Head Structure Plans. These changes do not need to be made before implementing Amendments C327 and C352, and Council should decide on the appropriate timing.

The Panel further recommends:

Amend the Portarlington Structure Plan 2016 to:

- a) replace reference to the 2008 G21 Integrated Public Transport Strategy with the 2014 G21 Region Public Transport Strategy.
- b) note support for aged care living at 33-41 Mercer Street, Portarlington.
- c) show the full extent of the Portarlington Golf Club land.
- d) note on the Portarlington Golf Club land an opportunity for short term tourist accommodation associated with the existing club house facilities.

Amend the Indented Head Structure Plan 2016 to:

- a) replace reference to the 2008 G21 Integrated Public Transport Strategy with the 2014 G21 Region Public Transport Strategy.

Attachment 3

Planning and Environment Act 1987

GREATER GEELONG PLANNING SCHEME

AMENDMENT C352

INSTRUCTION SHEET

The planning authority for this amendment is Greater Geelong City Council

The Greater Geelong Planning Scheme is amended as follows:

Planning Scheme Ordinance

The Planning Scheme Ordinance is amended as follows:

1. In Local Planning Policy Framework – replace Clause 21.14 with a new Clause 21.14 in the form of the attached document.

End of document

GREATER GEELONG PLANNING SCHEME

21.14 THE BELLARINE PENINSULA

08/12/2016
C346
~~1-1-201-~~
C352

26/01/2010
C129(Part 1)

Key issues and Influences

The Bellarine Peninsula comprises a series of contained townships separated by rural and coastal areas.

The rural and coastal areas on the Bellarine Peninsula form an important non-urban break between settlements. They are highly valued for their scenic attributes, tourism function, environmental function and lifestyle appeal.

The Bellarine Peninsula is one of the fastest growing areas in the City of Greater Geelong. Population growth on the Bellarine Peninsula is being driven by the attractiveness of the peninsula as a relaxed lifestyle destination within close proximity to urban Geelong.

Appropriately managing urban growth on the Bellarine Peninsula will be critical to retaining the peninsula's identity and attributes.

21.14-2 Objectives

08/12/2016
C346
~~1-1-201-~~
C352

Protect and enhance the rural and coastal environment on the Bellarine Peninsula and maintain rural and urban breaks between settlements.

- To facilitate the development of Ocean Grove, Drysdale/Clifton Springs and Leopold as hubs of development and service provision on the Bellarine Peninsula. In all other townships on the Bellarine Peninsula provide retail, commercial and community uses and facilities that serve the daily needs of the community and encourage street based activity.
- To provide for sustainable industrial, commercial, retail, agricultural and tourism development in designated locations, to service the wider Bellarine community.
- To preserve the individual character, identity and role of each Bellarine township.

Strategies

- Ensure that development responds to the identity and character of the individual township in which it is located.
- Protect rural and coastal environments from inappropriate urban encroachment.
- Ensure land use and development proceeds generally in accordance with the relevant Structure Plan maps included in this Clause.
- Ensure that development outside of settlement boundaries (as shown in the Structure Plan maps included in this clause) does not compromise the rural, environmental and landscape values of the non-urban breaks.
- Direct the bulk of residential growth and retail development to Ocean Grove, Drysdale/Clifton Springs and Leopold consistent with the relevant Structure Plan maps included in this clause.
- Direct bulky goods retailing and industrial development to existing and future areas as identified in Structure Plan maps included in this clause.

St Leonards:

- Support a mix of retail, commercial, community and entertainment uses within the town centre.
- Encourage development which respects the coastal landscape setting of St Leonards by:
 - Providing reasonable sharing of views of the coast and foreshore.

GREATER GEELONG PLANNING SCHEME

- Promoting contemporary design that reflects the existing scale, setbacks, spacing, forms and materials of the buildings in the locality.
 - Ensuring that development allows for the protection of significant vegetation and/or planting around buildings and has minimal impact on roadside vegetation.
- Support the on-going management, enhancement and sensitive development of the foreshore, Salt Lagoon Wildlife Reserve and Edwards Point State Faunal Reserve.
- Protect the scenic qualities of Murradoc Hill and Swan Bay.
- Support the development of a focal building, comprising retail and tourist related activities, at the south west corner of Murradoc and Bluff Roads.
- Support the development of Growth Areas 1 and 2 identified on the Structure Plan map.
- Facilitate development of a community facility including an Early Years Learning Centre, preferably at 1345 Murradoc Road.
- Integrate the town centre and pier-foreshore area.

Portarlington:

- ~~Support a mix of retail, commercial, community and entertainment uses within the town centre.~~
- Support the on-going management, enhancement and sensitive development of the foreshore, including a place making project for the main activity node, Point Richards Flora and Fauna Reserve and Salt Lagoon Wildlife Reserve.
- Encourage development which respects the coastal landscape setting of Portarlington by:
 - Providing reasonable sharing of views of the coast and foreshore where a view has been identified in an overlay.
 - Promoting contemporary design that reflects the existing scale, setbacks, spacing, forms and materials of the buildings in the locality.
 - Ensuring that development allows for the protection of significant vegetation and/or planting around buildings and has minimal impact on roadside vegetation.
- Support the establishment of a ~~Community Centre in Portarlington~~ Community Hub within an existing public building.
- Support the ~~provision of a new redevelopment of the Country Fire Authority fire station at Portarlington.~~
- Support the integration of the Portarlington town centre and pier-foreshore area.
- Support the development of the development opportunity sites, as shown on the Structure Plan Map, including:
 - ~~Support the d~~Development of a focal building at 22-34 Newcombe Street, Portarlington, to contain retail uses, tourist accommodation and tourism related activities.
 - Redevelopment of the rear of 40-42 Newcomb Street in a manner that is sympathetic to and maintains the heritage context of the site.
 - Redevelopment of the block behind Newcomb Street and Fenwick Street to improve pedestrian connectivity by creating a two-way rear lane system and additional shop front activation.
 - Support development in the Portarlington town centre incorporating accommodation uses above ground level retail floor space, where such development meets all parking and access requirements.
- Support the use and development of 33 – 41 Mercer Street, Portarlington for aged care living.

Indented Head:

GREATER GEELONG PLANNING SCHEME

- Encourage development which respects the coastal landscape setting of Indented Head, by:
 - Providing reasonable sharing of views of the coast and foreshore, where a view has been identified in an overlay.
 - Promoting contemporary design that reflects the existing scale, setbacks, spacing, forms and materials of the buildings in the locality.
 - Ensuring that development allows for the protection of significant vegetation and/or planting around buildings and has minimal impact on roadside vegetation.
- ~~Support the on going management, enhancement and sensitive development of the foreshore, Point Richards Flora and Fauna Reserve and Salt Lagoon Wildlife Reserve.~~
- ~~Support expansion of the existing retail premises on The Esplanade, Indented Head.~~

Ocean Grove:

- Contain urban development within the defined settlement boundary on the Structure Plan map.
- Encourage development which respects the coastal landscape setting of Ocean Grove, by:
 - Providing reasonable sharing of views of the coast and foreshore
 - Promoting contemporary design that reflects the existing scale, setbacks, spacing, forms and materials of the buildings in the locality.
- Ensuring that development allows for protection of significant vegetation and/or planting around buildings and has minimal impact on roadside vegetation. Support the continued development of the north-east growth area as shown on the Structure Plan map. Encourage a range of accommodation and housing options, including aged care within and adjacent to the Town Centre and other existing and proposed activity centres.
- Ensure development avoids impacts on environmental assets including the Coast, Buckley Park Foreshore Reserve, Goandra Estate, Ocean Grove Nature Reserve, Begola Wetlands, Barwon River/Lake Conneware and the Lake Victoria Wetlands.
- Ensure the Town Centre remains the primary retail centre for Ocean Grove by providing for a range of retail, business and accommodation uses.
- Ensure that the supply of car parking in the Town Centre increases commensurate with parking demands from new development.
- Preserve The Terrace as the potential long-term arterial route through the Town Centre.
- Support the development of a new Neighbourhood Activity Centre, including community uses, in the north-east growth area adjacent to Grubb Road.
- Support the development of the restricted retail and industrial precincts within the north-east growth area.
- Support the development of a strategic footpath network for the town that provides permeable and safe routes to key destinations and services.
- Where appropriate, ensure new developments assist in the establishment of a safe bicycle-pedestrian path network around the town connecting the foreshore, river, nature reserve, Grubb, Banks and Bonnyvale Roads as shown on the Structure Plan map.
- Where appropriate, ensure new development contributes to the improvement of open spaces, key pedestrian links.
- Provide for a range of appropriately scaled and located tourism accommodation and activities, including opportunities for revitalisation of existing uses.
- Support further development of existing caravan parks and accommodation uses in residential areas, particularly those close to the beach and river, to provide a broader range of accommodation type and mix.

GREATER GEELONG PLANNING SCHEME

- Where appropriate, encourage a range of appropriately scaled tourism related activities on the rural periphery of the town which are complementary to the environmental and rural setting.
- Support the duplication of Grubb Road in a manner which preserves significant roadside vegetation, provides an attractive town entry, safe crossing points, pedestrian/cycle paths and undergrounding of powerlines.
- Support the provision of community and social infrastructure commensurate with population growth, including the investigation of a site for a new primary school in the north-east growth area.

Leopold:

- Support Leopold as a Sub Regional Retail Activity Centre for the Bellarine Peninsula, whilst providing local community, recreational and employment facilities to Leopold's residents.
- Ensure the retention of Leopold as an urban island - supporting urban growth contained to the settlement boundary and preserving the surrounding rural hinterland.
- Support the development of the Ash Road Growth Area and other areas identified for residential development on the Structure Plan map.
- Support increased housing densities around the Sub Regional Retail Activity Centre and neighbourhood shopping strips at Ash Road and Dorothy Street.
- Encourage the northerly expansion of the Sub Regional Retail Activity Centre, ensuring any development integrates with the existing centre and surrounding community facilities, and enhances its appearance and functionality.
- Support the local convenience role of the Ash Road and Dorothy Street neighbourhood shopping centres, whilst restricting any future expansion of these centres.
- Support the development of Council's Kensington Road Community Hub to provide a wide range of community, health, education and civic services/facilities.
- Encourage the creation of an additional local mixed use centre on the south east corner of Bellarine Highway and Melaluka Road. Any redevelopment of this site could accommodate restaurants, convenience shops, offices and residential development.
- Provide public open space within existing and proposed residential areas to cater for the passive and active recreation needs of the community.
- Provide an improved transport network which includes better traffic movements, pedestrian and cyclist linkages and public transport options.
- Ensure environmentally sensitive areas including Lake Connemara and Reedy Lake are protected from localised development pressure.
- Investigate opportunities for public access to Port Phillip Bay.

Barwon Heads:

- Maintain a compact urban form and avoid outward sprawl.
- Protect the unique character of Barwon Heads as a coastal village located within a sensitive environment and significant landscape setting.
- Ensure the Hitchcock Avenue shopping centre remains the focus of retail activity in Barwon Heads.
- Restrict new commercial development to the existing business and mixed use zones in Hitchcock Avenue between Bridge Road and Ozone Road and the south side of Bridge Road.
- Ensure new housing development complements the character of Barwon Heads and provides for a variety of housing sizes and types.
- Support the continued development of 13th Beach Resort as a tourist destination.

GREATER GEELONG PLANNING SCHEME

- Continue upgrading the Barwon Heads Village Park and foreshore reserves in accordance with established master plans.
- Support development of appropriate tourist accommodation around the Barwon Heads town centre.

Drysdale/Clifton Springs:

- Contain urban development within the defined settlement boundary on the Structure Plan map.
- Support the development of the Jetty Road Urban Growth Area and other areas identified for residential development on the Structure Plan map.
- Ensure new development incorporates sustainability principles including environmentally sustainable design, energy efficiency, connectivity and water sensitive urban design.
- Reinforce the Drysdale town centre as the primary retail centre including the development of an additional supermarket on the south side of Murradoc Road
- Provide for the expansion of the Drysdale town centre to the east along Murradoc Road.
- Locate future development of a service business or industrial nature in the identified precinct along Murradoc Road extending to the proposed Drysdale Bypass.
- Locate and integrate future education, community and recreation facilities to enhance their accessibility and to maximise joint use wherever possible.
- Develop the Council owned Palmerston Street site and the Drysdale Regional Community and Cultural Hub for community and recreation purposes.
- Ensure any development of short term tourist accommodation at the Curlewis Golf Course is located at the eastern end of the course in close proximity to the Jetty Road Urban Growth Area, functions as a minor component to the primary role of the site as a golf course and maintains the rural landscape character of the site.
- Provide additional bicycle and pedestrian opportunities throughout the townships including new footpaths and bicycle lanes.
- Provide for the creation of consolidated parking areas in the town centre.

Point Lonsdale

- Support low scaled and designed tourism opportunities on designated land identified on the Point Lonsdale Structure Plan map at Clause 21.14-12.
- Ensure new development strengthens the township's coastal village character and landscape setting by requiring a high standard of architectural and urban design response including:
 - Low scale forms
 - Articulation (materials, openings or features such as decks, balconies, wide eaves or canopies).
 - Contemporary design quality.
 - Use of materials such as timber, corrugated iron, weatherboard or light coloured render.
 - Limiting site coverage and provide front and side setbacks that reflect existing neighbourhood patterns and provide opportunities for maintenance and planting of native coastal and indigenous vegetation.
- Ensure that new urban development street works and road designs contribute to the implementation of the identified primary and secondary pedestrian/cycle routes and are designed to complement the informal coastal streetscape character.

GREATER GEELONG PLANNING SCHEME

21.14-3 Implementation

08/12/2016
C346
~~201~~

These strategies will be implemented by:

Applying Zones and overlays

Ocean Grove

Apply the Commercial 1 Zone to the surplus park at 94 The Parade.

Apply the Commercial 1 Zone to the surplus road reserve from upgrade of the Hodgson Street/The Parade intersection.

Apply the Design and Development Overlay to the Town Centre to implement the findings of the Ocean Grove Town Centre Urban Design Framework.

Apply the Design and Development Overlay to the Commercial 1 and Commercial 2 Zone precincts in the north-east growth adjacent to Grubb Road.

Apply schedule 20 to the Design and Development Overlay to the Industrial 3 Zone in the north-east growth area.

Apply the Public Acquisition Overlay to The Terrace rear laneway.

Leopold

Apply the General Residential Zone Schedule 1 and the Development Plan Overlay to land designated for future residential growth shown on the Leopold Structure Plan map included in this clause.

Apply a combination of commercial zones, a Design and Development Overlay and a Development Plan Overlay to facilitate the expansion of the Leopold Sub Regional Retail Activity Centre.

Drysdale

Apply the General Residential Zone Schedule 1 with a Development Plan Overlay based on the principles identified in the Structure Plan to Princess Street, Central Road and Oakden Road.

Support the application of the General Residential Zone Schedule 1 to identified residential infill areas with appropriate Development Plan Overlay and Developer Contribution Plan controls.

Support a joint rezoning and development application at the Curlewis Golf Club to facilitate short term tourist accommodation.

Point Lonsdale

Apply the General Residential Zone Schedule 1 with a Development Plan Overlay to the portion of the Lonsdale Golf Course shown for residential growth on the Point Lonsdale Structure Plan map at Clause 21.14-12 subject to an amendment and EES process.

Apply appropriate design and environmental overlays to areas of consistent urban and landscape character.

Rezone the Commercial Zone land on the corner of Fellows Road and Bellarine Highway to facilitate tourism development.

St Leonards

Apply the General Residential Zone Schedule 1 to Growth Areas 1 and 2.

Apply the Development Plan Overlay to Growth Area 2.

Apply the Development Contributions Plan Overlay (or an equivalent agreement with landowners) in conjunction with the rezoning of Growth Areas 1 and 2.

GREATER GEELONG PLANNING SCHEME

Further work

Review township structure plans as scheduled (in structure plans) to meet emerging needs of communities.

Review the planning framework for land identified in the Coastal Spaces Landscape Assessment Study as regionally significant in the south west of the Bellarine Peninsula to ensure the protection of landscape values is adequately addressed.

Undertake a strategic assessment to identify aged care needs across the Bellarine Peninsula, identifying design options and guidance to encourage older people to remain in their homes as long as possible through adaptable housing design.

Point Lonsdale

Work with the Borough of Queenscliff to address climate change issues in Point Lonsdale and implement any relevant outcomes.

Prepare detailed streetscape design plans for designated primary and secondary routes as identified in the Point Lonsdale Structure Plan.

Investigate opportunities to establish a railway station-transport interchange precinct to link with the Queenscliff tourist railway service.

Portarlington

Support Parks Victoria Safe Harbour Project, including ensuring appropriate integration with the adjacent foreshore reserve and Town Centre.

Ocean Grove

Review the application of Schedule 7 to the Significant Landscape Overlay.

Undertake a review of the older parts of the town as identified on the Structure Plan map to investigate the introduction of new planning overlay controls to protect important landscape and built form attributes.

Work with VicRoads to prepare a network operating plan (SmartRoads) for the town.

Review the Structure Plan including an assessment of long term growth options (both infill and settlement expansion) for Ocean Grove by no later than 2021. The assessment should include consideration of:

- land to the north, north-west and east of Ocean Grove.
- the role of Ocean Grove as a district town.
- other planned growth on the Bellarine Peninsula.
- development trends, lot supply and housing capacity within the settlement boundary.
- the desirability of providing a diversity of living options.
- physical and environmental constraints, including the importance of protecting the biodiversity values of the Nature Reserve and maintaining a rural break between settlements.
- the protection of landscape values and implications for the character of approaches to Ocean Grove township along the Bellarine Highway, Grubb Road and Wallington Road.
- the implications for significant agricultural uses and their employment generating potential.
- whether any adjustments to the settlement boundary are required.

Leopold

Implement the Leopold Activity Centre Urban Design Framework, 2011.

Undertake further assessment of sites nominated as "Urban Consolidation" in the plan attached to this Clause.

GREATER GEELONG PLANNING SCHEME

Undertake a Flood Study to introduce controls over areas identified appropriate for Floodway Overlay (FO) or Land Subject to Inundation Overlay (LSIO).

Barwon Heads

Undertake a Landscape Assessment Study for the Ewing Blyth/Golf Links/Bridge Road and the Warrenbeen Court residential areas with the intention to apply an overlay to protect the existing character and vegetation.

Undertake a detailed study of Murtnaghurt Lagoon to establish whether the boundaries of the existing Environment Significant Overlay require review.

Consider the impacts of climate change on the future development of Barwon Heads in accordance with the Climate Change Adaptation Strategy to be developed by Council during 2010-2011.

Drysdale/Clifton Springs

Investigate the relocation of the Council depot site at 22A Collins Street

Prepare a Master Plan for the development of a community hub on the Council owned land at Palmerston Street site in the town centre.

Undertake a Drysdale Town Centre Community Facilities Planning Project to investigate and provide direction for future development and community use of 38 – 40 High Street and 2 – 8 Wyndham Street (senior citizens building) adjacent to the Town Square.

Prepare a Master Plan for the development of the Drysdale Regional Community and Cultural Hub.

Review the extent of the Heritage Overlay in the Drysdale Commercial Heritage Area.

References

Bellarine Peninsula Strategic Plan, City of Greater Geelong, 2006.

Ocean Grove Structure Plan, City of Greater Geelong, 2015 (amended September 2016).

Ocean Grove Urban Design Framework, City of Greater Geelong, 2014.

Portarlington Structure Plan, City of Greater Geelong, ~~2007~~ [September 2016 \(amended July 2017\)](#).

Indented Head Structure Plan, City of Greater Geelong, ~~2007~~ [May 2016](#).

St Leonards Structure Plan, City of Greater Geelong, 2015.

Leopold Structure Plan, City of Greater Geelong, 2011 (amended January 2013).

Leopold Urban Design Framework, City of Greater Geelong, 2011.

Barwon Heads Structure Plan, City of Greater Geelong, 2010.

Drysdale Clifton Springs Structure Plan, City of Greater Geelong, 2010.

Jetty Road Urban Growth Plan, City of Greater Geelong, 2007 (amended September 2008).

City of Greater Geelong Municipal Reference Document, Coastal Spaces Landscape Assessment Study, Planisphere, 2006.

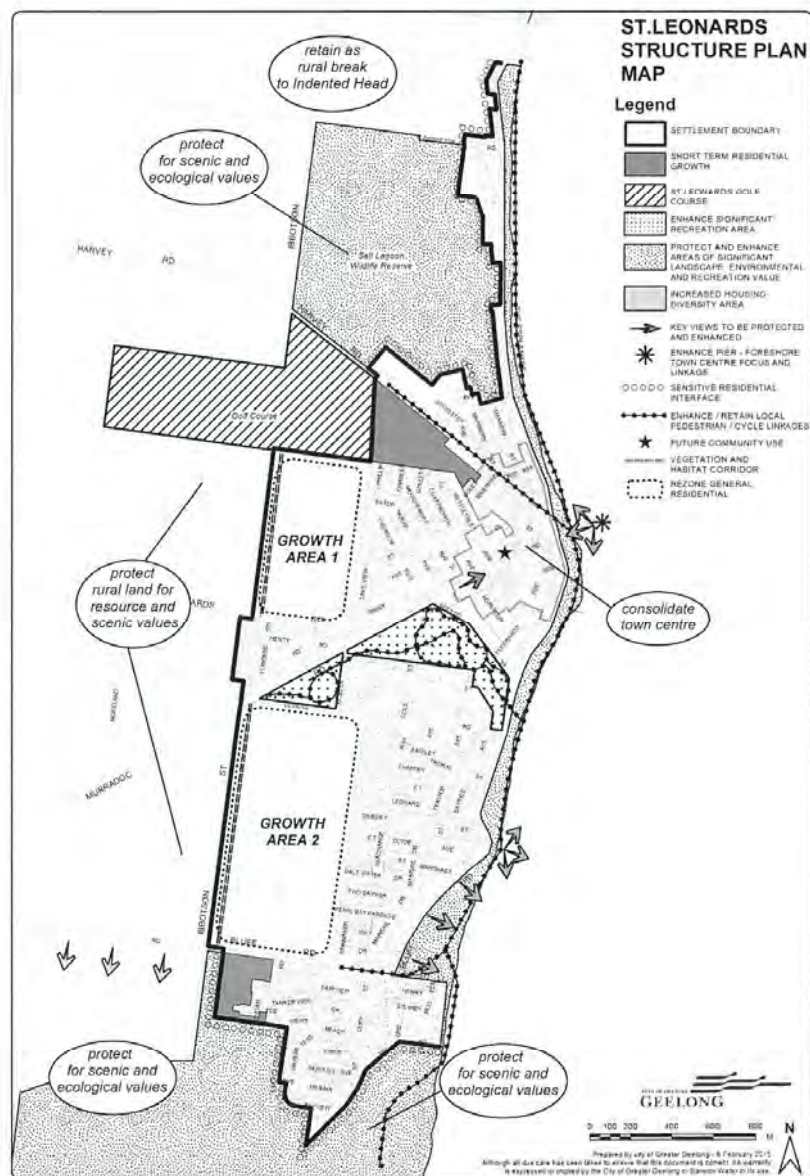
Point Lonsdale Structure Plan, Planisphere, 2009 (amended November 2011).

Drysdale Urban Design Framework, City of Greater Geelong 2012.

GREATER GEELONG PLANNING SCHEME

21.14-4 St Leonards Structure Plan map

25/06/2015
C312

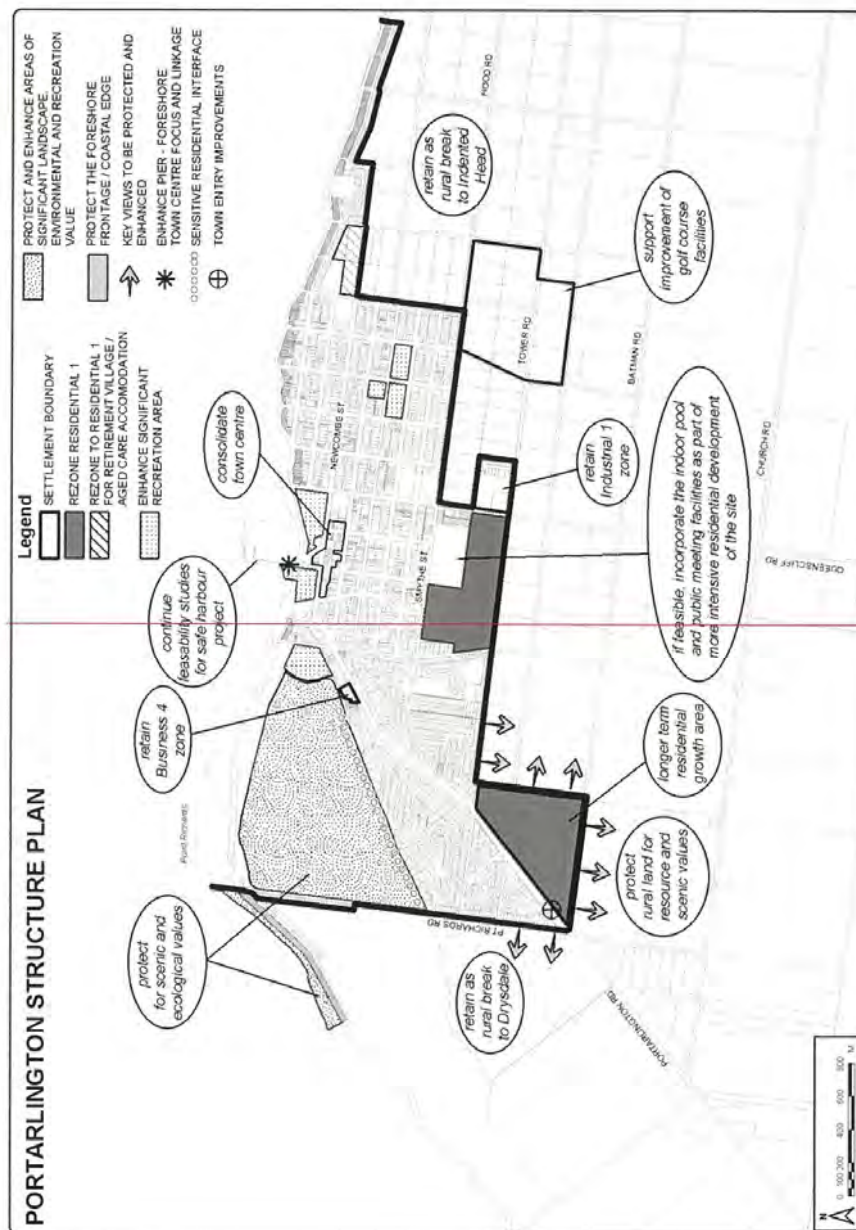


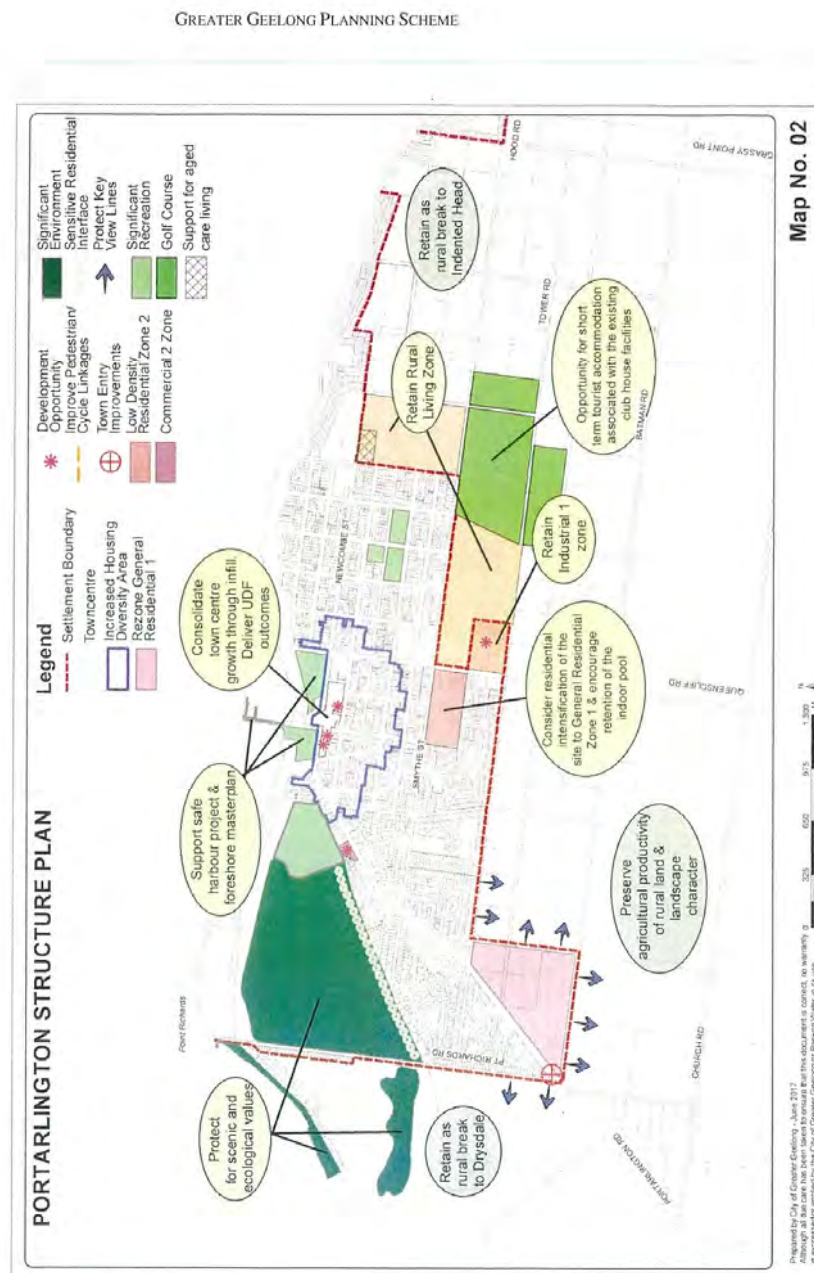
GREATER GEELONG PLANNING SCHEME

21.14-5

Portarlington Structure Plan map

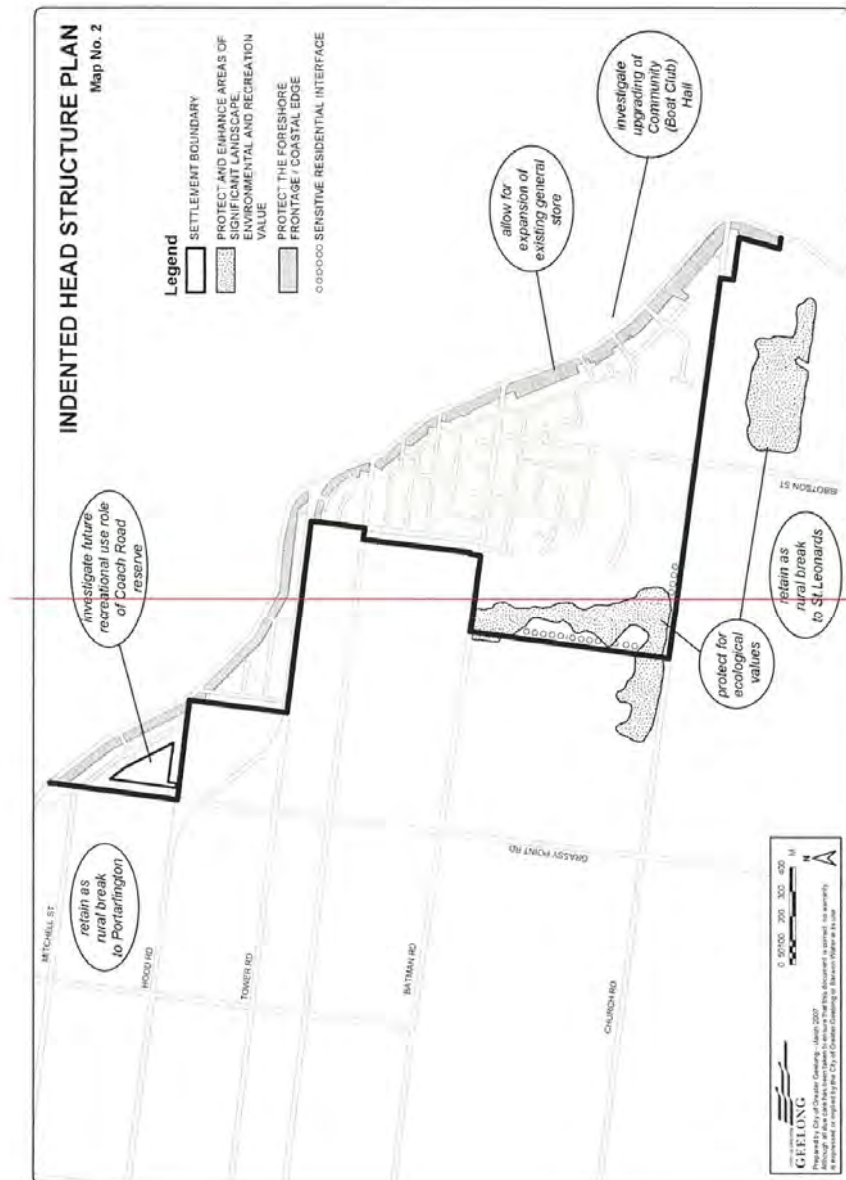
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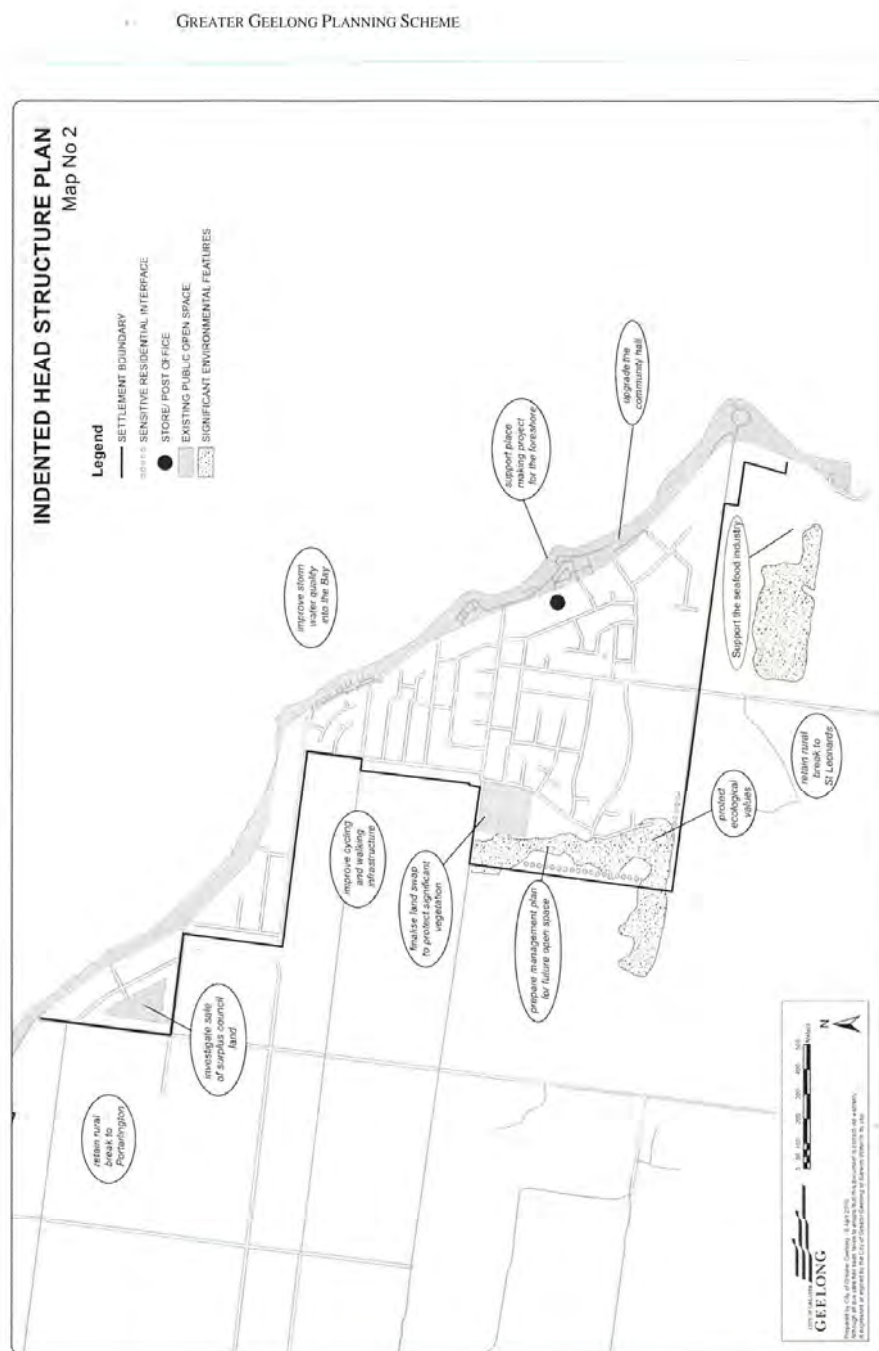




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C129(Part 1)
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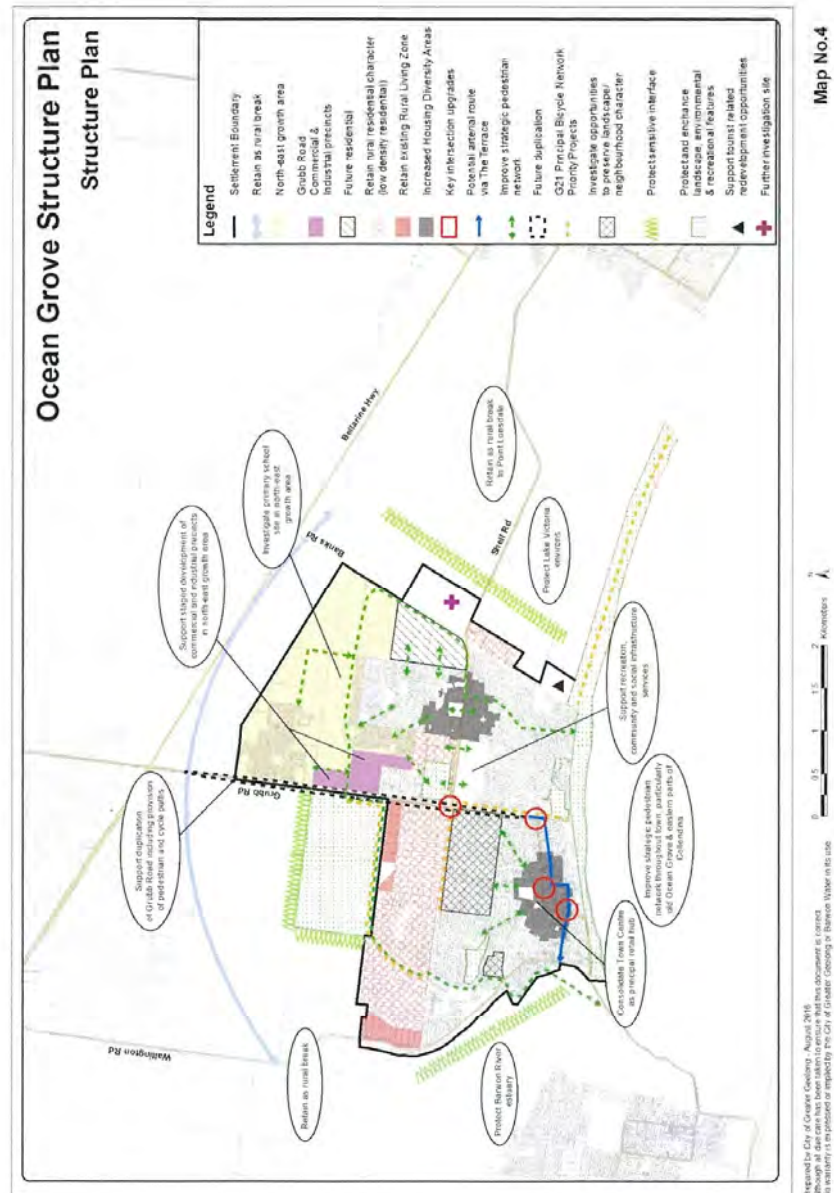
Indented Head Structure Plan map





21.14-7
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C346

Ocean Grove Structure Plan map



GREATER GEELONG PLANNING SCHEME

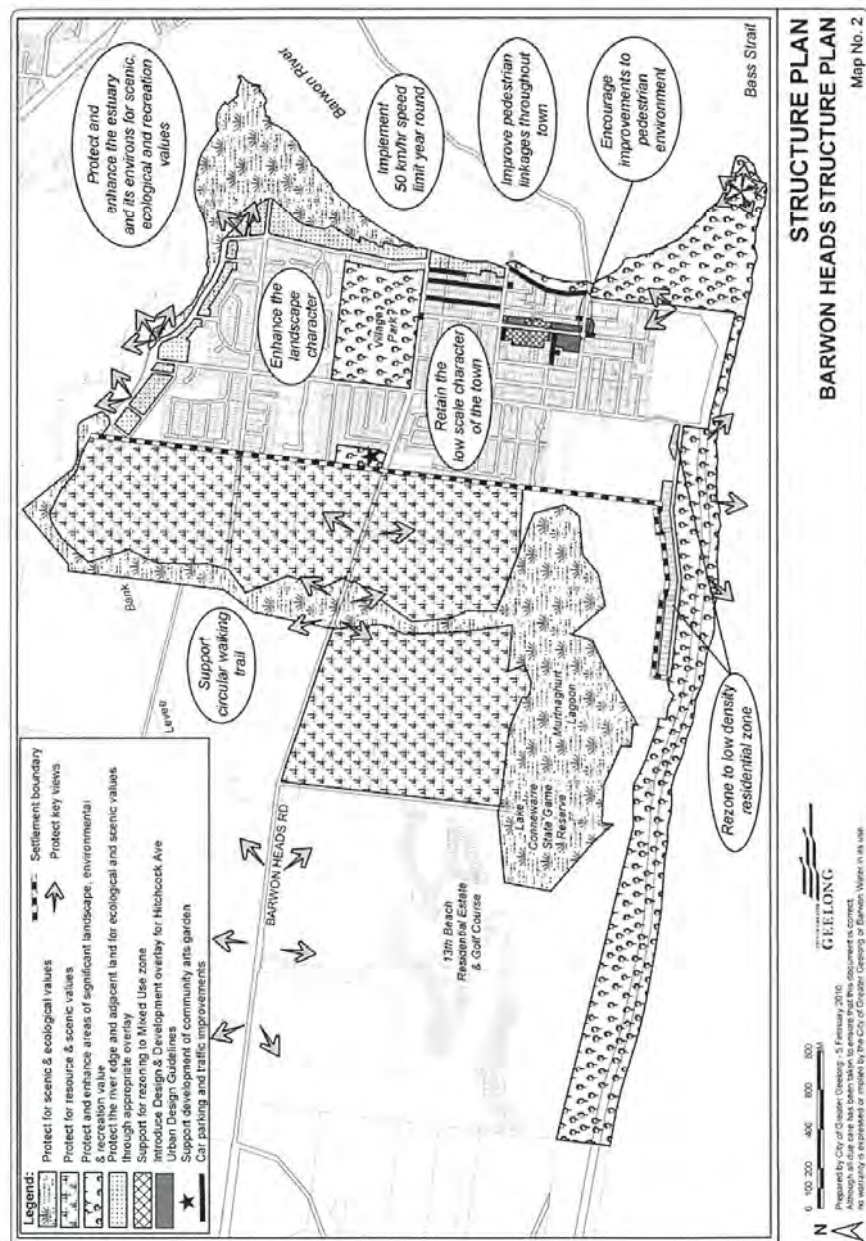
21.14-8
16/05/2013
C254

Leopold Structure Plan map



GREATER GEELONG PLANNING SCHEME

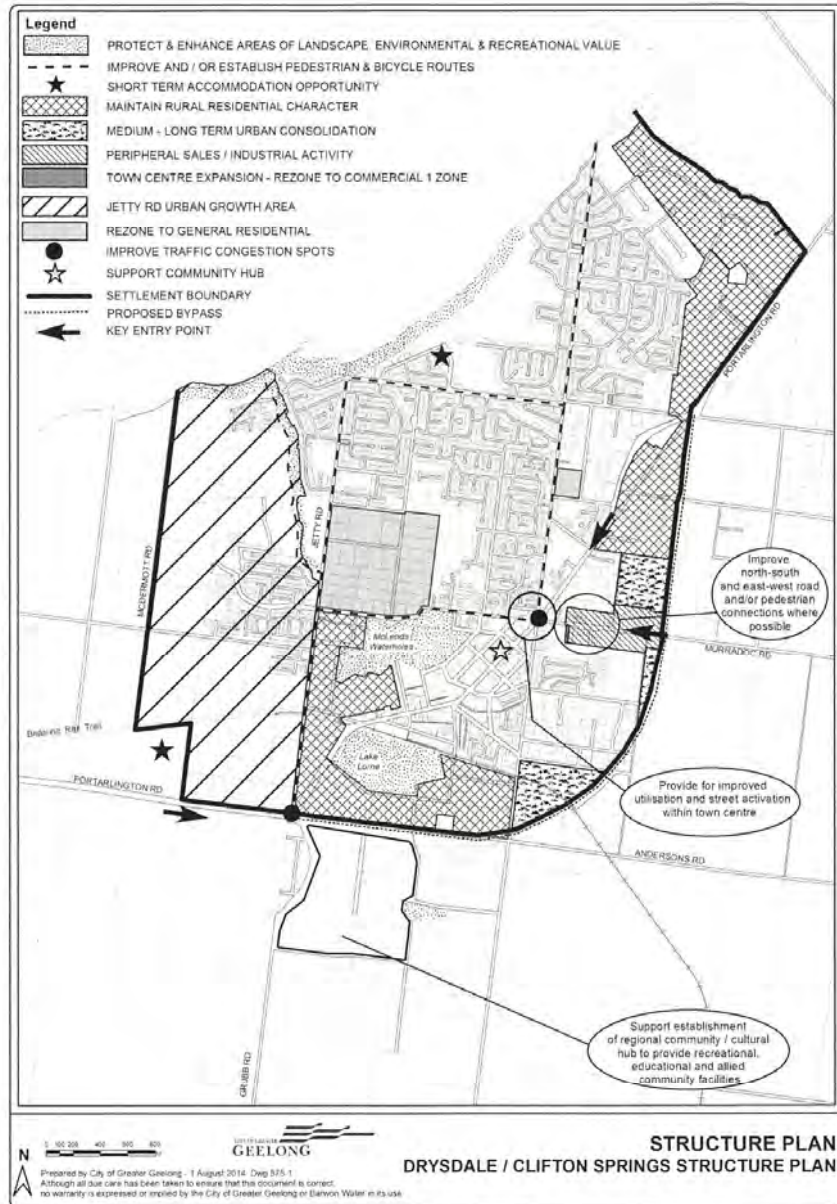
21.14-9 Barwon Heads Structure Plan map
26/08/2010
C159



GREATER GEELONG PLANNING SCHEME

21.14-10 Drysdale Clifton Springs Structure Plan map

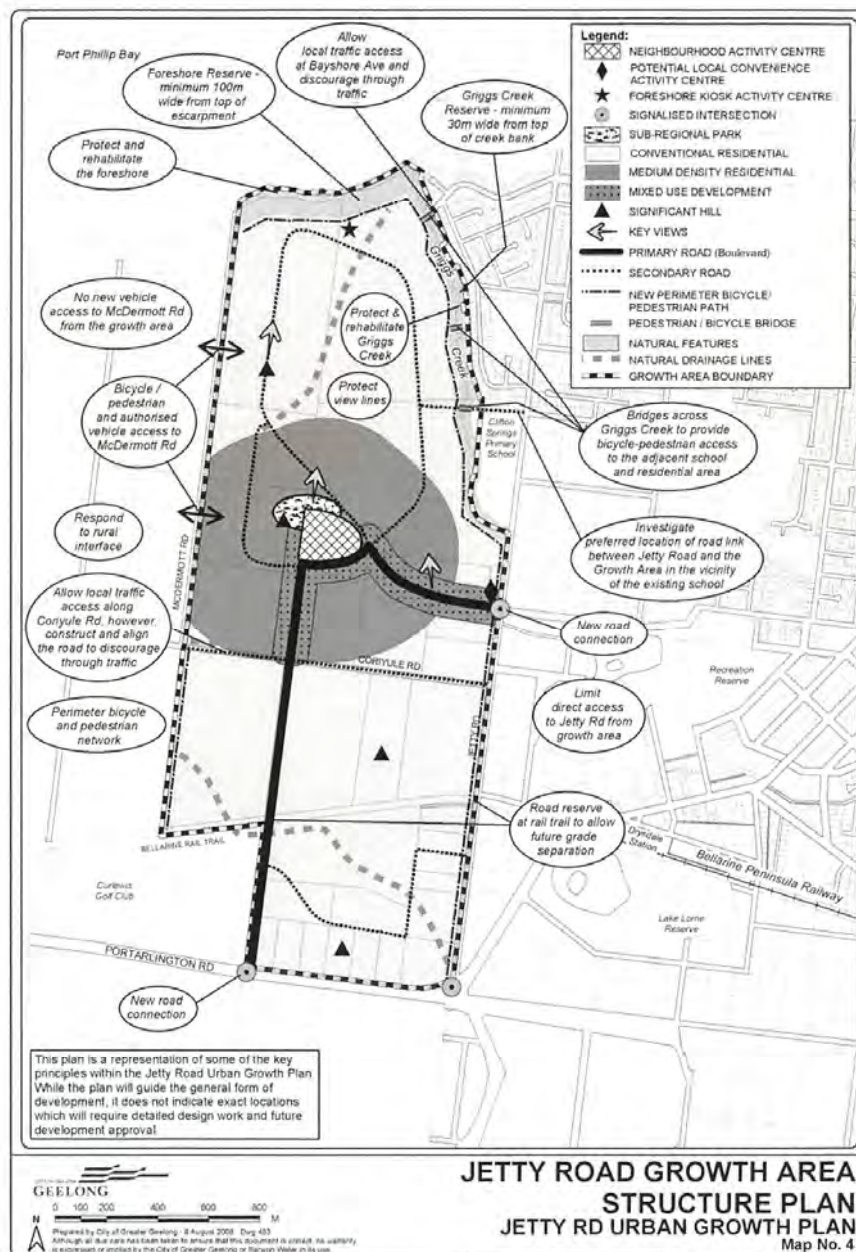
27/11/2014
C283



GREATER GEELONG PLANNING SCHEME

21.14-11 Jetty Road Urban Growth Plan map

28/01/2010
C129(Part 1)



GREATER GEELONG PLANNING SCHEME

21.14-12 Point Lonsdale Structure Plan map

26/07/2012
C165



2. AMENDMENT TO ADOPTED MASTER PLAN FOR 13-35 MACKEY STREET, NORTH GEELONG

Source: Planning & Development
Director: Peter Bettess
Index Reference: PRE 2-2014

Purpose

The purpose of this report is to seek Council's adoption of an amended land use Master Plan prepared for 13-35 Mackey Street, North Geelong as a policy for considering Planning Permit applications. The original report was adopted by Council on 25 November 2014 and this report seeks approval to amend the previously adopted Master Plan. For ease of reference, the amendment has been referred to as Stage 2. The primary purpose of the amendment is to facilitate the establishment of office and other compatible uses at the site.

Background

On 25 November 2014 Council adopted the Land Use Master Plan prepared for 13-35 Mackey Street, North Geelong as a policy to inform the assessment of Planning Permit applications, under the Greater Geelong Planning Scheme. Given the successful implementation of Stage 1, the owner has approached Council to consider a revision to the Master Plan to support the establishment of more commercial uses, in particular office uses.

Key Issues

- The key issues include the need to protect the Port and to ensure that any new land use does not compromise Port related activities. It is considered that this issue can be managed through the assessment of planning applications.
- The protection of the significance of the heritage site. The Master Plan promotes the adaptive re-use of the site for various uses. The implementation of Stage 1 has confirmed that the heritage significance of the site can be protected and celebrated which can be demonstrated through the recent award at the Geelong Heritage Awards as part of the annual National Trust Heritage Festival.
- Traffic and car parking remains a key issue that needs to be managed. The implementation of the Master Plan ensures that any application be supported by a traffic and car parking demand assessment which essentially needs to demonstrate all car parking be accommodated on site.
- Amenity impacts to the future tenants also needs to be carefully considered and has also been raised by the EPA. The EPA support the use of the Section 173 which makes tenants aware of the potential amenity impacts from nearby industrial land uses and for measures to be put in place to mitigate potential impacts.

P Dorling moved, L Gardner seconded -

That Council adopts the Amended Master Plan and Land Use Planning Guide dated 21 June 2017 prepared for 13-35 Mackey Street, North Geelong as a policy to inform the assessment of Planning Permit applications, under the Greater Geelong Planning Scheme.

Carried.

Attachment 1

Discussion

Background

The Master Plan sets out a list of preferred uses, potential uses and non-preferred uses which could be established at the site subject to planning approval. Currently the Master Plan divides the site roughly in half with 'potential uses' (eg. Office) generally being limited to half of the site therefore the amendment is sought to expand the option for 'potential uses' to be established at the site.

Stage 1 has been successful with the establishment of a number of commercial, office and hospitality uses. The success has resulted in the creation of employment and the restoration of heritage buildings, and was recently given an award at the Geelong Heritage Awards as part of the annual National Trust Heritage Festival.

The site has been an attractive choice for new businesses due to its location, available floor space, heritage character and availability of services and car parking. Demand for floor space, particularly for office space, has continued and with Stage 1 almost at 100 percent occupancy, the owner has approached Council to expand.

As part of the Stage 1 process, Council Officers facilitated a consultation process which involved various stakeholders from the Port, State Government and Council. The key issues identified through the consultation process included the need to protect the Port and to ensure that any new land use does not compromise Port related activities. In particular there were strong concerns raised in relation to the introduction of non-industrial related traffic to the area and despite development of traffic management strategies, these concerns remain outstanding by some stakeholders.

Prior to its adoption, the Master Plan evolved resulting in the scaling back the extent of non-industrial uses. The concept of a Land Use Planning Guide (LUPG) was developed and included defining a list of 'preferred uses', 'potential uses' and 'non-preferred uses' to inform the consideration planning applications.

Amended Master Plan

Given the successful implementation of Stage 1, the owner has approached Council to consider a revision to the Master Plan to support the establishment of more commercial uses, in particular office uses.

Following a consultation process with key stakeholders, officers are satisfied that the expansion is appropriate and therefore it is recommended that an amendment be supported. The Master Plan will continue to be used as a non-statutory document that can inform the assessment of Planning Permit applications, in addition to the provisions of the Greater Geelong Planning Scheme.

The Site and Surrounds

The site is located at 13-35 Mackey Street, North Geelong and has three road abutments, namely Mackey Street to the south and McLeod Street to the east and north.

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

The site has an area of approximately 54,000m² which has an existing floor space of approximately 22,000m². Since the adoption of the Master Plan a number of Planning Permits have been issued which have resulted in the establishment of a number of commercial, office and hospitality uses.

These include:

Application Number	Address	Proposal
919/2015	West 4	Food and Drink Premises
920/2015	Powerhouse Building	Wine Bar
1229/2015	West 10	Gym
123/2016	West 5	Office (440m2)
124/2016	West 2,3, 6, 7 and 8	Limited Function Centre (4 per year)
198/2016	West 11	Office (430m2)
397/2016	West 2	Office (624m2)
548/2016	West 6,7 and 8	Office – 2516sqm
1286/2016	East 5 and Dining Hall	X 2 Offices (765sqm)
1309/2016	West 4	Liquor License
1427/2016	Full Site	Car Park Construction
1439/2016	East 1	Office (3013m2)
417/2017	Power 1	Office (300 m2)

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

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

The Federal Woollen Mills were built from 1905-1915 to make uniforms for the soldiers of WW1. The site remained a mill until it closed in 2001. The subject site is listed as HO1648 on the Victorian Heritage Registrar. Pursuant to Clause 43.01-5, a permit may be granted to use a heritage place (including a heritage place which is included on the Victorian Heritage Register) for a use which would otherwise be prohibited if all of the following apply:

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

Summary

Overall it is considered that the amended Master Plan is appropriate. The consultation process has revealed that the implementation of Stage 1 has been successful with minimal adverse impact and the use of the buildings in Stage 2 is a logical inclusion for 'Potential Uses' to be established.

Planning officers will continue to favour 'Preferred Uses' and 'Office' type uses or other uses which are compatible with the sites industrial location over other inappropriate uses. It is anticipated that any issues can continue to be appropriately considered through the Planning Permit application process. The proposal represents an opportunity to facilitate the adaptive re-use of a significant heritage place and to support the growth of new business and employment

Financial Implications

There are no financial implications.

Stakeholder Consultation and Communication

Officers commenced a review and consultation process with the first stage being a presentation to the Business Facilitation Group (BFG) on 22 August 2016. A consultation process with key stakeholders followed on 17 March 2017 involving representatives from CoGG (Planning, Enterprise Geelong and Traffic), key adjoining land owners including Graincorp and Barrett Burston, Department of Environment, Land, Water & Planning (DELWP), Victorian Regional Channels Authority (VRCA), Transport for Victoria (also representing Vicroads), Geelong Port, Environment Protection Authority (EPA) and Department of Economic Development, Jobs, Transport and Resources (DEDJTR). The land owner, including the owners consulting town planner and traffic engineer were also at the consultation meeting.

The consultation process was successful with the majority of stakeholders offering their in principle support to the amendment. There was general acknowledgement that Stage 1 has worked well with minimal impacts, particularly to the nearby Port users. Some concerns were raised in relation to one incident, being the 'Catch of the day' sales event which had significant impacts to the road network due to the number of people visiting the site causing traffic congestion. This event was not authorised by Council and did not form part of the implementation of the Master Plan. At Council officers request, the owner took immediate actions to remedy the situation with the tenant vacating the site and no complaints have been received since.

The initial draft of the amended Master Plan and Land Use Planning Guide (LUPG) was sought to refer to East and West precincts, primarily to facilitate office on the East and to make an Office a 'Preferred Use'. Following the consideration of comments from DEDJTR and discussions between CoGG officers and the owner, it has been agreed that the LUPG will remain essentially unchanged however the Master Plan will be amended to acknowledge that all buildings are nominated as 'Potential Uses' and any planning application will be treated on its own merit.

No other comments or concerns have been raised with Council. Therefore it is considered that the consultation process has been successful.

Policy/Legal/Statutory Implications

There are a number of planning policies which are applicable to the use and development of this site.

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

These policies were discussed in detail in the 25 November 2014 Council Report which is included as Attachment 3. While some inconsequential changes to policy have been made since the Council Report was adopted, the general direction remains unchanged and the amended Master Plan is still considered to respond to the policy framework.

Alignment to City Plan

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

Conflict of Interest

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

Risk Assessment

The risks identified are addressed in the Master Plan.

Environmental Implications

Environmental implications are addressed in the Master Plan.

Federal Mills Land Use Planning Guide (LUPG)

13-35 Mackey St, North Geelong

Contents

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3	Land Use Planning Guide (LUPG) for the Mackey Street Port Environs	2
4	Decision Guidelines & Potential Permit Conditions	6
4.1	Section 173 Agreement.....	6

Version Control

Revision #	Change Description	Approval Date	Method of Approval
10 October 2014	Adopted Version	25 November 2014	Council Resolution
21 June 2017	- Master Plan Amended to support the consideration of 'Potential Uses' across entire site. - Inconsequential changes to Land Use Planning Guide (LUPG) including corrections and clerical error amendments.	PENDING	

1 Introduction

This Land Use Planning Guide (LUPG) must be read in conjunction with the Federal Mills Master Plan dated 21 June 2017. It is a non-statutory tool which can be used to inform the assessment of Planning Permit applications, in addition to the provisions of the Greater Geelong Planning Scheme.

It is important to note that the provisions of the Greater Geelong Planning Scheme and the *Planning & Environment Act 1987* will always take precedence over any Master Plan, including any Plan adopted by Council.

The Master Plan can assist with determining Planning Permit application to ensure a fair and orderly planning outcome for the site, without prejudicing the operation of the Port.

2 The Site

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

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

The site has an area of approximately 54,000m² which has an existing floor space of approximately 22,000m².

3 Land Use Planning Guide (LUPG) for the Mackey Street Port Environs

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

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

Table 1 - Preferred Uses

PREFERRED USES					
Use	Opportunities	Constraints	Potential impacts on port related activities	Actions/investigations required	Potential conditions
Industry	- Established industrial precinct. - Use is consistent with the purpose of the zone and compatible with port related activities. - Low levels of non-industrial traffic generated. - Non-heritage listed buildings could be redeveloped for industrial activity.	Limitations of heritage building for adaptation. Few non-heritage structures	Consider impact of traffic movements on port related traffic movements.	A traffic study required if a permit is required for a waiver of carparking.	Should provide for appropriate management of traffic from existing and proposed new use.
Warehouse (including Self storage)	- Established industrial precinct. - Use is consistent with the purpose of the zone and compatible with port related activities. - Low levels of non-industrial traffic generated.	Limitations of heritage building for adaptation.	Consider impact of traffic movements on port related traffic movements.		

Table 2 Potential Uses

POTENTIAL USES					
Use	Opportunities	Constraints	Potential impacts on port related activities	Actions/investigations required	Potential conditions
Office (excluding medical centre)	• Demand for office on the site. • Opportunity for re-use of heritage listed buildings.	• Limitations of access routes to the site (McLeod Street and Mackey Street both carry priority port traffic). • Nearby industries may create air emissions which may be offensive to office workers.	• Traffic movements at key commuting times have the potential to conflict with industrial traffic and impact the safe flow of truck movement to and from the port. • Increased concentration of people may heighten amenity expectations • Increased office space may decrease availability of land for industrial users.	• A traffic study to determine an acceptable level of vehicular movement to and from the site based on current and future truck movements from surrounding industries. • A site plan showing the location of air emissions from nearby industry should be prepared to determine whether office related uses will be affected. (Building siting and design may alleviate concerns about nearby air emissions once impacts are known.) • An analysis of the locations that are suitable/unsuitable for industrial uses should be undertaken to determine preferred locations for non-industrial uses.	• Must utilise existing heritage buildings. • Must utilise existing building. • All parking to be on-site. • Planning permit condition requiring leases to include “amenity warning” clause
Retail premises (other than Shop) including: Trade supplies, motor vehicle sales, landscape gardening supplies. Market Food and drink premises	• Demand for retail premises on the site, • Opportunity for re-use of heritage listed buildings.	• Limitations of access routes to the site (McLeod Street and Mackey Street both carry priority port traffic). • Nearby industries may create air emissions which may be offensive to employees and customers.	• Has potential to increase traffic movements across the day and impact on priority port movements. • Increased concentration of people may heighten amenity expectations.		
Art gallery Museum Arts and craft centre	• Opportunity for re-use of heritage listed buildings.	• Limitations of access routes to the site (McLeod Street and Mackey Street both carry priority port traffic). • Nearby industries may create air emissions which may be offensive to employees and customers.	• Has potential to increase traffic movements across the day and impact on priority port movements. • Increased concentration of people may heighten amenity expectations		

Table 3 Non-Preferred Uses

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

4 Decision Guidelines & Potential Permit Conditions

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

4.1 Section 173 Agreement

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

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

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



AREA ANALYSIS

TOTAL LEASABLE FLOOR SPACE APPROX	= 21 492m²
ANGULARY SPACES APPROX	= 599m²
REQUIRED SPACES (ASSUMING 3.5 PER 100m²)	= 732

PARALLEL CAR PARKS	= 26
STANDARD CAR PARKS	= 816
ACCESSIBLE CAR PARKS	= 10
TOTAL CAR PARKS	= 852

CAR PARKING LEGEND

- = PEDESTRIAN ACCESS TO BUILDING.
- = VEHICULAR ACCESS TO BUILDING.
- = LANDSCAPING
- = FEATURE TREE
- = ACCESSIBLE PARKING SPACE
- = FIRE HYDRANT
- = PEDESTRIAN PATHWAYS WITHIN CARPARK
- = ELECTRICAL SUBSTATION LOCATION
- = REFER TO LUPG FOR PREFERRED NOT PREFERRED USES

FEDERAL MILLS MASTER PLAN

scale: 1:1000

21/6/2017

Refer to Land Use Planning Guide for Preferred and Not Preferred Use

MASTER PLAN FOR 13-35 MACKEY STREET, NORTH GEELONG

Portfolio:

Location/Context

Source

General Manager:

Index Reference

Report To

Planning – Cr Heagney

Cowie – Cr Eddy Kontelj

Planning & Tourism

Peter Bettess

Subject – Council Reports 2014

Council

Purpose

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

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

Summary

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

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

Recommendation

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

Background

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

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

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

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

Discussion

The Site and Surrounds

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

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

The site has an area of approximately 54,000m² which has an existing floor space of 28,000m². Of this, approximately 19,000m² is currently used for warehousing, materials recycling, mechanical repairs and indoor go-carts. The remaining floor space effectively remains vacant due to the inability to attract conventional industrial uses.

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

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

Site History

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

Stakeholder Engagement

- **Who was involved?**

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

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

- **Summary of Issues/Feedback**

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

General Issues

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

Traffic, Car parking

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

Amenity and Land Use Conflict

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

• What is the Master Plan?

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

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

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

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

• How will it be implemented?

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

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

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

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

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

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

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

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

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

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

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

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

Key Planning Considerations

- **Greater Geelong Planning Scheme**

Clause 33.02 – Industrial 2 Zones

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

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

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

Heritage Overlay

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

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

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

Clause 43.02 – Design and Development Overlay

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

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

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

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

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

Policy Framework

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

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

Of particular relevance:

Clause 18.03 - Ports

Planning for Ports:

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

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

Planning for Port environs:

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

Clause 21.12 – Geelong Port

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

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

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

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

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

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

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

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

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

Summary of Planning Permits

There has been a long planning history at this site,

Planning Permit	Proposal	Decision
1589/2002	Arts, Entertainment and Market	Withdrawn
630/2003	Market and Trade Supplies	Refused by Minister
672/2004	Retail Premises/Market	Refused by Minister
1349/2004	Retail Premises/Market	Refused by Minister
582/2006	Indoor Rec Facility (Paintball)	Permit issued 12/9/2006
1082/2006	Materials Recycling	Permit issued 1/8/2007
282/2007	Office and Warehouse	Permit issued 30/3/2007
983/2007	Warehouse, Industry and Office	Permit Issued 6/11/2007
1470/2007	Indoor Rec Facility (Go Karts)	Permit issued 14/3/2008
469/2009	Warehouse, Employment Training	Permit Issued 4/9/2009
854/2009	Adult Sex Bookshop	Permit Issued 854/2009
842/2011	Market	Permit Issued 26/10/2011
843/2011	Trade Supplies	Permit Issued 2/11/2011
470/2013	Market	Pending - No Decision
62/2014	Car Museum	Permit Issued 28/6/14
917/2014	Office/Warehouse	Pending - No Decision

Environmental Implications

The recommendations of this report have no environmental implications.

Financial Implications

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

Policy/Legal/Statutory Implications

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

Alignment to City Plan

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

Officer Direct or Indirect Interest

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

Risk Assessment

No risks have been identified as part of this process.

Social Considerations

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

Human Rights Charter

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

Consultation and Communication

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

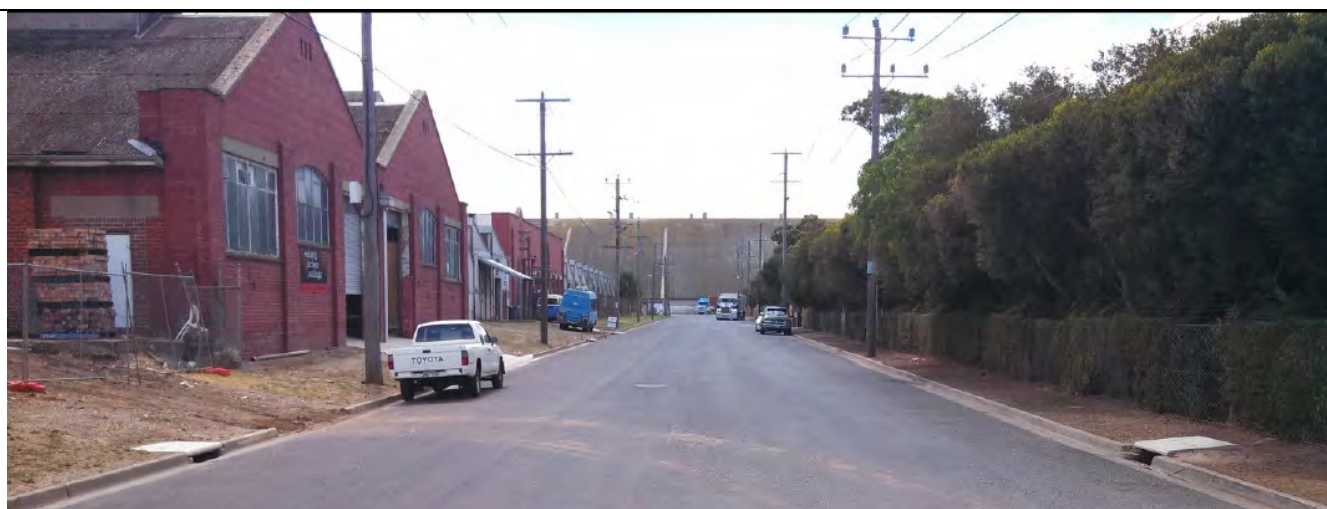
Appendix 1: Aerial Photo and Context Plan



Appendix 2: Street Photos



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

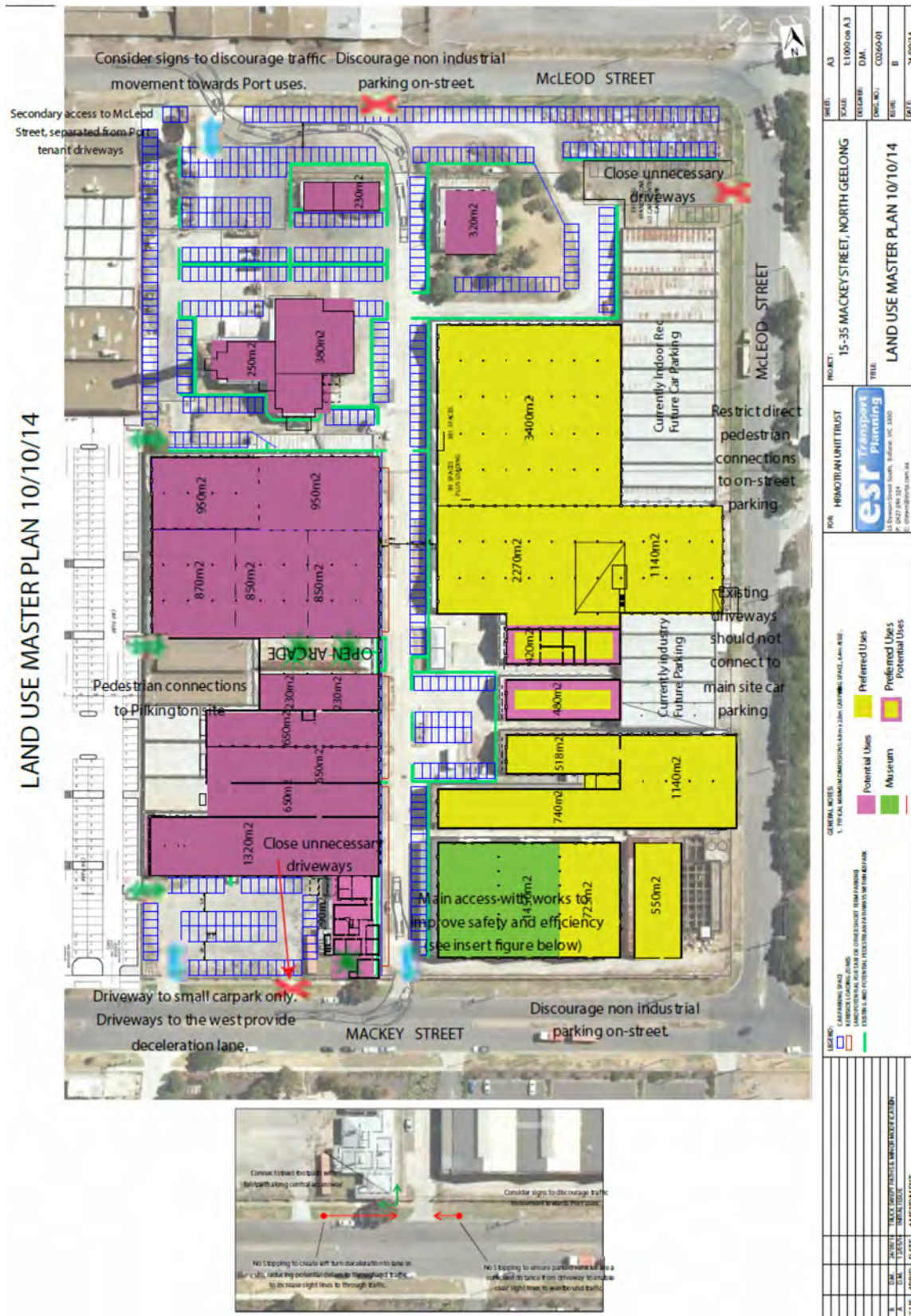


McLeod Street (Looking North – site on left) *Source: ESR Transport Planning*



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

Appendix 3: Master Plan



Master Plan

13-35 Mackey St, North Geelong

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INTRODUCTION

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

THE SITE

The site is located at 13-35 Mackey Street, North Geelong and has three road abutments, namely Mackey Street to the McLeod Street to the east and north.potential
The site and surrounds is located within an Industrial 2 Zone and has e Design and Development Overlay (Schedule 20). The site itself also has a site specific Heritage Overlay (Schedule 1648).
The site has an area of approximately 54,000m² which and existing floor space of 28,000m².
An aerial photo and context plan is shown in **Appendix 1**

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

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

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

Table 1 - Preferred Uses

PREFERRED USES					
Proposed use	Opportunities	Constraints	Potential impacts on port related activities	Actions/investigations required	Potential conditions
Industry	- Established industrial precinct. - Use is consistent with the purpose of the zone and compatible with port related activities. - Low levels of non-industrial traffic generated. - Non-heritage listed buildings could be redeveloped for industrial activity.	Limitations of heritage building for adaptation. Few non-heritage structures	Consider impact of traffic movements on port related traffic movements.	A traffic study required if a permit is required for a waiver of carparking.	Should provide for appropriate management of traffic from existing and proposed new use.
Warehouse (including Self storage)	- Established industrial precinct. - Use is consistent with the purpose of the zone and compatible with port related activities. - Low levels of non-industrial traffic generated.	Limitations of heritage building for adaptation.	Consider impact of traffic movements on port related traffic movements.		

Table 2 Potential Uses

POTENTIAL USES					
Proposed use	Opportunities	Constraints	Potential impacts on port related activities	Actions/investigations required	Potential conditions
Office (excluding medical centre)	• Demand for office on the site. • Opportunity for re-use of heritage listed buildings.	• Limitations of access routes to the site (McLeod Street and Mackey Street both carry priority port traffic). • Nearby industries may create air emissions which may be offensive to office workers.	• Traffic movements at key commuting times have the potential to conflict with industrial traffic and impact the safe flow of truck movement to and from the port. • Increased concentration of people may heighten amenity expectations • Increased office space may decrease availability of land for industrial users.	• A traffic study to determine an acceptable level of vehicular movement to and from the site based on current and future truck movements from surrounding industries. • A site plan showing the location of air emissions from nearby industry should be prepared to determine whether office related uses will be affected. (Building siting and design may alleviate concerns about nearby air emissions once impacts are known.) • An analysis of the locations that are suitable/unsuitable for industrial uses should be undertaken to determine preferred-locations for non-industrial uses.	• Must utilise existing heritage buildings. • Must utilise existing building. • All parking to be on-site. • Planning permit condition requiring leases to include “amenity warning” clause
Retail premises (other than Shop) including: Trade supplies, motor vehicle sales, landscape gardening supplies. Market Food and drink premises	• Demand for retail premises on the site, • Opportunity for re-use of heritage listed buildings.	• Limitations of access routes to the site (McLeod Street and Mackey Street both carry priority port traffic). • Nearby industries may create air emissions which may be offensive to employees and customers.	• Has potential to increase traffic movements across the day and impact on priority port movements. • Increased concentration of people may heighten amenity expectations.		
Art gallery Museum Arts and craft centre	• Opportunity for re-use of heritage listed buildings.	• Limitations of access routes to the site (McLeod Street and Mackey Street both carry priority port traffic). • Nearby industries may create air emissions which may be offensive to employees and customers.	• Has potential to increase traffic movements across the day and impact on priority port movements. • Increased concentration of people may heighten amenity expectations		

Table 3 Non-Preferred Uses

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

					All parking to be on-site.
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DECISION GUIDELINES & POTENTIAL PERMIT CONDITIONS

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

Section 173 Agreement

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

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

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

3. COMMUNITY ENGAGEMENT POLICY AND PLAN

Source: Finance & Strategy - Strategy & Program Delivery
Director: Joanne Moloney
Index Reference: Corporate Strategy

Purpose

The purpose of this report is to present the updated Council Community Engagement Policy and introduce a new Community Engagement Plan that outlines and formalises our engagement approach at the City of Greater Geelong ("City").

Background

The Community Engagement Policy and Plan addresses findings in the Commission of Inquiry, strategies for deliberative democracy reflective of the Victorian Government's response to the Citizens Jury recommendations, as well as learnings from the Our Future long-term vision engagement.

The City's transformation program sets out a clear agenda for change. The development of an updated Community Engagement Policy and Plan, along with a focus on strategic partners and networks, are key projects within the transformation program.

The City has had an existing Community Engagement Policy since 2009. The updated documents seek to further strengthen and boost our current capacity and capability for quality community engagement.

The Community Engagement Plan and revised Policy recognises and reflects the importance of engaging with the clever and creative Greater Geelong community to improve decision making and increase community confidence.

Key Issues

- The City is committed to working with our community and considers community engagement an essential element of good governance.
- The Policy applies to all areas of Council and provides a clear statement about when we will engage and the principles we will use for Councillors, Council Officers and consultants/agencies acting on behalf of the City.
- The Policy (Attachment 2) confirms that Council's approach is based on the principles of effective community participation as outlined in the internationally recognised International Association for Public Participation (IAP2) guidelines.
- The Plan (Attachment 3) outlines required resources, focus areas for action and desired results.

K Alexander moved, L Gardner seconded -

That Council approves the Community Engagement Policy and Plan.

Carried.

Attachment 1

Discussion

The need for a refreshed approach to community engagement at the City was driven by the following factors:

- The City's development of a new purpose statement - *Working together for a thriving community* and organisation values; prioritise people and promote processes that place people at the centre of council business.
- The 2016 Commission of Inquiry into Greater Geelong City Council identified that one of the key components of best practice governance is strong community engagement as it enables the community's views to be included in the decision-making process.
- Both Susan Halliday Culture Review 2015-2016 and the Community Action Plan (endorsed by Council in October 2016).
- The extensive Our Future engagement for the Greater Geelong long-term vision impacts the way the City engages in two ways: a heightened expectation from the community on how, and the level of engagement, the City will now undertake engagement activities; and the data attained during engagement is an important resource to be accessed and reviewed by all officers before undertaking engagements into the future.
- The City's decision to expand Positive Duty beyond the legal requirements of the Victorian Equal Opportunity Act and apply to all roles and functions including how Council engages with business and community members.
- The Local Government Act Review proposes key reforms which are focussed on encouraging greater participation in Council. The reforms seek to enhance democracy, diversity of representation, Council transparency and responsiveness to the community and the state.
- The Victorian Government's response to the Citizens Jury recommendations relating to deliberative democracy practices provides further evidence and demand for quality community engagement.

To address the above information and findings, we must set a new policy direction and implement a comprehensive engagement plan to enhance our practice and reach our desired outcomes.

The City's proposed Community Engagement Plan outlines how we will enhance engagement practice within the organisation over three years and is focused around our organisational purpose; *Working together for a thriving community*.

Quality community engagement practice is embedded and supported through our values; make people the centre of business, create a healthy and safe environment for all, respect and encourage each other and embrace new ideas and better ways to work.

The Plan has been developed around five pillars and include:

- Relationships;
- Practice and knowledge;
- Workforce capability;
- Leadership and policy; and
- Monitor and improve.

The Policy and Plan is informed by current good practice models such as the IAP2 engagement standards, principles and code of ethics. Using these standards and principles the Policy outlines when we will engage and our engagement promise. The IAP2 public participation spectrum is used to define the level of participation for each engagement.

The outcomes for implementing good community engagement practice at the City will lead to:

- Improved decision making by Council which reflects the best interest of all sections of our community;
- Improved community confidence in Council and the decisions that are made;
- Increased capacity and participation by all sections of the community in engagement activities;
- Improved community knowledge about the role of Council and the process of how decisions are made; and
- Increased opportunities for collaboration with stakeholders.

Financial Implications

Current resources for the Community Engagement Plan implementation are being reviewed as part of planning for the 2017-18 and future budgets. It is an expectation that an increase of resources in such areas as training and staffing is required.

Stakeholder Consultation and Communication

Council staff have been consulted via semi-formal interviews and focus group consultations conducted in collaboration with the City's Marketing and Communications Department.

A fact sheet explaining our approach to community engagement will be produced upon adoption of the policy and framework for the community (and will include languages other than English). Information about our approach to community engagement will also be communicated via the Geelong Australia website.

Further consultation and research will be undertaken with the Community about engagement as part of the implementation of the Plan.

Policy / Legal / Statutory Implications

The following legislation outlines specific requirements relating to community engagement:

- Councillor Code of Conduct;
- Staff Code of Conduct;
- Victorian Charter of Human Rights and responsibilities Act 2006;
- Local Government Act 1989;
- Planning Environment Act 2007; and
- Public Health and Wellbeing Act 2008.

Alignment to City Plan

Community engagement relates to all areas of City Plan. Community engagement is central to the development, implementation and evaluation of City Plan.

Risk Assessment

Community engagement is directly linked and impacts the City's reputation.

Conflict of Interest

Council Officers have no direct or indirect conflict of interest in preparing this report.

Human Rights Charter

No human rights will be affected by the recommendation of this report.

Attachment 2

COUNCIL POLICY



Community Engagement	Document No:	CPL
	Approval Date:	Draft
	Approved By:	Council
	Review Date:	26-02-2019
Responsible Officer: Manager Strategy and Program Delivery	Version No	03
Authorising Officer: Chief Executive Officer		

1. PURPOSE

This policy outlines our commitment and approach to community engagement at the City of Greater Geelong (the City).

The City is committed to working with our community and considers community engagement an essential element of good governance.

2. SCOPE

This policy applies to all areas of the City and provides a framework for Councillors, Council Officers and consultants/agencies acting on behalf of the City.

This policy should be implemented in line with the City's Corporate Communications Strategy and Internal Communication Strategy, which support internal and external engagement through appropriate corporate communication and marketing activities.

3. REFERENCES

- Code of Conduct - Councillor
- Code of Conduct - Staff
- IAP2 Code of Ethics for Community Engagement Practitioners
- Victorian Charter of Human Rights and Responsibilities Act 2006
- Local Government Act 1989
- Planning and Environment Act 2007
- Public Health and Wellbeing Act 2008
- Municipal Early Years Plan 2013-2017
- Multicultural Action Plan
- Karreenga Aboriginal Action Plan
- Youth Development Strategic Plan
- Disability Action Plan
- Corporate Communications Strategy
- Internal Communications Strategy
- Plain English Guide and Writing Standard
- Diversity Policy

4. DEFINITIONS

Community - a real or online group of people united by at least one common characteristic such as geography, shared interests, experiences, values or attitudes.

Engagement - refers to the many ways in which a council connects with its community, and the community connects with a council to exchange views, ideas and information in the development and implementation of strategy, policies, programs and services.

Communication - refers to the many ways in which a council connects and engages with its community to provide information to help its members understand how we spend public money and why.

Stakeholder - a person, group or organisation who may be affected by, have a specific interest in, or influence over, a council decision or issue under consideration.

5. COUNCIL POLICY

5.1 OBJECTIVES OF COMMUNITY ENGAGEMENT

Continuous quality community engagement at the City will lead to:

- Improved decision making by the City and its Council that reflects the best interest of all sections of our community;
- Improved community confidence in Council and the decisions that it makes;
- Increased capacity and participation by all sections of the community in engagement activities;
- Improved community knowledge about the role of the City and its Council, and the democratic decision-making process; and
- Increased opportunities for the City and its Council to collaborate with its stakeholders.

5.2 OUR APPROACH

The City's Community Engagement Plan is focused around our organisational purpose *Working together for a thriving community*. Quality community engagement practice is embedded and supported through our values:

- Make people the centre of business;
- Create a healthy and safe environment for all;
- Respect and encourage each other; and
- Embrace new ideas and better ways to work.

When we will engage:

The City will identify the most appropriate engagement methods in order to uphold our values and improve outcomes when:

- we're making plans – for example, developing strategies
- we're changing something – for example levels of service
- our decision is likely to impact on people and the places they live, work and play
- we're required by law to do so.

There are times when we will not engage:

Some situations are not suited to community engagement. These include:

- when decisions must be made immediately
- when decisions relate to the City's day-to-day business operations
- when legal or commercial restrictions prevent it.

Our community engagement promise:

We will:

- Plan our engagements to be timely, open and easily understood.
- Make sure engagement activities are inclusive, accessible and seek a diverse range of perspectives.
- Be upfront about how much opportunity there is to influence a decision.
- Define the community's role in any community engagement process using the IAP2 Public Participation Spectrum (see below).
- Provide information to support meaningful community participation.
- Use a variety of engagement techniques that meet the needs and interests of the community.
- Let the community know how their input has influenced our decision.
- Learn from each experience to review and improve our practice.

5.3 CODE OF ETHICS

As members of the International Association of Public Participation (IAP2), the City commits to the IAP2 Code of Ethics for community engagement practitioners. This set of principles guides us in our practice of enhancing the integrity of the public participation process.

INCREASING IMPACT ON THE DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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6. QUALITY RECORDS

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

Record	Retention/Disposal Responsibility	Retention Period	Location

8. ATTACHMENTS

- Community Engagement Plan.

COMMUNITY ENGAGEMENT – OUR PLAN

OUR VALUES



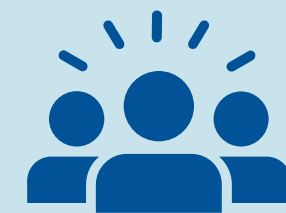
Respect and encourage each other.

Embrace new ideas and better ways to work.

Create a healthy and safe environment for all.

Make people the centre of our business.

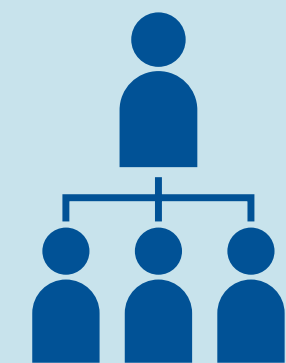
OUR RESOURCES



COMMUNITY



OUR EMPLOYEES



SPECIALIST
SUPPORT



PUBLIC
PARTICIPATION
SPECTRUM

WHAT WE WILL DO

RELATIONSHIPS

- Work across all levels to drive community engagement.
- Develop partnerships with stakeholders.
- Improve external networks.
- Improve our engagement platforms.

PRACTICE AND KNOWLEDGE

- Create an environment for good practice.
- Develop an engagement hub (tools, templates and information to support engagement process and planning).
- Research, capture and support emerging practice.
- Create opportunities for deliberative engagement, such as citizens' juries.

WORKFORCE CAPABILITY

- Develop and invest in our people's community engagement skills.
- Improve communication (internal and external).
- Provide specialist team support.
- Deliver core training (IAP2, Engage database).
- Deliver tailored specialist training.

LEADERSHIP AND POLICY

- Build community engagement capacity at all levels including employees, the Mayor and councillors and the community.
- Refresh our community engagement policy.
- Enable leaders to develop a culture of engagement.
- Create a network of community engagement champions.
- Promote community engagement in civic leadership development.

MONITOR AND IMPROVE

- Benchmark to guide good practice in community engagement.
- Embed quality improvement approaches.
- Report of key engagement indicators.
- Build processes for critical reflection and adaption.

OUR DESIRED RESULTS

Improved decision making by our organisation and Council, that reflects the best interests of all sections of the community.

Improved community confidence in our Council and the decisions that are made.

Increased capacity and participation by all sections of the community in engagement activities.

Improved community knowledge about the role of our organisation and Council, and the democratic decision-making process.

Working together for a thriving community

4. STATE GOVERNMENT OF VICTORIA COUNTRY FOOTBALL AND NETBALL FUNDING PROGRAM

Source: Community Life - Social Planning & Investment
Director: Linda Quinn
Index Reference: Sport & Recreation

Purpose

The purpose of this report is to seek Council endorsement to develop an application to the State Government's Country Football and Netball Program (CFNP).

Background

Each year, the State Government allocates funding for sport and recreation projects through a number of grant programs.

The CFNP aims to improve football and netball facilities in rural, regional and outer metropolitan areas through funding for infrastructure developments.

Local Authorities receive the initial expressions of interest from clubs and are then required to shortlist the Eols and make a recommendation to Sport and Recreation Victoria (SRV).

Applications must be submitted to SRV by 26 July 2017.

Key Issues

- Four (4) expressions of interest have been assessed by officers, being:
 - Geelong Amateur Football Netball Club – oval 2 floodlighting upgrade.
 - Anakie Football Netball Club – floodlighting upgrade.
 - Ocean Grove Collendina Junior Football Club – floodlighting upgrade.
 - East Geelong Football Netball Club – umpire change room upgrade.
- The East Geelong Football Netball Club project is recommended for submission. This project is deemed to have the strongest alignment to Council priorities and the CFNP funding criteria. The project will also address ongoing non-compliance concerns and provide for more appropriate female umpire change facilities.
- The total project cost is \$431,000. The project is requesting a contribution of \$100,000 from the CFNP being the maximum grant available. Therefore, only one application is being recommended to Council.
- Should this project be successful in seeking funding from SRV, a business case will be submitted to the 2018/19 budget process for consideration by Council.

P Dorling moved, L Gardner seconded -

That Council:

- 1) Endorses development of a submission to Sport & Recreation Victoria's Country Football and Netball Program for the upgrade to the East Geelong Football Netball Club Umpire Change Rooms (the Project);**
- 2) Notes that should the project submission be successful the projected Council contribution of \$331,000 will be referred to the 2018-19 Budget process.**

Carried.

Attachment 1

Discussion

Each year, the Victorian Government provides funding via its Country Football and Netball Program (CFNP) for the development of regional infrastructure projects that directly benefit football and netball clubs.

The details of this program are:

Country Football and Netball Program	
Who can apply	Local Government Authorities
Number of applications	Up to three (3) per Council seeking a maximum total amount of \$100,000
Maximum grant amount	\$100,000
Maximum project cost	No limit
Funding Ratio** (minimum)	1.5 State: 1 Local

**Funding ratio is specific for regional cities

CoGG opened the Expression of Interest (EoI) process on 2 June, 2017 for a period of two weeks. The EoI process was advertised through the local media.

Four (4) EoIs were received, which consisted of three (3) from football and netball clubs and one (1) being an EoI submitted by Council officers. In evaluating the EoI's, Council officers have assessed the applications against the CFNP funding criteria (Attachment 2), Council budget drivers and the Our Future community indicators.

In addition, discussions were held with local SRV and AFL Barwon representatives who both provided a level of comfort for the proposed project. The assessment of applicants can be found within the EoI Assessment (Attachment 3).

The East Geelong Football Netball Club Umpire Change Rooms upgrade project has been identified as the preferred application, providing best community outcomes and chance of success.

Preferred Application: Upgrade to the East Geelong Football Netball Club Umpire Change Rooms

Description: This project will address issues around non-compliance of the current umpire facility at East Geelong Football Netball Club (Richmond Crescent Reserve). The facility does not meet designated sporting facility standards or building code, resulting in umpires having to utilise the netball change rooms in the interim. The use of netball change for umpires is resulting in displaced female players. In addition, future games are in jeopardy of being cancelled at this venue due to non-compliance. The upgrade to the umpire facility will create a modern, accessible, unisex change facility.

Project costs

Funding Source	Confirmed	Amount
Country Football Netball Program	N	\$100,000
Council contribution required in 2018/19	N	\$331,000
Total project cost		\$431,000

Financial Implications

Should the funding submission to SRV be successful, Council will be expected to make a commitment to the project in the 2018-19 financial year of \$331,000

Stakeholder Consultation and Communication

The following consultation and communication was undertaken during the expression of interest and evaluation process:

Expressions of interest were advertised via:

- City News
- Emailed directly to all football and netball clubs
- CoGG e-newsletter

Stakeholders consulted included:

- AFL Barwon
- Sporting Cubs
- SRV Representatives

Supporting strategies referred to:

- G21 AFL Barwon Regional Strategy

Policy/Legal/Statutory Implications

There are no legislative or legal ramifications associated with the adoption of this report.

Alignment to City Plan

The recommended project will align to the City Plan's priority of *Community Wellbeing*, encouraging healthy lifestyles and connected communities through active recreation and participation in sport.

Conflict of Interest

No Council Officers engaged in the creation of this report have a direct or indirect interest in the matter.

Risk Assessment

There are no immediate risks associated with this report. The project proposed does address a current risk of non-compliance at one of CoGG owned venues..

Environmental Implications

There are no foreseeable environmental implications associated with this report. Environmentally sustainable design initiatives are incorporated into the design.

Assessment - Grant Submissions CFN 2017/18 funding round

Scale: 0 = No justification, 5 = limited justification provided 10 = Clear justification provided

SRV criteria												Alignment to CoGG Budget Drivers							Alignment to Our Future Community indicators							
Applicant	Project description	Does applicant meet pre-eligibility criteria	Has the project scope been clearly outlined	Has the budget been clearly outlined	Are plans provided with application	Is a QS provided with the project	Does the project address issues of safety and universal design	Have stakeholders been engaged	Is the project strategically supported	Does the project result in participation outcomes	Total Score	Affordability	Asset Management	Business Improvement & Innovation	Business Urgency	Economic Development	Environment & Sustainability	Social Benefit	Strategy	Prosperous	Connected	Creative	Designed for People	Sustainable and Resilient	Comments	Recommendation
Geelong Amateur Football Netball Club	Upgrade to floodlighting on second oval to 100lux	Yes	Yes	5	10	2	4	4	8	7	40	Cost estimates are only indicitive - not completed by independent QS. However club is making contribution of \$30k	Addition to Council's existing asset base	No impact	None	Unknown	No impact	Increased provision of infrastructure at recreational facilities. Potential increases in participation	Yes. G21 AFL Barwon Strategy	Somewhat	Somewhat	No	Somewhat	No	This project is to upgrade lights on second oval. Club already has adequate lighting on no.1 oval for games etc. Standard Allocation would indicate that clubs need to fund this type of project	Not recommended for submission
Anakie Football Netball Club	Upgrade to floodlighting on main oval	Yes	Yes	2	4	0	2	5	8	7	28	QS not provided	Addition to Council's existing asset base	No impact	None	Unknown	No impact	Maintain participation in junior football	Yes - G21 AFL Barwon	Somewhat	Yes	Yes	Somewhat	Somewhat	Fair Play Strategy and Standard Allocation will recommend that local level floodlighting needs to be funded by tenanting clubs	Not recommended for submission
Ocean Grove Collendina Cobras Junior Football Club	Floodlight upgrade	Yes	Yes	7	10	4	2	7	5	5	40	Cost estimates are only indicitive - not completed by independent QS. However club is making contribution of \$35k	Addition to Council's existing asset base	No impact	No impact	Unknown	No impact	Maintain participation in junior football	Yes - G21 AFL Barwon	Somewhat	Yes	Yes	Somewhat	Somewhat	Fair Play Strategy and Standard Allocation will recommend that local level floodlighting needs to be funded by tenanting clubs	Not recommended for submission
East Geelong Football Netball Club	Umpire Change Room Upgrade	Yes	Yes	10	10	10	10	8	10	8	66	QS provided	Addition to Council's asset base however will upgrade outdated facility	Increasing pressure on Council to provide compliant facilities	Club is at risk of games not being played at reserve due to posing OHS issue of non compliant umpire facilities	Unknown	No impact	Ensure future compliance of facilities and prosperity of sporting club	Yes - G21 AFL Barwon	Somewhat	Yes	Yes	Yes	Yes	This umpires facility is in urgent need of updating. The current facility does not meet sporting code or building code requirements. Umpires using netball change rooms leaving displaced female players	Recommended for submission

Country Football and Netball Program

2016 – 2020

Application Guidelines



Authorised and published by the Victorian Government, 1 Treasury Place, Melbourne.

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Accessibility

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Available at **www.sport.vic.gov.au/grants**

(1705003)

Message from the Minister for Sport, John Eren

The Victorian Government is proud to continue our partnership with funding partners the AFL, AFL Victoria and Netball Victoria through the *Country Football and Netball Program*.

The program is aimed at helping country football and netball clubs, and clubs on the metropolitan fringe, who may be struggling with outdated, overused or non-compliant facilities.

Grants of up to \$100,000 are available for projects that improve facilities, including new or redeveloped change rooms, installation of improved turf, drainage and irrigation, new or upgraded netball courts or installation of sports lighting for courts or ovals.

Better sport and recreation facilities go a long way to encouraging future football and netball players, coaches, officials and supporters of all abilities to participate in their local club and make it easier for the rest of the community to join in the fun and benefit from healthy and active lifestyles.

Better sport and recreation facilities allow clubs to draw bigger crowds, bringing them vital revenue. Having modern facilities also helps clubs attract new players from near and afar.

For many years, country football and netball clubs have been bringing people together to share their love of sport and community.

I'm confident by working together we can bring new life to country football and netball, the heart and soul of regional Victoria.

I look forward to seeing new and exciting projects benefitting even more Victorians as part of the *Country Football and Netball Program*.



A handwritten signature in black ink that reads "John Eren". The script is fluid and cursive.

Hon John Eren MP
Minister for Sport

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Program description and objectives

1. About the Country Football and Netball Program

1.1 What is the Country Football and Netball Program?

The *Country Football and Netball Program* provides funding to assist grassroots country football and netball clubs, associations and umpiring organisations to develop facilities in rural, regional and outer metropolitan locations.

1.2 Why is the Victorian Government, the AFL, AFL Victoria and Netball Victoria funding these grants?

The *Country Football and Netball Program* is a response to the Parliamentary Rural and Regional Services and Development Committee's Inquiry into Country Football Report, tabled in State Parliament in December 2004.

Improving football and netball facilities in rural, regional and outer metropolitan areas will support the regional and rural way of life and ensure the sustainability of country football and netball into the future.

2. Who can apply?

Only rural, regional and outer metropolitan councils can apply directly to Sport and Recreation Victoria.

Country football and netball clubs, associations and umpiring organisations can register their interest in applying for funding by submitting an Expression of Interest to their local council. Clubs and associations are advised to contact their local council about timelines for Expressions of Interest.

Councils then review and select the Expressions of Interest they wish to endorse, and submit full applications to Sport and Recreation Victoria for consideration.

Applications for the 2017-18 funding round open on 9 May 2017. Applications close on 26 July 2017.

Clubs and associations are encouraged to contact their council regarding local arrangements in accepting Expression of Interest.

3. What types of activities might be funded?

Improving participation outcomes is a key objective of the program. Applications must clearly demonstrate how the project will improve participation outcomes. Specifically proposals should demonstrate how the project:

- will increase or maintain participation
- encourages participation by females, juniors, people living in growth areas and communities experiencing disadvantage
- improves the health and wellbeing of the community
- caters for non-traditional participants
- collaborates with AFL Victoria, Netball Victoria or relevant peak bodies
- encourages development of multi-use, shared and co-located facilities
- improves or implements Environmentally Sustainable Design
- applies or demonstrates principles of Universal Design.

Examples of potential projects include:

- modifying existing football and netball facilities to improve usage and access such as:
 - unisex change room facilities and amenities for players and umpires
 - multi-purpose meeting spaces catering for community and education programs.
- development or upgrading football and netball playing surfaces



- development or upgrading of football or netball lighting.

Smaller scale local level projects are encouraged and will be looked at favourably as part of this program.

All project applications will be assessed against the *Country Football and Netball Program* eligibility and assessment criteria.

Councils must discuss their project proposals with a Sport and Recreation Victoria representative before submitting applications.

Other considerations:

- councils must make timely contact with AFL Victoria and Netball Victoria representatives to discuss project ideas, seek their input into the planning and design of facilities and participation/programming initiatives
- projects must meet the relevant standards (for example, lighting projects should comply with Australian standards for the respective sport and playing surface dimensions)
- councils should incorporate Universal Design principles and environmentally sustainable design into projects
- councils are encouraged to explore funding models that demonstrate stakeholder commitment to the project
- facilities planned in functional, self-contained stages are eligible
- projects on private land are eligible, but will be subject to the establishment of a legally binding agreement between the organisation and local council to ensure ongoing public access. Such proposals should demonstrate evidence of a legally binding agreement

- projects on school land are eligible subject to a completed *Community Joint Use Proposal* (to the Department of Education and Training) which is completed by the applicant and the school. (Schools can access this document from the Department of Education and Training website.) Applicants must allow sufficient time to complete this document and obtain the necessary endorsement from the Department of Education and Training at both the regional office and central office
- proposals may include project management fees of up to 5 per cent of the total project cost
- councils wanting to undertake detailed Design and Construct projects are eligible. Councils will need to demonstrate appropriate levels of planning and are still required to submit schematic designs and costings with full applications.

3.1. What will not be funded?

The *Country Football and Netball Program* will not fund the following activities:

- projects where contributions from funding partners are not confirmed
- facilities where tenants are not adhering to the *Victorian Code of Conduct for Community Sport*
- requests for retrospective funding, where projects have commenced or are completed prior to receiving funding approval (includes, but is not limited to, construction, site clearing, earthworks and building works)
- projects that do not strongly meet the assessment and eligibility criteria
- projects that do not meet the objectives of the program
- projects that do not meet the relevant Australian standards (for example, lighting projects)
- applications from organisations other than councils
- the purchase of land

- projects that require ongoing funding or support other than the initial grant
- routine or cyclical maintenance works to existing facilities
- facilities where little or no public access is available
- facilities designated for electronic gaming machine operations. In addition, applications where the recipient organisation/s receive revenue from electronic gaming machines will generally be given a lower priority
- repair of facilities damaged by vandalism, fire or other natural disasters where the damage should be covered by insurance
- requests for ongoing operational costs such as, but not limited to, salaries, electricity, water and other utilities
- requests for the purchase of recreation, entertainment, sporting, maintenance or any other equipment, community transport or any other type of vehicle
- upgrading or redeveloping kitchen facilities and/or toilet facilities, except as part of a larger project that meets the objectives of the funding program
- projects previously funded by Sport and Recreation Victoria, unless applicants can demonstrate additional or new uses resulting in increased or innovative participation/programming outcomes
- the replacement of like-for-like surfaces (for example, netball hard-court replaced with a similar hard-court surface) will not be considered a priority to receive funding unless it can be demonstrated that additional uses are proposed and/or a multi-purpose element is included. Exceptional circumstances may be considered where a safety and/or standard/compliance issue is evident
- projects that do not support the principles of Universal Design and Environmentally Sustainable Design.

3.2. Past performance

In finalising decisions on the allocation of funding for the *Country Football and Netball Program*, Sport and Recreation Victoria will review an applicant's past performance and assess whether this is likely to have an impact on the successful delivery of a future project. Poor past performance will be taken into account when assessing applications and may be reason for projects not being supported.

This assessment will include consideration of whether:

- organisations have taken the appropriate steps to implement any previous projects funded by Sport and Recreation Victoria (within appropriate timeframes)
- organisations have overdue projects funded by Sport and Recreation Victoria and whether they have requested a variation
- organisations have completed projects funded by Sport and Recreation Victoria and whether they have submitted acquittal documentation.

4. Partnership approach

To strengthen the potential outcomes from the *Country Football and Netball Program* for communities, councils are required to engage Sport and Recreation Victoria, AFL Victoria and Netball Victoria as early as possible to develop proposals that strongly align with the fund.

This includes engaging with Sport and Recreation Victoria, AFL Victoria and Netball Victoria in the development of a project, rather than just in the development of an application. Sport and Recreation Victoria will provide guidance on how project ideas or proposals align with the fund prior to developing an application.

Once funded, projects are required to fulfil specific obligations to maintain funding commitments to projects. These obligations are outlined in the Funding Agreements. Project Managers are required to be familiar with these obligations.



5. What are the funding details?

Councils may be successful in receiving up to \$100,000 per financial year. This can comprise of one large project seeking \$100,000 or up to three smaller projects across different sites.

Sport and Recreation Victoria funding towards total project costs (excluding GST) will be based on the following ratios:

Funding available	Local government authority	Funding ratios
Up to \$100,000*** Councils may be successful in receiving the total maximum funding of \$100,000 consisting of up to three applications per financial year.	Greater Dandenong, Kingston, Frankston*	SRV \$1:\$1 local
	Mornington Peninsula, Nillumbik, Yarra Ranges, Ballarat, Bendigo and Geelong	SRV \$1.5:\$1 local
	Cardinia, Casey, Hume, Melton, Mitchell, Whittlesea, Wyndham	SRV \$2:\$1 local
	Rural	SRV \$2:\$1 local

Smaller projects that achieve the objectives of this program are encouraged and will be highly regarded.

***Consideration will be given to claiming in-kind expenses to a maximum of 50 per cent of the total project cost.

*Clubs competing in leagues affiliated with AFL Victoria Country are eligible to apply.

6. What is the application process?

There are some important steps to consider before submitting an application to the Country Football and Netball Program.

6.1. Process for clubs

Only local councils are able to submit applications directly to Sport and Recreation Victoria. Clubs and organisations can seek to access this funding by completing an Expression of Interest for Community Organisations form and forward it to their respective council.

Any clubs wishing to discuss a project should contact their local council who will provide further advice.

6.2. Process for councils

Step 1: Check your eligibility

Only councils can apply directly to Sport and Recreation Victoria for funding.

Step 2: Councils should discuss their activity idea with Sport and Recreation Victoria, AFL Victoria and Netball Victoria representatives

Step 3: Apply using Grants Online

To apply, go to **www.sport.vic.gov.au/grants**

Make sure you have the information you need to apply on hand, including required documents, and click on **'Apply online'** to submit your application through Grants Online. You will receive an Application Number when you submit an application online. Please quote your Application Number in all correspondence relating to your application.

Submitting your application online through Grants Online ensures it is received by Sport and Recreation Victoria immediately and can be processed in the most efficient way. If you need assistance with applying online, please call the Grants Information Line on 1300 366 356 or email **grantsinfo@sport.vic.gov.au** between 8.30am – 5pm weekdays.

All supporting documentation can be emailed to **cfnp@sport.vic.gov.au** copying in your Sport and Recreation Victoria representative.

When you submit your application online using the grants online system you will receive an application number. Please quote your Application Number in the subject line of your email. Attach all documents to one email, zipping the files if required.

You can also send attachments on a CD or USB, quoting your application number, to:

Community Facilities Group
Sport and Recreation Victoria
Department of Health and Human Services
GPO Box 4057
Melbourne, Victoria 3001.



7. How will applications be assessed?

A *Country Football and Netball Program* Steering Committee has been formed to oversee this program including the assessment of applications. The committee comprises representatives from Sport and Recreation Victoria, Regional Development Victoria, Australian Football League (AFL), AFL Victoria and Netball Victoria.

There are a number of common features in successful applications. Good applications are well planned, involve relevant stakeholder consultation and are clear about what they are aiming to achieve. Answering each of the Assessment Criteria questions will help applicants develop a more thorough project proposal.

Grant applications will be assessed against the *Country Football and Netball Program* Assessment Criteria and the required documents set out in this section.

Applications must also provide all the relevant supporting documentation to secure grant funding. The application form asks for a description of the project, response to the assessment criteria and an explanation of the outcomes.

For example, questions about project development, strategic justification, stakeholder engagement and participation outcomes are incorporated under the Assessment Criteria section. The percentage weightings allocated to each criterion represent the importance of the different weighting Sport and Recreation Victoria will use to assess project applications.



7.1 Assessment Criteria

Project Development	
30%	Clearly identify the project scope, methodology and how proposed outcomes will be completed within a prescribed timeframe.
	Include site specific schematic plans (developed with stakeholder input including Sport and Recreation Victoria, Netball Victoria and AFL Victoria) and describe how safety, risk management, Universal Design Principles and Environmentally Sustainable Design has been incorporated into the proposed project.
	Include evidence of project costing, quotations/internal cost estimates.
	Include confirmation of funding sources and contributions (both financial and in-kind) with evidence detailing level and type of in-kind contribution provided.
	Include project costs provided by a certified quantity surveyor, tender price or independent qualified expert for projects with a total project cost of more than \$500,000 (excluding GST).
Strategic Justification	
20%	Why is this project required? Describe how it responds to identified community needs, issues and addresses a gap in local facilities.
	Provide evidence of how the project is strategically supported by local or regional planning and/or AFL Victoria or Netball Victoria planning.
Stakeholder Engagement	
10%	What are the outcomes of the consultation undertaken with project stakeholders including Sport and Recreation Victoria, AFL Victoria, Netball Victoria, clubs/leagues, associations, Regional Sports Assemblies and community groups.
	Will the project be managed by an appropriately qualified team?
Participation Outcomes	
40%	Describe how the project improves (or in certain cases maintains) participation in country football and netball. As a result of the project, what will be the additional participation and programming outcomes? Please provide support letters that clearly state how each partner will benefit from the project.
	Describe any additional programming opportunities identified and planned to increase (or in certain cases maintain) participation.
	How does the project encourage the broadest possible community participation in football and netball activities, social connection and health and wellbeing.
	Considers multi-use and improves the quality and range of football and netball opportunities.
	Demonstrate how this project or the broader facility promotes gender equity through Council policies and facility management plans.



7.2 Information you will need to provide as part of your application

Please submit the following mandatory documentation with your application.

All applications

- ☐ Site specific plan/aerial map showing location of proposed project
- ☐ Schematic Plans (site specific) developed with AFL Victoria and Netball Victoria, Sport and Recreation Victoria and stakeholder input (generic plans or plans from previous projects will not be accepted)
- ☐ Lighting Plans including lux charts that are site specific (for projects incorporating lighting)
- ☐ Quotes, internal cost estimates
- ☐ Quantity survey, tender price or independent qualified expert report for projects only over \$500,000 (excluding GST)
- ☐ Evidence of confirmation of funding sources (e.g. council report confirming contribution, letter from council CEO or club bank statements)
- ☐ Completed in-kind and voluntary labour support form (if applicable)
- ☐ Letters of support from organisations that clearly indicate how the group will either support or benefit from the project (as described in the 'What' section of the assessment criteria)
- ☐ Detailed Schedule of Use
- ☐ Project Management Framework
- ☐ Letters of support from organisations that clearly indicate how the group will either support or benefit from the project (as described in the 'What' section of the Assessment Criteria).
- ☐ Project Management Framework.
- ☐ Relevant sections of council reports/plans/strategies/community consultation to support the project (please do not attach entire documents).
- ☐ Technical and/or Access Audits (where available).
- ☐ Completed Victorian Code of Conduct for *Community Sport Form for Tenants* from all clubs that are tenants of the facility.
- ☐ A legally binding land-use agreement for projects located on private land.
- ☐ For those projects located on school land, a completed Joint Use Agreement, or a completed Community Joint Use Proposal to enter into a Community Joint Use Agreement, plus a letter from the Department of Education and Training that indicates endorsement of the project at both the regional office and central office level
- ☐ Where applicable attach evidence that the *Aboriginal Heritage Act 2006*, Aboriginal Heritage Planning Tool has been completed to determine if a Cultural Heritage Management Plan is required for the project. The Aboriginal Heritage Planning Tool can be accessed at www.dpc.vic.gov.au/index.php/aboriginal-affairs/aboriginal-affairs-overview

8. Conditions that apply to applications and funding

Successful applicants must enter into a Funding Agreement with Department of Health and Human Services. Funding Agreements establish the parties and outline their commitments and obligations to each other, as well as setting out the general funding terms and conditions. It is recommended that applications review the Department of Health and Human Services standard terms and conditions before applying. It is recommended that you view the terms and conditions available at www.sport.vic.gov.au

- A Schedule is required to be executed (signed) by both parties. The Schedule sets out the:
 - activity details
 - funding amounts
 - agreed actions and payments
 - reporting requirements
 - acknowledgement and publicity requirements
 - other activity specific requirements
 - notices.
- Funds must be spent on the project as described in the application and outlined in the Schedule, unless changes are agreed to in writing.
- Successful applicants will have 18 months to complete the project.
- The facility tenant club(s) or association(s) are expected to adhere to the *Victorian Code of Conduct for Community Sport. The Victorian Code of Conduct for Community Sport – Forms for Tenants* must be completed and signed by each facility tenant club and submitted with the Full Application to Sport and Recreation Victoria. Applications without this form will not be considered for funding. More information about the *Victorian Code of Conduct for Community Sport* can be obtained from www.sport.vic.gov.au/
- A request to vary the timing or scope of an approved project must be discussed with your Sport and Recreation Victoria representative before submitting your request or commencing new works. Variation approval is at Sport and Recreation Victoria's discretion and may lead to a reduction or cancellation of the grant depending on the change in scope.
- Councils must inform the participating organisation(s), where applicable, of all funding arrangements and obligations in relation to the grant allocation. This includes ensuring the funded project does not commence prior to the endorsement of the Schedule.
- Councils are obliged to liaise with Sport and Recreation Victoria on the progress of funded projects, as requested throughout the life of projects as outlined in the Schedule.
- A local government officer must be designated to manage the project and provide information to the department according to the following key reporting requirements:
 - a Project Management Framework** must be completed and submitted with the application for all projects
 - through a process of appropriate engagement in the governance of a project, councils must secure Sport and Recreation Victoria's endorsement of key documents such as schematic plans and architectural/ planning briefs prior to work commencing. Projects must not commence or be tendered until endorsement is provided. Sport and Recreation Victoria may not make milestone payments if endorsement is not secured in a timely manner
 - councils must provide project acquittal documentation as required
 - councils are expected to guarantee the cash flow payments towards works where a community organisation is providing funding contributions for a project.

- Successful applicants will be required to contribute information on activity outcomes for use in outcomes reporting, program evaluation reviews or Department of Health and Human Services publications, 12 months after project acquittal.

**A Project Management Framework is a statement/spreadsheet that includes the name of the local government officer responsible for the project, project activities and project timelines. The Project Management Framework Fact Sheet, along with a basic Project Management Framework template, can be obtained from www.sport.vic.gov.au/grants

8.1 Acknowledging the government's support and promoting success

Successful applicants need to acknowledge the Victorian Government, the AFL, AFL Victoria and Netball Victoria's support through the provision of a grant from the *Country Football and Netball Program*.

Acknowledgement and publicity guidelines form part of the Funding Agreement and include the requirement that all activities acknowledge Victorian Government, the AFL, AFL Victoria and Netball Victoria's support through logo presentation on any activity-related publications, media releases, promotional material and placement of a permanent Victorian Government endorsed sign/plaque at the site during construction and upon completion of infrastructure activities.

The Minister for Sport is to be given the opportunity to participate in any formal activity associated with the progress or completion of a facility or to officially open or launch the project. Openings and launches of *Country Football and Netball Program* projects are to be coordinated through the Office of the Minister for Sport.

Councils considering staging an opening or launch must give adequate notice.

These guidelines have recently been updated to reflect current expectations of Victorian Government recognition. Acknowledgement and Publicity Guidelines can be found at www.sport.vic.gov.au.

8.2 Payments

Upfront payments for funded projects may be made if/when:

- a Funding Agreement has been signed by both parties and any special conditions have been met
- grant recipients provide reports as required, or otherwise demonstrate that the activity is progressing as expected
- other terms and conditions of funding continue to be met.

For all grants at least 10 per cent of the total funding is paid in arrears on evidence of satisfactory completion of the activity.

9. Resources and additional information

Further information in relation to each of the following items can be found at www.sport.vic.gov.au/grants and select *Country Football and Netball Program*.

Environmentally Sustainable Design

Proposals are encouraged to incorporate Environmentally Sustainable Design initiatives in project designs.

Competitive Neutrality Policy

Under the Council of Australian Governments (COAG) Competition Principles Agreement, Victoria is obliged to apply the COAG Competitive Neutrality Policy.

Capital Replacement Planning

A Capital Replacement Plan is a tool that can help you plan for the maintenance and eventual replacement of facilities. The development of a capital replacement plan is now a standard condition for many Sport and Recreation Victoria grants where facilities need to be periodically replaced or renewed.

Voluntary Labour and In-kind Support

Consideration will be given to claiming in-kind expenses to a maximum of 50 per cent of the total project cost.

Schedule of Use

A Schedule of Use is a list of all the sport and recreation activities, highlighting the extent to which the proposed facility development will be used. The schedule summarises the type and duration of the activity over a period of time and is a valuable tool to measure participation outcomes. Councils can use the Schedule of Use as provided or adapt and/or provide their own.

Victorian Code of Conduct for Community Sport

The facility tenant club(s) are expected to adhere to the Victorian Code of Conduct for Community Sport or related state sporting association code of conduct. Further information can be obtained from www.sport.vic.gov.au/publications-and-resources/community-sport-resources/victorian-code-conduct-community-sport

SunSmart Online Shade Audit Tool

This online tool helps determine whether existing shade at a site is adequate and provides practical recommendations to improve both built and natural shade. For more information www.sunsmart.com.au/shade-audit/

Healthy Choices: policy guidelines for sport and recreation centres.

Guidelines to help sport and recreation centres establish policies that promote health and wellbeing.

Planning Guides

Sport and Recreation Victoria (in collaboration with industry stakeholders) has developed a series of planning guides for sport and recreation facility development which include:

- Female Sports Infrastructure Guidelines
- Community Sporting Facility Lighting Guide
- Artificial Grass for Sport Guide
- Design for Everyone Guide

Copies of these planning guides can be found at www.sport.vic.gov.au/grants

The AFL has developed a Preferred Facilities Requirement document to provide guidance in the development of football facilities. The AFL Preferred Facilities Requirements can be found at www.aflvic.com.au/facility-resources/

Netball Victoria has developed a range of documents to provide guidance on compliance and standards. These documents can be found at vic.netball.com.au/support/facility-development/

Design for Everyone Guide

The guide is a resource that uses the principles of Universal Design to provide users with an understanding of how to apply the philosophy of Universal Design during the design and construction phases of a new building or the redevelopment of a current facility.

The concept of Universal Design is to simplify life for everyone by making the built environment more usable to as many users as possible.

This document can be found at sport.vic.gov.au/design-for-everyone-guide



5. GREATER GEELONG: A CLEVER AND CREATIVE FUTURE - 30-YEAR VISION

Source: Strategy & Finance – Strategy & Program Delivery
Director: Joanne Moloney
Index Reference: Corporate Strategy

Purpose

To present the 30-year community vision (Attachment 2) which has been developed following the *Our Future* community engagement.

Background

In response to recommendation three of the Commission of Inquiry 2016 report, the City of Greater Geelong ("City") has developed a 30-year outcome focused vision and strategy in consultation with the community.

The *Our Future* engagement project ran between August 2016 and May 2017 to determine how our community would describe a 30-year vision for the region to ensure a thriving, inclusive and sustainable future. Through a series of workshops, community events, community meetings, and school visits, over 16,000 people had their say. The culmination of this project was the *Our Future* Assembly, with 350 participants attending and coming to a consensus on what the 30-year vision for Geelong should be.

The document, *Greater Geelong: A Clever and Creative Future*, is the outcome of the *Our Future* project.

Key Issues

- The vision presents 30-year aspirations and targets for the City to work towards. Delivery will involve ongoing key partnerships and stakeholder involvement. The *Our Future* project required a Partner Group that will continue to be involved in the project implementation.
- Implementation (Attachment 3) will also involve all departments within the Council and the broader community.

K Alexander moved, L Gardner seconded -

That Council endorses:

- 1) the 30-year vision, aspirations and indicators to guide the organisation's strategies to invest and develop Greater Geelong;
- 2) a review by the City's audit function of each new four-year council plan and the alignment of outcomes with *Greater Geelong: A Clever and Creative Future*;
- 3) a yearly review and report to the community outlining progress against the indicators in *Greater Geelong: A Clever and Creative Future*;
- 4) the 12 month Implementation Plan to implement and embed *Greater Geelong: A Clever and Creative Future* into the organisation and community;
- 5) a 10-year refresh of *Greater Geelong: A Clever and Creative Future*;
- 6) the City's strategic planning framework;
- 7) that the community is acknowledged and thanked for their involvement in producing *Greater Geelong: A Clever and Creative Future*.

Carried.

Attachment 1

Stakeholder Consultation and Communication

Greater Geelong: A Clever and Creative Future is the outcome of the *Our Future* project – an extensive 10 month community engagement project. From August 2016 to May 2017, the City heard from over 16,000 people from our community during workshops, event appearances, community meetings and school visits.

During the initial engagement phase, over 10,000 people told us about their aspirations for our region and what they think it should look like 30 years from now. The second stage '*Time to Decide*' involved the Greater Geelong community delving deeper into community-generated ideas formed during the initial engagement. Over 5,000 people contributed to this phase of engagement.

On Saturday 6 May, 2017, 350 people from the Greater Geelong community attended the *Our Future* Assembly to discuss, debate, deliberate and decide on a community-vision for our region. Participants were encouraged to listen, discuss and contemplate Greater Geelong's future before voting on their preferred outcome. A clear majority of people had a preference for Greater Geelong to *be internationally recognised as a clever and creative city-region that is forward looking, enterprising and agile, and cares for its people and environment*.

Alignment to City Plan

Greater Geelong: A Clever and Creative Future will provide the framework and priority areas for the next Council Plan.

Risk Assessment

Key risks include the failure of the incoming councillors to 'own' and adopt the vision as their own, and failing to keep the vision 'alive', visible and front-of-mind with the community and stakeholders.

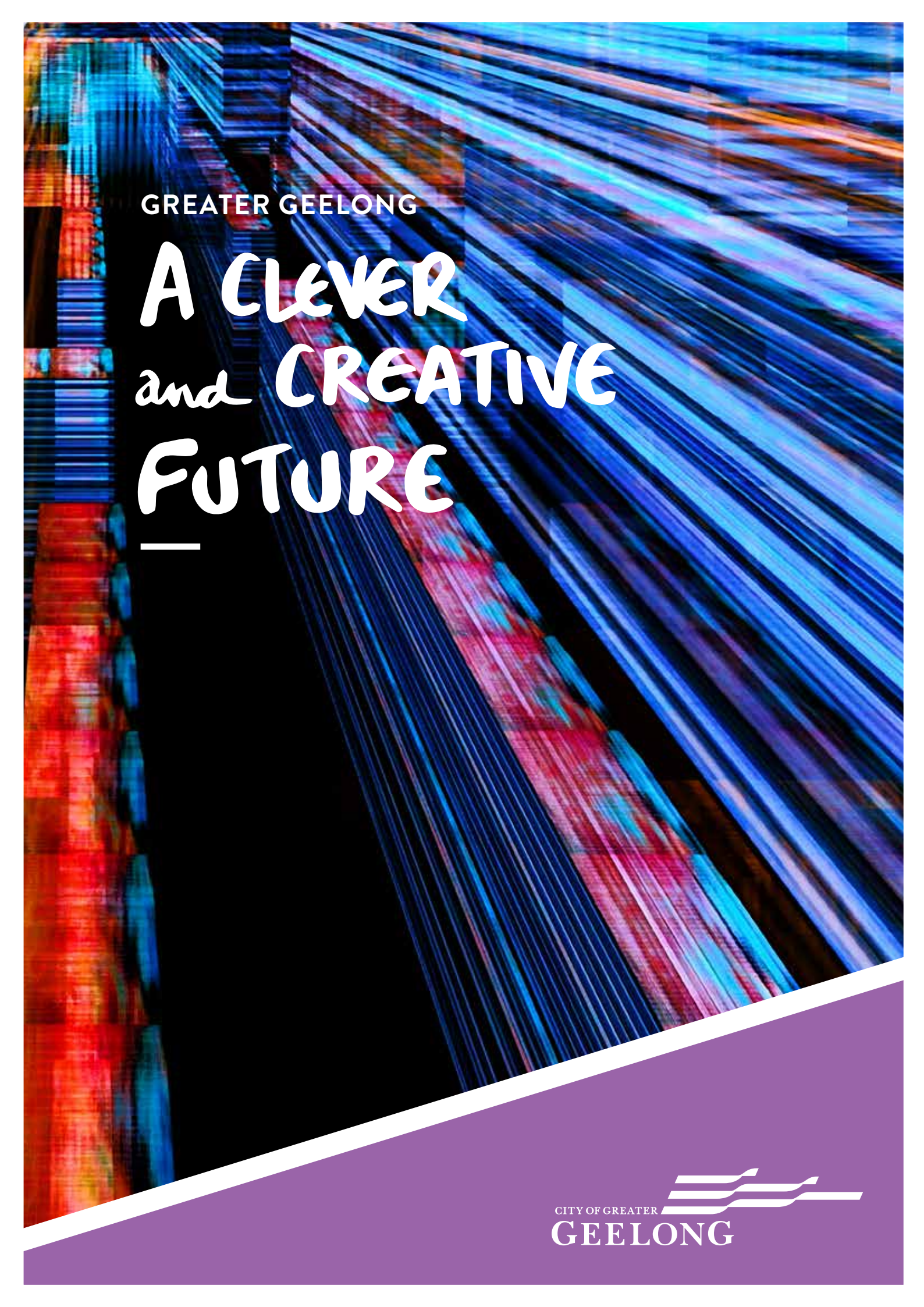
Failure to implement the vision and aspirations outlined in the document presents a significant reputational risk to the City, given the level of community engagement throughout this project. Commitment to implementation has been made publicly throughout the engagement process. A detailed implementation plan has been developed for the next 12 months in order to commence this process. The organisation's Strategic Planning Framework has also been reviewed to align to the community vision.

Conflict of Interest

Council Officers have no direct or indirect conflict of interest in preparing this report.

Human Rights Charter

No human rights will be affected by the recommendation of this report.



GREATER GEELONG

A CLEVER and CREATIVE FUTURE —

THE COMMUNITY'S VISION

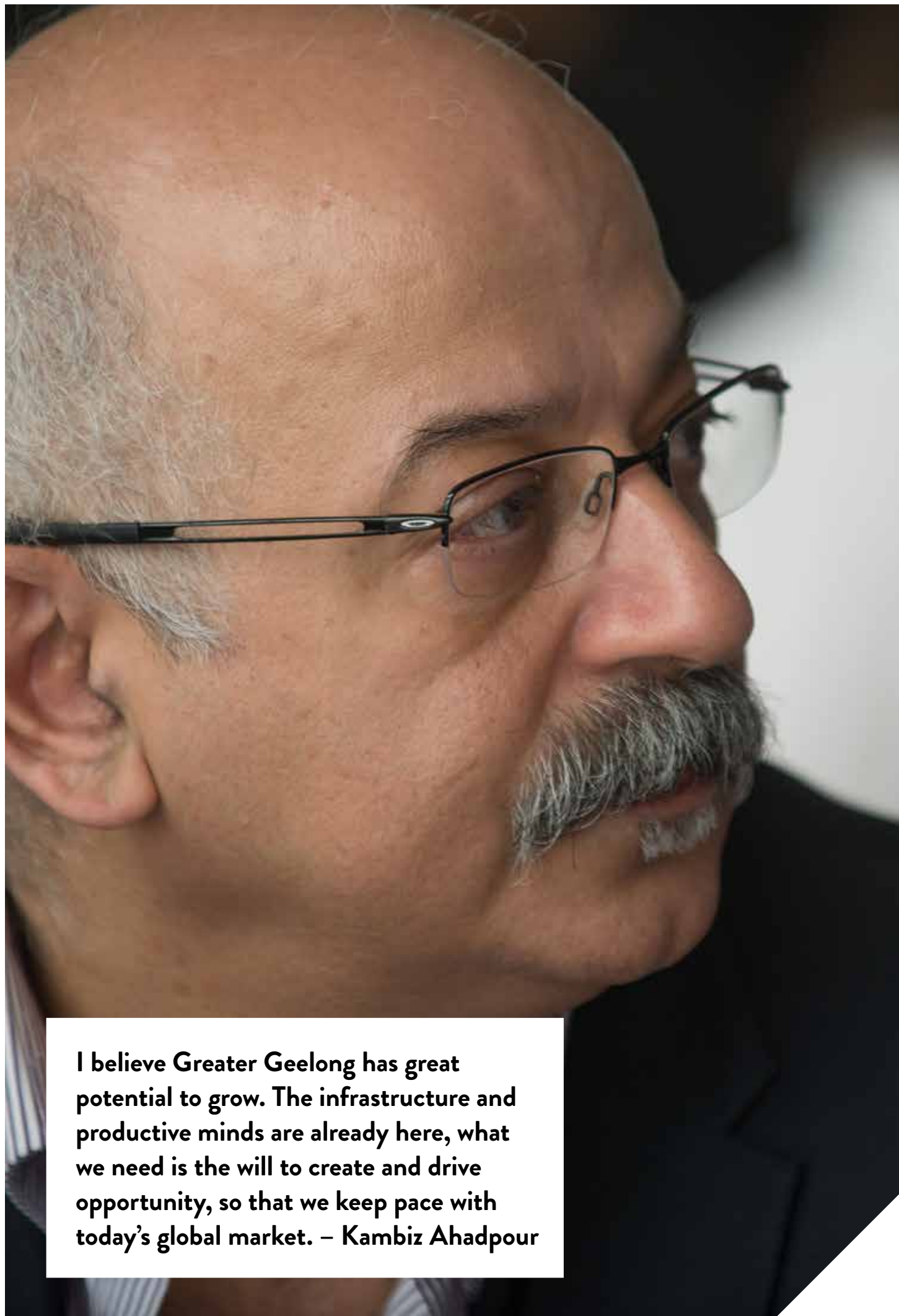
CLEVER and CREATIVE

By 2047, Greater Geelong will be internationally recognised as a clever and creative city-region that is forward looking, enterprising and adaptive, and cares for its people and environment.

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I believe Greater Geelong has great potential to grow. The infrastructure and productive minds are already here, what we need is the will to create and drive opportunity, so that we keep pace with today's global market. – Kambiz Ahadpour

CREATING A VISION

From September 2016 to May 2017, over 16,000 people have told us what they value about the region, how they rate it against the recognised elements of a successful community, and shared ideas about how to address challenges now and in the future.

Through the process, they have listened to opinions, debated alternatives, analysed possible futures and compared ideas. Importantly, they have deliberated and, in the process, learnt more about each other's aspirations, values and goals. The result is this, a community-led blueprint for Greater Geelong to be recognised regionally, nationally and internationally, as a clever and creative city-region.

The ideas for being clever and creative expressed in this document have been sourced from the Greater Geelong community and focus on economic prosperity, tourism and employment, enhancing and protecting its environment, social and economic equity, culture and art, transport and internet connectivity, and future leadership.

The diversity of the people involved and their commitment and passion for Greater Geelong makes this document a strong and durable platform to guide future decision-makers, establish their planning requirements and hold them accountable.



**Greater Geelong:
A clever and creative
future is an important
first step along a
journey to transform our
community's aspirations
into reality.**

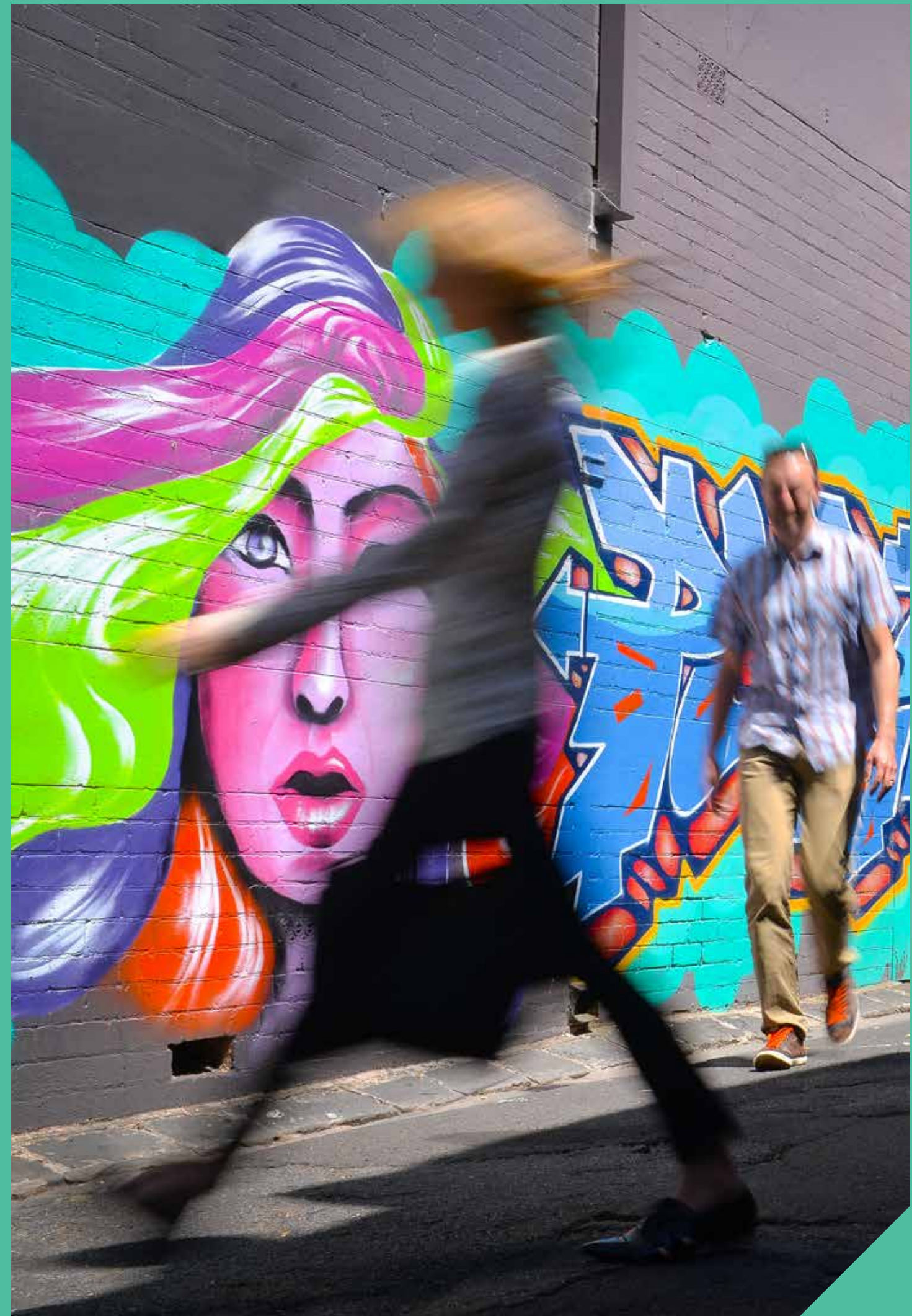
CLEVER and CREATIVE

THE COMMUNITY'S VIEW OF A CLEVER AND CREATIVE FUTURE:

- has business diversity that inspires a broad range of education and employment opportunities
- attracts start-ups, innovative businesses and a can-do attitude
- uses a variety of affordable technologies to provide universal digital access
- makes travel between suburbs easier through a network of pedestrian and cycle paths
- excites local and international visitors who are interested in its events, festivals, landscapes and food
- is designed to create an active street culture and vibrant public spaces



- has a strong sense of community and uplifts its vulnerable community members
- is designed around people and makes the best use of technology and sustainable living
- is devoted to research and encourages economically viable, environmentally sound and socially responsible solutions to its challenges
- has a global outlook and is connected to the world by technology
- recognises the uniqueness and significance of its natural environments.



FOUNDATIONS FOR A CLEVER AND CREATIVE CITY-REGION

CLEVER and CREATIVE

A SNAPSHOT OF GREATER GEELONG'S EXISTING STRENGTHS INCLUDE:

ECONOMIC ASSETS

- proximity to Western Victoria and Melbourne provides two-way access to markets and investment
- established business associations, community groups and networks
- an emerging cluster of start-ups
- capabilities in advanced manufacturing, industrial design and technology
- scientific facilities and expertise in health and infectious diseases
- a growing population
- strong leadership in education, healthcare, social insurance and social investment sectors
- regional food production and agribusiness
- exciting destinations attract local and international visitors.

INFRASTRUCTURE

- a diverse range of education facilities
- port, rail, airport and freight infrastructure
- available commercial and industrial land
- established sporting and cultural infrastructure
- a variety of relatively affordable housing options
- established cultural and arts facilities.

NATURAL ASSETS

- a diverse and unique natural environment
- networks of open space, reserves and parks
- spectacular rural and coastal landscapes
- internationally significant natural areas
- the city's location in relation to the bay and northerly aspect.

PEOPLE STRENGTHS

- a strong sense of community
- a diverse range of local community activities
- resilient residents committed to the future of Greater Geelong
- a history of inventors, creators and innovation
- contributions to our arts and culture
- a broad range of creative industries
- community service organisations supporting vulnerable residents.

SHORT-TERM PRIORITIES

- high-speed digital infrastructure
- student and research precincts
- vibrant public spaces
- support for start-up initiatives
- facilities to attract world-class events
- collaborations addressing social and economic vulnerability
- united leadership and a global outlook.



COMMUNITY ASPIRATIONS

Representing the voices of more than 16,000 residents and stakeholders, this document is a guide for future councils, all levels of government, community organisations, businesses and anyone wanting to make a genuine contribution to our city-region.

At its heart are a series of aspirations developed by the community that are focused on our region's economy and employment, the environment, arts and culture, transport connections, tourism, efficient and equitable digital access, and good governance.

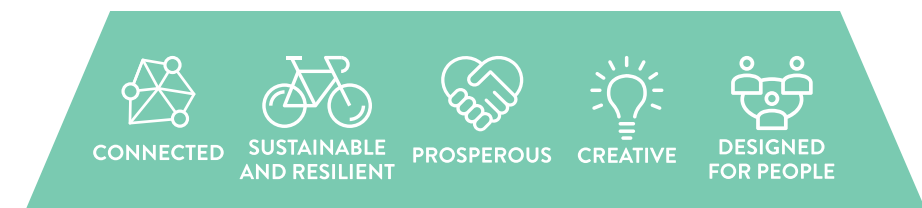
For a city-region to be successful, it must be connected, prosperous, creative, sustainable and resilient, and designed for people. The community's aspirations support these elements helping us become a clever and creative city-region.



CLEVER and CREATIVE



SUCCESSFUL COMMUNITY ELEMENTS



COMMUNITY ASPIRATIONS





I'd like to see Greater Geelong evolve into a more vibrant, multifaceted region that celebrates its history and embraces the future. Being one of Victoria's oldest and unique agricultural regions, I would love to see this industry grow and develop over the coming decades. We have great potential to promote local businesses and create employment opportunities by building on our natural advantages. – Jon Helmer



A PROSPEROUS ECONOMY THAT SUPPORTS JOBS AND EDUCATION OPPORTUNITIES

The Greater Geelong community values:

- business diversity, education and employment opportunities
- people who are willing to create new business opportunities
- working hard, diligence and personal motivation
- training, research and education institutions that support economic participation and catering for all skill levels.

Success will be achieved by:

- urban and residential infrastructure to support economic growth, employment and lifestyle
- an open-minded approach and a willingness to take risks
- partnerships between educators and industry to ensure business skills needs are addressed, and people can adapt and learn
- a highly skilled and diverse workforce, which will be a competitive advantage for local business
- well-connected and diverse businesses that grow the local economy
- spaces for start-ups to interact and network.

The measures of success are:

- the number of students completing secondary school and/or engaged in post-school study is higher than the Victorian average
- education provides graduates with the skills businesses require in our city-region
- Greater Geelong's workforce participation rate is higher than the Victorian average
- an increase in the diversity of businesses.



MOST STRONGLY SUPPORTS PROSPERITY



A LEADER IN DEVELOPING AND ADOPTING TECHNOLOGY



The Greater Geelong community values:

- opportunities enabled by technology
- internet availability and speed
- assistive technology seamlessly embedded into the environment.

Success will be achieved by:

- a variety of affordable technologies providing digital access to information on demand
- attracting innovative and high technology businesses
- a community and workforce with the capacity to use digital technology
- training in future digital jobs
- assistive technologies embedded into infrastructure
- free connectivity throughout the public places
- growth in smart home automation.

The measures of success are:

- a Digital Inclusive Index score (Access, Affordability and Digital Ability) greater than 70
- an increase in the number of technology based businesses.



MOST STRONGLY SUPPORTS CONNECTED

It is possible to fabricate high-technology products in Australia. The key for Greater Geelong will be to stay open minded, internationally-orientated and innovative.
– Maxime Maghe



CREATIVITY DRIVES CULTURE



The Greater Geelong community values:

- the contribution of the arts to community vibrancy, diversity, and inclusiveness
- spaces that support and celebrate local artists through public exhibitions
- modern facilities that allow the region to host world-class events
- start-ups and innovation
- involvement with local art, music, heritage, contemporary culture and Wadawarrung culture
- preserving our heritage and encouraging creative design.

Success will be achieved by:

- investment in a diverse range of local community festivals and events
- development of creative industries and a culture of thinking outside-the-square
- attracting creatively oriented and artistic industries to the region
- creative re-use of heritage assets.

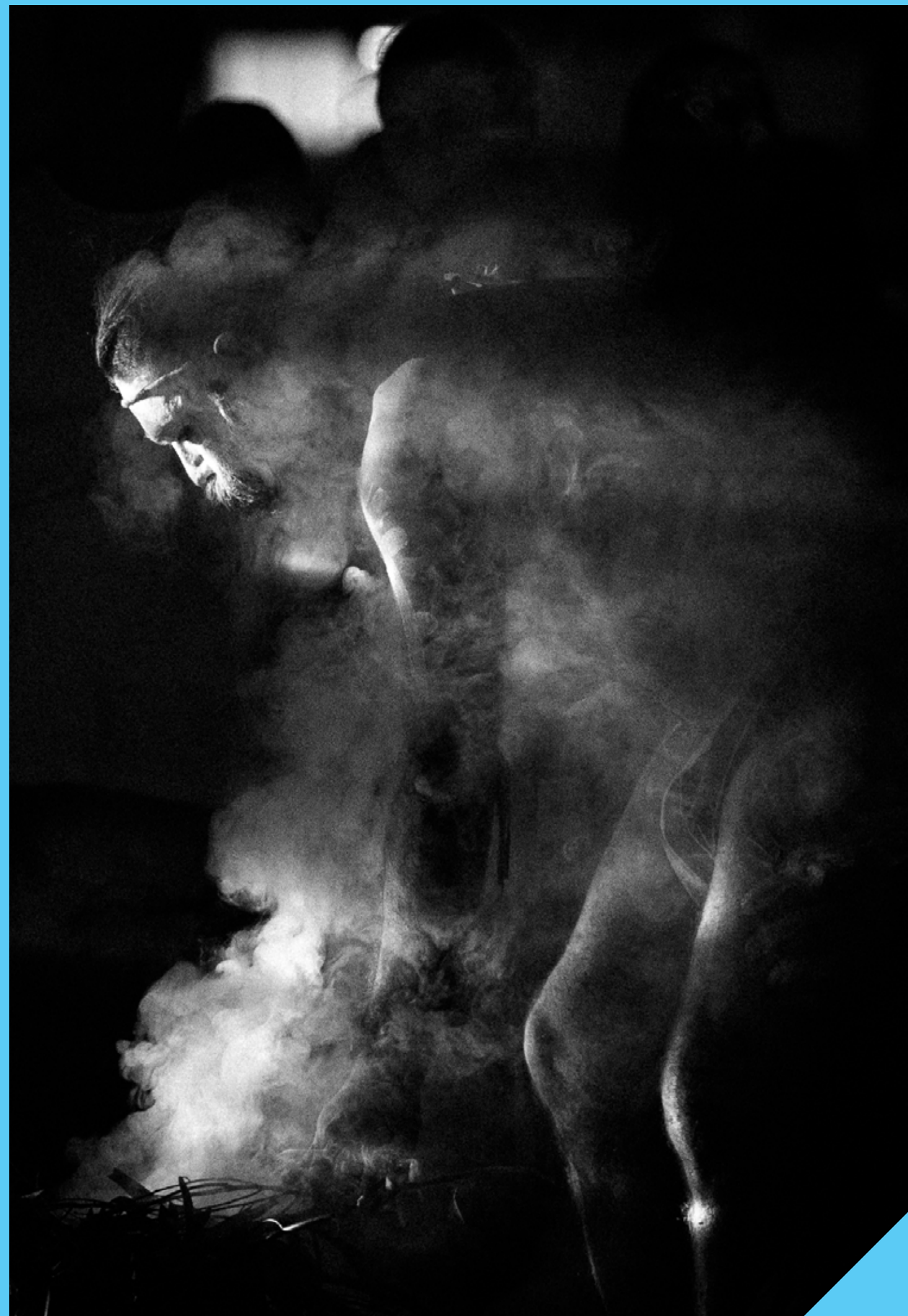


The measures of success are:

- increasing the percentage of the community actively participating in arts and cultural activities
- increasing the percentage of the workforce employed in creative industries
- Greater Geelong rated in the top 200 of the Global Innovation Cities index
- increasing the number of innovative start-ups in the city-region.



MOST STRONGLY SUPPORTS CREATIVITY





A FAST, RELIABLE AND CONNECTED TRANSPORT NETWORK



The Greater Geelong community values:

- sustainable, connected and networked walking, cycling and public transport services that allow all abilities access into and across the city-region
- fast access to Melbourne and other parts of Victoria.

Success will be achieved by:

- a pedestrian and cycling network that covers the whole municipality
- accessible transport options connecting people within the city-region
- development of Greater Geelong as Victoria's major logistics and freight centre
- diversion of road traffic around urban centres
- cycling becomes a credible and safe on-road commuter option.

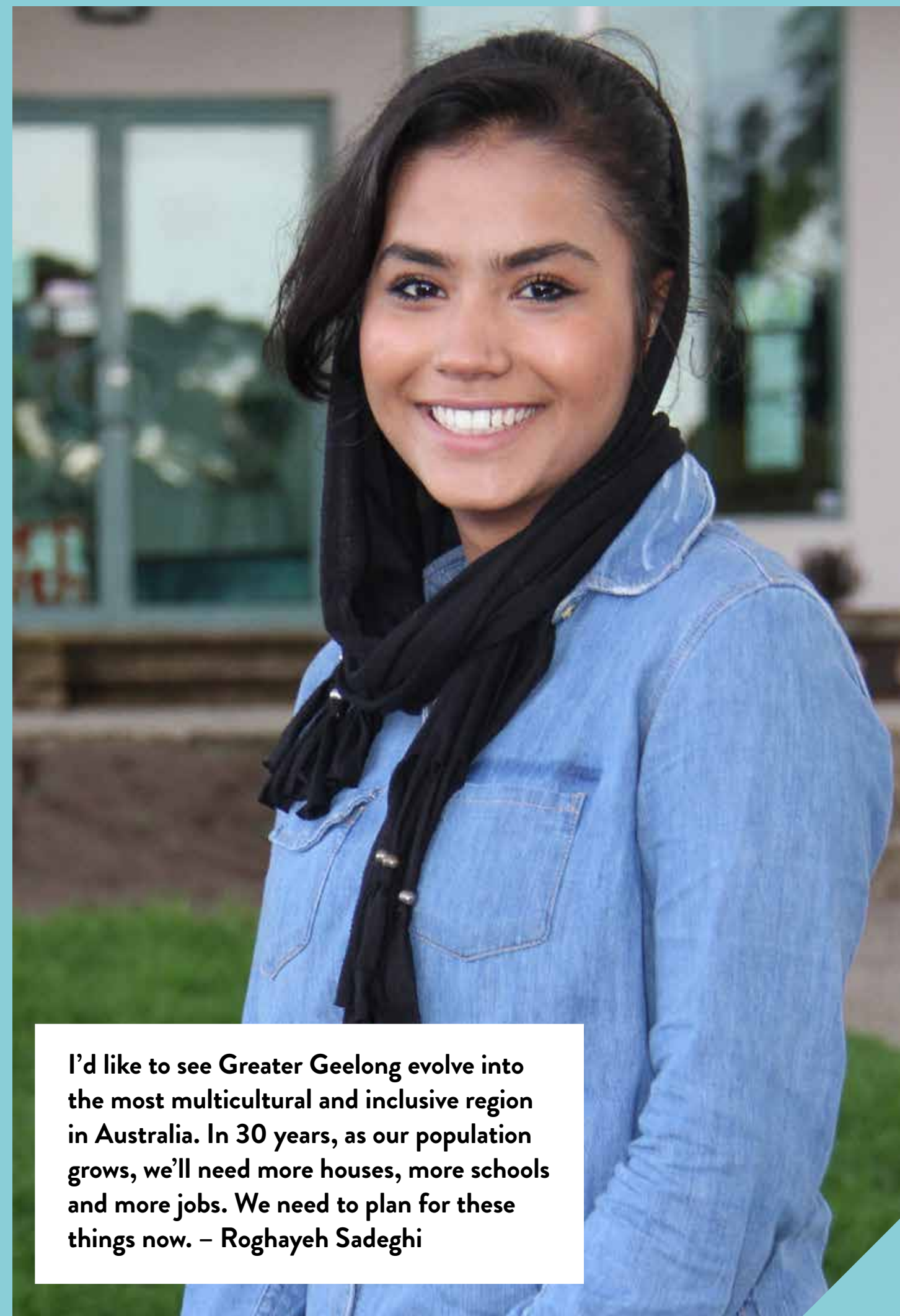


The measures of success are:

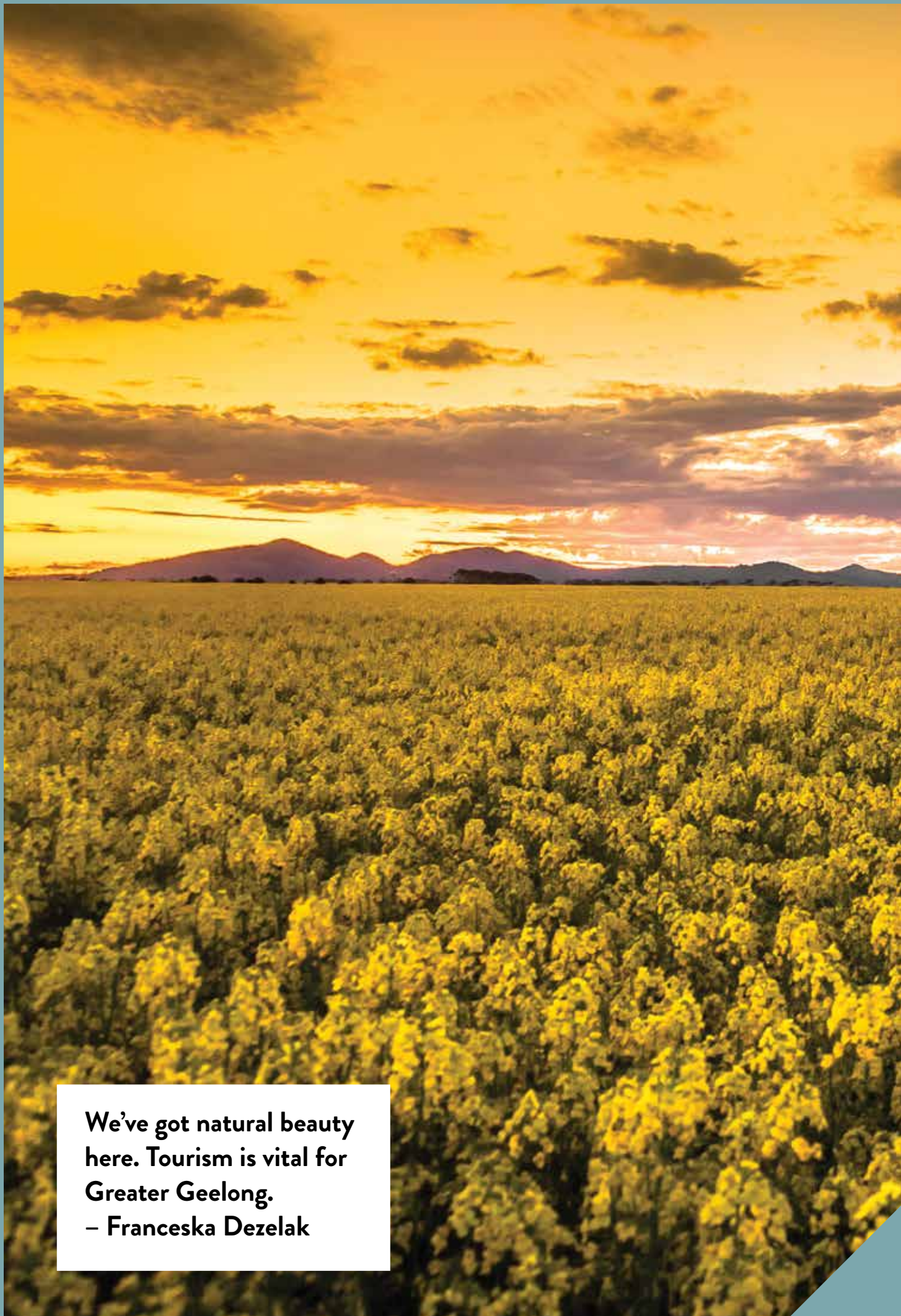
- being able to travel to Melbourne from Geelong within 30 minutes, and from the Bellarine Peninsula within 65 minutes utilising a variety of travel options
- an international freight terminal and passenger airport within the city-region, connecting Greater Geelong to all Australian state capitals and Asia
- being able to access all parts of Greater Geelong within 30 minutes through a variety of travel options
- 50 per cent of journeys to work are made by public transport, walking or cycling.



MOST STRONGLY SUPPORTS CONNECTED



I'd like to see Greater Geelong evolve into the most multicultural and inclusive region in Australia. In 30 years, as our population grows, we'll need more houses, more schools and more jobs. We need to plan for these things now. – Roghayeh Sadeghi



We've got natural beauty here. Tourism is vital for Greater Geelong.
– Franceska Dezelak



A DESTINATION THAT ATTRACTS LOCAL AND INTERNATIONAL VISITORS



The Greater Geelong community values:

- the city-region's potential to be a destination that attracts local and international visitors
- sharing and promoting Greater Geelong's unique location and natural assets.

The measures of success are:

- the total number of visitors to the city-region increases by 2.1 per cent per annum
- expenditure by visitors to the city-region increases by 3.8 per cent per annum
- international overnight visitors grow at a rate of 4.9 per cent per annum
- domestic overnight visitors grow at a rate of 1.9 per cent per annum
- tourism employment increases 1.6 per cent per annum.

Success will be achieved by:

- a diverse range of accommodation options for visitors
- a local international airport
- capacity for large ships to dock in Corio Bay
- the ability to host large conventions
- securing world class events and entertainment.



MOST STRONGLY SUPPORTS PROSPERITY

A portrait of Sally McLean, a woman with curly blonde hair and glasses, wearing a grey top. She is standing outdoors with a blurred background of a street and buildings.

I'd like Greater Geelong to be a region that accepts everyone regardless of their age, race, gender or sexual preference. A place where we can grow as individuals but also together as a strong and united community.
– Sally McLean



PEOPLE FEEL SAFE WHEREVER THEY ARE

The Greater Geelong community values:

- clean, safe and fun environments for everyone
- feeling safe on the streets day and night
- a safe, crime free and honest community
- minimising the community impacts of alcohol and drug use.



Our measures of success are:

- 95 per cent of residents agree that they feel safe in the area where they live
- crime statistics are 20 per cent below the state average.

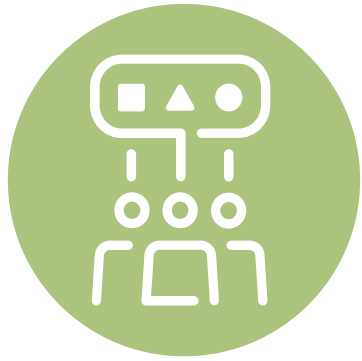


Success will be achieved by:

- an active street culture involving student and café precincts
- urban design that encourages activity and comfortable open public areas in all seasons
- clean streets and public open spaces
- early intervention programs that promote positive community attitudes and interactions
- establishing security infrastructure.



MOST STRONGLY SUPPORTS DESIGNED FOR PEOPLE



AN INCLUSIVE, DIVERSE, HEALTHY AND SOCIALLY CONNECTED COMMUNITY



The Greater Geelong community values:

- access to quality education, health services and affordable housing
- a strong sense of community
- support for vulnerable community members
- a range of employment opportunities.

Success will be achieved by:

- young people connected to local decision-making
- public areas and local services that are accessible to all levels of ability
- a variety of affordable options for people to rent or buy a home
- support for the most vulnerable community members
- local participation opportunities for new arrivals to the city-region
- equity in the provision of community infrastructure
- support for Wadawurrung leaders to ensure their connections to the city-region are maintained, and their connection to the community is strengthened.



The measures of success are:

- no Greater Geelong postcodes in the bottom 20 per cent of the Socio-Economic Indexes for Areas (SEIFA)
- 100 per cent of public places in Greater Geelong are disability access compliant
- workforce participation in the most vulnerable suburbs is higher than the state average across all age groups
- the percentage of residents who participate in citizen engagement activities exceeds the state average
- index score for community connectedness exceeds 80
- over 50 per cent of residents reporting their health as very good or excellent.



MOST STRONGLY SUPPORTS DESIGNED FOR PEOPLE



It's very important that we have an inclusive culture. We have the foundations, we just need to build on them. My vision is that Greater Geelong becomes a region that is accessible to everyone.
– Oliver Lynch



SUSTAINABLE DEVELOPMENT THAT SUPPORTS POPULATION GROWTH AND PROTECTS THE NATURAL ENVIRONMENT

The Greater Geelong community values:

- green spaces and corridors, including farmland and recreational space, between urban areas
- easy access to open space and parkland near homes
- the uniqueness and significance of natural bushland, coastlines, wetlands, rivers and beaches
- sustainable development that responds to climate change
- design that makes best use of technology for better and more sustainable living
- development that enhances the identity of diverse neighbourhoods
- design excellence and innovation in new buildings and public spaces
- creating high amenity neighbourhoods that are well connected and sustainable.



Success will be achieved by:

- revitalisation of Central Geelong
- meeting the housing needs for projected population growth and future households
- renewal of underutilised urban areas and buildings
- preserving, enhancing and growing our natural areas
- creation of urban forests throughout streets and parks
- new models of higher density sustainable living with access to public green space.

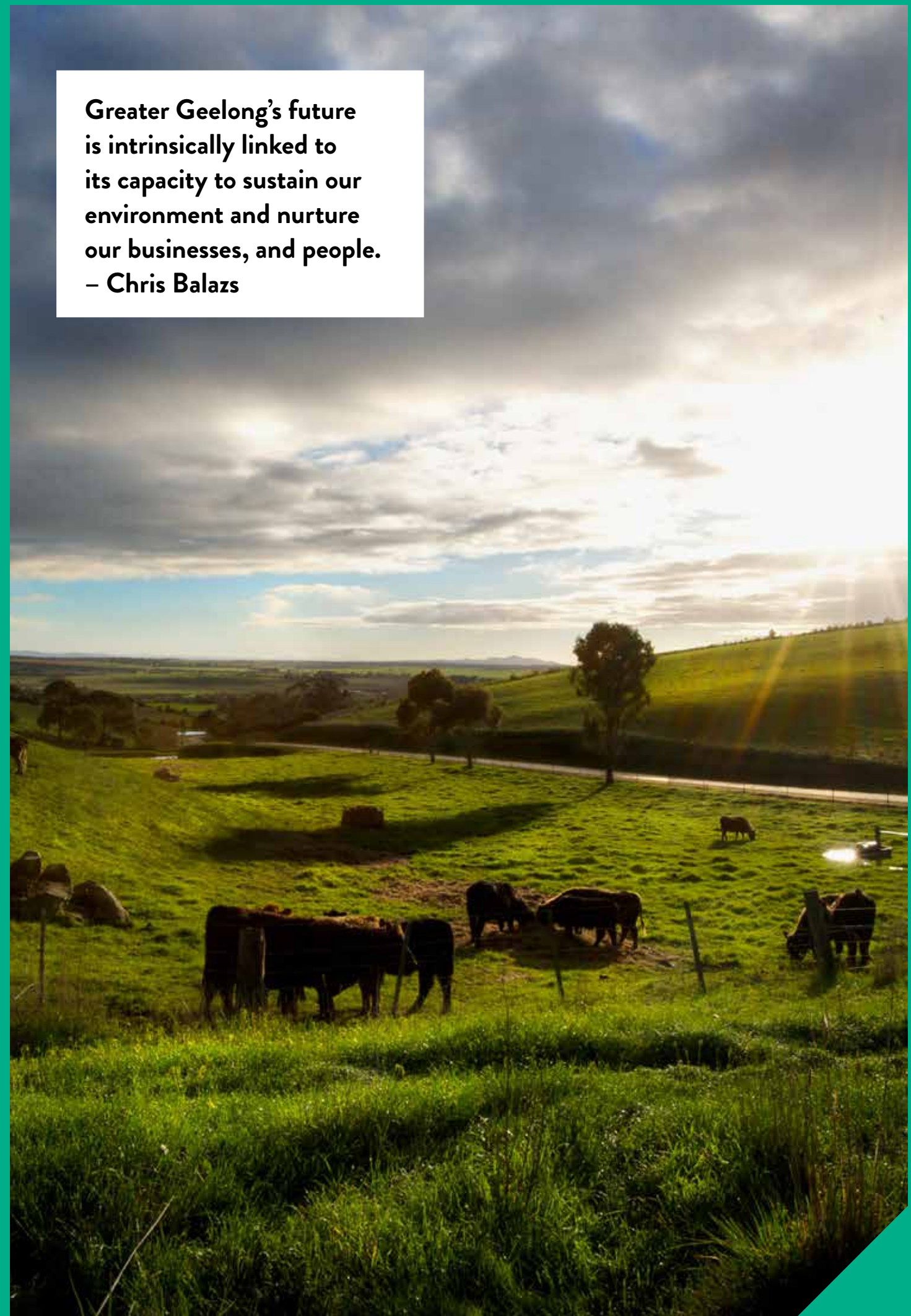
The measures of success are:

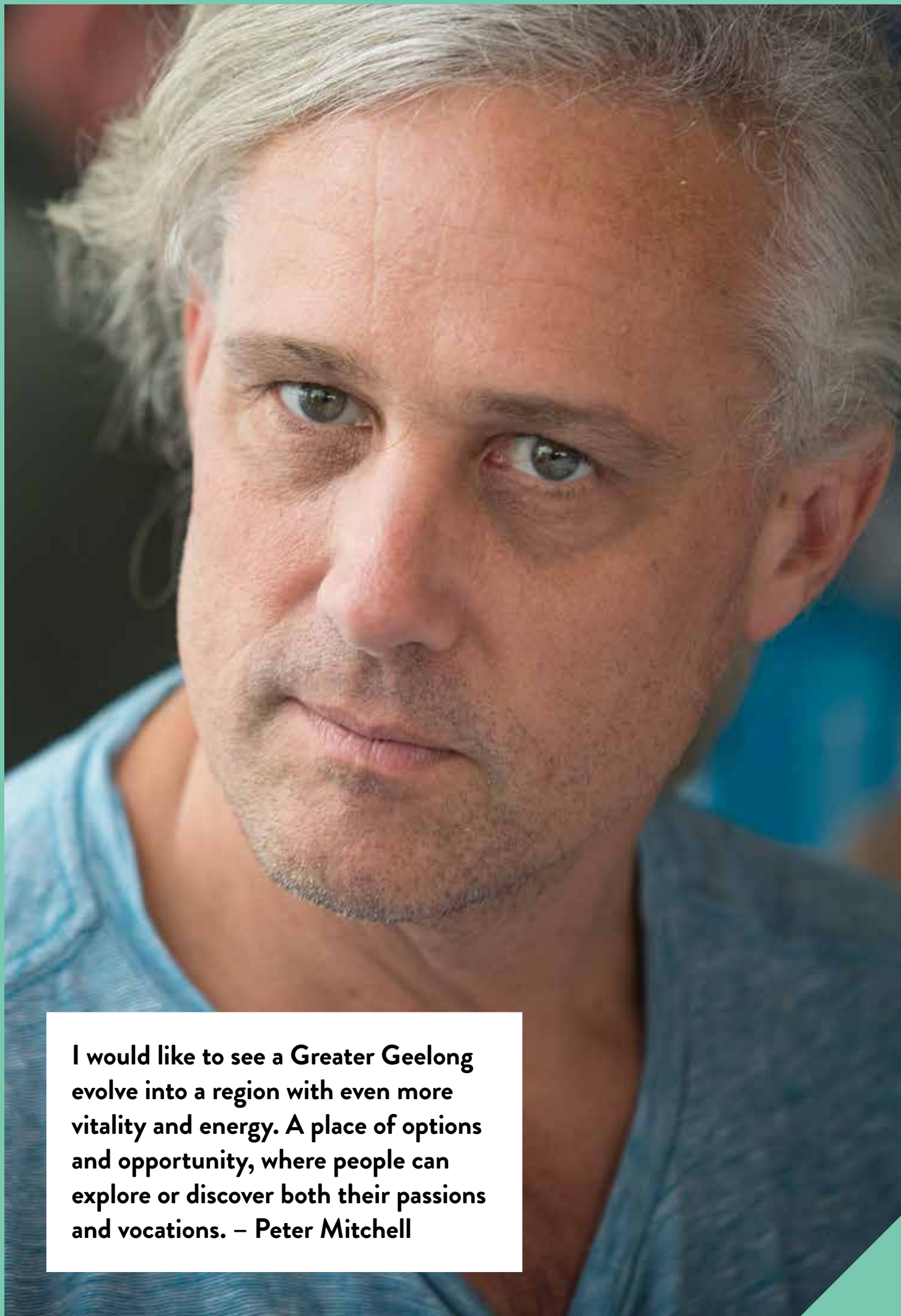
- suburban tree canopy is greater than 25 per cent
- an increase in the quantity and quality of protected natural habitat
- an increase in biodiversity with no loss of species and vegetation
- in urban areas, 95 per cent of dwellings are within 400m of public open space
- no net loss of open space by suburb
- 10,000 people living in Central Geelong
- 50 per cent of new housing construction to be conducted within existing urban areas.



MOST STRONGLY SUPPORTS SUSTAINABILITY

**Greater Geelong's future
is intrinsically linked to
its capacity to sustain our
environment and nurture
our businesses, and people.
– Chris Balazs**





I would like to see a Greater Geelong evolve into a region with even more vitality and energy. A place of options and opportunity, where people can explore or discover both their passions and vocations. – Peter Mitchell



DEVELOPMENT AND IMPLEMENTATION OF SUSTAINABLE SOLUTIONS



The Greater Geelong community values:

- economically healthy and environmentally responsible businesses
- clean energy solutions
- attracting renewable energy industries to the region
- easy access to recycling
- innovative approaches and resilience to climate change
- the community adopting sustainable practices.



Success will be achieved by:

- investment in renewable energy industries and research
- plan and deliver a reduction of carbon emissions
- community education about the local impacts of climate change
- assist new and existing business to adapt to clean technology
- identify new best practice standards for water efficiency and management
- moving to a zero-waste community
- encourage economically viable, environmentally sound and socially responsible business practices.

The measures of success are:

- performing better than the Victorian average in solid and green waste diverted from landfill
- Greater Geelong being a carbon neutral city-region
- 20 per cent of all water used in the municipality is sourced from alternative sources.



MOST STRONGLY SUPPORTS SUSTAINABILITY

THE JOURNEY TO A CLEVER AND CREATIVE FUTURE

Understanding how the community would like Greater Geelong to evolve over the next 30 years gives decision makers the flexibility to respond to shifts in technology, demographics, the economy and climate change.

During the two stages of Our Future engagement between September 2016 and May 2017, over 16,000 community members had their say about their aspirations for the region and how it should evolve during the next 30 years. This involved 162 workshops, event appearances, community meetings and school visits.

At the *Our Future* Assembly on Saturday 6 May 2017, 350 people discussed, debated, deliberated and decided on a community-led vision for Greater Geelong's future.

They decided Greater Geelong should be internationally recognised as a clever and creative city-region that is forward looking, enterprising and adaptive, and cares for its people and environment.

The community engagement process and the results that informed this document are available at www.geelongaustralia.com.au/ourfuture.

HOW WILL THIS VISION BE USED TO DELIVER OUTCOMES?

Greater Geelong: A Clever and Creative Future is a community-generated guide for Greater Geelong as it plans its next 30 years.

The breadth and depth of the consultation process means that it is representative of the Greater Geelong community's views and preferences.

The vision will remain a key resource for Council, all levels of government, organisations, businesses and anyone wanting to make a genuine contribution to the future of Greater Geelong.

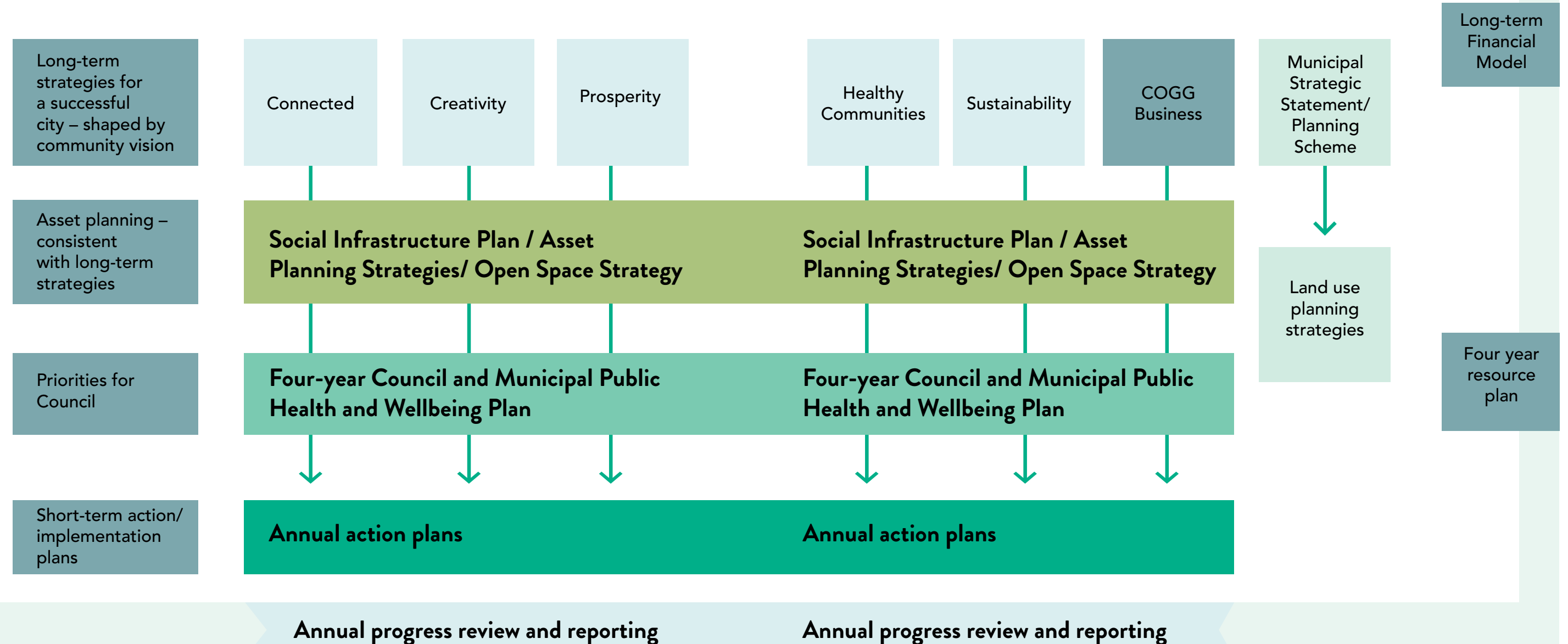


My vision for Greater Geelong is a region where the community is consulted and council make decisions based on the results. I'd like to see individuality, creativity and uniqueness encouraged within our community so that regardless of religious, cultural or social background, everyone is treated fairly and seen as having a vital role in our future. – Sarah Afshar

COUNCIL'S DELIVERY OF A CLEVER AND CREATIVE FUTURE

CLEVER and CREATIVE

30 YEAR COMMUNITY VISION



The outcomes in the 2018-2021 Council Plan will be guided by *Greater Geelong: A Clever and Creative Future*. The Council Plan will be reviewed annually, and an annual budget and action plan will be developed to be consistent with it.

All proposals to Council will need to demonstrate consistency with this document.

Future Councils will report their progress and performance against milestones contained in *Greater Geelong: a Clever and Creative Future* through an independent audit to be published in the City's annual report.



THANKING OUR PARTNERS

The City of Greater Geelong thanks the following partners who have provided invaluable advice and assistance in this project.

- Committee for Geelong
 - Deakin University
 - Department of Health and Human Services
 - Department of Environment, Land, Water and Planning
 - Geelong Chamber of Commerce
 - Geelong Environment Council
 - Geelong Football Club
 - Geelong Sustainability
 - Give Where You Live
- G21 Agribusiness Forum
 - G21 Geelong Regional Alliance
 - National Trust of Australia, Geelong and Region Branch
 - Regional Development Victoria
 - The Gordon
 - Tourism Greater Geelong and the Bellarine
 - Urban Development Institute of Australia (Geelong Committee)

Many other organisations and schools also supported the project by hosting workshops, encouraging their staff to contribute and providing feedback. We thank them for their support.

Thanks to Tim Orton and Nous Group who donated an immense amount of time and expertise to the delivery of the *Our Future* Assembly, and Bernie Kruger for his invaluable guidance in data science and the time he donated to analysing data.

Thanks for the hard work to the more than 100 City of Greater Geelong staff who volunteered their time and expertise throughout the process.

Finally, and most importantly, a huge thank-you to the more than 16,000 Greater Geelong people who contributed their ideas and enthusiasm throughout this wonderful and enlightening journey.



MEASURES OF SUCCESS

MEASURE	SOURCE
The number of school leavers engaged in work or post-school study is higher than the Victorian average	Census of Population and Housing, Australian Bureau of Statistics
Education that is providing graduates with the skills businesses required in our city-region	To be determined
Greater Geelong’s workforce participation rate is higher than the Victorian average	Census of Population and Housing, Australian Bureau of Statistics
An increase in the diversity of businesses within Greater Geelong	This will be achieved through of Business Diversity Index to be developed
A Digital Inclusive Index score greater than 70	The Australian Digital Inclusion Index Report, Roy Morgan Research, Swinburne Institute for Social Research Centre for Social Impact (Swinburne), Telstra
An increase in the number of technology based businesses	REMPAN
Increasing the percentage of the community actively participating in arts and cultural activities	VicHealth Indicators Survey, VicHealth
Increasing the percentage of the workforce employed in creative industries	Census of Population and Housing, Australian Bureau of Statistics
Greater Geelong rated in the top 200 of the Global Innovation Cities index	Innovation™ Cities Index, 2thinknow
Increasing the number of innovative start-ups in the city-region	To be determined
Being able to travel to Melbourne from Geelong within 30 minutes, and from the Bellarine peninsula within 65 minutes utilising a variety of travel options	To be determined
An international freight terminal and passenger airport within the city-region, connecting Greater Geelong to all Australian state capitals and Asia	To be determined
Being able to access all parts of Greater Geelong within 30 minutes through a variety of travel options	To be determined
50 per cent of journeys to work are made by public transport, walking or cycling	Journey to Work , Australian Bureau of Statistics
The total number of visitors to the city-region increases by 2.1 per cent per annum	Tourism Greater Geelong and Bellarine
Expenditure by visitors to the city-region increases by 3.8 per cent per annum	Tourism Greater Geelong and Bellarine
International overnight visitors grow at a rate of 4.9 per cent per annum	Tourism Greater Geelong and Bellarine
Domestic overnight visitors grow at a rate of 1.9 per cent per annum	Tourism Greater Geelong and Bellarine
Tourism employment increases 1.6 per cent per annum	Tourism Greater Geelong and Bellarine
95 per cent of residents agree that they feel safe in the area where they live	Geelong Preventative Health Survey, City of Greater Geelong
Crime statistics are 20 per cent below the state average	Victoria Police Crime Statistics, Crime Statistics Agency
No Greater Geelong postcodes in the bottom 20 per cent of the Socio-Economic Indexes for Areas (SEIFA)	Census of Population and Housing, Australian Bureau of Statistics
100 per cent of public places in Greater Geelong are disability access compliant	The Federal Disability Discrimination Act 1992 (D.D.A.), Australian Government
Workforce participation in the most vulnerable suburbs is higher than the state average across all age groups	Census of Population and Housing, Australian Bureau of Statistics
The percentage of residents who participate in citizen engagement activities exceeds the state average	Source: VicHealth Indicators Survey, VicHealth
A score of 80 in the Community Connectedness Index	VicHealth Indicators Survey, VicHealth
Over 50 per cent of residents reporting their health as very good or excellent	Geelong Preventative Health Survey, City of Greater Geelong
Suburban tree canopy is greater than 25 per cent	Urban Tree Strategy, City of Greater Geelong
Increasing the per cent of the city-region that is preserved as natural habitat	City of Greater Geelong
In urban areas, 95 per cent dwellings are within 400m of public open space	City of Greater Geelong
No net loss of open space by suburb	City of Greater Geelong
10,000 people live in Central Geelong	Census of Population and Housing, Australian Bureau of Statistics
50 per cent of new housing construction to be conducted within existing urban areas	Settlement Strategy, City of Greater Geelong
Performing better than the Victorian average in solid and green waste diverted from landfill (measured by weight and percent of total waste)	Victorian Local Government Annual Waste Services Report, Sustainability Victoria
Greater Geelong being a carbon neutral city	To be determined
20 per cent of all water used in the municipality is sourced from alternative sources	To be determined

CITY OF GREATER GEELONG

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CUSTOMER SERVICE CENTRE

100 Brougham Street

Geelong VIC 3220

8:00am – 5:00pm

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VISION IMPLEMENTATION PLAN - SUMMARY

TO BRING OUR VISION TO LIFE

The City of Greater Geelong's purpose is to 'work together for a thriving community'. Our community's vision is:

By 2047, Greater Geelong will be internationally recognised as a clever and creative city-region that is forward looking, enterprising and adaptive, and cares for its people and environment.

Council will lead the way to facilitate the delivery of this vision, including collaborating with:

- Key partners
- Stakeholder groups
- Our community

WE WILL USE THESE RESOURCES

Council staff:

- All council departments and staff will work together to drive implementation – this will initially be driven by the Strategy and Program Delivery Department

Key partner and other stakeholder relationships

- Existing community and business networks
- Building relationships and expanding our networks

AND COMPLETE THESE ACTIONS

Inform:

- Launch and promote the vision across the municipality
- Provide key messages and communications tools for our staff and stakeholders to share
- Attend internal and external meetings and give presentations to provide information about the vision and the role it plays in future planning for our organisation and municipality

Collaborate:

- Work with staff, stakeholders, councillors and the community to identify their roles in implementing the vision
- Align all Council strategies, business and officer work plans
- Develop a monitoring and reporting framework to track our progress towards the vision
- Facilitate both internal and external ownership of key measures and reporting responsibilities
- Establish formal agreement with stakeholders regarding their role in implementing the vision

Support our organisation and stakeholders:

- Educate about the vision and strategies framework and how it guides our planning processes
- Develop tools and templates for internal and external stakeholders to plan and action implementation of the vision
- Facilitate workshops to help departments develop business plans and strategies that fit within our Council strategy model and support our Council Plan
- Support our departments to share the vision with our stakeholders
- Support our external stakeholders to also own and drive the vision by sharing information, tools and facilitation services
- Share the data collected during the *Our Future* project

Recognise:

- Celebrate the efforts of our staff and community
- Acknowledge the contributions of our partners and stakeholders
- Recognise our progress towards achieving our aspirations

TO ACHIEVE THESE OUTCOMES

Short term:

- Staff, stakeholders and the community are aware of the 'Clever and Creative' vision for Greater Geelong

Medium term:

- CoGG business plans and municipal strategies are aligned to the vision
- Stakeholder ownership of the vision and outcomes
- Tracking and evaluating progress towards the vision and adjusting our organisational plans to keep us on track
- Community awareness of our progress towards the vision

Long term:

- Our community is proud that we're known as a Clever and Creative Place and we've achieved our aspirations

GREATER GEELONG, THIS IS YOUR FUTURE AND, NOW THAT WE'VE DECIDED WHAT IT INVOLVES – IT'S TIME TO DELIVER!

6. GRAFFITI MANAGEMENT STRATEGY

Source: City Services - Engineering Services
Acting Director: Peter Godfrey
Index Reference: Graffiti

Purpose

For Council to revoke the Graffiti Management Policy CPL240.2, Graffiti Artwork Permits CPL240.3 and Graffiti Removal CPL240.4 and to note the new Graffiti Management Strategy to replace the requirement for these policies.

Background

The current City of Greater Geelong Graffiti Management Policy has been in existence since 2003 and was developed with support from the Graffiti Reference Group. It has provided a very solid basis for the successful management of graffiti in the City of Greater Geelong.

The objective of the new Graffiti Management Strategy is to provide a current operational framework for the City of Greater Geelong to manage graffiti and to provide clear information to private property owners about their responsibilities in relation to graffiti management on their own properties.

The review by internal stakeholder units examined current policies and best practice graffiti management. This initiative produced a single document that is current and relevant and consolidated the principles of the Graffiti Artwork Permits Policy 240.3, the 2003 Graffiti Management Policy 240.2 and the 2003 Graffiti Removal Policy into one Graffiti Management Strategy document.

Key Issues

- The Graffiti Management Strategy acknowledges the operational nature of graffiti management in the City of Greater Geelong.
- The Graffiti Management Strategy provides clarification in relation to street art and some clearer wording about what is considered acceptable.
- The 2003 Policies used outdated language and referred to operational practises and initiatives that are no longer part of the graffiti management program at the City.
- Significant changes were required to ensure the Graffiti Management Strategy is seen as 'best practice'.
- The Graffiti Management Strategy updates the removal principles from Removal, Prevention and Policing to the 4 E's – Eradication, Education, Engagement and Enforcement.
- Clearer guidelines have been included to allow the public to understand what the City can remove and the responsibilities of private property and business owners.

L Gardner moved, P Dorling seconded -

That Council:

- 1) endorse the 2017 Graffiti Management Strategy (Attachment 2);**
- 2) revoke Graffiti Management Policy CPL240.2 (Attachment 3); Graffiti Artworks Permits CPL240.3 (Attachment 4) and Graffiti Removal CPL240.4 (Attachment 5).**

Carried.

Attachment 1

Financial Implications

This policy review has no impacts on the current budget.

Stakeholder Consultation and Communication

This Graffiti Management Strategy has been reviewed by staff from internal business units and the Graffiti Working Group which incorporates staff from Engineering Services, Youth Development, Arts and Culture, Community Development, Sport and Recreation. Also included the Graffiti Working Group are external stakeholders from Victoria Police and the Department of Corrections who also had opportunity input to the new strategy.

Policy/Legal/Statutory Implications

The Graffiti Management Strategy has been developed to ensure it meets the requirements of the Graffiti Prevention Act 2007

Alignment to City Plan

The Graffiti Management Strategy aligns with the City Plan in relation to how we do business. By clarifying and simplifying the graffiti management documentation we are ensuring that both internal and external stakeholders can be clear about how the City of Greater Geelong manages graffiti.

COUNCIL STRATEGY

Graffiti Management	Document No:	STG240.2
	Approval Date:	
	Approved By:	Council
Responsible Officer: Director City Services	Review Date:	February 2022
	Version	00
Authorising Officer: Chief Executive Officer		

1. PURPOSE

- To provide guidance and an integrated framework to manage and minimise the impact of graffiti.
- To provide guidance to the manner in which Council administers the Graffiti Prevention Act 2007 where property owners have a legal obligation to remove graffiti from their own property.

2. SCOPE

This strategy will apply to all aspects of graffiti within the Municipality.

3. REFERENCES

- Graffiti Prevention Act 2007

4. DEFINITIONS

Term	Definition
Crime Prevention Through Environmental Design (CPTED)	A planning approach to deter criminal behaviour through the design of the built environment.
Graffiti	Defined in the <i>Graffiti Prevention Act 2007</i> as to "write, draw, mark, scratch or otherwise deface property by any means so that the defacement is not readily removable by wiping with a dry cloth" without property owners permission.
Graffiti Team	An internal group within Council comprising of the Graffiti Team Leader and Graffiti Auditor who work in a collaborative partnership with the Graffiti Working Group and manage the day to day operations of the City of Greater Geelong's Graffiti Policy.
Graffiti Working Group	Consists of representatives of key stakeholders including COGG Graffiti Team, Representatives from COGG's Community Life, Youth Development and Arts and Culture

Mural	Usually occurs on walls and fences and is generally within sight of high activity areas such as parks, skate parks, main roads etc.
Offensive Graffiti	Any graffiti of a racist or obscene nature that has the potential to cause offense to the community or certain groups within the community. It often includes offensive words or graphics or defamatory words about race or gender.
Piece	Generally a more complex Tag involving some form of 'artistry'
Street Art	Refers to artistic work done with the permission of the property owner and with permission from the local Council.
Tag	Scrawl depicting the initial or nickname of the person responsible.

5. OBJECTIVE

The objective of the strategy is to minimise the negative impacts of illegal graffiti and recognise the need for a coordinated and multifaceted approach.

Historically this was identified as the 3 pillar approach of Rapid Removal, Policing and Prevention. In line with current "Best Practice" our strategy is based on Eradication, Education, Engagement and Enforcement (4E's principle).

Best practice graffiti reduction models, both nationally and internationally, recognise the importance of graffiti prevention. The City of Greater Geelong has had a successful Graffiti Removal framework since 2001 that focuses on active engagement and the rapid removal of graffiti.

Council supports the following graffiti prevention principles:

5.1 Eradication – Based on a program of Rapid Removal.

The Graffiti Team will coordinate with other Council Departments and private property owners to ensure graffiti is removed as quickly as possible

5.2 Education - Provide Community education and information to ensure a whole of community proactive approach to graffiti prevention.

5.3 Engagement - Active engagement with all ages within the community to educate them on the consequences of engaging in illegal graffiti activity and to provide appropriate avenues for creativity and skill development opportunities.

5.4 Enforcement –Work with the Victoria Police to support their efforts in prosecuting graffiti vandals.

Council will continue to implement and promote graffiti prevention strategies including:

- *Rapid removal of graffiti.* Prompt removal discourages the recurrence of graffiti as it reduces the exposure time of the graffiti and makes the graffiti physically easier to remove.
- *Use of street art:* Located in site appropriate locations that contribute to the amenity of the area and prevent illegal graffiti on the site.

- *Implementing CPTED principals during the planning process:* To develop safe and welcoming public spaces that improves perceptions of safety and encourages crime prevention. These include improved lighting, landscape plantings, surface finishes (i.e. texture and colour), and property maintenance.
- *Department of Justice and Regulation:* Continue our long standing partnership with the Department of Justice and Regulation, Community Corrections Graffiti Removal Program (GRP) to remove from as many sites in the City of Greater Geelong area that are suitable under the current Memorandum of Understanding.

5.1 Graffiti Eradication

The Council will attempt to remove any graffiti reported by Council officers or the public within 5 working days or 24 hours for offensive graffiti. This removal will be undertaken in accordance to the Graffiti Prevention Act 2007.

5.1.1 Graffiti Removal from Council and public property.

Council will continue to remove graffiti from its property in a timely manner. Council will maintain a target of rapid removal of offensive graffiti on Council property within 24 hours and of non-offensive within five (5) working days.

To deter graffiti and support the apprehension of offenders, Council will maintain a record of graffiti in a central register.

5.1.1.1 Graffiti removal on public arts assets

Public art refers to works of art in any media that have been planned and executed with the specific intention of being sited or staged in the physical public domain, usually outside and accessible to all. Where graffiti is located on public art assets, initial contact must be made with the Graffiti Team who in turn will contact the Public Art Officer to determine the most appropriate graffiti removal methodology.

5.1.2 Graffiti Removal on private property and assets

As per the Graffiti Prevention act 2007 section 22: which states “Nothing in this Part imposes a duty on a Council to remove or obliterate graffiti from private property.”

Graffiti removal on private property and assets is the responsibility of the property owners however there are a number of ways that Council can help property owners.

These include:

- *Graffiti Removal Kits for residents* - Graffiti removal kits are made available at Council's Customer Service Centres for residents who have graffiti on their property.
- *Removal from Private Property* - removal of graffiti from private property where damaged surface is unpainted brick (not sandstone or other highly porous products), wood, concrete or untreated metal surfaces. These works will be completed by either our contractor or Department of Correction's crews.
- Council will utilise the provisions of the *Graffiti Prevention Act 2007* to remove graffiti from private property by gaining consent from the property owner through issuing of notices under Sections 18(2) and 18(3) of the *Graffiti Prevention Act 2007*.

Inaccessible graffiti

Council may enter private property for the purpose of removing or obliterating graffiti if it serves a notice under the *Graffiti Prevention Act 2007* to the owner or occupier at least 28 days before the action is proposed to be taken; and the owner or occupier of the property has given written consent to do so or does not object.

Accessible graffiti

If entry to private property is not necessary, Council must serve notice under the *Graffiti Prevention Act 2007* at least 10 days before the action to remove or obliterate the graffiti is proposed to be taken; and the owner or occupier of the property has given consent to do so or does not object.

5.1.3 Offensive graffiti removal

Under the provisions of the *Graffiti Prevention Act 2007* Council can take action to remove or obliterate graffiti from private property when graffiti is deemed offensive in nature or when it is affecting community perceptions of safety. The removal of obscene or offensive graffiti will be fast-tracked through immediate contact with the property owner or their representative. *The Racial and Religious Tolerance Act 2001* may be used to support fast removal. The *Act* makes it illegal to write racist graffiti in public places.

5.2 Graffiti Education

5.2.1 Graffiti Education and Prevention Initiatives

From time to time Council will deliver graffiti prevention initiatives that provide opportunities to educate young people and the broader community about the impacts and consequences for those involved in illegal graffiti.

These initiatives inform the community and ensure they are aware of what they can do if they see graffiti. This will help to foster a sense of pride in their community.

5.2.2 Graffiti Hotline

Council will continue to provide the Graffiti Hotline for residents to report graffiti on public and private property within the municipality.

5.3 Engagement

As appropriate projects and opportunities become available, Council Departments will work collaboratively to develop programs which include some or all members of community that will have the scope to allow for education, artistic expression and graffiti prevention within key locations within the City of Greater Geelong. These projects can include people of all ages and abilities, diverse cultural backgrounds, trader associations and community groups.

5.4 Enforcement

5.4.1 Council will work with the Victoria Police to support their efforts in prosecuting graffiti vandals by providing data when required and reporting any marked or changed graffiti activity when identified.

5.4.2 Council will encourage private property owners to take prompt and reasonable steps to ensure removal of graffiti. This will be undertaken in accordance to the *Graffiti Prevention Act 2007*.

6. Public Art/Street Art

Council celebrates the diverse nature of its creative communities and values the unique role that street art can play in the cultural fabric of the community.

6.1 Property Owners

Prior to commencing a project, property owners are encouraged to contact the Public Art Officer to discuss how a street art project may enhance the visual presence of their property.

The Public Art Officer will work with property owners to ensure that high quality, dynamic and engaging street art projects are developed.

Council will provide advice in relation to the proposed design, the life of the project, how to successfully engage an artist and establish shared expectations about the work with neighbouring properties.

6.2 Artists

The Public Art Officer will work with established and emerging artists to ensure that projects are creatively engaging for the community, completed in a safe and professional manner and that artists are appropriately remunerated for their work.

The Public Art Officer will work closely with the Graffiti Unit to support and provide a diverse range of creative opportunities for young people who have been involved in acts of graffiti.

COUNCIL POLICY

Graffiti Management	Document No:	CPL240.2
	Approval Date:	24-09-02
	Approved By:	Council
Responsible Officer: General Manager Human & Cultural Services	Review Date:	24-09-05
Authorising Officer: Chief Executive		

1. PURPOSE

To provide guidance and an integrated framework to manage and minimise the impact of graffiti.

2. SCOPE

This policy will apply to all aspects of graffiti within the Municipality.

3. REFERENCES

- Graffiti Tool Kit (Draft) – guide developed and published by Crime Prevention Victoria, Department of Justice.

4. DEFINITIONS

- **Graffiti:** markings left on a property without permission of the property owner. These can take the following characteristics;
 - ‘**Tag**’ – scrawl depicting the initial or nickname of the person responsible;
 - ‘**Piece**’ – generally a more complex work involving some form of ‘artistry’.
- **Graffiti Task Group:** an internal, cross-functional working group with the responsibility of deploying this policy (within budget) and developing and ensuring the implementation of the necessary Local Law, Strategy and other corporate guidance.
- **Project Leader, Graffiti Task Group:** nominated leader of Task Group with responsibility for ensuring a coordinated approach across Council and within the municipality.
- **Graffiti Reference Group:** a representative working group of a maximum number of six (6) persons including at least one (1) Councillor, at least one (1) member of the Task Group (including the Project Leader) and community members as determined by the Council representation group. This Group is responsible for overseeing the implementation of this policy and providing guidance to the implementation Task Group.
- **Offensive Graffiti:** any graffiti of a racist or obscene nature.

- **Local Safety Committee, LSC:** a Police auspice committee identifying and developing strategies to respond to community safety concerns. The LSC incorporates the region of the City of Greater Geelong and the Borough of Queenscliffe.

5. COUNCIL POLICY

It is Council Policy:

- 5.1 That Council recognises there are three areas of concern regarding the loss of public amenity due to graffiti. These are:
 - a) Graffiti on Council assets
 - b) Graffiti on Private assets which abut or adjoin public places
 - c) Graffiti within the confines of private property
- 5.2 That managing and minimising graffiti within the Municipality will be addressed through a collaborative approach of the Graffiti Reference Group and the Task Group.
- 5.3 The four key aspects of managing and minimising graffiti are:
 - a) **Rapid removal:** Time frames for the rapid removal of graffiti will be:
 - Offensive graffiti on Council assets to be removed or covered within 24 hours of notice being received.
 - Other graffiti on Council assets to be removed or covered within 5 working days of notice being received.
 - b) **Development and implementation of Preventative Strategies** by the Reference Group in consultation with the Task Group. The adopted strategies will be incorporated in the Corporate Plan and Annual Plan.
 - c) **A commitment to increase community partnerships and support** to raise awareness and encourage involvement in the management and minimisation of graffiti. Community issues will be incorporated in to the local safety plan developed by the Local Safety Committee.
 - d) **A commitment to policing** incidences of graffiti, recognising these incidences are criminal offences. The Task Group, in partnership with Victoria Police, will address how such incidences will be managed (reporting, investigation, monitoring and prosecution issues) through Local Laws, Strategies and Procedures.
- 5.3 That Council acknowledges the commitment to manage and minimise graffiti and will allocate the appropriate resources in the annual budget. The required resources will be identified within approved graffiti management and minimisation strategies.
- 5.4 **Responsibility for graffiti removal** will be at the direction of the General Manager, Infrastructure Services (or nominee):
- 5.5 **Responsibility for graffiti education, understanding and public relations to be managed by the General Manager, Human & Cultural Services (or nominee) and include on the Task Group:**

- Human & Cultural Services Division -Youth Services;
- Development Services - Local Laws;
- Corporate Services - Facilities Maintenance;
- Infrastructure Services - Project Implementation Group;
- Environment and Recreation Division - Recreation Services;
- Marketing and Communications unit.

There may also be appropriate representation from within this group on the Graffiti Reference Group.

6. QUALITY RECORDS

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

Record	Retention/Disposal Responsibility	Retention Period	Location
Strategy	Corporate Records.	Permanent	Corporate Records

7. ATTACHMENTS

COUNCIL POLICY

Graffiti (Artwork Permits)	Document No:	CPL240.3
	Approval Date:	12 Nov 2002
	Approved By:	Council
	Review Date:	12 Nov 2005
Responsible Officer: Chief Executive	Version No:	00
Authorising Officer: Chief Executive		

1. PURPOSE

To provide guidance to the manner in which Council administers Local Law No 13 Environment (Graffiti Amendment).

2. SCOPE

Existing state laws prohibit graffiti and impose penalties on those responsible. Local Law No 13 has been prepared to require the owner or occupier of any property or structure to remove graffiti. These guidelines apply in circumstances where a property owner seeks a permit to allow any Artwork to be applied to or remain on any building, structure or land.

3. REFERENCES

- Local Law No 13 Environment (Graffiti Amendment).
- Graffiti Management Policy CPL240.2
- Graffiti Removal CPL240.4

4. DEFINITIONS

“Artwork” means any form of Graffiti as defined in Local Law No 13, which is a form of a mural.

5. COUNCIL POLICY

5.1. Applications

A property owner may seek a permit to allow any Artwork to be applied to or remain on any building, structure or land.

5.2. Authorities & Responsibilities

In determining whether or not to grant a permit for a property owner to allow any Artwork to be applied to or remain on any building, structure or land, Council shall have regard to the following general guidelines:

- The Artwork must not be visually intrusive,
- The Artwork must not dominate the streetscape,

- The Artwork should not be visible from any residential property, and in circumstances where Artwork is visible from any residential property, the owner and occupier of the property shall be advised of the proposal,
- Any objections or submissions lodged by neighbouring property owners or occupiers shall be taken into consideration,
- Any Council Policies, Planning Scheme or other matters relevant to the circumstances associated with the application.
- The City of Greater Geelong is committed to the principles of Crime Prevention through Environmental Design and will apply these principles in deciding on whether a mural shall be given approval.

5.3. Permits

Any application for a permit shall be in the form prescribed in Local Law No 13.

6. QUALITY RECORDS

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

Record	Retention/Disposal Responsibility	Retention Period	Location

7. ATTACHMENTS

- (Click here to commence typing or paste)

COUNCIL POLICY

Graffiti Removal	Document No:	CPL240.4
	Approval Date:	11Feb 2003
	Approved By:	Council
	Review Date:	12 Nov 2005
Responsible Officer: General Manager Human & Cultural Services	Version No	01
Authorising Officer: Chief Executive		

1. PURPOSE

To provide guidance to the manner in which Council administers Local Law No 13 Environment (Graffiti Amendment).

2. SCOPE

- Existing state laws prohibit graffiti and impose penalties on those responsible.
- Local Law No 13 has been prepared to require the owner or occupier of any property or structure to remove graffiti. This Policy outlines the steps Council will take in addressing graffiti which has been applied to private property.
- It is recognised that the owner is not the culprit and the intent of the Local Law is to enable action to be taken to ensure that the graffiti is removed only after all other reasonable steps have been taken. Clause 5.2 does provide for situations of “hardship”.

3. REFERENCES

- Local Law No 13 Environment (Graffiti Amendment).
- Graffiti Management Policy CPL240.2
- Graffiti (Artwork Permits) CPL240.3

4. DEFINITIONS

Nil

5. COUNCIL POLICY

5.1. Owner contact

Where Graffiti on private property is observed or brought to Councils attention, contact will be made with the property owner to encourage the owner to promptly remove Graffiti from the premises.

The longer graffiti stays visible, the more satisfaction the graffitist will enjoy. It is also much easier to remove graffiti within the first 24 hours. Aim for removal within 24 hours.

5.2. Responsibilities

To assist property owner in complying with Local Law No 13 Council may apply the following general guidelines:

- Provide advice on options for removal or recommendations to prevent graffiti on property.
- Provide referrals to individuals or companies skilled in removal of graffiti.
- Where a structure is identified as a particular target of graffiti the Council staff will work with the property owner to minimise the impact of the graffiti.
- Council has graffiti removal kits for residents and may assist with paint for boundary walls and fences, where those walls or fences face onto Council property.
- Where a property owner is qualified for a Pension Concession Card, a Health Care Card or the Department of Veterans Affairs Repatriation Health Card (Gold Card), Council may provide financial assistance of 50% of remedial costs up to \$200.
- Where special circumstances exist the General Manager Infrastructure Services may allocate resources to remove graffiti.
- Where a resident elects to have a mural (subject to Policy (Artwork Permits) CPL240.3) as a deterrent, Council may be able to assist in contacting muralist interested in legal walls.
- Council maintains the right to set standards for public art based on advice from staff in relevant departments.
- Council shall have regard to any Policies, Strategies or other matters relevant to the circumstances.

5.3. Enforcement of Local Law

In circumstances where a property owner fails to take prompt and reasonable steps to ensure the removal of Graffiti, Council may initiate actions in accordance with its Local Laws.

6. QUALITY RECORDS

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

Record	Retention/Disposal Responsibility	Retention Period	Location

7. ATTACHMENTS

7. SALE, EXCHANGE, TRANSFER AND USE OF COUNCIL LAND

Source: Finance & Strategy – Property & Procurement
Director: Joanne Moloney
Index Reference: Policies and Procedures

Purpose

To provide information for Council to revoke the Sale, Exchange, Transfer and Use of Council Land Policy.

Background

Council owns and controls a substantial amount of property. The sale or disposal of land, along with the purchase of land, is an integral part of Council's property asset management cycle as it aims to match the provision of property with its operational and other objectives, and ensure that its holdings are used and managed efficiently.

Council is bound by legislative provisions, including the *Local Government Act 1989* (the Act) in relation to the sale and purchase of land. These legislative provisions and the Local Government Best Practice Guideline for the Sale, Exchange and Transfer of Land provide the overall framework within which Council conducts land sales.

Key Issues

- The *Local Government Act 1989* enables Council to delegate to the Chief Executive Officer ("CEO") with specified exemptions, "any power duty or function of a council under this Act or any other Act". The CEO has delegated authority to execute contracts up to \$2 million under the Council to CEO Instrument of Delegation dated 27 September 2016.
- The existing Sale, Exchange, Transfer and Use of Council Land Policy limits the Chief Executive Officer's ability to dispose of Council land (minor property transactions) up to the value of \$150,000 with the provision that the land is not zoned for public recreation, open space or conservation and that the Ward Councillor is consulted.
- Based on the Commission of Inquiry recommendation that Council policies, systems, processes and operations meet contemporary governance standards, a review was undertaken of the Sale, Exchange, Transfer and Use of Council Land Policy.
- The review found that the Policy was not required as the Instrument of Delegation, as determined by the *Local Government Act 1989*, ensures sufficient oversight and control in the sale, exchange, transfer and use of Council land in relation to minor property transactions.

L Gardner moved, P Dorling seconded -

That Council:

- 1) revoke the Sale, Exchange, Transfer and Use of Council Land Policy (Attachment 2) adopted at Council Meeting 10 February 2015; and**
- 2) notes that the Chief Executive Officer has authority to execute contracts in accordance with the Instrument of Delegation Council to CEO dated 27 September 2016.**

Carried.

Attachment 1

Discussion

Revoking the Sale, Exchange, Transfer and Use of Council Land Policy ensures that Council is not deliberating on minor land transactions that are more effectively undertaken by the CEO under existing delegations.

Policy/Legal/Statutory Implications

All land sales are required to be advertised under s189 of the Act whether approved under delegation or by Council. If submissions are received they are considered by Council which makes a final decision on the sale, unless a special committee is established for this purpose.

Human Rights Charter

No human rights will be affected by the recommendation of this report.

Stakeholder Consultation and Communication

Relevant internal departments have been consulted in the preparation of this report.

Conflict of Interest

There is no Council Officer direct or indirect interest involved in this report.

Attachment 2

COUNCIL POLICY



SALE, EXCHANGE, TRANSFER AND USE OF COUNCIL LAND POLICY	Document No:	CPL535.1
	Approval Date:	10 February 2015
	Approved By:	Council
	Review Date:	10 February 2018
Responsible Officer: General Manager, Strategy & Performance	Version No	01
Authorising Officer: Chief Executive Officer		

PURPOSE

To outline the general principles Council will apply in the sale, exchange, transfer and use of Council land.

SCOPE

Applies to all Councillors and employees and contractors of the City of Greater Geelong.

This policy does not extend to the sale of land for non-payment of rates which is covered by Council's Debt Management – Sale of Property policy.

REFERENCES

Local Government Act 1989.

Local Government Best Practice Guideline on the Sale, Exchange and Transfer of Land (June 2009). Found at http://www.dpcd.vic.gov.au/_data/assets/pdf_file/0017/53081/Local-Government-Best-Practice-Guideline-for-the-Sale-and-Exchange-of-Land.pdf

Sale of Land Matrix.

Sale, Exchange, Transfer and Use of Council Land– Advice to Interested Parties

DEFINITIONS

Sale of land means the sale, exchange, transfer and use of Council land. Sale of Council land occurs whether or not the title transfers to a purchaser.

COUNCIL POLICY

Council must have regard to the following general practices and procedures when selling land:

All sales must comply with the provisions of the Local Government Act 1989 and the Local Government Guideline on the Sale, Exchange and Transfer of Land (June 2009) and this Policy.

A property sales matrix will be prepared and maintained;

- For adoption by Council as part of the annual budget process;
- To form the basis of annual quarterly reporting on sales;
- To take a longer term view of properties for potential sale that are no longer required.

The Council will prepare and make available publically a document entitled Sale, Exchange, Transfer and Use of Council Land – Advice to Interested Parties which provides further information on the sale of land processes.

Land may be exchanged with other owners and provision should be made in the budget for both the sale and purchase of the land involved in the exchange. Exchanges of land usually involve simultaneous settlement of contracts of sale.

Land sales should wherever possible be conducted through a public process. A public process includes:

Public auction

Public tender

Expression of Interest or public registration

Listing through a real estate agent

Land sales must be in the community's best interest and maximise community benefit.

Generally land sales should occur at not less than the market value.

When selling land at less than market value the Council:

- may consider environmental, social, community and other objectives and the alignment with Council's strategic directions; and
- will make the reasons for the sale known to the public.

Minor property transactions of less than \$150,000 will be approved under delegation by the CEO providing;

- the land if transferred is not zoned for public recreation, open space or conservation purposes;
- the Ward Councillor is consulted prior to giving notice of intention to sell the land.

QUALITY RECORDS

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

Record	Retention/Disposal Responsibility	Retention Period	Location
Master schedule for property transactions	Property Advisor	As per PROV	Dataworks

ATTACHMENTS

Nil

ASSEMBLY OF COUNCIL RECORD

Chief Executive Officer: Kelvin Spiller
Source: Legal Services and Governance

Summary

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

P Dorling moved, L Gardner seconded -

That the information be received.

Carried.

RECORD OF ASSEMBLIES OF COUNCIL
(Council Meeting 25 July 2017)

Assembly Details	Administrators	Officer Attendees	Agenda Items	Conflict of Interest Disclosures
Community Engagement <i>(Newtown)</i> 21 June 2017	Kathy Alexander Laurinda Gardner	K Spiller (CEO) P Bettess(DIR) W Tieppo (DIR) L Quinn (DIR) J Moloney (DIR) B Luxford (DIR) A Keen (EXEC MGR) R Leonard (EXEC MGR) G Russell (MGR) S Rayner (CO ORD) A Miller (MGR) V Shelton (MGR) M McKenzie (OFF) K Waters (OFF) T Donovan (OFF)	• Opportunity for residents to raise general questions.	• Nil
Council Briefing 11 July 2017	Kathy Alexander Laurinda Gardner Peter Dorling	K Spiller (CEO) L Quinn (DIR) P Godfrey (A/DIR) B Luxford (DIR) P Bettess (DIR) J Moloney (DIR) R Leonard (EXEC MGR) V Shelton (MGR) G Russell (MGR) T Ellis (MGR) S Boer (MGR) J Naughton (CO ORD)	• G21 Sustainable Agribusiness Draft Strategy • Meeting Procedure Local Law • Election Period Policy • G21 Road Transport Plan • Saleyards • Breamlea Holiday Park • Graffiti Strategy • Community Engagement Policy and Plan • Greater Geelong – A Clever and Creative Place • Sale, Exchange, Transfer and Use of Council Land • Amendment C352 Portarlington and Indented Head Structure Plans – Consideration of Panel Report and Adoption • Amendment to Adopted Master Plan for 13-35 Mackey Street, North Geelong • State Government of Victoria Country Football and Netball Funding Program	• Nil.

PLANNING DELEGATIONS – JUNE 2017

Source: Planning & Development - City Development
Director: 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.

L Gardner moved, P Dorling seconded -

That the information be received.

Carried.

Planning Decisions Report - June 2017

App Number	Location	Application Type	Decision Date	Description	Authority Description
PP-12-2017	10 Wattletree Road, DRUMCONDRA VIC 3215	Demolition of Existing Outbuildings and the Partial Demolition of an Existing Dwelling including Buildings and Works for an Extension, Fencing and a Swimming Pool	14/6/2017	No Appeal Lodged Permit Issued	Development Hearings Panel
PP-1487-2016	8 Fisher Street, PORTARLINGTON VIC 3223	Buildings and Works Associated with the Redevelopment of an Existing Fire Station	2/6/2017	NOD - Planning Permit	Development Hearings Panel
	8 Fisher Street, PORTARLINGTON VIC 3223	Buildings and Works Associated with the Redevelopment of an Existing Fire Station	27/6/2017	No Appeal Lodged Permit Issued	Development Hearings Panel
PP-1516-2016	15 Anthony Street, NEWCOMB VIC 3219	Construction of Second Dwelling and Two (2) Lot Subdivision	14/6/2017	No Appeal Lodged Permit Issued	Development Hearings Panel
PP-1533-2016	25-33 Sun Street, MOOLAP VIC 3224	Use and Development of a Materials Recycling Facility (Concrete Reclamation Facility)	2/6/2017	NOD - Planning Permit	Development Hearings Panel
	25-33 Sun Street, MOOLAP VIC 3224	Use and Development of a Materials Recycling Facility (Concrete Reclamation Facility)	27/6/2017	No Appeal Lodged Permit Issued	Development Hearings Panel
PP-33-2007	13 York Street, GEELONG VIC 3220	For the construction of four (4) storey apartment building comprising of six (6) dwellings and a partial waiver of the car parking requirement	22/6/2017	Extended Planning Permit	Delegated Authority
PP-119-2017	245-275 Mount Road, ANAKIE VIC 3213	Buildings and Works for the Construction of a Telecommunications Facility and Removal of Vegetation	16/06/2017	NOD - Delegate	1 - Objection
PP-1217-2016	28 Regent Street, BELMONT VIC 3216	Construction of Two (2) Dwellings and a Two (2) Lot Subdivision	07/06/2017	NOD - Delegate	3 - Objections

PP-1343-2016	72 Regent Street, BELMONT VIC 3216	Buildings and Works Associated with the Construction of a Garage and Fence and the Construction of a Second Dwelling and a Two (2) Lot Subdivision	20/06/2017	NOD - Delegate	4 - Objections
PP-1353-2016	Unit 2/69 South Valley Road, HIGHTON VIC 3216	Construction of a Dwelling	19/06/2017	NOD - Delegate	3 - Objections
PP-173-2017	23 Bay Street, RIPPLESIDE VIC 3215	Construction of Two (2) Dwellings and a Two (2) Lot Subdivision	08/06/2017	NOD - Delegate	3 - Objections
PP-216-2017	32 Gwyther Road, HIGHTON VIC 3216	Buildings and Works Associated with the Construction of Two (2) Dwellings	22/06/2017	NOD - Delegate	1 - Objection
PP-349-2017	7 Pevensey Crescent, GEELONG VIC 3220	Partial Demolition, Extension to an existing dwelling in a Heritage Overlay	05/06/2017	NOD - Delegate	1 - Objection
PP-428-2017	135 St Andrews Drive, LARA VIC 3212	Buildings and Works for the Construction of a Telecommunications Facility (Fixed Wireless Facility)	23/06/2017	NOD - Delegate	1 - Objection
PP-44-2017	58 Wimmera Avenue, MANIFOLD HEIGHTS VIC 3218	Buildings and Works for the Construction of a Second Dwelling and Two (2) Lot Subdivision	16/06/2017	NOD - Delegate	1 - Objection
PP-59-2017	61-69 Asbury Street West, OCEAN GROVE VIC 3226	Construction of Three (3) Dwellings and Subdivision of the Land into Three (3) Lots	13/06/2017	NOD - Delegate	4 - Objections
PP-67-2017	58 Sladen Street, HAMLYN HEIGHTS VIC 3215	Construction of Six (6) Dwellings and Subdivision of the Land into Six (6) Lots	16/06/2017	NOD - Delegate	3 - Objections

CLOSE OF MEETING

As there was no further business the meeting closed at 7.35pm. Tuesday, 25 July 2017.

Signed: _____
Dr Kathy Alexander (Chair)

Date of Confirmation: _____