MINUTES

COMMUNITY FOCUS COUNCIL MEETING

TUESDAY 11 SEPTEMBER 2018

7.00PM

LARA SPORTING CLUB
MILL ROAD
LARA

COUNCIL:
Cr B Harwood (Kardinia Ward)
Mayor

Cr S Asher (Bellarine Ward)
Cr J Mason (Bellarine Ward)
Cr T Sullivan (Bellarine Ward)
Cr E Kontelj (Brownbill Ward)
Cr S Mansfield (Brownbill Ward)
Cr P Murrihy (Brownbill Ward)
Cr R Nelson (Kardinia Ward)
Cr P Murnane (Kardinia Ward)
Cr A Aitken (Windermere Ward)
Cr K Grzybek (Windermere Ward)

CITY OF GREATER GEELONG

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**MINUTES OF THE COMMUNITY FOCUS COUNCIL MEETING
OF THE GREATER GEELONG CITY COUNCIL
HELD AT THE LARA SPORTING CLUB
1 MILL ROAD, LARA
TUESDAY, 11 SEPTEMBER 2018
COMMENCING AT 7.00PM**

PRESENT: Cr B Harwood (Mayor), Crs A Aitken, S Asher, K Grzybek, S Mansfield, J Mason, P Murnane, P Murrihy, R Nelson, T Sullivan

Also present: M Cutter (Chief Executive Officer), J Van Slageren (Acting Director Manager Planning and Development), B Luxford (Director Investment & Attraction), G Wilson-Browne (Director City Services), R Stevens (Acting Director Community Life), P Anderson (Director Finance & Strategy), L Barton (Acting Executive Manager People and Organisation Development), V Shelton (Manager Engineering Services), R Leonard (Executive Manager Governance & Legal Services)

OPENING: The Chair declared the meeting open at 7.00pm.

PRESENTATION:

Crs Grzybek and Aitken provided the gallery with a snapshot of the major projects and issues in the Windermere Ward.

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: Cr E Kontelj (Leave of Absence)

LEAVE OF ABSENCE:

Cr Asher moved, Cr Mason seconded –

That Leave of Absence be granted to Cr Grzybek from 21 September to 8 October, inclusive.

Carried.

CONFIRMATION OF MINUTES:

Cr Murrihy moved, Cr Mason seconded -

That the Minutes of the Community Focus Council Meeting held on 14 August 2018 be confirmed.

Carried.

DECLARATIONS OF CONFLICTS OF INTEREST: Nil.

QUESTION TIME:

John Pettit asked the following questions in relation to heavy truck traffic:

In the past two years heavy truck traffic to and from the Quarries on Sandy Creek Road and other vehicle traffic to the Ford proving ground has increased enormously. Council traffic engineers have conducted recent traffic counts that confirm this increase. Sandy Creek Road was never constructed to take these heavy trucks. The drainage is poor affecting the road foundations and surface is continually breaking up. The edges of the bitumen have become ruts from the passing trucks moving over the edge of the sealed surface to enable them to pass safely. Most trucks travel at 100Km / hour which is the current legal speed limit. Council officers from the traffic engineering department have examined the road and have recommended better drains and culverts to improve the road as well as resurfacing sections damaged by truck movements. The drains have been cleaned out but we are advised than an environmental impact study is required before other improvements can be made and road edges repaired or widened. However, despite waiting more than 12 months for action we are told that funds are not available for this and no time frame has been given as to when work might proceed. In addition, residents and users of this road have also requested that the speed limit should be reduced to 80 km/hr or lower.

The Mayor responded that regular maintenance works on Sandy Creek Road including installation of guardrail and culvert works have been completed over the past five years. Inspection of Sandy Creek Road was carried out in July 2018 by our City Works teams and work orders issued for repairs. A new request for service has been raised for the reported damage/potholes to be repaired. Upgrade of drainage and widening of the road requires a native vegetation impact assessment. Any works would then be included within existing programs for similar road improvement treatments across the City. Traffic engineers are currently reviewing the movement of heavy vehicles in the Lara / Little River area. This includes Council officers liaising with VicRoads to review rural road speed limits in the Lara / Little River. The review will also consider the impacts of heavy vehicles on local roads and recommend alternate routes following community consultation planned for October 2018.

When will action be taken to properly repair this road up to an acceptable standard - before we have a fatality on it?

The Mayor responded there are no major works scheduled for the upgrade of Sandy Creek Road. Repairs of edge breaks and potholes are logged in our customer request system and actioned within intervention levels under our Road Management Plan. Grading of the unsealed section of Sandy Creek Road is scheduled for early October weather permitting.

Nicole Doherty lodged a question in relation to the provision of more mental health support services in Lara. As Ms Doherty was not present at the meeting her question was taken on notice for a written response.

Roger Smith asked the following questions in relation to the Echidna Walkabout Nature Tours:

Mr Smith asked Councillors to support his position on the creation of a Conservation and Wildlife Tourism Zone in the eastern side of the You Yangs and to protect the boundaries and borders of Serendip Sanctuary in perpetuity. Specifically he requests that, through Windermere Ward Councillors, Kylie Grzybek and Anthony Aitken, with the endorsement of the Chairs of the Environment & Sustainability Committee and the Tourism and Events Committee, a letter is written and taken by a delegation of Councillors to the Minister for Tourism and local member, Mr John Eren, requesting that Mr Eren speak urgently and directly to the Minister for the Environment and urge her to collaborate with the Ministry for Tourism to implement our proposal specifically to:

- urgently arrange for Parks Victoria to fast track the plan so that it announced before the next State election and in place within the next 12 months;
- ensure funds are available to implement the plan;
- ask Mr Eren to form a working committee, including interested Councillors, to work closely with ourselves and with Tourism Greater Geelong and the Bellarine to ensure that the plan is implemented urgently before current rapidly increasing pressures on the You Yangs and Serendip render Wildlife Tourism in the region untenable.

The Mayor thanked Mr Smith for his questions and passion for the region and understood the complications, but is unable to make a decision to ensure the longevity of this venture. We need to have the discussion with Crs Grzybek and Aitken and work closely with other key stakeholders.

Barry White addressed Council in relation to Amendment C368:

1) Will Council now implement the following C368 independent panel recommendations and related actions to protect Serendip Sanctuary precinct?

   a) Confirmation of the 200 metre buffer in the form of retention of Rural Living zone to properties around the boundary of Serendip Sanctuary?

Joanne Van Slageren responded Amendment C368 (and the previous Ministerial amendment that rezoned land either side of Caddys Road) keeps land within 200m of the Sanctuary in the Rural Living Zone. C368 also makes a minor change to the Lara Structure Plan map at Clause 21.13 to show both the 200m buffer retained as rural living and the land south of the 200m for conventional residential.

   b) Incorporation of the buffer in the Lara Structure Plan (2011)?

Joanne Van Slageren indicated that there is some confusion on this issue and as stated above the 200m buffer is clearly shown in the Lara Structure Plan map in the planning scheme. However, Council officers have not recommended that the Lara Structure Plan (2011) document itself be updated. The Structure Plan was prepared at a point in time and while it is a reference document for the policies in the Planning Scheme.

   c) Design and application of a protective planning overlay on land included within the buffer area (eg Environmental Significant Overlay or Significant Landscape Overlay as potential options)?

Joanne Van Slageren responded that as indicated in the letter to you of last Friday from our Acting Manager Planning and Building, Council officers have no plans to apply an overly to the buffer at this point in time.

The Rural Living Zone itself has a minimum average lot size of 1.5hectares which means that the land cannot be subdivided into small residential blocks. Fundamentally, this is what the buffer is – a transition between the conventional residential house blocks to the south and the Serendip Sanctuary to the north. Having said that, we are always open to talking about changes to planning controls. The best time to do this is when Structure Plans are reviewed.

   d) Public Advertising of all permit applications for developments within or bear the buffer area with free and open access to any issued permit file?

Joanne Van Slageren explained that some permit applications within the buffer will require advertising, for instance, the recent restaurant/cabins application. However, where the planning scheme exempt notice and review of permit applications, which are State provisions, there is no legal basis for Council to provide public notification. Under the circumstances you

suggest, were an application to be advertised, and were objections to be received, there would be no requirement for Council as the Responsible Authority to consider the objections and no avenue of appeal to the Victorian Civil and Administrative Tribunal.

e) Use of overlays exempting planning applications from public notification not be used to prevent public advertising and notification where public interest is affected or where material detriment might be demonstrated (but which is impossible to argue if public notification is avoided)?

Joanne Van Slageren replied that the ability for Council to 'opt-in' (to required public notification) using an overly schedule to a State Provision would depend on the type of overlay applied. In the example you refer to in your letter – PP1369/2017 – the only trigger for a planning permit was because the property is in a Bushfire Management Overlay. The only consideration in this situation is bushfire risk and a referral response is required from the Country Fire Authority. It is unclear why matters requiring bushfire expert assessment should or would be advertised to the general public.

f) All planning applications in the Windermere Ward to be advised to the Windermere Ward Councillors before approval and particularly in areas of community sensitivity?

Joanne Van Slageren advised Councillors are provided with a copy of the planning register on a regular basis and this includes all new planning applications. A list of applications of particular interest is also circulated to Councillors on a regular basis.

2) As it has not been possible to detail all of the issues related to this subject and bearing in mind the need to monitor outcomes from the C368 Amendment, will Council establish a 'Special Planning Committee' consisting of the Council Chair of the City's Planning Portfolio, Windermere Ward Councillors, Lara community representatives and Council planning staff to review these arrangements and also consider future protections for the Serendip Sanctuary precinct?

Joanne Van Slageren said Council officers would be willing to attend or convene a meeting to discuss planning issues around Serendip. We would also suggest that DELWP and Parks Victoria be involved as the managers of the Sanctuary.

Barry White asked the following questions in relation to C & D Recycling:

There has been considerable media coverage of this issue focusing on the significant community risks from the site and the need for urgent remediation. As summer approaches fire risks are going to increase as will health risks from airborne material, vermin and contamination from leeching of liquids into the water table. Focus has mainly been on who is to blame and who will pick up the costs, reported as being in excess of $100million for remediation of the site.

a) What specific action is Council taking to address this potentially catastrophic issue?

The Mayor responded the VCAT Enforcement Order of 31 May 2018 provides for a series of milestones that are based upon: reduction of fire risk before the 18/19 fire season; a reduction in the amount of material stored on the land; and the ongoing use of the land as a materials recycling facility that complies with industry best practice.

Council and other agencies (EPA and CFA) are working with the owner of the land towards achieving the outcomes of the Enforcement Order. It is important and necessary that we afford the owner this opportunity.

Emergency management plans are in place should a fire event happen at the site.

b) When will work commence to remove the materials and rubbish from this site?

The Mayor indicated that it is not known when materials will start to be removed from the land. This will be the subject of the Rehabilitation Plan (due 30 September as per the Enforcement Order). It is important to note that the purpose of the Rehabilitation Plan is to reduce the amount of material to more manageable levels (not to remove all of the material from the land). It is likely to take time to reduce the amount of material on the land.

c) Are we facing a similar debacle with the operation of a new recycling facility near Stacey's Road, Lovely Banks?

The Mayor responded that VCAT approved the use of land at 225 Stacey's Road, Lovely Banks as a Materials Recycling Facility in September 2016. It is evident that, at this time, the operator has the necessary specialised equipment on the land, and is sorting and processing material. Council officers have and will continue to work with the operator of the facility to ensure compliance with the planning permit.

Tracey Tosh asked the following question regarding Amendment C368:

We own a house and land immediately facing five of the lots in the proposed subdivision. The panel report and permit discuss provision of telecommunications and power for the lots in the proposed subdivision. The power and telecommunications for 150 and 160 Flinders Avenue, are provided by an overhead cable from poles located on the north-western side of Flinders Avenue.

Can we please be provided with an assurance that we will not incur any costs as a result of changes required to facilitate power and telecommunications to the new lots?

The Mayor responded the draft planning permit (PP11-2017) has conditions relating to telecommunications and electricity connections to the proposed subdivision.

The developer must enter into agreements with relevant servicing authorities to establish connections for each new lot. It is highly unlikely that there would be any cost to you as a nearly property owner. You could check with Powercor and NBN is you have concerns.

During the building phase of new homes in the Lara Central Estate (which continues today), rubbish and packaging from building materials blowing into neighbouring acreage, ours and others, was terrible. Either the developer or Council arranged on one occasion to engage a person to collect rubbish that had gathered on neighbouring fence lines and properties. To protect the environment and out of respect for neighbouring properties, can this be included on a regular basis until the subdivision is established?

The Mayor advised Council's Local Laws Officers conduct 'rolling patrols' around such estates to monitor the standard of waste containers being provided so as to effectively contain waste to that site.

Council is currently writing to all builders on such estates to increase their attention to waste containment. At the building permit stage, builders are also provided with information about how to effectively contain waste on the site using appropriate receptacles and containment structures.

From time to time our officers also issue Notices to Comply where they discover inadequate waste facilities. In certain situations it has been difficult to link certain items of waste to a particular building site (which is when we arranged a clean-up) so our focus is on making sure that the appropriate facilities are on site and well used. The need to do so is covered in Council's Neighbourhood Amenity Local Law 2014 and failure to do so can result in fines.

Lionel McWilliam asked his question on behalf of the Lara Golf Club:

We have been told there won't be any lease negotiations until after the Council decides what they are going to do with public golf courses. How can we expedite either a short term or long term lease for the club because this decision is hampering our efforts to make any improvements to the course which would attract more people to either play or become members?

The Mayor responded Council is currently developing its Golf Facilities Strategy which will set the broad direction for Council's golf facilities, as well as consider options for a sustainable management model for the Lara Golf Course.

Representatives from Lara Golf Club have been consulted about the strategy and it would be premature to negotiate a lease before finalising the strategy, which is scheduled to be completed by the end of the year.

Contact will be made with the Lara Golf Club to discuss their concerns and what opportunities there might be for the Club.

Lorraine Kulic asked the following question on behalf of Lara's Basketball Club – Lara Giants:

We have a very strong membership and struggle to find venues for training. We currently pay to hire and use Lara Lake and Lara Primary and Secondary School halls – having them booked out between 4.30 and 7.30 Monday to Thursday.

As a Committee we have been ascertaining different ways and aspects on how Lara can get its own indoor basketball courts/arena?

The Mayor responded Council is currently reviewing their Social Infrastructure Plan, and are about to begin community engagement on what activities people would like access to in their local communities. We would encourage you to take part in that. An officer from the Community and Recreation team will be in contact with you to discuss your current needs as well as provide details about community engagement on the Social Infrastructure Plan.

Ted Reeve asked if Council would consider improvements to the Hume Bridge on Station Lake Road, Lara. This significant piece of Lara infrastructure has served the town well since its opening in 1962, but appears to have received little or no maintenance during that time.

1) I ask that Council arrange to clean and paint the bridge; and give consideration to a beautification project for the bridge by installing planter boxes along the southern (footpath) side and planting with colourful native plants in conjunction with community groups including the Friends of Kevin Hoffman Walk and Lara Community Network.

The Mayor thanked Mr Reeve for his questions and advised they will be responded to in writing by the Director of City Services.

Frank Chalifour, Secretary, Township of Lara Care Group Inc asked the following questions in relation to Amendment C368:

1) Will Council carefully consider the consequences of approving an amendment and associated estate permit tonight that will legally prohibit 35% of the home owners (8 out of 23 proposed homes) from expanding into their own backyards due to their house wall being just 19 metres away from the 2017 bushfire attack level setback law for Victoria created by the Minister in response to Black Saturday?

Prior Amendment C73, C293 and the present C368 with its accompanied planning permit all recognise a 200 metre rural living zone buffer to Serendip Sanctuary.

2) Will Council move to establish permanent protective overlay status with inclusion of the buffer in the Lara Structure Plan text for all boundary lands adjacent to Lara's key fauna – tourism assets of Serendip Sanctuary and the You Yang's Park so they do not disappear as has occurred in other areas with similar unbridled development?

3) How can this blatant disregard of the Rural Living Zone purpose in a permit application supported by Statutory Planning since early 2017 when the land was purchased be considered as "preserving the 200 metre Rural Living Zone buffer" as a residential living zone permitting one private dwelling per block?

4) Will Council act now to over-ride and correct planning's short sighted methodology which comes across as calculated indifference and disrespect for overwhelming regional and community public opinion, prior Council decisions, two independent panel findings and ministerial interventions all enacted to protect critical tourism and educational assets in Lara?

The Mayor responded that some of the questions have already been addressed – others are outside of Council's control. Further discussion will take place during debate of the item this evening.

George Tolongos addressed Council about the increased traffic in Lara, and particularly heavy trucks using Station Lake Road and McClelland Avenue. This is not only causing much more noise from trucks night and day, but it is increasing risks of serious traffic accidents. I recently narrowly avoided a read end collision from a heavy truck when I was turning into my property off McClelland Avenue.

1) When is Council going to hold the community meeting promises earlier this year to discuss Lara's truck and traffic issues?
2) What action is Council (including with VicRoads) taking to stop heavy trucks moving through the centre of Lara and particularly off McClelland Avenue and Station Lake Road?
3) Could Council consider extending the McClelland Avenue service road so it is the same on both sides? At present, the north side stops short at Clover Street. The purpose is for added safely accessing McClelland Avenue due to truck traffic hazards?

The Mayor took the questions on notice for a written response. The Mayor added a traffic study is underway and consultation is commencing this month.

Cr Grzybek advised Mr Tolongos she would contact him and advise when the community meetings are convened.

Vicki Shelton added Council has forwarded a letter asking VicRoads to review the problem and consider reviewing the speed limit from 80mph to 60mph. Council has inspected the service road and are looking to improve the conditions.

PETITIONS: Nil.

1. AMENDMENT C368 AND PLANNING PERMIT 11/2017 – 143-179 FLINDERS AVENUE LARA - CONSIDERATION OF PANEL REPORT AND ADOPTION

Source:	**Planning and Development – Strategic Implementation**
Acting Director:	**Joanne van Slageren**
Portfolio:	**Sustainable Development**

Purpose

To consider the Panel Report about Amendment C368 and PP11/2017 and to adopt the Amendment and recommend to the Minister that he approve the Amendment and Planning Permit.

Background

The Amendment re-zones land at 143 – 179 Flinders Avenue, Lara from the Rural Living Zone (RLZ) to the General Residential Zone, schedule 1 (GRZ1). The Planning Permit PP11/2017 allows the staged subdivision of the re-zoned land into conventional residential lots.

The Amendment was exhibited between 9 November and 11 December 2017.

Fifty (50) submissions were received in response to the exhibition of the Amendment and Planning Permit application.

All submissions were referred to an independent Panel, appointed by the Minister for Planning. A Directions Hearing was held on Monday 9 March 2018. The Panel hearing was held on 23 April 2018 and the Panel Report received on 13 June 2018.

Key Issues

The Panel conclusions included that:

- The Amendment is supported by and implements the relevant sections of the State and Local Planning Policy Frameworks and is consistent with the relevant Ministerial Directions and Practice Notes.
- The proposed General Residential Zoning of part of the land is a logical inclusion of conventional residential land.
- The Rural Living Zone 200 metre buffer along the northern part of the site, south of Serendip Sanctuary, is appropriate.
- The Structure Plan Map in the Lara Structure Plan (2011) should be updated to show the 200 metre buffer.
- Pedestrian access to both Spoonbill Court and Firetail Way is appropriate.
- The Planning Scheme Amendment and Planning Permit will be consistent with the bushfire policy at Clause 13.05 of the Planning Scheme subject to the requirements and recommendations of the bushfire risk assessment being given effect through the Planning Permit for the subdivision of the land.
- The requirement for a financial contribution for the public open space contribution for the subdivision is appropriate.

- Flinders Avenue is to be constructed along the frontage of the subject site and the adjoining property to the south (131A Flinders Avenue) to comprise a traffic lane in each direction, kerb and channel, a parking lane, cycle lane, and a sealed pedestrian path on the on the north-western side of Flinders Avenue, and a table drain on the south-east side.
- The conditions of the draft Planning Permit as exhibited should be amended in accordance with the conclusions and recommendations of this report.
- Council officers agree with the Panel's findings and recommend that the Amendment and Planning Permit be adopted with minor changes to the permit conditions.

Cr Asher moved, Cr Aitken seconded -

That the report be deferred.

Carried.

2. LARA PRISON EXPANSION PROJECT – 110-160 PEAK SCHOOL ROAD AND 5-75 CHISHOLM ROAD, LARA

Source: **Planning and Development - City Development**
Acting Director: **Joanne van Slageren**
Portfolio **Sustainable Development**

Purpose

To seek Council's support for an amendment to the Planning Scheme to rezone land adjacent to the Lara Prison Precinct to facilitate a new 700 bed maximum-security facility.

Background

The City has received correspondence from the Department of Justice and Regulation seeking support for an amendment to rezone land adjoining the existing Lara Prison complex to allow the development of a new maximum security facility. In mid-September, the Minister for Corrections will request the Minister for Planning to prepare an amendment to rezone the land. Land to the west is already zoned Special Use Zone Schedule 9 (SUZ9) and is developed as a prison complex including the maximum security 448-bed Barwon Prison, the 394-bed medium security Marngoneet Correctional Centre and its Karreenga facility annex. Barwon Prison was opened in 1990, Marngonnet in 2006 and Karreenga in 2016.

Key Issues

- The Victorian Government is proposing to build a new maximum security prison next to the existing Lara Prison Precinct on Bacchus Marsh Road, Lara as part of its commitment to improving community safety.
- A land zoning change is required to facilitate the project, and a request will be made to the Minister for Planning, pursuant to Section 20(4) of the Planning and Environment Act 1987, to rezone the land to Special Use Zone Schedule 9. Some changes to the SUZ9 will also be sought to include additional matters to be addressed in a Correctional Facility Development Plan.
- The Department is requesting Council's support for the amendment.
- The amendment will not be formally exhibited, although extensive community consultation is to be undertaken by the Department of Justice and Regulation.
- Under the proposed zoning, a planning permit will not be required for the project. A Correctional Facilities Development Plan will be prepared as required by the SUZ9 provisions to the satisfaction of the Minister for Planning.
- The land at 110-160 Peak School Road is covered by Environmental Significance Overlay Schedule 4 (ESO4) for Grasslands within the Werribee Plains Hinterland.

Cr Mason moved, Cr Aitken seconded -

That Council:

1) **supports the Department of Justice and Regulation's proposal to amend the Planning Scheme to rezone the land at 110-160 Peak School Road and 5-75 Chisholm Road, Lara from Farming Zone to Special Use Zone – Schedule 9; and**
2) **notes that the Department of Justice and Regulation will consult with the local community about the project and amendment.**

Carried.

Attachment 1

Financial Implications

There are no financial implications arising from this report.

Community Engagement

The Department of Justice is undertaking community consultation. A Community Advisory Group to be established which will include local representation.

Policy/Legal/Statutory Implications

There is no specific planning policy on prison facilities within the Planning Scheme. The proposed amendment generally implements the objectives of planning in Victoria and is supported by the strategies in the Planning Policy Framework.

The new prison will meet a need for additional prison facilities and its provision is seen as an essential part of the Government's commitment to improving community safety. The siting adds to an existing facility where infrastructure is already provided, in a setting away from the township area of Lara.

Social Equity Considerations

There are no social equity considerations.

Alignment to Council Plan

The proposal aligns with the 'Improved Health and Safety of our Community', 'Informed Social Infrastructure and Planning', 'Planned Sustainable Development', and 'A Thriving and Sustainable Economy' of Council Plan through the citing of a new facility adjacent to the existing prison complex in the north of the municipality.

Conflict of Interest

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

Risk Assessment

All risks with the application are being managed by the Department of Justice and regulations. There are no risks with either implementing or not implementing the recommendations of this report.

Environmental Implications

Investigations are ongoing to assess flora and fauna presence and to identify any required mitigation measures. The ESO4 applicable to the land at 110-160 Peak School Road will have to be addressed in the development approval process.

Attachment 2

Department of Justice and Regulation

Assets, Infrastructure and Major Projects

121 Exhibition Street
Melbourne Victoria 3000
GPO Box 123
Melbourne Victoria 3001
Telephone: (03) 8684 0540
justice.vic.gov.au
DX: 210220

10 August 2018

Our ref: CD/18/543522

Ms Joanne Van Slageren
Acting Director Planning and Development
City of Greater Geelong
PO BOX 104

Dear Ms Slageren

Lara Prison Precinct Expansion Project

As you will be aware, the Victorian Government will be building a new maximum security prison of at least 700 beds in Lara in the vicinity of the existing Lara Prison Precinct. Providing a new maximum-security facility is an essential part of the Government's commitment to improving community safety.

In order to facilitate the project, the land requires rezoning and a request for this will be made in mid-September 2018 directly to the Minister for Planning, pursuant to Section 20 (4) of the Planning and Environment Act 1987.

To assist with the rezoning process, we write to request Council's support for the amendment. From discussions with Council officers, we understand this will require a resolution of Council, with a lead time of a number of weeks. We therefore also seek your support in expediting this process within Council.

The amendment will rezone land at No. 100-160 Peak School Road and 5-75 Chisolm Road, Lara from Farming Zone to Special Use Zone – Schedule 9. This is the same zone that applies to existing prison facilities in the precinct, to the west.

We anticipate that additional provisions will also be included to ensure requirements under the Environmental Significance Overlay (Schedule 4) applicable to one of the properties are appropriately dealt with.

VICTORIA State Government

Note - the red outline of the site on the map in the letter has shifted unintentionally in drafting. For clarity, the site comprises No. 100-160 Peak School Road and 5-75 Chisolm Road, as shown on the following plan:

Figure 1 - Zoning map showing area subject to proposed amendment

With the new controls in place, a planning permit will not be required for the project. Instead, a Correctional Facilities Development Plan will be prepared in accordance with Schedule 9 to the Special Use Zone, to the satisfaction of the Minister for Planning.

The amendment will also not be formally exhibited, although extensive community consultation is being undertaken, [redacted]

A draft explanatory report is also enclosed for your reference, which provides further explanation of the amendment.

We look forward to your consideration of this matter and Council's support for the amendment.

Should you have any queries in relation to the amendment, please contact Garry Jackson, Project Director on 8684 6665.

Yours Sincerely,

Richard Wittmack
Executive Director
Assets, Infrastructure and Major Projects

TRIM ID: CD/18/543522

Figure 1 - Zoning map showing area subject to proposed amendment

3. ACCESS AND INCLUSION ACTION PLAN

Source:	**Community Life – Connected Communities**
Acting Director:	**Robyn Stevens**
Portfolio:	**An Inclusive and Diverse Community**

Purpose

To present the draft *Access and Inclusion Action Plan 2018–2022* to Council and seek approval to release the plan for community consultation for a period of four weeks.

Background

The first Disability Action Plan in the City of Greater Geelong was adopted in 2002. Since then, there have been regular updates to the plan and from this year it will be referred to as the *Access and Inclusion Action Plan* to reflect the current sector approach.

Each plan has promoted access and inclusion for people with disability in all parts of community and civic life, but with a particular focus on reducing barriers for people with disability in accessing goods and services and employment, promoting participation in community life and reducing discrimination.

Key achievements from the 2014-2017 plan include: Changing Places and adult change facilities being installed, Johnstone Park accessibility improvements, Geelong Revival Festival used as platform for distributing postcards featuring local artists with a disability, Access All Areas Film Festival at Geelong Performing Arts Centre, Geelong Library and Heritage Centre Exhibition: *One Million Stars to End Violence*, and Mobility Access Directories being developed and made available to the community.

Key Issues

- The City of Greater Geelong's *Access and Inclusion Action Plan 2018–2022* (AIAP) – **Attachment 2** – is the City's commitment to upholding the rights of equal and dignified access for all persons in accordance with the *Disability Discrimination Act 1992*.
- The AIAP has been developed to meet legislative requirements and will be registered with the Australian Human Rights Commission, where it must be taken into account in any complaints that may be made against the City in relation to disability discrimination.
- A fully accessible community has immediate benefits for the whole of community. Embracing the concept of universal design and an accessible environment offers the opportunity for participation and inclusion for all people regardless of ability.
- A number of priority areas have been identified through targeted consultation and will be further tested through the consultation period including: accessible built environment, accessible communication and input to decision making and accessible events.
- The AIAP specifies the actions Council will take to reduce discrimination and promote inclusion of people with disabilities in these areas.

Cr Mansfield moved, Cr Grzybek seconded -

That Council release the draft Access and Inclusion Plan 2018–2022 for public comment for a period of four weeks.

Cr Nelson left the meeting room at 8.48pm
Cr Nelson re-entered the meeting room at 8.51pm

Carried.

Attachment 1

Financial Implications

The 2018/2019 budget includes an allocation of $29,500 to support implementation activities associated with the AIAP. A budget allocation will be required for subsequent years.

In addition, the long-term recurrent funding for Building Inclusive Communities (formerly Rural Access) from the Department of Health and Human Services of $289,000 per annum will cease in June 2019. Short-term project based funding will become available from the National Disability Insurance Agency (NDIA), and Council will need to determine what resources and additional funding will be required to maintain our commitment to community members with disabilities.

Community Engagement

Extensive internal consultation, as well as targeted external consultation including consultation with the City's Access and Inclusion Advisory Committee, has contributed to the development of the draft AIAP. The public exhibition period will ensure interests and ideas of the broader community can be included as part of the final plan.

Social Equity Considerations

Implementation of the AIAP will continue to embed enhanced opportunities for people with disabilities to participate in community life, and for the community to be enriched by their inclusion. It is also expected that there will be a flow-on to the wider community of understanding and consideration for the inclusion of people with disabilities in all aspects of community life. The AIAP aims to promote the development of sustainable organisational structures to help minimise access and inclusion issues and looks to achieve this goal through our social inclusion principles:

- All our activities will be informed by up-to-date demographic and geographic information on social equity in the region to identify priority areas and groups for attention;
- All activities planning will be informed by effective, focused partnerships and engagement with priority groups and areas, aimed at fully understanding the particular needs and obstacles experienced in accessing services and facilities; and
- Service and infrastructure design, location, communication and support arrangements will address the particular needs and obstacles faced by priority areas and groups.

Policy/Legal/Statutory Implications

Section 38 of the *Disability Act 2006* specifies that a public sector body must ensure that a Disability Action Plan is prepared for the purpose of:

- Reducing barriers to persons with a disability accessing goods, services and facilities.
- Reducing barriers to persons with a disability obtaining and maintaining employment.
- Promoting inclusion and participation in the community of persons with a disability.
- Achieving tangible changes in attitudes and practices which discriminate against persons with a disability.

Council's AIAP specifies the actions Council will take to reduce discrimination of people with disabilities in these areas.

Alignment to Council Plan

The AIAP aligns to the Council Plan strategic priority to 'create a more inclusive and diverse community'. A key strategy to achieve this is improving access to facilities and programs for people of all abilities. The actions in the AIAP will support the delivery of this priority.

Conflict of Interest

No officer involved in the preparation of any aspect of this report has any direct or indirect conflicts of interest.

Risk Assessment

The AIAP will enable Council to address its statutory requirements in addressing barriers for participation for people with disability.

Environmental Implications

Not applicable.

ATTACHMENT TWO

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THE CITY OF
GREATER GEELONG

ACCESS AND INCLUSION ACTION PLAN 2018–22

DISABILITY ACCESS AND INCLUSION – A MORE ACCESSIBLE COMMUNITY FOR EVERYONE

CITY OF GREATER
GEELONG

NAUTILUS
16
Freedom Trainer

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FOREWORD

The community has a clever and creative aspiration to create an inclusive, diverse, healthy and socially connected community.

This is a strong validation of Council's commitment to working towards full equality for people with disability.

In the Greater Geelong region, over 14,000 people need help in their day-to-day lives due to disability and this figure will only grow with an ageing and increasing population.

We must become a leader in accessibility by making sure everyone in our community has access to goods, services and facilities and can participate in community life in a region that has overwhelmingly inclusive attitudes.

This is important because when we improve the opportunity for everyone to participate and be included, we have a stronger community.

This plan includes practical priorities including improving access to council buildings and better roads and footpaths. We need to offer multiple options for communication and increase connectivity, availability and accessibility of public transport. Community events also have an important role to play in bringing the community together, so we must make sure everyone is aware of events and are able to access them.

We're determined to help shape Greater Geelong as a place where people with a disability are empowered to be active contributors in our society. There is no limit to what can be achieved if people are given the confidence and support to fulfil their potential.

Mayor Bruce Harwood
City of Greater Geelong

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1. INTRODUCTION

Representing the voices of more than 16,000 members of our community, Greater Geelong: A Clever and Creative Future is our community's vision to guide government, community organisations, businesses and anyone wanting to make a genuine contribution to our city-region. *Council Plan 2018–22* represents the City of Greater Geelong's contribution to delivering on the vision over the next four years.

The Access and Inclusion Action Plan also contributes to and supports Geelong's UNESCO City of Design designation. This Action Plan supports Geelong's commitment to the UNESCO Creative City Network (UCCN) Sustainable Development Goal #11 – Sustainable Cities and Communities. The UCCN have a vision for a better more sustainable future, and we see this Action Plan as one of the City's commitments to delivering a better community, one in which all people have equal rights and access to the opportunities Greater Geelong can offer.

We are excited to present our *Access and Inclusion Action Plan 2018–22*. It links strongly to the above documents by:

1. delivering on the community aspiration to work towards 'An inclusive, diverse, healthy and socially connected community' by making sure that:
   a. our public areas and local services are accessible to people of all levels of ability
   b. we have a strong sense of community and supports our vulnerable community members
   c. our city is designed for people
   d. accessible transport options connect people within the city-region.
2. developing a consistent approach to getting things done while working together to address our access and inclusion challenges and opportunities
3. promoting thinking and action focused on access, participation and inclusion for everyone.
4. The opportunity to promote the Action Plan and collaborate with the members of the UCCN to help achieve strategic priority goals and measures.

This Action Plan outlines the background and legislative context, plus the review and consultation process we undertook in its development. It identifies priority areas for success and explains how we will measure our impact in each area.

The achievements of the previous Plan are included in Appendix A.

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2. VISION

The *Access and Inclusion Action Plan 2018–22* vision is to uphold the rights of equal and dignified access for everyone while setting out how we will work towards full equality for people with disability to participate and be included in our broader community.

3. ACTION PLAN DRIVERS

3.1 UPHOLDING HUMAN RIGHTS

Australia is a signatory to the United Nations Convention on the Rights of Persons with Disabilities 2006, ratified in 2008. The general principles of the convention include:

- respect for inherent dignity
- individual autonomy including the freedom to make one's own choices
- independence of persons, and full and effective participation and inclusion in society
- respect for difference
- acceptance of persons with disabilities
- accessibility.

The *Victorian Charter of Human Rights and Responsibilities Act (2006)* protects 20 fundamental human rights. These provide the foundation of an inclusive society that values human dignity, equality and freedom. The City of Greater Geelong considers all facets of human rights in our actions, policies, services and local laws. We are responsible for applying these principles in the broader community to promote positive values and a culture of inclusion that respects human rights.

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3.2 IDENTIFYING AND ADDRESSING DISCRIMINATION

This Action Plan aims to address and respond to all forms of discrimination against people with a disability.

Discrimination is defined as treating people with a disability less favourably than people without the disability would be treated under the same circumstances **(direct discrimination).**

Discrimination also exists where there is a condition or requirement imposed that may be the same for everyone, but which unfairly excludes or disadvantages people with a disability **(indirect discrimination).**

It is also unlawful to discriminate against a person because their associates (family, carers, partners and so on) have a disability.

Treating people with a disability differently, where it is reasonably intended to ensure that they have equal opportunities or to meet their specific needs, is not unlawful discrimination.

4. LEGISLATIVE AND POLICY CONTEXT

We developed the *Access and Inclusion Action Plan 2018–22* in line with the *Disability Discrimination Act* (1992), a landmark legislation enshrining the rights of equal and dignified access for everyone. Part 3 of the *Disability Discrimination Act* (1992) sets out development of policies, programs, goals and targets to identify and remedy discriminatory practices.

This Action Plan will be registered with the Australian Human Rights Commission, where it must be taken into account in any complaints made against the City in relation to disability discrimination.

The *National Disability Strategy 2010–20* sets out ways to work towards equal rights for people with disability to participate and be included in the broader community. Legislation and codes supporting and guiding the strategy:

- *Disability Act 2006*
- *Victorian Charter of Human Rights and Responsibilities Act 2006*
- Australian Human Rights Commission.

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5. GUIDING PRINCIPLES: UNIVERSAL DESIGN AND BEST PRACTICE

Universal Design is a philosophy that creates products, buildings, environments and experiences that are usable and effective for everyone, and accessible to as many people as possible. This use and access is regardless of a person's age, level of ability, cultural background, or any other factors that contribute to the diversity of our communities.

Best practice has been defined as structures and environments that comply with Universal Design principles and meet the needs of the widest possible range of people. These principles guide the City's information, products, services, buildings, facilities, communication and engagement. They will support improved outcomes for access and inclusion for the whole community.

Through the Access and Inclusion Advisory Committee, we are focusing more on the principles of Universal Design to inform best practice. We have been moving towards providing buildings and environments that go beyond minimum standards. For example, we have implemented Changing Places and Adult Change Facilities at:

- Leisurelink – two adult change facilities (2009)
- Vines Road Community Centre (2010)
- Norlane Family and Child Centre (2015)
- Geelong Library & Heritage Centre (2015)
- Leopold Community Hub (under construction, to be completed late 2018).

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6. THE BENEFITS OF ACCESSIBILITY AND INCLUSIVE PRACTICES

A fully accessible community benefits everyone. When we embrace Universal Design concepts, we improve the opportunity for participation and inclusion for everyone, including:

- people who have a permanent disability
- people who have a temporary disability due to an accident or illness
- people who are ageing and may have reduced mobility, be hard of hearing, have low vision or altered cognitive functioning
- people from culturally and linguistically diverse communities who may have challenges speaking and/or understanding English
- families, including parents and grandparents who are caring for children and using prams and strollers
- people who are using other mobility aids such as manual wheelchairs, shopping trollies, and electric mobility devices including scooters.

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7. CURRENT SITUATION

7.1 PEOPLE WITH DISABILITY IN OUR REGION

Greater Geelong is located 75 kilometres south west of Melbourne, with a population of more than 244,000 people.

14,054*

PEOPLE NEEDED HELP IN THEIR DAY-TO-DAY LIVES

*2016 Census

IN THE G21 AREA,

17,568 PEOPLE

REPORTED NEEDING HELP IN THIS AREA OF THEIR LIVES

(Profile ID).

These statistics do not take into account future planning. We need to think about an ageing population, people with temporary disability, and people who may have difficulties in their day-to-day lives but do not yet identify as needing help.

Between census data gathered in 2011 and 2016, the reported need for help in our region increased for the following age groups:

- 20 to 59 years of age (+714 persons)
- 10 to 19 years of age (+324 persons)
- 5 to 9 years of age (+227 persons)

This increase, particular at younger age brackets, highlights that we must grow our response to meet the needs within our community.

7.2 NATIONAL DISABILITY INSURANCE SCHEME (NDIS)

The NDIS is a funding framework providing support to Australians with a disability, their families and carers. It will provide about 460,000 Australians under the age of 65 with a permanent and significant disability with the reasonable and necessary supports they need to live an ordinary life. Since our *Disability Action Plan 2014–17*, much has changed. The NDIS national office and the National Disability Insurance Agency (NDIA) are sited in Geelong and the Barwon Trial Site was established here. The scheme transforms support for people with disability, reforming the way disability agencies deliver their services. The City will continue to work with NDIA and NDIS delivery partners to make sure the services they provide are adequate for a growing population of people with disability.

7.3 SUPPORT FOR CARERS

According to the new *Victorian Carer Strategy 2018–22:*

- there are more than 736,600 carers in Victoria
- 239,100 of them are primary carers
- 70 per cent of primary carers are female
- nearly 38 per cent of primary carers have a disability themselves (compared with 16 per cent of non-carers).

Carers give support to those who need it most. We will work with local carers in Greater Geelong to support the five priority areas identified in the *Victorian Carer Strategy 2018–22:*

- carers have better health and wellbeing
- carers are supported in school, study and work environments
- carers can access support and services that meet their needs
- carers have less financial stress
- carers are recognised, acknowledged and respected.

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7.4 ACCESSIBILITY OF PUBLIC AREAS

Our Social Infrastructure Plan outlines four overarching themes to guide the City's future decision-making about public areas. Public buildings need to be:

- **accessible**
- **equitable**
- **adaptable**
- **sustainable.**

Our current and future challenges relating to access to public areas include:

- ageing buildings in need of repair or renewal
- providing facilities equitably across our communities
- providing facilities in new housing areas.

A SNAPSHOT OF OUR COMMUNITY BUILDINGS INCLUDES:

119
SPORTS PAVILIONS

12
LIBRARIES

6
AQUATIC CENTRES

15
COMMUNITY MEETING ROOMS AND HALLS

12
NEIGHBOUR-HOOD HOUSES/ COMMUNITY CENTRES

4
SENIOR CITIZENS FACILITIES.

7.5 IMPROVING ACCESS TO BUSINESS

Access to the built environment prevents some people from fully participating in the life of our community. They may be unable to go about everyday business and have access to places like shops, businesses, cafés, entertainment venues, libraries and office buildings. While applying Universal Design can change the physical environment over time, having community knowledge and support is important to understanding how to make shops and offices accessible.

The Geelong Mobility Access Directory has been valuable in approaching local business owners to talk about disability access and gain listings for the directory. Over the four years covered by our *Disability Action Plan 2014–17*, the directory website had 19,032 hits.

7.6 CREATING A MORE INCLUSIVE COMMUNITY

The Victorian Government Inquiry into Social Inclusion and Victorians with Disability (2014) addressed the challenge of promoting an inclusive attitude in the community. Its initiatives include broad-based media campaigns, specific campaigns and community building work to raise awareness by 'breaking down stereotypes and educating people about the issues and experiences of people with disability and developing the skills to address their needs'.

The focus is creating an inclusive community through positive behaviour change. Absolutely Everyone *State Disability Plan 2017–20* 'Inclusive Communities' pillar lists all the factors that help a person feel included. Action areas include changing attitudes, Universal Design and community infrastructure. At a local level, creating a community that promotes participation and inclusion takes a whole-of-council approach.

This Action Plan sets out commitments and actions across our organisation to achieve this goal through our social inclusion principles:

- All our activities will be informed by up-to-date demographic and geographic information on social equity in the region to identify priority areas and groups for attention.
- All activities planning will be informed by effective, focused partnerships and engagement with priority groups and areas, aimed at fully understanding the particular needs and obstacles experienced in accessing services and facilities.
- Service and infrastructure design, location, communication and support arrangements will address the particular needs and obstacles faced by priority areas and groups.

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7.7 TRANSPORT

Together with our Access and Inclusion Advisory Committee, we have maintained an active advocacy role with Public Transport Victoria (PTV) and VLine to work with and influence provision of public transport across Greater Geelong. This process has:

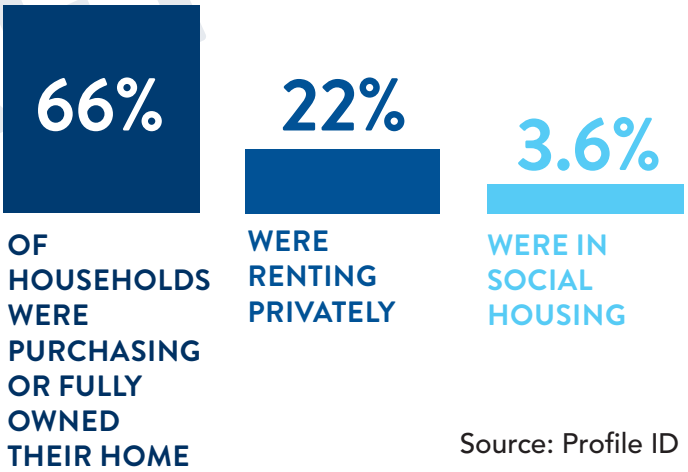
- influenced planning around local bus routes
- highlighted the need for means of independent boarding of trains for people with disability
- requested that the organisations invest in disability awareness training.

Works costing $7.3 million at Geelong Railway Station now provide a lift to platforms two and three, accessible toilets, and amenities meeting standards for people with disabilities. Our Access and Inclusion Advisory Committee has joined the VLine Advisory Committee to have further input into accessible use of local transport options.

7.8 HOUSING

Research and statistical data highlights that there is a 60 per cent chance that a house will be occupied by a person with a disability at some point over its life. While there are no census figures available on suitability of housing for people with disability, access to live-in and visit housing has been anecdotally identified as a future challenge. Increasing the livable housing stock within Greater Geelong is a priority.

According to the 2016 Census, in Greater Geelong:



Source: Profile ID

Livable Housing Australia (LHA) partners community, consumer groups, government and industry to increase livable housing. LHA has identified seven core design elements that make a livable home easy to enter, easy to navigate in and around, capable of easy and cost effective adaptation, and responsive to the changing needs of home occupants.

Over the next 12 months, we will develop the City of Greater Geelong *Social Housing Plan 2018–36* to establish the City's position and role in influencing and supporting affordable housing outcomes.

Development of the plan will consult and consider the needs of specific population groups, including people with disability.

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7.9 EMPLOYMENT

The 2016 Census found these statistics for Greater Geelong:

- 6.4 per cent unemployment rate, against 6.6 per cent for Victoria and 6.4 per cent nationally
- 58 per cent participation rate (population in labour force), against 60 per cent for Victoria and 60 per cent nationally
- some 103,580 people employed, 57 per cent working full time and 41 per cent part time.

The Victorian Government Inquiry into Social Inclusion and Victorians with Disability (2014) found that:

> **'People with disability continue to participate at low levels in the workforce due to negative attitudes and barriers that prevent them from fully contributing to the best of their potential'.**

The City of Greater Geelong is committed to using our various workforce initiatives to provide opportunities to community members with disabilities.

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8. PRIORITIES

Top priority areas for this Action Plan are similar to those in the previous plan (*Greater Geelong Disability Action Plan 2013–17*). Our primary areas of consideration in the new plan are:

ACCESSIBLE COMMUNITY

Improve access to council buildings; the built environment; better roads and footpaths; Changing Places; and accessible toilets.

COMMUNICATION

Offer communication in multiple formats, audits of communication equipment, accessible style guide for format of documents, improved communication about what is happening and available in the community, and provision of communication supports at consultation meetings.

PUBLIC TRANSPORT

Increase connectivity, availability and accessibility.

ACCESSIBLE EVENTS

Raise awareness and increase access to community events for all ages when designing and planning for temporary street/site activation.

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9. STRATEGIC PRIORITY GOALS AND MEASURES

9.1 ACCESS

***Greater Geelong: A Clever and Creative Future* defines success in this area as 'public areas and local services that are accessible to all levels of ability'.**

The recently adopted *Council Plan 2018–22* lists the following strategic priorities (along with specific actions) to provide a commitment to access for all the community:

- informed social infrastructure and planning
- a more inclusive and diverse community
- planned sustainable development
- growing our tourism and events.

Our Municipal Health and Wellbeing Plan aims to make sure our services for older adults and people with disability are adequate for a growing population.

This Action Plan's strategic priorities include a focus on reducing barriers to goods, services and facilities for people with disability.

ACCESS AND INCLUSION ACTION PLAN 2018–22 GOALS:

- Ensure facilities, buildings, environments and experiences are accessible to everyone.
- Provide more accessible public urban space.
- Increase number of community facilities with accessible toilets or adult change facilities.
- Provide a grants scheme to fund community groups, and initiatives that promote inclusion and accessibility.
- Make sure housing supply, diversity and affordability can meet the needs of our growing community.
- Tourism Greater Geelong and the Bellarine to:
  - inform and educate tourism businesses to become more inclusive of people with disabilities – both as customers and staff
  - provide one-to-one mentoring to 110 businesses around access and inclusion
  - launch a marketing campaign to build awareness of the businesses and region as a welcoming place for people with disabilities.
- Update the City of Greater Geelong Parking App with more capability and functions that will benefit all, and in particular people with a disability.
- Develop a strategic plan for Changing Places to identify priority locations.
- Market and implement the Marveloo (portable self-contained adult change facility) for Greater Geelong events.
- Investigate opportunities to promote and influence accessible design of communities and buildings through the planning scheme and building codes.

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OUR CHECKLIST FOR MEASURING SUCCESS:

- Planning and design of the Northern ARC Health and Wellbeing Hub completed.
- Up to five public toilet facilities with accessible toilets built or replaced per year.
- Bridge upgrades as identified and priority projects identified in the Footpath Customer Commitments Register completed.
- Available funding for identified footpath works in Central Geelong fully expended.
- All engineering design projects meet the design specifications with consideration of relevant Australian Standards, Infrastructure Design Manual and, where applicable, VicRoads standards.
- Report on number and funding provided by the Community Investment and Support Fund to projects that promote access and inclusion for people with disabilities.
- City of Greater Geelong Social Housing Plan 2018–36 completed.
- City of Greater Geelong Parking App updated and available for use.
- Strategic plan and scope for locations of future Changing Places throughout municipality completed.
- Marveloo implementation and use within Greater Geelong evaluated.
- Multi-platform online application for the Central Geelong Waterfront Map developed.
- Number of home modifications to enable improved external access (ramps, grab rails) to enable a client to mobilise safely.
- Number of clients who are referred to Diversitat Access and Support Officer.
- 450 tourism businesses received tailored information or attended training sessions on inclusiveness, with 110 businesses having undertaken one-to-one mentoring.

9.2 INCLUSION

***Greater Geelong: A Clever and Creative Future* aims to have the percentage of residents who participate in engagement activities exceeding the state average.**

Our *Council Plan 2018–22* has a strategic priority of Organisational Leadership, Strategy and Governance that commits to the following:

- communicating and engaging more effectively with the community, in areas of need
- continuing to transform our workplace culture
- making our processes more effective and efficient.

This Action Plan's strategic priorities includes welcoming and inviting greater input from people with disability through consultation, communication and celebration.

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ACCESS AND INCLUSION ACTION PLAN 2018–22 GOALS:

- Facilitate the Access and Inclusion Advisory Committee to ensure the City has a mechanism to seek advice on matters impacting people with disabilities.
- Increase the City's accessible forms of communication.
- Through the City's Engagement Strategy Implementation Plan, develop more inclusive engagement strategies.
- Make sure people with disability will have input into the City of Greater Geelong Social Housing Plan 2018–36.
- Increase participation at events organised and delivered by the City.
- Revise and update the Events Planning Guide to include more guidance on resources and strategies to increase participation of people with disability.
- Make available and promote additional accessibility resources for event organisers – Mobi-Beach Chairs, Marveloo and so on.
- Expand sponsored Learn to Swim program to fund an additional 80 children from the Whittington area.

OUR CHECKLIST FOR MEASURING SUCCESS:

- Annual community survey completed.
- Twice yearly staff surveys completed.
- Social media statistics gathered.
- Independent media coverage analysis reports reviewed.
- Geelong Australia monthly activity reports reviewed.
- Number of consultations, reviews and tracking tool for City of Greater Geelong Social Housing Plan 2018–36.
- Improved colour contrast in the City's documents in order to improve visibility.
- Provision of Auslan interpreters at council meetings and at the Greater Geelong Christmas and New Year Celebrations.
- Research and develop effective mechanisms for capturing data and responding to complaints relating to disability access and discrimination.
- Increased Learn to Swim membership numbers for access and inclusion lessons.

9.3 EMPLOYMENT

Our community told us through development of *Greater Geelong: Clever and Creative Future* that we value a range of employment opportunities.

'A thriving and sustainable economy' is a strategic priority in our *Council Plan 2018–22.*

This Action Plan aims to reduce the barriers to employment for people with disability and build a workforce that responds to the needs of people with a disability.

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ACCESS AND INCLUSION ACTION PLAN 2018–22 GOALS:

- Tourism Geelong and the Bellarine to deliver accessible tourism project with the Australian Federation of Disability Organisations.
- Revise Reasonable Adjustment Policy.
- Establish planning and consultation group in the design of future accommodation for staff of the City to ensure accessibility focus.
- Develop and implement a learning module on people with different abilities as part of organisational online learning modules.
- Create and drive a culture where all staff value diversity of people of all abilities, experience and backgrounds.
- Ensure workplace systems polices and practice allow individuals to participate to their fullest ability.

OUR CHECKLIST FOR MEASURING SUCCESS:

- 70 people with disabilities employed in the local tourism industry
- Research and develop effective mechanisms for capturing data and responding to complaints relating to disability access and discrimination.
- 100% people leaders complete learning module; 100% of online employees to complete module
- Monitor management and success of organisational support of employment strategies.

9.4 INCLUSIVE ATTITUDES

Our community told us through development of *Greater Geelong: A Clever and Creative Future* that we value a strong sense of community.

This Action Plan will work towards fostering a community with greater inclusive attitudes to all community members in all activities.

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ACCESS AND INCLUSION ACTION PLAN 2018–22 GOALS:

- Annual International Day for People With Disabilities celebration.
- Commission 'inclusive Geelong' sculpture as addition to the public art collection for Greater Geelong.
- Implement access and inclusion awareness campaign.
- Actively participate in the Having a Say Conference Planning Committee coordinated by VALiD.
- Develop and implement an Engagement Champions Project to help us engage more confidently with our community.
- Build baseline data on experiences of people accessing the city through implementation of community engagement initiative.

OUR CHECKLIST FOR MEASURING SUCCESS:

- Number of attendees at International Day for People with Disabilities celebration.
- Event Survey – feedback gathered from attendees at event.
- More businesses participating in mobility directory.
- Evaluation of the awareness campaign.
- More all-abilities access engagement sessions.
- Annual community engagement data collection/analysis used to inform action plan implementation and future priorities.

10. HOW WE WILL DELIVER AND EVALUATE OUR PLAN

- Our draft Plan will be released for public exhibition and comment during September and October 2018.
- Comments will be reviewed, and adjustments made for presentation and final adoption by Council in November 2018.
- Once adopted, the Access and Inclusion Plan will be lodged with the Human Rights Commission and shared with the Access and Inclusion Advisory Committee and our many partners working toward a more accessible and inclusive community.
- Plan monitoring will occur through the Council Plan reporting processes and the Connected Communities Department will be responsible for liaising with all internal and external partners to support implementation.
- We will conduct an annual review of the Plan's progress for Council.
- The goals and strategies of the Plan will be considered in the City's planning and budgeting cycle. Opportunities to apply for grants that will progress our goals and strategies will be routinely pursued.

Further work on evaluating the impact of our Access and Inclusion Action Plan will be undertaken over 2018–19 and will inform measures in future years.

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APPENDIX A: ACHIEVEMENTS FROM THE PREVIOUS PLAN

Our *Disability Action Plan 2013–17* consisted of 53 identified actions across the following priority areas:

- better access to goods, services and facilities
- promote an inclusive and participatory community
- better access to employment
- improve attitudes and practices.

Twenty of the actions have been carried out and completed in full, with many now integrated as 'business as usual'.

A snapshot of our achievements across priority areas:

1. Better access to goods, services and facilities

- Communication Access Accreditation for Customer Services and Geelong Regional Libraries
- Changing Places and Adult Change Facilities
- increased accessible walkways at Johnstone Park
- review and expansion of content included in the Mobility Access Directory and Geelong Waterfront Map
- kerb channel accessibility to the Ocean Grove town centre
- development of the Hospital Precinct Master Plan
- 70 full street block footpaths replaced during 2017–2018 financial year and new pathways created in priority locations to improve pedestrian access to key destinations
- weekly reports on street closures provided to Vision Australia for broadcast to community
- 4,800 people received services through our Community Care program
- improved all-ability access around North Geelong Railway Station/bus interchange
- standardised use of Tactile Ground Surface Indicator to align with Australian Standards and provide clear information for vision impaired
- Tourism Greater Geelong and The Bellarine Inc. (TGGB) secured funding with partner Australian Federation of Disability Organisations (AFDO) from the Victorian Government Department of Economic Development, Jobs, Transport and Resources to implement an accessible tourism project across the region.

2. Promote an inclusive and participatory community

- Our Future:
  - From September 2016 to May 2017, 16,000 community members had their say about their aspirations for Greater Geelong and how it should evolve during the next 30 years. This involved 162 workshops, event appearances, community meetings and school visits.
  - We held two specific access and inclusion engagement events at the VALiD Having a Say Conference and with the National Disability Insurance Agency where 45 surveys were completed representing a total of 172 people documenting 120 ideas for our region's future.
- Bin 'tactiles':
  - We designed and manufactured discreet clear plastic symbols for the top of domestic waste bins. These 'tactiles' help residents identify general waste, recycling or green waste bins. This innovative solution is effective, low cost and environmentally sound and earned a Highly Commended recognition at the 2018 National Awards for Local Government.

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- Beach accessibility:
  - We purchased beach matting and reclinable beach wheelchairs to facilitate beach and water access for community members and visitors.
- Inclusive event guidelines:
  - We provided equitable access guidelines and strategies to a host of organisations, community groups and individuals wishing to hold a public event in the City of Greater Geelong. Our guidelines include information on Auslan interpreters, attendant care and safe viewing area for people with disability.
- International Day of People With Disabilities (IDPWD) celebrations:
  - Since beginning in 2012 as a modest, local event, IDPWD had grown 200 per cent by 2016. It now spans the entire Barwon Region and involves several peak body representatives and people with disability on almost all planning committees.
- Communicating with our community:
  - We prepared How to write: our writing standard, our writing style guide to improve corporate writing and make it more accessible and understandable by all.
  - We introduced live web-streaming of council meetings to increase transparency of and access to decision-making.
  - We reduced the amount of printed material and increased our use of other media including cinema advertising, video and radio to help make our information more accessible for everyone.
  - We increased use of infographics and other ways to simplify and explain complex information.

3. Better access to employment

- Step by Step Volunteer Mentor Project (2015):
  - designed to increase volunteering opportunities and economic and social participation for people with disability
  - 27 people with disability enrolled in the program
  - 8 engaged in volunteer roles
  - 10 mentors trained
  - all participants matched with a mentor
  - not-for-profit organisations currently have people with disability engaged as volunteers
  - not-for-profit organisations made volunteer roles available
  - not-for-profit organisations referred their clients to the program.

4. Improve attitudes and practices

- Many of the above actions improve attitudes and practices by raising awareness of people with disability and increasing access to the built environment, services and events. The following initiatives also supported awareness raising:
  - Disability Awareness training for all City of Greater Geelong Community Care workers
  - Disability Awareness Training delivered to more than 30 staff members from not-for-profit organisations as part of the Step by Step Volunteer Mentor Project
  - enabling access to available disabled parking bays by making sure appropriate use is enforced effectively.

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APPENDIX B: MEASURES OF SUCCESS

GOALS	MEASURE	RESPONSIBLE DEPARTMENT
ACCESS		
Ensure facilities, buildings, environments and experiences are accessible to everyone.	Planning and design of the Northern ARC Health and Wellbeing Hub completed. Bridge upgrades as identified and priority projects identified in the Footpath Customer Commitments Register completed. Available funding for identified footpath works in Central Geelong fully expended. All engineering design projects meet the design specifications with consideration of relevant Australian Standards, Infrastructure Design Manual and, where applicable, VicRoads standards.	Capital Projects Engineering
Provide more accessible public urban space.	Completion of the Social Infrastructure Plan. Evaluation of new Urban Design Frameworks for accessibility.	Social Planning and Investment Planning, Strategy and Urban Growth
Increase number of community facilities with accessible toilets or adult change facilities.	Up to five public toilet facilities with accessible toilets built or replaced per year.	Property and Procurement
Provide a grants scheme to fund community groups, and initiatives that promote inclusion and accessibility.	Report on number and funding provided by the Community Investment and Support Fund to projects that promote access and inclusion for people with disabilities.	Program Integration and Development Connected Communities
Make sure housing supply, diversity and affordability can meet the needs of our growing community.	City of Greater Geelong Social Housing Plan 2018–2036 completed.	Healthy Communities
From a home support assessment, clients with mobility access issues at their home can be referred to the City's Home Maintenance for home modifications to assist mobility.	Number of home modifications to enable improved external access (ramps, grab rails) to enable a client to mobilise safel	Community Care
From a home support assessment, clients with complex access/ inclusion issues can be referred to the Diversitat Access and Support Officer for assistance.	Number of clients who are referred to Diversitat Access and Support Officer.	Community Care
Inform and educate tourism businesses to become more inclusive of people with disabilities – both as customers and staff	450 tourism businesses received tailored information or attended training sessions on inclusiveness, with	Tourism Greater Geelong and the Bellarine

GOALS	MEASURE	RESPONSIBLE DEPARTMENT
Provide one-to-one mentoring to businesses around access and inclusion	110 businesses having undertaken one-to-one mentoring.	Tourism Greater Geelong and the Bellarine
Launch a marketing campaign to build awareness of the businesses and region as a welcoming place for people with disabilities.	Implementation and evaluation of campaign to assess increase of tourists with disabilities.	Tourism Greater Geelong and the Bellarine
Update the City of Greater Geelong Parking App with more capability and functions that will benefit all, and in particular people with a disability.	City of Greater Geelong Parking App updated and available for use. Multi-platform online application for the Central Geelong Waterfront Map developed.	Health and Local Laws
Develop a strategic plan for Changing Places to identify priority locations.	Strategic plan and scope for locations of future Changing Places throughout municipality completed.	Connected Communities
Market and implement the Marveloo (portable self-contained adult change facility) for Greater Geelong events.	Marveloo implementation and use within Greater Geelong evaluated.	Connected Communities
Investigate opportunities to promote and influence accessible design of communities and buildings through the planning scheme and building codes.	Recommendations from the investigation to increase accessible design and planning presented to Councillors for consideration and endorsement.	City Development Connected Communities
INCLUSION		
Facilitate the Access and Inclusion Advisory Committee to ensure the City has a mechanism to seek advice on matters impacting people with disabilities.	6 meetings facilitated per financial year with quorum in attendance. Advice and recommendations documented and conveyed to Council as agreed.	Connected Communities
Increase the City's accessible forms of communication.	Improved colour contrast in the City's documents in order to improve visibility. Annual community survey completed. Social media statistics gathered. Twice yearly staff surveys completed. Independent media coverage analysis reports reviewed. Geelong Australia monthly activity reports reviewed.	Corporate Communication and Marketing

GOALS	MEASURE	RESPONSIBLE DEPARTMENT
Through the City's Engagement Strategy Implementation Plan, develop more inclusive engagement strategies.	More all-abilities engagement sessions.	Strategy and Engagement
People with disability will have input into the City of Greater Geelong Social Housing Plan 2018–36.	Number of consultations, reviews and tracking tool for City of Greater Geelong Social Housing Plan 2018–2036.	Healthy Communities
Increase participation at events organised and delivered by the City.	Updated Events Planning Guide Research and develop effective mechanisms for capturing data and responding to complaints relating to disability access and discrimination.	Economic Development and Events
Revise and update the Events Planning Guide to include more guidance on re-sources and strategies to increase participation of people with disability.	Updated Events Planning Guide Research and develop effective mechanisms for capturing data and responding to complaints relating to disability access and discrimination.	Economic Development and Events Connected Communities Customer Service
Make available and promote additional accessibility resources for event organisers – i.e. Mobi-Beach Chairs and Marveloo.	Track the use of the City's accessible resources annually.	Economic Development and Events; Connected Communities
Expand sponsored Learn to Swim pro-gram to fund an additional 80 children from the Whittington area.	Increased Learn to Swim membership numbers for access and inclusion lessons.	Leisure and Recreation Services
EMPLOYMENT		
Deliver accessible tourism project with the Australian Federation of Disability Organisations.	70 people with disabilities employed in the local tourism industry	Tourism Greater Geelong and the Bellarine.
Revise Reasonable Adjustment Policy.	Research and develop effective mechanisms for capturing data and responding to complaints relating to disability access and discrimination.	Business Improvement People and Organisation Development
Establish planning and consultation group in the design of future accommodation for staff of the City to ensure accessibility focus.	Group formed and mechanism for input to Executive established.	Business Improvement

GOALS	MEASURE	RESPONSIBLE DEPARTMENT
Develop and implement a learning module on people with different abilities as part of organisational online learning modules.	100% people leaders complete learning module; 100% of online employees to complete module	People and Organisation Development
Create and drive a culture where all staff value diversity of people of all abilities, experience and backgrounds. Ensure workplace systems polices and practice allow individuals to participate to their fullest ability.	Monitor management and success of organisational support of employment strategies.	People and Organisation Development
INCLUSIVE ATTITUDES		
Annual International Day for People With Disabilities celebration.	Number of attendees at International Day for People with Disabilities celebration. Event Survey – feedback gathered from attendees at event.	Connected Communities
Commission 'inclusive Geelong' sculpture as addition to the public art collection for Greater Geelong.	Completion of sculpture and launch of public art to the community.	Arts and Culture; Connected Communities
Implement access and inclusion awareness campaign.	Evaluation of the awareness campaign.	Connected Communities
Actively participate in the Having a Say conference local reference committee.	Contributed to all aspects of the program including planning and coordination, promotion and program presentation.	Connected Communities
Develop and implement an Engagement Champions Project to help us en-gage more confidently with our community.	More all-abilities access engagement sessions.	Strategy and Engagement
Build baseline data on experiences of people accessing the City through implementation of community engagement initiative.	Annual community engagement data collec-tion/analysis used to inform action plan implementa-tion and future priorities.	Connected Communities
Increase businesses awareness of disability access and inclusion strategies.	More businesses participating in mobility directory.	Connected Communities

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4. MUNICIPAL EARLY YEARS PLAN 2018-2022

Source:	**Community Life - Family Services**
Director:	**Linda Quinn**
Portfolio:	**An Inclusive and Diverse Community**

Purpose

To present the draft *Municipal Early Years Plan 2018-2022* (MEYP) to Council and seek approval to release the plan for community consultation for a period of four weeks.

Background

The *Municipal Early Years Plan 2018-2022* (MEYP) sets out a range of key strategies and actions for the next four years to address local needs and priorities to improve the health and wellbeing of children aged 0-8 and their families in the City of Greater Geelong.

The MEYP is a key strategic priority in the *Council Plan 2018-2022*. The *Greater Geelong: A Clever and Creative Future* engagement undertaken in 2017, capturing more than 16,000 voices from our community, was used to inform the development of the four themes in the MEYP.

The themes identified were:

- supporting families to help children to achieve their full potential;
- promote high quality innovative services;
- provide early and sustained support to those who need it most; and
- provide accessible and inclusive services.

Key Issues

- Although MEYPs are not statutorily required, they are important for the strategic alignment of effort across a council to achieve the health and wellbeing of children, and to influence and improve their educational and developmental outcomes.
- Councils across Victoria have an agreement with the Municipal Association of Victoria (MAV) to deliver MEYPs. The MAV provides a planning framework for Councils to use when developing their MEYPs.
- The MEYP builds on City of Greater Geelong's previous municipal early years plans and considers relevant state and federal government policy and planning frameworks.

Cr Mansfield moved, Cr Grzybek seconded -

That Council releases the draft *Municipal Early Years Plan 2018-2022* for public comment for a period of four weeks.

Carried.

Attachment 1

Financial Implications

The implementation costs of some components of the plan may be the subject of consideration for future budgets. External sources of funding may also be sought.

Increased attention on the importance of reducing risk factors that have adverse implications for children, families and communities are acknowledged as providing clear social, economic and developmental benefits to the whole community.

Evidence would widely support that investment in early childhood services has a long lasting economic benefit to the community. Longitudinal studies conclude that the return on investment in providing high quality early childhood services is approximately 13% per annum through reducing the interventions required later in life.

Community Engagement

The development of the City of Greater Geelong *MEYP 2018-2022* has been informed by the *Clever and Creative* community engagement, during which the community told us they:

- want a safe environment for children to grow up in and a family oriented culture;
- value access to quality services, health services and a strong sense of community;
- value living in a community that supports vulnerable community members and has clean, safe and fun environments for everyone; and
- value living in a community where there is community vibrancy, diversity and inclusiveness.

Feedback was also sought on the MEYP from key internal and external stakeholders.

Social Equity Considerations

Themes such as '*Provide accessible and inclusive services*' have been included in the MEYP and address social equity considerations by ensuring our services are accessible and inclusive of all children and their families.

Policy/Legal/Statutory Implications

Local government's planning role is legislated in the *Local Government Act 1989, Planning and Environment Act 1987* and the *Health Act 1958*. Corporate plans, municipal public health plans and the municipal strategic statement are required by statute. Early childhood development clearly fits within a social health framework and therefore it is intended that the MEYP is closely integrated with Council's *Municipal Public Health & Wellbeing Plan*.

Alignment to Council Plan

The MEYP 2018-2022 aligns with the Council Plan. The following strategic priorities are of particular relevance:

- improve the health and safety of our community;
- a more inclusive and diverse community; and
- organisational leadership, strategy and governance.

Conflict of Interest

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

Risk Assessment

Council has a shared responsibility with state and federal governments to ensure locally accessible family and children's services. This limits risk factors such as fragmentation, disadvantage, opportunities to attract funding and resources which in turn builds the capacity of the local community to adequately and effectively support families in the wellbeing of young children.

The *MEYP 2018-2022* continues to enhance and strengthening local support for children and families especially in relation to improving outcomes for the most vulnerable and ensures our services are accessible and inclusive.

The MEYP provides a coherent framework within which the various issues, challenges and potential risks for children, families and local service providers can be progressively address and mitigated.

Environmental Implications

None.

Attachment 2

THE CITY OF
GREATER GEELONG

DRAFT MUNICIPAL EARLY YEARS PLAN

2018–2022

CITY OF GREATER
GEELONG

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Executive summary

Our *Municipal Early Years Plan 2018–22* aims to improve the health and wellbeing of children aged 0–8 years in the City of Greater Geelong.

The plan is important for the high number of children and families living in our municipality now, as well as those we expect will join us in the next four years. It incorporates feedback from the community engagement process used to develop our Clever and Creative vision, focusing on what is valued by our community and aspirations for the future.

The plan has four themes to guide the practice of early years services over the next four years. These bring together an understanding of our population, the early years' service system, government policies and funding and community aspirations for the next four years.

OUR FOUR THEMES:

- Supporting families to help children achieve their full potential;
- Promoting high-quality, innovative services;
- Providing early and sustained support for those who need it most;
- Providing accessible and inclusive services.

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Introduction

Our *Municipal Early Years Plan 2018–22* aims to improve the health and wellbeing of children aged 0–8 years in the City of Greater Geelong.

An agreement between the Municipal Association of Victoria and the Victorian Department of Education and Training underpins early years planning in all Victorian Councils. In this agreement, Local Government is recognised as a leader for all early years services in the municipality, as well as an important organisation with a broader role to play in building communities.

There is a large population of children and families currently living in the City of Greater Geelong. Forecast population growth should see this increase significantly over the next four years.

While we don't control all the factors affecting the lives of families and children, we do have a close connection with:

- the services we provide;
- the organisations we partner with;
- the work we do with other levels of government to represent our community and seek the resources children and families need.

The plan therefore focuses on areas of influence and actions where we can most have an impact.

Demographic profile

TOTAL POPULATION – FROM 2016 TO 2036[1]

- 238,605 in 2016
- 282,038 in 2026
- 325,779 in 2036

IN 2016:

- 15,301 children aged 0 to 4 years, 6.4 per cent of the population – fourth largest Municipality in Victoria, – expected increase of 3,297 by 2036;
- 14,835 children aged 5 to 9 years, 6.2 per cent of the population – expect an increase of 4,037 by 2036;
- Suburbs which are expected to increase by more than 100 children of 0–4yrs by 2036 are:[2]
  - Armstrong Creek;
  - Mt Duneed;
  - Marshall and Charlemont;
  - Curlewis;
  - Lovely Banks and Batesford;
  - Herne Hill and Fyansford.

Aboriginal and Torres Strait Islander population[3]

One percent of the municipal population identify as Aboriginal and Torres Strait Islander through the Australian Bureau of Statistics census.

The census is usually regarded as showing less than the numbers who live in the municipality. There has been a significant increase from 1,789 in 2011 to 2,411 in 2016.

Culture and Language Diversity[4]

There is a lot of variation in the social and economic circumstances of people living in the City of Greater Geelong. This is a significant consideration when planning services.
Information about these variations can be viewed through the community profile on www.geelongcity.vic.gov.au, and is shown in statistics such as the Socio-Economic Indexes for Areas (SEIFA) and the Australian Early Development Census.

Eleven per cent of our population speak a language other than English at home, with the following being the most frequently spoken languages:

- Italian;
- Croatian;
- Mandarin;
- Persian/Dari;

[1] .id the population experts, 2017, population and household forecasts

[2] Id. community, 2017, City of Greater Geelong; population and age structure map, https://forecast.id.com.au/geelong/population-age-structure-map, accessed on <6 June 2018>

[3] Source: Australian Bureau of Statistics, Census of Population and Housing 2011 and 2016 (Usual residence). Compiled and presented in profile.id by .id , the population experts.

[4] SEIFA 2016, Census Quick snapshot Geelong, http://www.censusdata.abs.gov.au/census_services/getproduct/census/2016/quickstat/203?opendocument, accessed on <6 June 2018>

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- Macedonian.

The greatest change in language spoken between 2011 and 2016 was an increase in Mandarin, Persian/Dari and Punjabi speakers, and a small reduction in Italian.

In terms of cultural diversity, our top five ancestries for population were:

- English (108,784 people or 28.4 per cent);
- Australian (101,773 people or 26.6 per cent);
- Irish (37,278 people or 9.7 per cent);
- Scottish (32,518 people or 8.5 per cent);
- German (12,555 people or 3.3 per cent).

Family types:

- 31,365 people living in couple families with dependents (43.1 per cent of households);
- 11,767 people living in one parent families, with dependents (16.2 per cent of households);
- 977 people living in other families (1.3 per cent of households).

Need for Assistance[5]:

- 207 children aged 0 to 4 years of age needed assistance due to a severe or profound disability (1.4 per cent of the age group, compared to 1.1 per cent for Greater Melbourne);
- 660 children aged 5 to 9 years of age needed assistance due to a severe or profound disability (4.6 per cent of the age group, compared to 3 per cent for Greater Melbourne).

Age Groups[6]:

Greater Geelong has a fairly even spread of people across all age groups, with 'Parents and Homebuilders (35–49 years)' making up the largest segment of the population.

Service age group (years)	Number	%	Greater Melbourne %
Babies and Pre-schoolers (0 to 4)	14,347	6.1	6.4
Primary Schoolers (5 to 11)	19,725	8.5	8.5
Secondary Schoolers (12 to 17)	16,658	7.1	6.7
Tertiary Education and Independence (18 to 24)	21,579	9.2	10.0
Young Workforce (25 to 34)	29,642	12.7	16.3
Parents and Homebuilders (35 to 49)	44,278	19.0	21.1
Older Workers and Pre-Retirees (50 to 59)	29,764	12.8	11.9
Empty Nesters and Retirees (60 to 69)	27,484	11.8	9.3
Seniors (70 to 84)	23,488	10.1	7.7
Elderly Aged (85 and over)	6,460	2.8	2.0
Total	233,425	100.0	100.0

[5] City of Greater Geelong Community Profile 2016, Need for assistance with core activity, https://profile.id.com.au/geelong/assistance, accessed on <4 June 2018>

[6] City of Greater Geelong Community Profile 2016, Service Age Groups, https://profile.id.com.au/geelong/service-age-groups, accessed on <4 June 2018>

Council's Role in the Early Years

As a Local Government we will work in partnership with families, children and stakeholders to support and provide coordinated services and programs within the Community. We will continue to lead and advocate for services that support children to reach their full potential through innovative services and activities. We will do this through:

Advocating to State and Federal Government to attract the services and infrastructure we need to support our growing population and support vulnerable members of our community;

Funding high-quality and coordinated services for all children in the community, in partnership with others;

Supporting and developing early years professionals in their knowledge, skills and practice;

Facilitating partnerships that result in an integrated approach to delivering services and building relationships with families across the early years;

Planning infrastructure and services to meet the needs of all children and families.

COUNCIL'S DIRECT DELIVERY OF EARLY YEARS SERVICES

FAMILY SERVICES

Maternal and Child Health

Council provides the Universal Maternal and Child Health service across Greater Geelong to all families with children under the age of 4 years. Families can access support for their child's development through key age stage visits with a maternal and child health nurse. During these visits families have access to information, guidance, support and referrals to other support services. Some of these include breastfeeding, nutrition, growth and development.

Outreach

Council provides additional Maternal and Child Health service support to vulnerable families known as Outreach. The Outreach team comprises of a multidisciplinary team of Maternal and Child Health Nurses, Social Workers and Early Parenting Educators. This service is designed to support children and families who may require additional services and a more intensive level of support. Visits with the Outreach Team may include a variety of settings such as the family's home, an MCH Centre visit or another location within the community.

Education and Care

Council owns and operates a range of quality child care options across Greater Geelong. These include integrated child and family centres, long day care centres and stand-alone kindergartens. In addition to these centre based services Council provides Family Day Care and School Holiday Program.

Playgroup

The Victorian Government provides funding for Council to deliver 13 Supported SmallTalk Playgroups across Greater Geelong. Smalltalk is for parents with children aged from birth up to 4 years who may benefit from extra ideas about how to use everyday opportunities and activities to enhance their child's early literacy and learning in the home.

Council also provides facilitated playgroups to several areas across Greater Geelong. These playgroups are designed to support families to build a network of support around themselves, access advice and guidance, and develop relationships with other families.

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Parenting Programs

Council is funded by the State Government to deliver parenting programs to Greater Geelong and the Western Region. This service aims to strengthen parenting skills and family relationships by ensuring that parents have access to high quality parenting information, skills training and support.

Best Start

Best Start is an early years initiative to support families and caregivers to provide the best possible environment, experiences and care for children from birth to age eight.

PARKS AND GARDENS

Tree Unit

Council has an Urban Forrest Strategy with a focus on community engagement programs that include community tree planting days. An outreach program engages with local primary school children in learning activities about Urban Forests and each child is given a tree to plant.

Botanic Gardens

The Botanic Gardens provide a free, safe, child friendly environment for the Community. This is complimented by the all abilities Playspace and recreational facilities in surrounding Eastern Park. The gardens deliver public programs including activities for children through school education programs, and nature focused school holiday programs for families. Public program events including the Big Play Day and Botanic Gardens Day which are family friendly with activities designed to encourage engagement in nature. The Gardens education program supports professional development through the City's Nature Play Network, introducing playgroup facilitators to learning opportunities for families and professional development for teachers.

LEISURE AND RECREACTION SERVICES

Council recognises that the provision and management of leisure, sports and aquatic facilities plays an important role in maintaining personal quality of life and as a result contributes to overall community wellbeing. Families have a range of options provided through the leisure and recreation services to participate with their children in activities that promote health and wellbeing as well as specifically water safe practices.

Webstars Swim School

Webstar's Swim School provides lessons for children from six months of age at Leisurelink, Bellarine Aquatic and Sports Centre, Splashdown and Waterworld with qualified Instructors. Using the Royal Lifesaving Society of Australia's Swim and Survive Program, children learn water safety,survival skills and develop stroke techniques.

School Swimming Lessons

Leisurelink, Bellarine Aquatic and Sports Centre (BASC), Splashdown and Waterworld run lessons for over 50 schools in the Geelong and Bellarine region, providing water safety and survival skills to children in the local community.

Aquatic Family Fun

A wide range of aquatic activities to keep children entertained including waterparks, splashpads, waterslides and aquatic inflatables, aquatic fun activities suited for toddlers through to teenagers.

Crèche and Occasional Care

Fully registered Creches are located onsite at each of the Leisure Centres catering for children from six weeks to school age allowing parents/guardians the ability to focus on their health and wellbeing whilst their children are cared for in a safe and nurturing environment.

Kids Fitness Programs

Leisure and Recreation programs for children include: Junior Soccer, Gymnastics and Toddler Play at the Bellarine Aquatic and Sports Centre. Children are taught by qualified coaches assisting children to learn agility, co-ordination social interaction, and skills and drills, in a fun, safe and social environment.

DIRECT PLANNING AND INFRASTRUCTURE

Council provides a range of infrastructure that supports children and families across Greater Geelong. This includes outdoor play spaces, bike paths, kindergarten and playgroup facilities, libraries and sport and leisure centres. Council is also responsible for the planning and development of new infrastructure for children and families, which includes the building of integrated children's centres.

Over 95 Council buildings accommodating children's services including:

- 6 Long Day Care Centres;
- 5 Integrated Child and Family Centres;
- 30 Kindergartens;
- 15 Maternal and Child Health Centres;
- 15 Community Centres/Halls – playgroups;
- 9 Leisure Centres – swim lessons, children's sport and recreation programs, etc;.
- 13 Cultural Centres/Public Libraries – story-time sessions, children's educational programs.

Parenting Services Mapping

Council undertakes a direct role in gathering and maintaining information about the parenting programs available across Greater Geelong. This is done in collaboration with agencies and organisations across Greater Geelong who provide Parenting Services.

Integration of Services

Council takes a proactive role in establishing and supporting the development of Integrated Child and Family centres across the Municipality. These Centres are designed to house a range of services, such as; Child Care, Kindergarten, Maternal and Child Health, Playgroups, Parenting Support, allied health services and early intervention services.

In addition to physical infrastructure that supports integration, Council is committed to developing *integrated service systems*. This includes partnerships between stakeholders, relationships with families, shared program delivery and connections with the community.

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Our Clever and Creative Community Engagement

"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."

An extensive community engagement process took place in 2017 to develop a 30-year community vision for our region.

Representing the voices of more than 16,000 members of our community, Greater Geelong: A Clever and Creative Future is a guide for all levels of government, community organisations, businesses and anyone wanting to make a genuine contribution to our city-region.

Feedback from this engagement process was used to inform the *Municipal Early Years Plan 2018-22*.

Included are samples of feedback collected during the engagement process, organised according to the community aspiration it helped inform.

As many of these themes are relevant to improving the health and wellbeing of children and their families, we have included them as influences in the development of our plan.

GREATER GEELONG: A CLEVER AND CREATIVE FUTURE - ASPIRATIONS

A prosperous economy that supports jobs and education opportunities

People feel safe wherever they are

An inclusive, diverse, healthy and socially connected community

Council Plan 2018-2022

COUNCIL PLAN: IMPROVE HEALTH AND SAFETY OF OUR COMMUNITY	
KEY PRIORITIES:	**COMMENTS**
• Showing leadership in gender equity, diversity and family violence prevention; • Improving safety in our community; • Promoting healthy eating and supporting active living; • Creating healthy environments in children's settings.	*"A safe environment for our kids and their kids to grow up in."* *"Child friendly cities are safer cities."* *"Safe family-friendly environment."* *"A thriving community (that) people want to call home. They feel included as there are activities for all age groups. Plenty of open areas to encourage outdoor family activities."*

COUNCIL PLAN: A MORE INCLUSIVE AND DIVERSE COMMUNITY	
KEY PRIORITIES:	**COMMENTS**
• Improving our engagement with our culturally diverse population; • Supporting activities that improve social connections in our community; • Improving access to facilities and programs for people of all abilities; • Advocating for inclusive, multicultural activities and respect for cultural diversity.	*"My vision for Geelong is to see more places for families to go and see, and say Geelong is a fantastic town to be in and live."* *"My hope for the Geelong region is that it will be a place where my children want to live and bring up their families."* *"Increased disability and child/young person friendly access."*

COUNCIL PLAN: ORGANISATIONAL LEADERSHIP, STRATEGY AND GOVERNANCE	
KEY PRIORITIES:	**COMMENTS**
• Communicating and engaging more effectively with the community, in areas of need; • Using data and analytics to make better decisions; • Making our processes more effective and efficient; • Leading major local organisations in collaborative projects	*"A vibrant, eclectic, safe creative, prosperous and family friendly community."* *"My vision for Geelong is to see more places for families to go and see, and say Geelong is a fantastic town to be in and live."* *"More activities and engagement for children and young people."*

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Our Plan for 2018–2022

THEME ONE: SUPPORTING FAMILIES TO HELP CHILDREN ACHIEVE THEIR FULL POTENTIAL

We recognise the shared role that families and the community play in helping children achieve their full potential. Engaged parenting and positive early experiences build a good foundation for healthy adults and have been shown to reduce ill health and poor social outcomes in later life.

What you told us

You want a safe environment for children to grow up in and a family-oriented culture.

Strategy	Action
Provide quality early-childhood services that prepare children to achieve their full potential.	Provide training opportunities for our service teams to make sure they are delivering current, evidence-based information to families.
	Deliver services that meet or exceed quality standards.
Make support services available and accessible to families.	Deliver parenting support programs.
	Develop understanding of early years services within the municipality by undertaking service mapping.

THEME TWO: PROMOTE HIGH-QUALITY, INNOVATIVE SERVICES

We want to support early years professionals to deliver high-quality, integrated services across the municipality. This will only be possible if we work collaboratively with the broad range of different organisations offering early years services in our region.

What you told us

You value access to quality services, health services and a strong sense of community.

Strategy	Action
Work together with other service providers to achieve better outcomes for children and families.	Embed a culture of collaboration across early years services.
	Build infrastructure that supports collaborative (integrated) service delivery.
Embrace new ideas and better ways to work.	Identify business improvement activities that promote best practice service delivery models.
	Build partnerships for agreed action, and continuous improvement.

THEME THREE: PROVIDE EARLY AND SUSTAINED SUPPORT FOR THOSE WHO NEED IT MOST

Evidence from international research shows that interventions in the early years can improve lifelong outcomes for children and reduce the impact of disadvantage. We therefore need to focus on improving access to services and support for vulnerable children and their families.

What you told us

You value living in a community that supports vulnerable community members and has clean, safe and fun environments for everyone.

Strategy	Action
Early childhood services know how to respond and reduce harm related to family violence.	Identify and access family violence learning and development programs.
	Implement the City's Family Violence policy.
Children with the highest need are identified and offered support.	Actively seek opportunities to connect families to all levels of service.
	Improve information sharing systems for children in out-of-home care, to better plan for their wellbeing.

THEME FOUR: PROVIDE ACCESSIBLE AND INCLUSIVE SERVICES

We live in a diverse community and, as such, need to make sure that our services are accessible and inclusive of all children and their families. Our aim is to work with other services to strengthen knowledge and improve responsiveness to cultural and other accessibility issues.

What you told us

You value living in a community where there is community vibrancy, diversity and inclusiveness.

Strategy	Action
Early childhood services are designed with families to be culturally safe and responsive.	Foster relationships between early years services and culturally diverse families, to make sure our services are safe and responsive to their cultural needs..
	Develop and deliver cultural awareness events and experiences. .
Early childhood services are accessible and inclusive.	Provide training opportunities to our service teams to meet the diverse needs of our community.
	Support families and children to have equal access to programs and services.

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What statistics tell us:

Theme 1:

- Kindergarten attendance is higher than the Victorian average;
- School achievement levels are close to Victorian averages;
- 92% of children are fully immunised by five years of age, which is close to the Victorian average.

Theme 2:

- There are more than 500 early years services within the municipality and links with schools and other services;
- In 2014, 93.6% of year three students met national standards in literacy, compared to 94.6 per cent in Victoria;
- More than 84 per cent of our children report being connected to their school, compared to 85.7% in Victoria.

Theme 3:

- When children in our region started full-time school in 2015, 17.8 per cent were 'developmentally vulnerable' in one or more areas (see Appendix 1). The Victorian and Australian averages are higher (19.9%and 22% respectively), however this figure still equates to 5,364 children in our region.
- In 2011, the rate of children aged 0–17 years in out-of-home care in Greater Geelong was 6.3% (per 1000 children), which was higher than the Victorian average of 4.6 per cent.
- In 2011, the rate of children aged 0–17 years on Child Protection Orders in Greater Geelong was 7.9% (per 1000 children), compared to 5.2 per cent in Victoria.

Theme 4:

- One percent of the municipal population identified as Aboriginal and Torres Strait Islander in the year 2016, Australian Bureau of Statistics Census. There was a significant increase – from 2,010 to 2,713 in total – from 2011 to 2016.[7]
- In 2016, 207 children aged 0 to 4 years (1.4%), and 660 children aged 5 to 9 years (4.6%), needed help in their day-to-day lives due to a disability. These percentages are slightly higher than the Melbourne average (1.1% and 3% respectively).

[7] Australian Bureau of Statistics, 2011 Quick Snapshot, http://www.censusdata.abs.gov.au/census_services/getproduct/census/2011/quickstat/203?opendocument, <accessed on 4 June 2018>

Government Policy

National, State and Local Government Policy and Planning influences how we support Children and Families in our Municipality.

Following is a list of the Policies and Frameworks we have taken into account to formulate this plan:

National Policy and Planning	
National Quality Framework	Provides national standards for all services, which are assessed by the Australian Children's Education and Care Quality Agency.
National Partnership Agreement on Universal Access to Early Childhood Education	An agreement between national and state governments to fund a minimum 15 hours of kindergarten for all children in Australia.
Jobs for Families Childcare Package	A financial package available for families to support them in accessing employment, volunteering or education. Additional payments are available for families experiencing hardship or those caring for children with additional needs.
State and Local Policy and Planning	
Early Childhood Reform Plan, The Education State Department of Education and Training, May 2017	Comprehensive policy statement which outlines a shared approach to policy for the early years. This plan includes funding and policy guidelines for Maternal and Child Health, Kindergartens, parental involvement and transitions for children between services. Policy includes both infrastructure and service funding commitments.
Victorian Early Years Learning and Development Framework	A framework guiding the practice and curriculum of professionals in early years services and setting standards for high quality care and transition to school.
Supporting Children and Families in the Early Years: a Compact between the Department of Education and Training, Department of Health and Human Services and Local Government (represented by the Municipal Association of Victoria)	An agreement between State and Local Governments, which recognises the important role local government plays in connecting with families and planning for early years services at the local level, including through the Maternal and Child Health service.
Roadmap to Reform: strong families, safe children State of Victoria, Department of Health and Human Services, April 2016	Comprehensive policy focused on the needs of vulnerable children and their families and ensuring that mainstream services, including early years, are accessible and meet the needs of vulnerable children.
City of Greater Geelong Council Plan 2018–2022	The Plan sets out our City's vision and identifies strategic directions, priorities and strategies to ensure the Geelong region remains the best place to live, today and into the future.
Greater Geelong: A Clever and Creative Future	This Vision will guide us to be a city-region that is forward looking, enterprising and adaptive, caring for its people and environment.
City of Greater Geelong Municipal Public Health and Wellbeing Plan	This plan guides us to ensure the health and wellbeing of the local communities forms part of our work.
City of Greater Geelong Disability action plan 2014-17	This plan provides guidance in addressing access and inclusion issues within the municipality.

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National Policy and Planning	
City of Greater Geelong Multicultural Action Plan	This plan provides strategic direction and guidance to Council to think, plan and deliver an inclusive response to the diverse needs of an increasing culturally diverse population.

Implementation

As well as guiding our actions over the next four years – from 2018 to 2022 – this plan will be shared with other Organisations delivering services to children and families within the Municipality. Actions will be incorporated into our Annual Business Plan, and the city will measure and report on achievements annually.

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Appendix 1

ABOUT THE AUSTRALIAN EARLY DEVELOPMENT CENSUS DOMAINS

The Australian version of the Early Development Instrument consists of approximately 100 questions across five key domains, which are closely linked to child health, education and social outcomes. The domains are:

- physical health and wellbeing
- social competence
- emotional maturity
- language and cognitive skills (school-based)
- communication skills and general knowledge.

For each of the five domains, children receive a score between zero and ten, where zero is most developmentally vulnerable.

Australian Early Development Census results are reported as percentage of children who are considered to be ‘developmentally on track’, ‘developmentally at risk’ and ‘developmentally vulnerable’ on each domain.

These domains have been shown to predict children’s later outcomes in health, wellbeing and academic success.

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State and Local Government Policy

Early Childhood Reform Plan, The Education State

Department of Education and Training, May 2017

Victorian Early Years Learning and Development Framework

Supporting Children and Families in the Early Years: a Compact between the Department of Education and Training, Department of Health and Human Services and local government (represented by the Municipal Association of Victoria)

Roadmap to Reform: strong families, safe children

State of Victoria, Department of Health and Human Services, April 2016

City of Greater Geelong Council Plan 2018–2022

Greater Geelong: A Clever and Creative Future

City of Greater Geelong Municipal Public Health and Wellbeing Plan

City of Greater Geelong Disability action plan 2014-17

City of Greater Geelong Multicultural Action Plan

National Policy and Planning

National Quality Framework

National Partnership Agreement on Universal Access to Early Childhood Education

Jobs for Families Childcare Package

Greater Geelong: A Clever and Creative future Community Aspirations

At the heart of our community's vision for Greater Geelong to be recognised regionally, nationally and internationally as a clever and creative city region are a series of aspirations developed by the community. The following three aspirations are of particular relevance to our plan.

Council Plan 2018-2022 Strategic Priorities that relate to our plan

Council Plan: Improve health and safety of our community
Key priorities:
- Showing leadership in gender equity, diversity and family violence prevention;
- Improving safety in our community;
- Promoting healthy eating and supporting active living;
- Creating healthy environments in children's settings.

Council Plan: A more inclusive and diverse community
Key priorities:
- Improving our engagement with our culturally diverse population;
- Supporting activities that improve social connections in our community;
- Improving access to facilities and programs for people of all abilities;
- Advocating for inclusive, multicultural activities and respect for cultural diversity.

Council Plan: Organisational leadership, strategy and governance
Key priorities:
- Communicating and engaging more effectively with the community, in areas of need;
- Using data and analytics to make better decisions;
- Making our processes more effective and efficient;
- Leading major local organisations in collaborative projects.

Municipal Early Years Plan Themes

Supporting families to help children achieve their full potential
- Provide quality early childhood services that prepare children to achieve their full potential.
- Make support services available and accessible to families.

Promote high-quality, innovative services
- Work together with other service providers to achieve better outcomes for children and families.
- Embrace new ideas and better ways to work.

Provide early and sustained support for those who need it most
- Early childhood services know how to respond and reduce harm related to family violence
- Children with the highest need are identified and offered support

Provide accessible and inclusive services
- Early childhood services are designed with families to be culturally safe and responsive
- Early childhood services are accessible and inclusive

Demographic profile

TOTAL POPULATION – FROM 2016 TO 2036:
- 238,605 in 2016;
- 282,038 in 2026;
- 325,779 in 2036

IN 2016:
- 15,301 children aged 0 to 4 years, 6.4 per cent of Greater Geelong's population – which is the fourth largest municipality of children in Victoria, – expect 3,297 more children by 2036
- 14,835 children aged 5 to 9 years, 6.2 per cent of Greater Geelong's population – expect 4,037 more children by 2036
- Suburbs which are expected to increase by more than 100 children of 0–4yrs by 2036 are:
  - Armstrong Creek;
  - Mt Duneed;
  - Marshall and Charlemont;
  - Curlewis;
  - Lovely Banks and Batesford;
  - Herne Hill and
  - Fyansford.
  -

Aboriginal and Torres Strait Islander population
One percent of the municipal population identify as Aboriginal and Torres Strait Islander through the Australian Bureau of Statistics census.
The census is usually regarded as showing less than the numbers who live in the municipality. There has been a significant increase from 1,789 in 2011 to 2,411 in 2016.
(Source: https://profile.id.com.au/geelong/assistance)

Culture and Language Diversity
There is a lot of variation in the social and economic circumstances of people living in Greater Geelong. We need to consider these differences when planning for services.
Almost 80 per cent of the community are Australian born, with the United Kingdom, India, New Zealand, Italy and China the main birthplaces outside of Australia.
Other than English, the most common languages spoken at home include Italian, Croatian, Mandarin, Persian/Dari and Macedonian. Mandarin and Persian/Dari are the non-English spoken languages that have seen the largest growth in the last five years within the community.
(Source: https://profile.id.com.au/geelong/assistance)

Family types in 2016
- There were 31,365 people living in couple families with dependents (43.1 per cent of households).
- There were 11,767 people living in one parent families, with dependents (16.2 per cent of households).
- There were 977 people living in other families (1.3 per cent of households).
  (Source: https://profile.id.com.au/geelong/assistance)

What the data tells us:
- When children in our region started full-time school in 2015, 17.8 per cent were 'developmentally vulnerable' in one or more areas. The Victorian and Australian averages are higher (19.9 per cent and 22 per cent respectively), however this figure still equates to 5,364 children who are vulnerable in our region. (www.aedc.gov.au)
- In 2011, the rate of children aged 0–17 years in out-of-home care in Greater Geelong was 6.3 per cent (per 1000 children), which was higher than the Victorian average of 4.6 per cent.(www.data.vic.gov.au)
- In 2011, the rate of children aged 0–17 years on Child Protection Orders in Greater Geelong was 7.9 per cent (per 1000 children), compared to 5.2 per cent in Victoria. (www.data.vic.gov.au)
- In 2014, 15.7 per cent of children in Greater Geelong are reported to have difficulty with speech and language, compared to 13.9 per cent in Victoria. (Outcomes for Victorian Children at School Entry, DET, 2016)
- In 2014, 93.6 per cent of students reported meeting national standards in literacy in year 3, in comparison to 94.6 per cent in Victoria. (www.data.vic.gov.au)
- In 2014, 14.2 per cent of parents reported being concerned about the behaviour of their children, in comparison to 12.6 per cent in Victoria. (Outcomes for Victorian Children at School Entry, DET, 2016)
- In 2016, 207 children aged 0 to 4 years of age (1.4 per cent), and 660 children aged 5 to 9 years of age (4.6 per cent), needed help in their day-to-day lives due to a disability. These percentages are slightly higher than the Melbourne average; 1.1 per cent and 3 per cent respectively. (https://profile.id.com.au/geelong/assistance)

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IF WE	BY	IT WILL RESULT IN	AND LEAD TO
Provide quality early-childhood services that prepare children to achieve their full potential	Providing training opportunities for our service teams to make sure they are delivering current, evidence-based information to families.	A more consistent approach to service programs and practices Families having access to the most contemporary and useful information	EXCELLENCE & EQUITY
	Delivering services that meet or exceed quality standards.	Children and families having access to reliable, consistent and high quality services that meets their individual needs	
Make support services available and accessible to families	Delivering parenting support programs.	Families feeling supported and connected to services and the wider community	INCREASED EMPOWERMENT & COMPETENCE
	Developing understanding of early years services within the municipality by undertaking service mapping.	More consistent, accessible services and services meeting the specific needs of families within local communities	
Work together with other service providers to achieve better outcomes for children and families	Embedding a culture of collaboration across early years services.	All service levels and expertise coming together to share information, knowledge and resources	SENSE OF COMMUNITY & CONNECTION
	Building infrastructure that supports collaboration (integrated) service delivery.	Easier access for families and a greater sense of community and connectedness	
Embrace new ideas and better ways to work	Identifying business improvement activities that promote best practice service delivery models.	More efficient and sustainable work practices and greater opportunities to embrace innovation and easier access to services, support and information for families	CREATIVITY & SUSTAINABLITY
	Building partnerships for agreed action, and continuous improvement.	A united approach to meeting the needs of a diverse community	
Early childhood services know how to respond and reduce harm related to family violence	Identifying and accessing family violence learning and development programs for our staff.	Increased understanding for staff regarding, the causes of Family Violence. The long term effect of family violence and their role in supporting families and children	SAFETY AND SUPPORT
	Implementing the City's Family Violence policy.	Greater support and assistance for families and staff affected by Family Violence	
Children with the highest need are identified and offered support	Actively seeking opportunities to connect families to all levels of service.	Families receiving individual support in the quickest possible time, with less red tape	BETTER TARGETED SUPPORTS
	Improving information sharing systems for children in out-of-home care, to better plan for their wellbeing.	Children utilising Out of Home Care will receive individually designed support to help meet their specific needs	
Early childhood services are designed with families to be culturally safe and responsive	Fostering relationships between early years services and culturally diverse families, to make sure our services are safe and responsive to their cultural needs.	Increased access to early childhood services by CALD families and Aboriginal and Torres Strait Islander families Greater sense of connectedness to the local and wider community	ENRICHED LIVES & SHARED KNOWLEDGE
	Developing and delivering cultural awareness events and experiences.	Greater understanding, empathy and inclusiveness for staff and families Individuals feeling empowered by having an opportunity to share their experiences, culture and diversity	
Early childhood services are accessible and inclusive	Providing training opportunities to our service teams to meet the diverse needs of our community.	More inclusive early childhood settings Greater awareness of community's needs, wants and desires	INCLUSION & COMMUNITY ENGAGEMENT
	Supporting families and children to have equal access to early years programs and services.	An easier transition into services for families, ensuring all children have access to high quality programs and services	

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5. COMMUNITY ZERO CARBON ACTION PLAN

Source:	**City Services - Environment and Waste Services**
Director:	**Guy Wilson-Browne**
Portfolio:	**Environment and Sustainability**

Purpose

To seek Council endorsement of the Community Zero Carbon Action Plan.

Background

The development of the Community Zero Carbon Action Plan is a key initiative from the Zero Carbon Emissions Strategy 2017-2020. This strategy sets a strong emissions reduction target for the City's operations based emissions; 50% by 2020 based on 2014-15 levels.

In late 2017, a stakeholder group was formed and a range of consultation activities were undertaken in developing the Community Zero Carbon Action Plan.

The City also recognises that it can play a key role in enabling positive change and reducing emissions in the community.

Key Issues

- The actions listed in the Action Plan will contribute to reducing community emissions and help work towards the goal of Geelong being a carbon neutral city-region by 2047.
- From an extensive list of actions, five "flagship" actions were selected through a collaborative decision-making process, these include:
  - Solar Savers Project;
  - LED street lighting upgrade;
  - Transition Streets;
  - Community Renewable Energy Transformation Project;
  - Environmentally Sustainable Design (ESD) in the planning process.
- These actions which have the potential for significant impact will be delivered by the nominated lead organisations. Lead organisations include Transition Streets, Barwon Heads Sustainability Group and the City of Greater Geelong.
- Tracking progress towards carbon neutrality will be an important part of the program. To do this, the City will develop a community-wide greenhouse gas emissions profile for the Geelong region using and complying with the Global Protocol for Community-Scale Greenhouse Gas Emission Inventories (GPC).

Cr Mansfield moved, Cr Mason seconded -

That Council endorse the Community Zero Carbon Action Plan.

Carried.

Attachment 1

Financial Implications

The main mechanism for the City to support community led actions within the Action Plan (and those that are not listed) is via the Environment and Sustainability Grants program, providing up to $6,000 for successful projects. The Environment and Sustainability grants program currently has a total funding pool of $50,000. In 2017-18 applications to the funding stream exceeded $100,000. Consideration needs to be given to increasing this funding amount to better reflect and resource community demand to undertake projects that reduce environmental impacts.

Community Engagement

Input for the Action Plan incorporates outcomes from consultation activities including:

- Interviews with key stakeholders groups;
- Community survey: 143 completed surveys received. The purpose of the survey was to gain an understanding of what actions community members were undertaking and what support they may need to reduce carbon emissions at their homes;
- Two workshops were conducted with the Project Stakeholder Group:
    - The first workshop titled “Where Are We Now” provided an opportunity for stakeholders to present on actions that had already been carried out and to identify priority actions out to 2020. A list of ten priority actions were agreed to by the Group.
    - The second workshop titled “Where to Next” focussed on refining the selection of potential key actions identified in the first workshop. Utilising the multi-criteria analysis (e.g. impact, ease of implementation, cost and responsibility) five immediate priority projects were selected. These projects are referred to as Flagship Actions.

A draft Action Plan was circulated to the Project stakeholder Group for comment – comments were incorporated into the final draft.

Social Equity Considerations

This Action Plan has brought together key community sustainability groups to agree to priority actions selected through a collaborative decision-making process. The priority actions will have community benefits including but not limited to improved health outcomes from reducing carbon emissions.

Alignment to Council Plan

The Community Zero Carbon Action Plan aligns closely with Council Plan strategic direction. An objective within this is to partner with our community to encourage sustainable design and reduce resource consumption.

Risk Assessment

As a certified One Planet Living Council, which is an internationally recognised framework to guide corporate and community environment and sustainability objectives, implementation of the Community Zero Carbon Action Plan supports the One Planet Living Program and reduces potential organisational reputational risk. The Community Zero Carbon Action Plan was also identified as a key action in the Zero Carbon Emissions Strategy 2017-2020, endorsed by Council in 2017.

Environmental Implications

Carbon emissions are a major factor in driving global climate change. The Community Zero Carbon Action Plan will assist in reducing community generated greenhouse emissions. The implementation of the Plan will also reduce air pollution resulting from the use of fossil fuels.

THE CITY OF
GREATER GEELONG

COMMUNITY ZERO CARBON ACTION PLAN

—

2018-2020

CITY OF GREATER
GEELONG

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We acknowledge the Wadawurrung as the Traditional Owners of the land on which the City of Greater Geelong lies and all Aboriginal and Torres Strait Islander People who are part of the Greater Geelong community today.

Executive Summary

The City of Greater Geelong adopted the Zero Carbon Emissions Strategy in April 2017. With a strong focus on its own operations, Council also recognises that it can play a key role in enabling positive change and reducing emissions in the community.

This Community Zero Carbon Action Plan was developed through a collaborative process amongst a stakeholder group with representation from City of Greater Geelong, Future Proofing Geelong, Geelong Sustainability, Barwon Heads Sustainability Group, Sustainability Victoria and Transition Streets Geelong.

The Plan sets out three types of actions that will be delivered by a variety of groups and organisations:

- Flagship Actions – these actions have potential for substantial impact. Five Flagship Actions were selected through a collaborative decision-making process.
- Our Actions - these actions represent planned or future actions that will be delivered by a nominated lead organisation.
- Explorer Action – this action was selected through a collaborative decision making process. It provides an opportunity to investigate more cutting edge approaches to low carbon living in Greater Geelong.

The actions listed in the Action Plan will contribute to reducing community emissions and help work towards the goal of Geelong being a carbon neutral city-region by 2047.

THANK YOU

We would like to thank the following people for their valuable input into this Action Plan: Dan Cowdell, Vicki Perrett, Karen Weaver, Monica Winston, Richard Hamilton and Andrea Pape.

We would also like to acknowledge and thank all those people in the Geelong community who completed the Community Zero Carbon Action Plan survey and provided feedback to the City of Greater Geelong.

Transitioning to a low carbon and sustainable future is a shared journey. There are community members right across Greater Geelong making a contribution to a more sustainable region. Thank you for your contribution.

Zero Carbon: supporting Greater Geelong's Clever Vision

The Greater Geelong A Clever and Creative Future strategy sets the following vision for the region:

"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."

This Community Zero Carbon Action Plan and the resulting implementation will support the fulfilment of this vision.

WORKING TOGETHER FOR IMPACT

An indicator of success in A Clever and Creative Future is: Greater Geelong being a carbon neutral city-region.

The scale of change required to become a carbon neutral city-region should not be underestimated. Locally it will require engagement and action across Council, community and business. In recognition, this plan has been co-created with City of Greater Geelong, community organisations and representatives from the business community via Future Proofing Geelong. Advice and input has been sought from Sustainability Victoria and directly from the Geelong community.

A PLAN FOR TODAY AND TOMORROW

The 2016 Paris Agreement set an international commitment to reduce carbon emissions in order to mitigate climate change impacts.

In working toward carbon neutrality, Greater Geelong is stepping onto the international stage and being counted. Delivering on carbon neutrality will strengthen Greater Geelong's vision of being "internationally recognised".

Becoming part of the global emission reduction effort is also essential for Greater Geelong given the potential severity of climate change impacts that will be experienced locally. Sea-level rise and increases in extreme weather conditions could make highly desirable coastal areas of the region considerably less attractive or even unviable by 2050[1]. The number of hot days each year will continue to rise while annual rainfall will decline.

To be transparent in working towards and reporting on our carbon neutrality journey is important. To do this, the City will develop a community-wide greenhouse gas emissions profile for the Geelong region using and complying with the Global Protocol for Community-Scale Greenhouse Gas Emission Inventories (GPC). This profile will be updated at regular intervals to assess the progress being made.

MORE THAN JUST CARBON: CO-BENEFITS OF ACTION

The transition to a carbon neutral city-region presents opportunities beyond pure emission reductions. It will support and intersect with the community's view from A Clever and Creative Future, including ensuring Greater Geelong:

- has business diversity that inspires a broad range of education and employment opportunities,
- attracts start-ups, innovative businesses and a can-do attitude,
- makes travel between suburbs easier through a network of pedestrian and cycle paths,
- has a strong sense of community and assists 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, and
- recognises the uniqueness and significance of its natural environments.

It will also help Greater Geelong continue to achieve One Planet Living certification. The actions outlined in this Plan will support all 10 One Planet Living Principles but will deliver most strongly on Health and Happiness, Equity and Local Economy, Culture and Community, and of course Zero Carbon.

1. G21, Geelong Regional Alliance, G21.com.au/geelongregionplan/index_cfm_pageID=184&pageRef=185&dirPid=135&.html

One Planet Principles: Health And Happiness, Equity And Local Economy, Culture And Community, Land Use And Wildlife, Sustainable Water, Local And Sustainable Food, Sustainable Materials, Sustainable Transport, Zero Waste, Zero Carbon

ABOUT THE COMMUNITY ZERO CARBON ACTION PLAN

This Plan sets out Actions that should be implemented as soon as possible to support the future prosperity and health of the region.

The Actions contained in this plan will be delivered by a variety of groups and organisations. Three types of actions have been identified:

- **Flagship Actions:** Selected through a collaborative decision-making process involving City of Greater Geelong and community groups, these Actions have potential for substantial impact and require cooperation in delivery. As a suite, these Actions aim to balance the different needs of the community with emission reduction potential.
- **Our Actions:** Selected and delivered by the nominated lead organisation as a part of a collective effort to reduce emissions. They represent a selection of planned future actions by the listed groups.
- **Explorer Action:** An opportunity to investigate more cutting edge approaches to low carbon living in Greater Geelong. This action was selected through a collaborative decision making process involving CoGG and community groups.

The groups and organisations leading the delivery of the actions will work to gain funds, resources and partnerships to secure delivery of the actions. Actions are subject to available resources, consideration of various partnership models and funding.

THE CITY'S ROLE

The City is committed to supporting the delivery of this strategy by:

- Achieving the One Planet Living zero emissions for their own operations.
- Supporting community led projects through the Environment and Sustainability grants programs.
- Seeking opportunities for strategic partnership.
- Delivering a collaborative evaluation process and developing a new set of actions following completion of this Strategy in 2020.

Given the reality of limited budgets, it is important for CoGG to identify the areas where it can maximise its influence and impact in line with community needs. For example, the National Construction Code (NCC), which could mandate significant emission reductions in new single lot residential buildings, is controlled by the Federal Government though the Australian Building Codes Board. While CoGG could advocate for changes to the NCC it cannot control this outcome. On the other hand, CoGG can directly impact multi-unit and commercial buildings through the local planning process. So on balance effort may be best placed here.

WHO ELSE NEEDS TO ACT?

Achieving zero carbon is a huge undertaking. It must be a collaborative effort. Greater Geelong, along with most other cities, will require the support of the Victorian and Federal governments in their journey toward zero carbon.

It's Happening

We are not starting from scratch with this Community Zero Carbon Action Plan.

Greater Geelong has an estimated 50,053 kW of solar installed. That represents about 14.9% of dwellings in the region that already have solar.

Individuals, families, community groups, schools, businesses and CoGG have collectively undertaken a huge number of actions.

INDIVIDUALS AND FAMILIES

In a recent survey Geelong residents told us what they were doing to reduce their emissions.

Some people have been able to invest in options like solar, while others saw low carbon living as a necessary way to reduce cost of living expenses. A huge number of actions are being completed in Geelong every day. Here is just a taste:

- *Hubby rides daily to work, kids ride daily to school, about 3km. We take the cargo-bike to the shops where possible. I ride to work on 1 of my 2 work days.*
- *My house retrofit included a heat pump hot water system, 5kWs of solar, energy monitoring equipment and passive solar heating.*
- *I built a low energy house in Portarlington.*
- *As a self-funded retiree (over 65) my financial resources are very limited. I try to reduce landfill through the waste collection processes and also try to maximise the purpose of car travel.*
- *Reducing energy use by using a hot water bottle not electric blanket; boiling soups/stews in heavy pot then wrapping heavily to allow heat to be trapped for slow cooking; only heating the living room.*
- *I insulated my house in the last twelve months. It was brilliant timing given the rise in energy prices!*
- *I try to ride my bike to work, well part way anyway. From Ocean Grove to Drysdale (and then get the bus from Drysdale to Portarlington). One less solo driver on the road equals less emissions. I am usually happier when I get to work after a bike ride and a friendly hello from the bus driver!*
- *Installed LED lighting, ceiling fans, draft sealing, and ceiling insulation.*
- *Replaced my gas hot water storage system with an efficient heat pump.*
- *Over winter we live in a feather sleeping bags with holes cut for arms and legs to reduce using our gas heating - which we can't afford anyway.*
- *We have switched to 100% green power electricity.*
- *Minimising shower time.*
- *We have built in pelmets on all our windows and made curtains with block out backing to cover the entire windows.*

COMMUNITY GROUPS AND SCHOOLS

Greater Geelong is lucky to have many active community groups and schools contributing to a zero carbon future. There are so many groups and so many actions that we can't include them all so here are just a few examples:

Barwon Heads Sustainability Group

- Hosted the Community Renewable Energy Forum in 2017.
- Delivered Barwon Heads Solar Challenge installing 8kW of solar on community buildings.
- Host sustainability education and stalls at local events.
- Developed the Community Action for a Sustainable Barwon Heads report to drive local action.

Geelong Sustainability

- Host monthly Green Drinks to facilitate information sharing and community connection around sustainability.
- Coordinate the annual Sustainable House Day which exposes hundreds of Geelong residents to smart sustainability ideas for their home.
- Delivered a Sustainability Directory, a comprehensive list of accredited local suppliers and groups that can support smarter, sustainable lifestyles.
- Deliver Community Owned Renewable Energy (CORE) Geelong. It's achievements include installing 500 solar panels on the Multicultural Aged Care Services building.
- Delivered a set of solar for rental properties case studies.

SUSTAINABLE HOUSE DAY, DELIVERED BY GEELONG SUSTAINABILITY WITH SUPPORT FROM CoGG

Sacred Heart College Geelong

- Installed solar panels on the roof of the O'Dwyer Gym and Stage 1 of the Court Precinct and are working towards getting 100% of their power from solar
- Educate their parent community on how to reduce their carbon footprint
- Replaced lights with LEDs

South Geelong Primary School

- Installed 9.25kW of solar with support from Geelong Sustainability's CORE crowd-funding program
- Launched a 'Green Team' of students, teachers and parents to support sustainability initiatives

ELECTRIC VEHICLE CONFERENCE, GEELONG 2017

BUSINESSES

City of Geelong has facilitated collaboration on sustainability initiatives across business and industry. Between 2011-16 this collaboration achieved:

- Engagement with commercial building owners/tenants resulting in 11 completed projects, $679,000 worth of investment and a further $3 million in projects under development. 433tCO2 savings have been reported from completed projects to date.
- Thirteen projects have been supported in business and industry, helping to create or maintain over 100 jobs, developing the skills of 600 people, expanding 14 businesses and increasing turnover to the value of $1.2 million.

CITY OF GREATER GEELONG

CoGG's contributions to a zero carbon future include reducing corporate emissions and developing programs to support the community live more sustainably. A few examples of Council's recent work includes:

- Smarter Homes Smarter Living program, a free service including an information website and consultation with a sustainability specialist for house plans and renovations.
- Household trial of CLO'ey food processing units.
- Hosting The Future of Housing Forum to engage local builders in sustainable materials and processes.
- Energy assessment grants for businesses.
- Installation of 146 km of shared bike paths.
- Solar PV installations including City Hall, National Wool Museum, and Boorai Integrated Child and Family Centre.
- Methane harvested from landfill sites at Corio and Drysdale, used to generate electricity.
- Heatwaves and sustainability project that assisted vulnerable households to reduce living costs and impacts of heatwaves.
- Recently built energy efficient community buildings include Geelong Regional Library and Heritage Centre, Leopold Community Hub, and Grovedale Integrated Children's Centre.
- Installation of energy efficient equipment in leisure centres including Splashdown, Waterworld, Leisurelink, Bellarine Aquatic & Sports Centre, Kardinia Pool and Norlane Child and Family Centre.

Flagship Actions for 2018 - 2020

Flagship Actions have potential for substantial impact and will require collaboration in delivery. As a suite, the Flagship Actions aim to balance the different needs of the Greater Geelong community with increased confidence of emission reduction.

SOLAR SAVERS

Solar Savers supports pensioner households to install solar on their homes with no upfront costs. The program stimulates the installation of additional clean energy and importantly, reduces electricity bills for pensioners.

Participating pensioners pay off the solar system through an affordable loan, typically over 10 years. Repayments are generally made through council rates, low interest loans or through individual financing options.

The established Solar Savers model ensures that participant electricity bill savings cover the cost of the loan, leaving them at least $100 in front at the end of every year.

Solar Savers was first piloted by the City of Darebin and has now has been successfully rolled out by other Victorian councils.

Lead: City of Greater Geelong

SWITCHING TO LED STREET LIGHTING

There are over 23,000 street lights across the City of Greater Geelong that are maintained or owned by either Powercor or VicRoads. Council maintains 2,500 street lights in reserves and along the Waterfront. Maintenance and electricity costs for street lighting are largely paid for by the City of Greater Geelong.

Moving from the current mercury vapour lamps to LED would provide an estimated 52% reduction in energy use and a further 10-20% could be achieved through the use of lighting control systems. This would result in significant ongoing carbon emission reductions.

Co-benefits of switching to LED street lighting includes:

- significant ongoing cost savings through reduced electricity consumption,
- reduced maintenance requirements due to longevity of LED lights, resulting in further cost savings, and
- improved light quality to assist safey and comfortable movement of vehicle and pedestrian traffic.

Lead: City of Greater Geelong

TRANSITION STREETS

Transition streets brings neighbours together to explore sustainability initiatives they can implement in their homes and local area. Ideas are shared, resources are pooled and social, supportive community networks are created.

The Transition Streets manual guides groups through a choose-your-own adventure, participatory journey covering water, energy, food, transport and consumption/waste. Each of these topics has potential to reduce the carbon footprint of the households involved and catalyse neighbourhood scale transformation.

This community lead, grass-roots initiative places both control and responsibility into the hands of residents, and seeks their contribution to a zero carbon Greater Geelong.

Lead: Transition Streets

EXPLORATIVE ACTION: COMMUNITY RENEWABLE ENERGY TRANSFORMATION (FEASIBILITY)

An opportunity to investigate more cutting edge approaches to low carbon living through reimagining the energy system for a region.

The Community Renewable Energy Transformation will investigate and test models for redesigning a local energy system to rapidly embrace decarbonisation, while realising co-benefits associated with local energy generation and management.

Barwon Heads has been identified as the initial case study site, with potential to include other parts of the Bellarine Peninsula.

Lead: Barwon Heads Sustainability Group

THE GEELONG LIBRARY AND HERITAGE CENTRE SHOWCASES SUSTAINABILITY IN THE BUILT ENVIRONMENT WITH ITS 5 STAR GREEN STAR RATING

ENVIRONMENTALLY SUSTAINABLE DESIGN (ESD) IN THE PLANNING PROCESS

Drive delivery of higher quality, lower carbon multi-unit residential and commercial/industrial new buildings in Greater Geelong. Occupants of these buildings will benefit from improved thermal comfort and reduced energy bills.

Under this Action, CoGG will integrate environmentally sustainable design principles and requirements into planning and sub-division approvals processes. This will allow a structured and consistent driver for improved outcomes to be achieved.

This Action builds on the experience and successes of pilot processes within CoGG, as well as various precedents across Victoria and beyond.

Lead: City of Greater Geelong

ENABLING FACTORS

A number of factors have been collectively identified as key drivers to enable the implementation of this plan, and indeed the overall vision of zero carbon:

Shared purpose

The combination of the One Planet Living Framework and the Greater Geelong A Clever and Creative Future strategy provides a shared language and purpose that can help drive delivery, collaboration and co-benefits.

Collaboration

Becoming zero carbon will require actions, large and small, right across Greater Geelong. Business, community, government and individuals must bring their respective strengths to the table and work together for maximum benefit.

Funding

While increasing sustainability related funds within CoGG is critical, diversified income streams must also be sought. This is already occurring with Geelong Sustainability securing $140,000 from the Victorian Government to invest in the further development of community solar projects.

Our Actions for 2018 - 2020

These Actions have been selected by and will be delivered by the nominated lead organisation as part of an important collective effort to reduce emissions across Greater Geelong.

BARWON HEADS SUSTAINABILITY GROUP

- Continue to explore the 100% Clean Bellarine concept to drive the uptake of renewable energy.

SUSTAINABILITY VICTORIA

- Continue to engage Geelong residents, businesses and organisations in the TAKE2 campaign.
- Connect Geelong groups, organisations and businesses with Victorian Government sustainability initiatives, collaborations and funding opportunities.

CITY OF GREATER GEELONG

- 460kW of new solar on council buildings during 2018
- Investigate opportunities to install solar on Council buildings through a partnership with Geelong Sustainability's Community Owned Renewable Energy model (CORE).
- Drive the development of low carbon buildings in Northern and Western Geelong Growth Areas through precinct scale Sustainability Action Plans.
- Continue to develop the principal bike network to provide improved connections throughout Geelong and encourage more people to view active transport (walking and cycling) as a core transport option.
- Deliver and seek to increase funds for the Environment and Sustainability Grants Program to assist community organisations in providing opportunities that benefit the wider Geelong community.
- Deliver waste education program Rethink Your Rubbish.
- Encourage the community to use the recycling facilities at Geelong and Drysdale Resource Recovery Centres.
- Open the new green organics processing facility in Anakie.
- Continue promotion of The Black Shed, a demonstration site for renewable energy and energy efficient good and services.
- Facilitate commercial and industrial building upgrades through the delivery of Environmental Upgrade Agreements.
- Support the delivery of Sustainable House Day with Geelong Sustainability.

GEELONG SUSTAINABILITY

- Establish the first replicable community solar investment model in Victoria through execution of the Victorian Government grant ($140,000). To be delivered through Community Owned Renewable Energy (CORE) Community solar financing model for 30-100kW systems behind the meter.
- Deliver a local Solar Bulk Buy program.
- Continue to investigate the feasibility of a large scale Renewable Energy project in the Greater Geelong region.
- Seek to support businesses to install solar by extending the solar tender process pilot and providing independent advice.
- In partnership with aged care centres, commence the Cycling Without Age Project which will supply bikes to elderly people.
- Deliver Sustainable House Day to provide residents with the opportunity to explore houses designed, built, renovated for sustainability. On-site experts will share knowledge and conduct tours.
- Host monthly Green Drinks networking forum to encourage participation in the principles of One Planet Living.

Geelong Sustainability members tour the Hepburn wind farm as part of their research into community solar

You Can Too!

CONNECTIONS AND RESOURCES FOR YOUR JOURNEY

If you've been inspired by what you've just read, it's time to take action! There are lots of groups and resources to help:

- Geelong Sustainability have created a comprehensive Directory of local groups, businesses, suppliers, services, events, and campaigns – a resource for smarter choices, sustainable lifestyles and connected communities in our region.
- Visit Sustainability Streets online_and start a group in your neighbourhood.
- Visit the Victorian Government's Take 2 website to join thousands of Victorians already fighting climate change. Make a pledge and find out what you can do next at home or at work.
- School communities can join ResourceSmart Schools, a Victorian Government initiative that helps schools benefit from embedding sustainability in everything they do.

ResourceSmart Schools can access support to help them understand and implement sustainability across their curriculum.

WHERE TO NEXT?

CoGG and the community of Greater Geelong will be working hard out to 2020 to implement the Actions contained in this Plan.

Following a collaborative evaluation process, a new set of actions will be developed to continue the journey towards zero carbon.

THANK YOU: WE KNOW YOU'RE OUT THERE DOING GREAT THINGS

CoGG would like to thank and acknowledge all the individuals, community groups, schools and businesses working toward zero carbon and not mentioned in this plan.

The transition to zero carbon will require action from everyone and your continued contribution is absolutely essential.

6. CENTRAL GEELONG MARKETING COMMITTEE - ANNUAL ACTIVITIES REPORT 2017-2018 AND PROPOSED TERMS OF REFERENCE CHANGES

Source:	**Investment & Attraction / Central Geelong & Waterfront**
Director:	**Brett Luxford**
Portfolio:	**Tourism & Events and Economic Development**

Purpose

To provide a report on activities undertaken by Central Geelong Marketing Committee (CGMC) 2017-2018 and to seek Council endorsement of the amended s86 Committee Terms of Reference.

Background

This report provides an overview of Central Geelong Marketing Committee (CGMC) activities for the period of 1 July 2017 to 30 June 2018.

In February 2016, Council resolved to continue the Central Geelong special rate for a further five year term until end June 2021 after consultation with Central Geelong business and property owners.

The Committee exists to market, promote and activate Central Geelong via a special rate.

The current Terms of Reference require amendment to reflect changes to stakeholder sector representative bodies.

Key Issues

- The CGMC, through its flagship activities, delivered a Total Economic Output of $16.74M in 2017-2018 from a total income of $1.066M from the special rate, bringing a $1:$15 return on investment.
- Over 136,346 people participated in a Central Geelong Marketing delivered activity in 2017-2018 as highlighted in 'The Story Continues 2017-2018' (**Attachment 2**).
- CGMC will continue to deliver a suite of existing and new programs in 2018-2019. The CGMC has adopted a Central Geelong Marketing Strategic Framework for 2016-2021 and will deliver a range of activities, marketing, promotions and events via the Central Geelong Marketing Annual Activities Plan 2018-2019. (**Attachment 3**).
- The current Terms of Reference (**Attachment 4)** require amendment to;
    - Reflect changes to stakeholder sector representative groups Real Estate Institute Geelong and Waterfront Operators Group who no longer operate;
    - Reflect the changed name and abbreviation of Victorian Chamber of Commerce and Industry (VCCI); and
    - Broaden the Arts sector representation to Arts/ Culture sector.

Cr Sullivan moved, Cr Murrihy seconded -

That Council:

1) **Note the Central Geelong Marketing Committee - Annual Activities Report 2017-2018, 'The Story Continues 2017-2018' document (Attachment 2) and the Central Geelong Marketing Strategic Framework 2016-2021 and Annual Activities Plan 2018-2019 (Attachment 3); and**

2) **Endorse the revised Terms of Reference for the Central Geelong Marketing Committee as shown in Attachment 4.**

Carried.

Attachment 1

Financial Implications

The CGMC delivered the 2017-2018 Annual Activities Plan within budget.

The flagship activities of the Central Geelong Shopping Festival + Sidewalk Sales, Christmas in Central Geelong, May Magic, Tastes of Central Geelong and the Central Geelong School Holiday Fun Program bring an estimated $16.74M to Central Geelong business operators which is more than 15 times the monies generated from the special rate.

Central Geelong Marketing, through its consolidated approach, is able to leverage its program to obtain significant financial and in-kind support and bulk purchasing discounts that greatly increase the benefits obtained with the special rate funds. This is estimated at $400,000 in 2017-2018.

The recommended changes to the existing Terms of Reference have no financial implications.

Community Engagement

CGMC regularly communicates and consults with business operators via newsletters, email communications, face to face meetings and feedback from event and activity participation. CGMC undertakes regular communication and consultation with activity participants via email communications and feedback/ surveys from events and activities.

The activities and programs that result from the special rate add significantly to the vibrancy and experience of Central Geelong.

The ongoing success of Central Geelong as the 'heart' of the region is an essential element of broader community benefit.

Social Equity Considerations

The majority of activities delivered by Central Geelong Marketing are free and open to the general public for participation.

Policy/Legal/Statutory Implications

There are no Policy/ Legal/Statutory implications associated with this report. The CGMC as a Section 86 Committee of Council has delegated authority and decision making within its allocated budget, Terms of Reference and agreed Strategic Plan.

All activities undertaken were within the Committee's Terms of Reference as specified by Council.

Alignment to Council Plan

The Central Geelong Marketing program is a key strategy in delivering Growing our Economy Priorities.

Conflict of Interest

This report has been prepared by the Executive Officer of the Central Geelong Marketing Committee. There are no direct or indirect conflicts of interests in matters raised in this report.

Risk Assessment

There are no significant risks associated with this report.

Environmental Implications

There are no direct environmental implications associated with the special rate program.

Central Geelong Marketing
THE STORY *Continues...*
2017-2018

Activities and Benefits for the period 1st July 2017 – 30th June 2018	
Program/Activity	**Key Results/Total Economic Output (TEO)***
People	
Tastes of Central Geelong	23,540 participants, 639 activities & 56 special offers, 114 participating businesses, TEO $2.49M
Central Geelong Sidewalk Sales + Shopping Festival	26,295 participants, 291 activities & special offers, 213 participating businesses, TEO $4.9M
May Magic Spend & Win Promotion	4677 entries, average spend of $87.50 per person at Central Geelong businesses. 60% of people spent or increased their spend because of the promotion. Total prize pool of over $86,000, TEO $832,000
School Holiday Program & Storyfest	30,442 participants, 445 activities & 52 special offers, 106 participating businesses, TEO $3.19M
Christmas in Central Geelong	51,592 participants, 378 activities & special offers, 35 participating businesses, TEO $3.77M
Central Geelong Magic Meter Elves	Over 28,400 interactions, 28,094 minutes of free parking, 18,000 lolly bags & 600 fruit tokens distributed
Consolidated Advertising Campaign (print/radio/television/cinema)	Over 480 radio ads, 1000 regional TV commercials and 30,000 cinemas ads.
Consolidated Signage	Monthly signage updates in Little Malop Central and Geelong Waterfront.
Transit Advertising	2 x interior metro train signage campaigns. 3 x bus advertising campaigns. Estimated audience reach of over 6M.
Central Geelong Professional Services Campaign	www.centralgeelong.com.au/atyourservice - 21785 page views Cinema advertising campaign featuring 10,860 ads with estimated audience of 283,750 people.
www.centralgeelong.com.au	323,045 unique visits
Social Media	28,018 combined followers on #LoveCentralGeelong social media channels
CGM Databases	25,237 people signed up to CGM databases, 39,647 emails sent.
Love Central Geelong App	Installed on 8531 devices
Geelong Waterfront Makers & Growers Market	Sponsorships of 12 markets, 53,500 participants.
GPAC Family Magic Sponsorship	6 shows, 14 performances, in excess of 4870 participants. 'Flash Your Ticket' program promoted to GPAC customers.
Event/Activity Support	Financial and in kind support provided to nine Central Geelong events. Central Geelong Ambassadors/promotional information distributed at Cruise Ship arrivals, Deakin Graduations, Seniors Morning activities and other events.
Street Entertainment/Activities	Over 300 street activities supported including Food Truck Fridays and regular street entertainment. 3 x street art installations commissioned
Seniors Week Festival Shuttle	2 Central Geelong Shuttles. 617 passengers with over 97% from outside the Geelong region.
Central Geelong Parking Options	Live parking updates on the Love Central Geelong App. Online promotion of parking options and underutilised parking areas.
Business & Support	
Central Geelong Networking Opportunities	4 opportunities, over 700 attendees.
Innovative Training Opportunities	250 people participated in 11 joint training events. 90 people participated in 11 online training sessions.
Central Focus Quarterly Newsletter	4 editions, over 6000 copies distributed.
Electronic Information Updates	37 electronic information updates to Central Geelong businesses
Central Geelong Workers Engagement Program	1540 Central Geelong workers signed up to the program.
Central Geelong Park and Ride	Operated Monday – Friday, 7.30am – 10.00am & 4.00pm – 6.30pm. Average of 95 passengers per day.
New Business Information Kits/ Visual Merchandising Kits	69 kits distributed to new Central Geelong businesses.
Window Theming Programs	'Light Up Central Geelong' Christmas promotion
Vacant Building Activation	Activation of 3 vacant Central Geelong properties
Attraction of Financial & In-Kind Support	Event leverage and financial and in kind support valued at over $400,000.

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

Over the past 12 months, Central Geelong Marketing has delivered programs and activities to promote Central Geelong. Your business or property has directly or indirectly benefited from these activities.

Love Central Geelong App

Christmas in Central Geelong

Central Geelong Sidewalk Sales + Shopping Festival

'Central Geelong At Your Service' Professional Services Campaign

May Magic Spend & Win Promotion

Street Art

Flagship Activity Results 2017-2018:

Total Economic Output: $16.74M
Participants: 136,546
Participating Businesses: 1138
Activities Offered: 1758 Activities & 126 Special Offers
Return on Investment: $1: $15

Central Geelong marketing

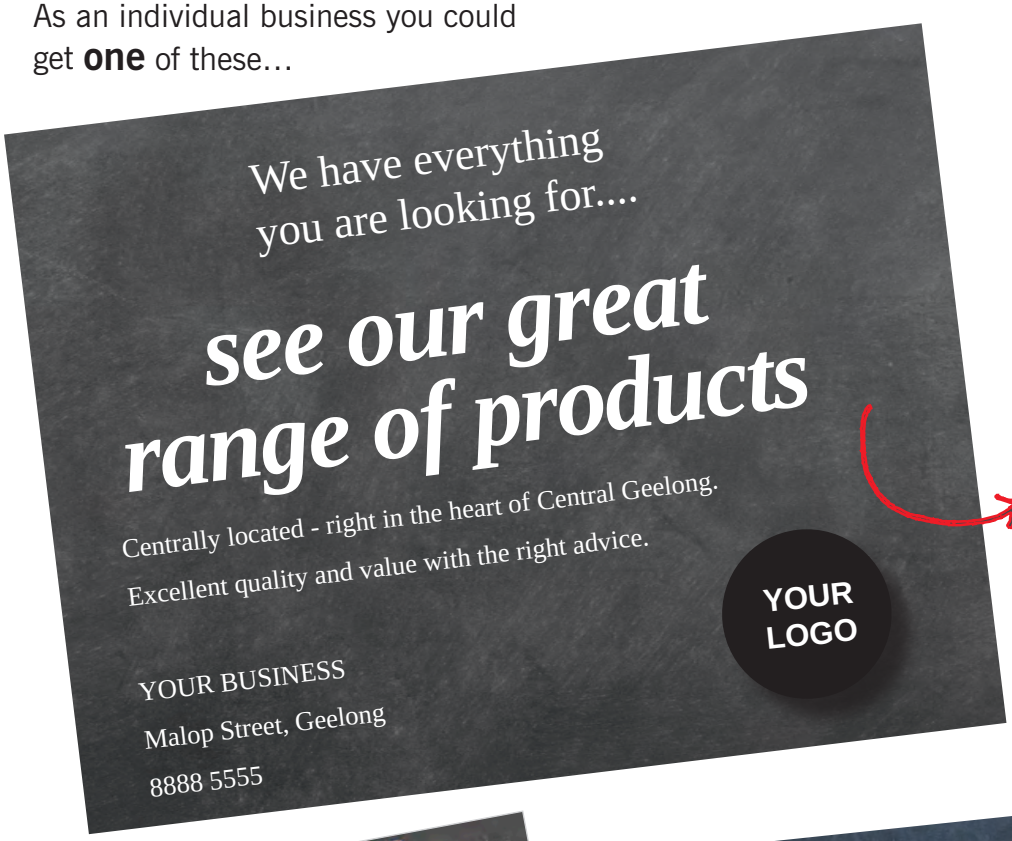
#LoveCentralGeelong

An initiative of
Central Geelong Marketing
100 Brougham Street
PO Box 104, Geelong VIC 3220
p: 5272 4297 f: 5272 4860
www.centralgeelong.com.au

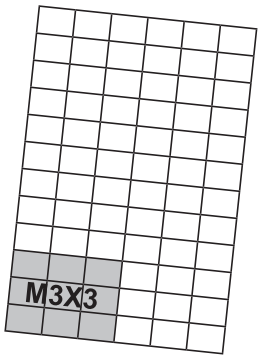
CENTRAL GEELONG .com.au

Consider what advertising or marketing you get for $696 per year for your business?

As an individual business you could get **one** of these…



Based on the cost of one M3x3 weekday colour advertisement in the Geelong Advertiser priced at $752.76 as at 06/09/17. The amount of $696.93 was the average amount of the special rate per business in 2017-2018.



...OR

Activities to be delivered 2018 - 2021

People	Business & Support
Tastes of Central Geelong	Central Geelong Networking Opportunities
Central Geelong Shopping Festival + Sidewalk Sales	Innovative Training Opportunities
Professional Service Campaign	Central Focus Quarterly Newsletter
Central Geelong School Holiday Fun & Storyfest	Electronic Information Updates
Christmas in Central Geelong	Central Geelong Park and Ride
Central Geelong Magic Meter Elves	New Business Welcome Kits
Consolidated Advertising Campaign (print, radio, television and cinema)	Visual Merchandising Kits
Consolidated Signage	Business/Street Name & Number Identification Signs
www.centralgeelong.com.au	Window Theming Programs
Digital Marketing & Social Media	Vacant Building Activation
Event Participation & Support	Strategic Plan/Annual Activities Plan
Event Sponsorship	Attraction of Financial & In-Kind Support
Precinct Activation	Strategic Influence
Street Entertainment/Activities	Expanded TV and signage campaigns into Metro/ Western Melbourne
Central Geelong Parking Options	Worker Engagement Program and Activities

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CHRISTMAS EXTRAVAGANZA / LITTLE MALOP ST AND SHORTS PLACE, DECEMBER 10TH 2017

Central Geelong Marketing

ANNUAL ACTIVITIES PLAN

2018-2019

STRATEGIC FRAMEWORK

2016-2021

CENTRAL GEELONG .com.au

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Key Focus Areas: What we are doing		Challenges:	Key Outcomes: What we are attempting to achieve
PEOPLE	Growing the number of customers, workers, residents, students and visitors experiencing, and enjoying Central Geelong	Key challenges identified during planning process addressed in this key focus area: • Engagement of operators and property owners • Changing retail impacts – competition/ catchment/ communication channels • Engagement of workers, students, residents (existing and new) multicultural communities. • Keeping the program fresh, weekdays and weekends • Continued increase to cost of parking in CG	***Marketing;*** Raise the community's appreciation of Central Geelong ***Promotions;*** Undertake promotions that attract people to Central Geelong and raise the profile of Central Geelong businesses ***Events;*** Develop, support, and/or implement events that grow Central Geelong reputation as a leading business and cultural precinct ***Communications;*** Effectively communicate the positive strengths of Central Geelong & CGM activities to the Geelong region and wider community including stakeholder groups
BUSINESS	Creating Business Opportunity	Challenges identified during planning process addressed in this key focus area: • Gaining businesses commitment to participate in CGM programs • Increasing participation in training and development • Business/ stakeholder appreciation of role and benefits of CGM programs	***Business Presentation;*** Foster improved business presentation and appearance ***Business Capability;*** Support improved business capability & sustainability through education, training and the dissemination of relevant information ***Networking;*** Foster effective networking between Central Geelong businesses, business organisations and key agencies ***New Business Support;*** Assist in the attraction and support of new business to Central Geelong
SUPPORT	Growing CGM's capability to provide effective leadership through a coordinated approach to robust strategic planning, the delivery of valued programs, effective communication and advocacy.	Challenges identified during planning process addressed in this key focus area: • Implementation of RCG physical works and impact to CGM activities – image/ reputation • Staff workload and capacity; budget • Quality over quantity • Measurement and research • Strategic influence/ links with stakeholder groups including Revitalising Central Geelong	***Administration and Governance;*** Ensure the ongoing and effective administration of the CGCM

Challenges identified during planning process as outside the direct control of CGMC (but could be influenced) to be addressed by CoGG/ External Stakeholders – changing industrial landscape/ parking changes – availability and cost/ suitability of premises available for business needs- size and amenity/ changing face of Central Geelong- safety and amenity of Little Malop Central/ vacant premises/ walkability/ connectivity/ public transport.

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Central Geelong Marketing

Annual

ACTIVITIES PLAN

2018-2019

PEOPLE

Key Focus Area 1 – People

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

1.1 Marketing

Raise the Community's appreciation of Central Geelong

1.1.1 Consolidated Advertising, including Central Geelong Branding

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

Timeline: Ongoing

Status: Continued with increased focus.

1.1.2 Consolidated Advertising – TVC – Regional & Metro

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

Timeline: Ongoing

Status: Continued

1.1.3 Consolidated Advertising – Print Campaign – Regional & Metro

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

Timeline: Ongoing

Status: Continued

1.1.4 Consolidated Advertising – Signage – Regional & metro

Develop and implement a consolidated signage campaign for regional and metro west areas including static and transit advertising options.

Timeline: Ongoing

Status: Continued

1.1.5 Attract increased visitation to Central Geelong

Attract increased visitation to Central Geelong. Include engagement with visitors attending AFL games in Geelong. Seek opportunities to work co-operatively with transit, tourism bodies. Link with existing activities/ events delivered by external bodies. Continued GeeLONG Weekend theme with user generated content. Target influencers.

Timeline: Ongoing

Status: Continued activity with increased focus

1.1.6 Digital Communications

Implement the delivery of integrated Digital Communications Strategy incorporating web, mobile and social media. Include options for increased engagement with current users of Central Geelong – workers, students, residents. Increased allocation for dedicated resources for digital content development and delivery. Consider new technology options including chatbots. Consider talent and influencers (local and national)

Timeline: Ongoing

Status: Continued activity with increased focus. This was a key priority identified during the planning process.

1.1.6.1 Web

Includes upgrade of current website and on-going development, maintenance & promotion of website and includes database management. Continue to improve functionality of website and to develop new initiatives regularly. Include on-line maps. Consider options for increasing/ improving special offer component. Increased focus on content creation including blog and article options.

Timeline: Ongoing

Status: Continued activity with increased focus

1.1.6.2 Mobile

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

Timeline: Ongoing

Status: Continued

1.1.6.3 Social media

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

Timeline: Ongoing

Status: Continued with increased focus

1.1.6.4 Email and Database Management

Includes EDM development, management and growth of customer databases. Upgrade electronic communications to business operators. Track engagement via analytics to improve engagement.

Timeline: Ongoing

Status: Continued with increased focus

1.2 Promotions

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

1.2.1 Tastes of Central Geelong

Develop and implement this annual food festival in Central Geelong. Deliver specific food related events and activities to support business participation in the event. Evaluate activity and participation by business operators and attendees. Deliver new key activities as part of events, attract new sponsors and deliver quality program.

Timeline: July 2018 and July 2019

Status: Continued activity with increased focus

1.2.2 Central Geelong Shopping Festival + Sidewalk Sales

Continue to develop this flagship Central Geelong event. Further expand live entertainment elements on the day to encourage festival atmosphere in Central Geelong. Includes evaluation activities of surveying & pedestrian counts. Consider options to activate Malop Street during event. Investigate increased art component.

Timeline: November 2017 and November 2018

Status: Continued activity with increased focus

1.2.3 May Magic

Deliver May Magic and increase engagement & awareness so as to continue to provide focus on Central Geelong during traditionally quieter time for retail. Continue to maintain relationships with promotion partners to deliver major prizes of a high standard.

Timeline: May 2019

Status: Continued activity

1.2.4 Central Geelong School Holiday Program

Develop Kids Fun Program including event/ activity delivery for Winter/ Spring/ Autumn school holiday. Develop business supporters for this event and activity hosting. Encourage increased support from businesses via special offers. Continue to develop database and email applications to activities.

Continue to engage older children and new participants from outside region. Consider options for headline act for each program delivered by CGM. Deliver summer e-compilation of business/ event activity Consider options for increased festival feel. Provide opportunities for increased indigenous and multicultural elements.

Timeline: Winter 2018/ Spring 2018/ Summer 2018-19/ Autumn 2019/ Winter 2019/ Spring 2019/ Summer 2019-20/ Autumn 2020

Status: Continued activity with increased focus

1.2.4.1 StoryFest

Continue to develop this new activity within Autumn 2016. Seek sponsors and business supporters for this event. Consider incorporation of large-scale music or performance acts to increase participation. Provide opportunities for increased indigenous and multicultural elements.

Promote outside region.

Timeline: Autumn 2019 & Autumn 2020

Status: Continued activity with increased focus

1.2.5 Christmas in Central Geelong

Continue to develop Christmas in Central Geelong activities including increased entertainment/ activities throughout Central Geelong. Link activities with vacant premise activation where possible. Link to COGG Christmas program. Consider options to increase Myer Window activation. Continued development of clever and creative initiatives including augmented reality, 3D artwork, themed performances.

Timeline: December 2018 & December 2019

Status: Continued activity with increased focus

1.2.6 Central Geelong Magic Meter Elves

Deliver the Magic Meter Elves. Continued development of costumes. Use also to promote off-street parking options. Focused use as ambassadors including at events and functions as appropriate.

Timeline: December 2018 & December 2019

Status: Continued activity with increased focus

1.2.7 Off street parking promotion - Park & Ride Shuttle

Encourage use of off-street parking options in peak periods.

Support through marketing the continuation of the Park & Ride Shuttle to provide Central Geelong workers and visitors alternate parking options. Link to park & ride live information through Central Geelong app. Updated campaign to promote service through worker engagement program.

Timeline: Ongoing

Status: Continued with increased focus on marketing

1.2.8 Central Geelong Parking Options

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

Timeline: Ongoing

Status: Continued activity.

1.2.9 Key Target Markets

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

Timeline: Ongoing

Status: Continued activity with increased focus

1.2.9.1 Workers Engagement Program

Develop a program of events and activities to increase engagement and participation of workers in Central Geelong with CGM activities and CG businesses. Include development of Central Geelong workers database and event, activities, promotions and offers specifically for Central Geelong workers. Options to engage large work places. Develop a Welcome to Central Geelong for new workers via large employers. Track engagement and evaluate all activities. Consider exclusive event in addition to discounts/ free items. Investigate additional sponsorship options. Consider options to increase professional service use by workers.

Timeline: Ongoing

Status: Continued activity

1.2.9.2 Seniors

Develop program of activities to encourage increased visitation. Consider promotion of seniors shopping tours; seniors festival provision of shuttle service; support of seniors events at cultural venues including GPAC, NWM, Geelong Gallery, Geelong Library & Heritage Centre. Consider options for Archibald 2018.

Timeline: Ongoing

Status: Continued activity with increased focus

1.2.9.3 Students

Develop a program of events and activities to increase engagement and participation of students in Central Geelong with CGM activities and CG businesses. Continued liaison with Deakin re graduation ceremonies.

Timeline: Ongoing

Status: Continued activity with increased focus

1.2.9.4 Residents

Develop a targeted program to inform and engage Central Geelong residents – new and existing – in the activities of Central Geelong Marketing. Investigate opportunities to engage with new residents in the Geelong region. Link to multicultural groups.

Timeline: Commence July 2018

Status: New activity for 2018-2019

1.2.10 Professional Services

Continue to promote the professional services offer in Central Geelong via a series of events, promotions and marketing and communications programs. Articulate the range of benefits to professional services and opportunities for participation. Seek new opportunities for B2B activities.

1.2.10.1 - Professional Services Campaign

Continue to encourage people in metro west to do business in Central Geelong and use professional services in Central Geelong as an attractive and viable alternative to Melbourne CBD. Mix of print, radio, transit and signage. Work with existing professional service businesses in Central Geelong to develop new and grow existing related events and activities.

Conduct research including surveying CG businesses to track engagement levels and repeat survey annually to track campaign progress. Links to digital program with use of key words. Develop digital content to support variety of 'at your service' themes.

Timeline: Ongoing

Status: Continued activity with increased focus

1.3 Events

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

1.3.1 Street Entertainment Programs

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

Timeline: Ongoing

Status: Continued activity.

1.3.2 Activity/ Event Participation

Deliver CGM specific message in support of activities/ events aimed at bringing more people to increase benefit to and engagement of Central Geelong businesses. This may include Deakin graduation ceremonies, conferences, Gala Day, cruise ship; joint GPAC 'Flash your ticket' promotion, and Geelong After Dark and use of the CGM promotional team. Balance information provision versus cost of staff attendance. Consider activation strategy options to assist private/ business organisers to be supported to use key activation spaces.

Timeline: Ongoing

Status: Continued activity

1.3.3 Sponsorship

Provide targeted sponsorship to events and activities aimed at bringing more people into Central Geelong for the benefit of Central Geelong businesses within financial sponsorship criteria. 1 x large events (max $10k);
2 x medium events (max $5k)
3 x small events (max $2k each)
Unlimited in-kind support packages provided to events that meet in-kind criteria.

Timeline: Ongoing

Status: Continued activity

1.3.3.1 GPAC Family Magic

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

Timeline: Up to end 2019

Status: Continued activity

1.3.3.2 Makers & Growers Market

Provide financial and in-kind sponsorship to the Geelong Waterfront Makers & Growers Market. Continue communications with market database and use of social media to promote. Commitment to end June 2019. Consider options to promote CGM activities via this event through increased signage/ promotion options/ social media.

Timeline: Monthly

Status: Continued activity until end June 2019

1.3.3.3 Archibald 2018

Provide financial and in-kind sponsorship to the Geelong gallery Archibald Prize regional touring exhibition. Use relevant database and social media to promote. Consider options to promote CGM activities more effectively via this event through increased signage/ promotion options. Financial support for development of brochure to encourage attendees to visit Central Geelong businesses. Consider increased ways to encourage visitation from Gallery into Central Geelong.

Timeline: August to November 2018

Status: Continued activity 2018 exhibition

1.4 Communications

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

1.4.1 Communication of Central Geelong Key Strengths

Promote the positive strengths of Central Geelong and the activities of the Central Geelong Marketing Committee to public and stakeholders. Include media releases, community update, councillor updates, website, facebook, etc with focus on electronic communications. Links closely to digital strategy. Consider options to promote Central Geelong via existing venues including customer service centres, Geelong Library, GPAC, Geelong Gallery, Carousel, COGG venues including arena, swim centres, etc.

Timeline: Ongoing

Status: Continued with increased focus

1.4.2 Partnerships

Establish key partnerships to enhance and promote Central Geelong

Timeline: Ongoing

Status: Continued with increased focus

1.3.4.1 Geelong Cats

Promotional partnership with the Geelong Cats for 2018 to provide ambassadors, signage, digital and social supports. Focus on portraying Cats players as regular users and supporters of Central Geelong businesses and promote the Central Geelong offer to game attendees, Cats members and the wider Geelong community.

Timeline: End AFL season 2018

Status: Continued activity from 2017-2018

1.2.4.2 Renew Geelong

Promotional partnership with Renew Geelong to foster positive relations, promotional opportunities, and strategic beneficial outcomes. Acknowledged as key supporter by Renew Geelong including a series of in-kind partnership benefits including logo placement, opportunities for use of space for CGM activities, engagement with business operators.

Timeline: Ongoing

Status: New activity

2.1 Business Presentation

Foster improved business presentation, appearance and cooperation.

2.1.1 Provide opportunities for improving business presentation and appearance

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

Timeline: Ongoing

Status: Continued activity

2.1.2 Support activation activities in specific precincts

Support trader led initiatives to activate specific precincts. May include support for promotion, printing, minor equipment hire. May include on-street parties, precinct branding, or entertainment activities. Must have commitment, support & active participation from existing businesses within precinct. Work with Revitalising Central Geelong to ensure 'open for business' message throughout physical works. Focus on key activation spaces.

Timeline: Ongoing

Status: Continued activity

CENTRAL FOCUS October to December 2017

A NEWSLETTER FOR CENTRAL GEELONG BUSINESS OPERATORS

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

The recent Central Geelong Shopping Festival + Sidewalk Sales and the Christmas in Central Geelong campaign are examples of programs that showcase Central Geelong's strengths.

The Central Geelong Kids Fun Program provides a huge range of incentives for families to visit Central Geelong and your business can be involved.

Our free training and professional development program for businesses continues into the New Year and offers training in key areas for businesses. Make sure you check out the sessions on offer and consider attending or sending your staff.

Our professional Service campaign reaches into the Wyndham area and our Workers Engagement campaign highlights businesses and people who work in Central Geelong.

To see how your business can get involved and get maximum benefit from the marketing fund for Central Geelong businesses, check out the Planning & Opportunities document included with this mailing.

Make sure you download the 'Christmas in Central Geelong' app to experience festive augmented reality throughout Central Geelong.

The Central Geelong Marketing Team

Over 26,000 people attended the Central Geelong Sidewalk Sales in 2017.

Augmented reality adds to the fun this Christmas in Central Geelong.

CENTRAL GEELONG CHRISTMAS TRAIL

CHRISTMAS FUN IN CENTRAL GEELONG

Introducing one of five exciting Christmas 3D wall art. Families, friends and colleagues can jump inside the snow globe located at The Carousel by taking a photo standing in front of the wall art. Give it ago with your staff to get into the Christmas spirit.

Add itself to the completed snow globe.

CENTRAL GEELONG

Central Geelong marketing

2.2 Business Capability

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

2.2.1 Training and professional development opportunities

Develop and promote a 12-month innovative training program in conjunction with other organisations such as Tourism Geelong, Geelong Chamber of Commerce and VECCI. Investigate opportunities for workshops on specific business related activities including B2B opportunities, professional services information nights & sustainability. Focus on increased electronic communication. Continues delivery via MOU for joint training with TGGB developed. Consider options to build business capacity via qualification offerings via education/ training providers.

Timeline: Ongoing

Status: Continued activity

2.2.2 Central Focus Newsletter for business operators & property owners

Update design and content of quarterly newsletter to business operators and property owners to inform them of activities and opportunities and value provided by programs and activities. Distributed via email, website and post as required. Focus on increasing electronic distribution. Links closely to digital strategy.

Timeline: Quarterly

Status: Continued activity

2.2.3 Information Updates

Continuing to inform business operators of items of importance that may be of interest to their business. Information updates may include notifications of applications for planning permits, consultation opportunities for businesses, events, etc. Distributed via email and website. Links closely to digital strategy.

Timeline: As required

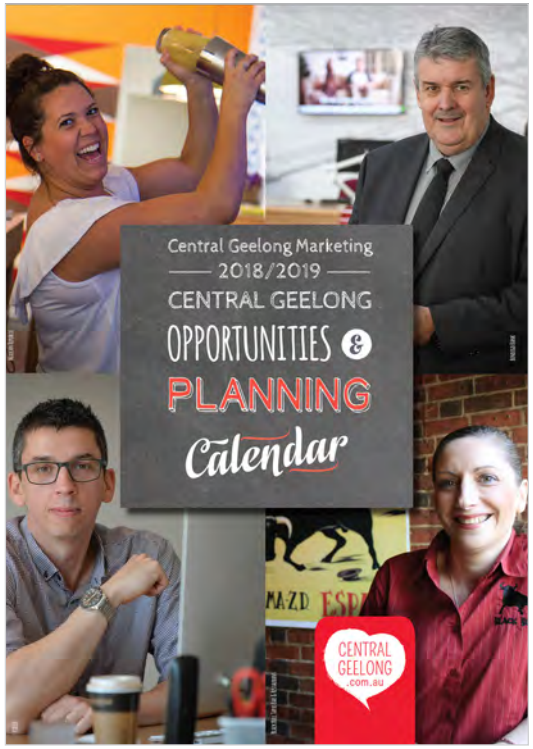
Status: Continued activity

2.2.4 Business Engagement

Develop a program to inform CG business operators of the benefits of CGM programs and activities. Engage stakeholder organisations. Update the 'How CGM can help your business' and distribute to all business. Deliver prospectus style document to clearly demonstrate opportunities for business participation and publish annual calendar of CGM delivered activities including campaigns, events, promotions and training opportunities to inform business operators. Develop, produce and distribute information regarding benefits on a regular basis including update of The Story Continues with PR focus including business insights and testimonials. Ensure adequate resourcing.

Timeline: Ongoing

Status: Continued activity with increased focus



2.2.5 B2B

Provide a series of opportunities for business to business engagement via events and activities. Consider B2B options including speed networking, business promotion, B2B special offers within newsletters and networking events, increased showcase opportunities via CGM training events including workshops and networking events. Increase engagement with stakeholder organisations.

Timeline: Ongoing

Status: Continued activity with increased focus

2.3 Networking

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

2.3.1 Central Geelong Networking Events

Provide regular networking activities. Liaise with other organisations (Tourism Geelong and Geelong Chamber of Commerce, VECCI) and investigate opportunities to combine networking activities where appropriate. Focus on increasing numbers through use of informative speakers, topics and venues. Continue to engage in-kind support through venue provision, door prizes, etc. Consider opportunities for increased B2B activities at events including event sponsors, focused networking, business promotion table. Develop options to conduct survey and research on specific activities or issues at networking events.

Timeline: Quarterly

Status: Continued activity

2.4 New Business Support

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

2.4.1 New Business Welcome Kit

Continue to produce and distribute a new business welcome kit to all new businesses within Central Geelong and include range of B2B and promotional options. Include new businesses on signage boards and newsletters where appropriate. Includes development and distribution of documents including Central Geelong prospectus, How Central Geelong Marketing can help your business and the Planning and opportunities calendar.

Timeline: Ongoing

Status: Continued activity

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

Investigate & identify opportunities to work with CoGG Place Manager, Enterprise Geelong/ CoGG Economic Development Unit and Real Estate Agents to influence the tenancy mix within Central Geelong. Develop partnership and ongoing relationship with Renew Geelong. Support/ facilitation for shopfront arts projects and activation of vacant premises. Continued involvement with Revitalising Central Geelong implementation activities. Continue to review business type and mix in Central Geelong.

Timeline: Ongoing

Status: Continued activity

2.4.2.1 Vacant Property Activation Initiative

Continue to activate on an as needed basis for CGM delivered activities such as Christmas and School Holidays while long term strategy in development. Develop partnership and ongoing relationship with Renew Geelong.

Timeline: Ongoing

Status: Continue activity with new focus

SUPPORT

Key Focus Area 3 - Support

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

3.1 Administration and Governance

Ensure the ongoing and effective administration of the Committee

3.1.1 Administration of Committee

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

Timeline: Ongoing

Status: Continued activity

3.1.2 Evaluations and surveys

Undertake evaluations and surveys to gather relevant information about Central Geelong activities from stakeholders and users.

Use electronic means where possible. Evaluate delivery of CGM programs and report back to Committee, business community and stakeholders. Develop annual evaluation plan.

Timeline: Ongoing

Status: Continued activity

3.1.3 Review of Best Practice within Australia and overseas

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

Timeline: Ongoing

Status: Continued activity

3.1.4 Strategic Influence

Review relevant policies or strategies that may impact on Central Geelong and to make submission or comment when deemed appropriate. Continue to have regular contact, via Executive Officer and Chair, with strategic influence bodies to provide CGMC input. Consider options for increasing awareness of CGM benefits to stakeholder groups through provision of CGM materials and regular contact. Committee members to actively participate and attend CGM activities and be active, vocal ambassadors for CGM programs to businesses and customers.

Timeline: As required

Status: Continued activity

3.1.5 Strategic Framework & Annual Activities Plan

Prepare rolling strategic framework for Committee that fit agreed terms of reference, key outcomes and priorities. Includes Annual Activities Plan and Marketing Plan. Contingency to ensure flexibility and responsiveness to new initiatives and opportunities. Acknowledge resource limitations – financial and staff hours in development of plans.

Timeline: Ongoing

Status: Continued activity

3.1.6 Increasing Financial and in-kind support

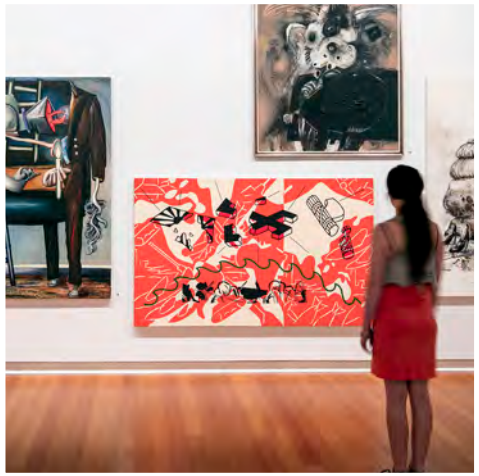
Seek opportunities to increase financial and in-kind support for Central Geelong Marketing activities through grants, sponsorships and partnerships. Communicate leverage success to stakeholders.

Timeline: Ongoing

Status: Continued activity

3.2 Contingency

Ensuring capacity to be responsive to opportunities and impacts



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COMMITTEE TERMS OF REFERENCE

Central Geelong Marketing Committee	Document No:	CTR 220.1
	Approval Date:	
	Approved By:	
	Review Date:	26 July 2019
	Expiry Date:	N/A
Responsible Officer: ***Director Investment & Attraction***	Version No:	13
Authorising ***Chief Executive Officer***		

1. SUMMARY

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

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

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

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

2. OBJECTIVES

Mission Statement

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

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

The Committee will pursue and initiate activities aimed at:

- Increasing the number of visitors to Central Geelong.
- Promoting business activities in Central Geelong.

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

3. DEFINITIONS

Committee The Central Geelong Marketing Committee.

4. TERMS OF REFERENCE

4.1. Expected / Definite life of the Committee

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

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

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

4.2. Constituency of the Committee

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

- one Councillor or delegate nominated by Council (Chairperson);
- one member of the Geelong Chamber of Commerce;
- one member of the Victorian Chamber of Commerce and Industry – South-west region (VCCI)
- one representative of the shopping centre known as Westfield Geelong;
- one representative of the shopping centre known as Market Square;
- one representative of the Arts/ Culture sector and based within the special rate scheme boundaries;
- four representatives of strip retail/business premises within the special rate scheme boundaries;
- one representative from the property management sector and based with the special rate scheme boundaries
- A representative nominated by Tourism Greater Geelong and the Bellarine.
- One representative from the Accomodation sector and based within the special rate scheme boundaries.

The Central Geelong Marketing Coordinator will act as Executive Officer to the group.

The Chairperson of the Committee shall be the Councillor or Council delegate, as nominated by Council. The Committee shall elect its Deputy Chairperson at the first meeting following the 1st July each year.

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

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

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

4.3. Authority of the Committee

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

Special Committee Responsibilities and Functions

The Special Committee will be responsible for:

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

4.4. Meeting Procedure

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

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

Number of committee members appointed	Quorum
13	7

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

4.5. Reporting requirements

Annual status reports will be provided to the Council.

4.6. Secretariat

The Executive Officer will provide the secretariat to the Committee.

4.7. Facilities and Resources

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

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

5. QUALITY RECORDS

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

Record	Retention/Disposal Responsibility	Retention Period	Location
Committee Minutes	Investment & Attraction	Permanent	Records Department.
Public marketing and promotional literature	Investment & Attraction	Permanent	Records Department.

7. HERITAGE ADVISORY COMMITTEE - UPDATED TERMS OF REFERENCE

Source:	**Planning**
Acting Director:	**Joanne Van Slageren**
Portfolio	**Arts, Culture and Heritage**

Purpose

To endorse the updated Geelong Heritage Advisory Committee (the Committee) Terms of Reference and update the Council on the establishment and first two meetings of the Committee.

Background

Council adopted the Municipal Heritage Strategy 2017-2021 on 20 September 2017. At this time Council endorsed the establishment of a Heritage Advisory Committee.

The Committee was established as an operational committee and the terms of reference did not include councillor representation of the Committee. Since then councillor portfolios have been created. The arts, culture and heritage portfolio holder is well placed to take an active role in the Committee. A summary of the establishment of the Committee and changes to the Terms of Reference are noted in **Attachment 3**.

Key Issues

- The Terms of Reference **(Attachment 2)** includes a Councillor as a member and Chair of the Committee.
- The first two meetings of the Committee nominated advocacy and promotion of heritage as key areas of interest. Advocacy about dedicated heritage resources for the City was identified as for the priority for the Committee.

Cr Murrihy moved, Cr Sullivan seconded -

That Council:

1) **Endorse the Geelong Heritage Advisory Committee Terms of Reference (September 2018) at Attachment 2 of the report;**
2) **Appoint the Arts, Culture and Heritage portfolio holder to be the chair of the Heritage Advisory Committee.**

Carried.

Attachment 1

Financial Implications

There are no financial implications as a result of updating the Terms of Reference.

Community Engagement

Public notices were published to call for interested people to join the Committee. The Committee has now been appointed and has seventeen members.

Social Equity Considerations

There are no social equity considerations.

Policy/Legal/Statutory Implications

The establishment of the Committee is in accordance with the adopted Municipal Heritage Strategy and Committee Representation Council Policy.

Alignment to City Plan

Alignment to City Plan under section 6. Vibrant Arts and Culture – We treasure Geelong's culture and heritage and will help our creative community to grow.

Conflict of Interest

No Council officers involved in the development of the Strategy and preparation of the report have a direct or indirect interest in the issue to which this report relates.

Risk Assessment

There is low risk associated with updating the Committee Terms of Reference. The establishment of the Committee has followed the Committee Representation Council Policy. The Committee provides advice to Council and the conduct of any projects would be subject to further review by officers and a future decision of Council.

Environmental Implications

There are no environmental implications with updating the Committee Terms of Reference.

COMMITTEE TERMS OF REFERENCE

Greater Geelong Heritage Advisory Committee	Document No:	CTR
	Approval Date:	11 Sept 2018
	Approved By:	Council
	Review Date:	September 2021
Responsible Officer: **Director Planning & Development**		
	Version No:	02
Authorising Officer:		**Chief Executive Officer**

1. SUMMARY

The Heritage Advisory Committee (the Committee) has been formed to assist and advise Council on cultural and natural heritage matters within the Municipality.

2. OBJECTIVES

The objectives of the Committee include:

- Celebrate and promote awareness of cultural heritage within the Municipality.
- Provide advice on marketing and promotion opportunities for heritage within the Municipality.
- Provide advice and recommendations to Council on the documentation, interpretation, management and conservation of history and heritage, including places, objects, collections, in the Municipality.
- Make recommendations to Council about further work required to identify, document, protect, conserve and promote the heritage of the Municipality.
- Provide recommendations for nominations of places to Local, State or National heritage registers.
- Advocate in a professional manner on behalf of the community and celebrate the community's history and heritage.
- Assist Council in sourcing external funding or sponsorship opportunities to undertake heritage identification, conservation, promotion, management and education.

3. DEFINITIONS

Committee – Heritage Advisory Committee
Council – City of Greater Geelong
Municipality – City of Greater Geelong

4. TERMS OF REFERENCE

4.1. Expected / Definite life of the Committee

- The Committee is established by Council as an Advisory Committee and shall continue until revoked by Council.

4.2. Constituency of the Committee

- The membership of the Committee shall consist of the following members:

  i. Up to three ex officio and non-voting Council officer members chosen from any of Council's Strategic Planning, Planning Implementation, Statutory Planning, Community Development and Engagement or Arts and Culture teams;

ii. Council's Heritage Advisor in an ex officio and non-voting capacity;
iii. One ex officio and voting member from the Geelong Library Corporation Heritage Centre (Manager)
iv. One voting Committee member from each of the following 12 member organisations. Each organisation will be invited to nominate its own representative. More than one member from each organisation is welcome to attend the Committee meetings but only one member from each organisation will have a vote:

- The Geelong Historical Society
- Bellarine Historical Society
- Lara Heritage & Historical Inc.
- Little River Historical Society Inc.
- Mt Duneed History Group
- National Trust Geelong
- North Shore and Norlane Stories
- Wathaurung Aboriginal Corporation (Wadawurrung)
- Geelong Environment Council
- Osborne Park Association
- Geelong One Fire Reconciliation Group
- Royal Geelong Agricultural and Pastoral Society

v. Four members of the public not affiliated with any of the groups above.

- All voting members of the Committee shall have normal voting rights.
- Should a community representative resign, Council will seek a replacement to serve the remainder of the term of appointment in accordance with the selection process.

4.3. Selection Process

- Expressions of interest for appointment as individual members of the Committee shall be called for in local newspapers and on councils website.
- Membership will be on the basis of:
  - Expertise or proven heritage interest
  - Whether they reside, are employed or are a member of an organisation in the City or a heritage-related organisation
  - Knowledge of conservation and historical issues affecting the Municipality, and
  - The ability to access historical or conservation networks and stakeholder groups.
- A review panel comprising no less than 3 officers of Council will receive nominations and appoint members of the Committee.

4.4. Length of Appointment

- Members shall be appointed for a period of two years and are eligible for re-nomination.

4.5. Chair and Councillor Representatives

- Council will nominate at least one representative to the Committee.
- The Council representative will be the Arts, Culture and Heritage portfolio holder who will chair the Committee.
- A second Council representative may be nominated by Council.
- Other Councillors are welcome to participate as non-voting members.
- Councillor members shall be appointed in accordance with the Committee Representation Council Policy.

4.6. Expectations of Members

- All Committee members are expected to:
    - Actively participate in Committee discussions and offer their opinions and views, treat all persons with respect and have due regard to the opinions, rights and responsibilities of others,
    - Act with integrity,
    - Attend each meeting where practical,
    - Declare any interest, pecuniary interest or conflict of interest and the releasing of confidential information,
    - Be aware of the activities, interests and concerns of heritage and history groups in the municipality,
    - Have an understanding of and interest in Greater Geelong heritage and history.

4.7. Authority of the Committee

- The Committee has no decision making authority.
- The Committee does not act as an internal referral body to assess or comment on permit applications. This stipulation does not limit or prevent individual members of the Committee from making submissions, objections or appeals to applications or proposals being assessed by the Responsible Authority.
- The Committee will make recommendations and provide advice to the Council which will be distributed to the appropriate departments of Council through the secretariat.

4.8. Meeting Procedure

- The Committee will meet quarterly, but may meet more regularly when it deems necessary.
- The frequency of any sub-committee / working group meetings will be determined by the Chair of each sub-committee.
- A Deputy Chair will be elected by the Committee for the duration of a one year term.
- If the Chair is not present at a Committee meeting, the Deputy Chairperson must preside. Where the Chair and Deputy Chair are both absent the members must appoint a Chair for that meeting.
- The secretary of the Committee shall be one of the Council Officers. The secretary will undertake administrative duties on behalf of the Committee, such as preparing the agenda, taking minutes, preparing correspondence and Council reports, liaising with other Council Officers and undertaking other tasks that may arise.
- The Committee’s position on any issue under consideration will be made by a majority vote by members present or when determined by the Committee by proxy. In the event of an equal number of votes, the Chair shall have an additional casting vote.
- The Committee shall have a quorum which is equal to one-half plus one of the total number of voting Committee members.
- When the Committee's business involves matters in which one or more members have a conflict of interest, or when their presence may inhibit full discussion, those members should withdraw from the part of the meeting that relates to such matters.
- Council must receive apologies for all meetings no later than 2 pm on the afternoon of the meeting. If a quorum cannot be met, committee members will be notified that the meeting is cancelled.

4.9. Reporting Requirements

- The Committee will report to Council via the Planning Strategy Department.

4.10. Secretariat

- A Council Officer will be responsible for recording of minutes and reporting recommendations of the Committee to Council.

4.11. Facilities & Resources

- Adequate human and financial resources shall be provided to ensure the effective operation of the Advisory Committee.

5. QUALITY RECORDS

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

Record	Retention/Disposal Responsibility	Retention Period	Location
Agendas & Minutes	Manager, Planning Strategy and Urban Development	Permanent	Records Explorer (ReX)
Correspondence	Manager, Planning Strategy and Urban Development	Permanent	Records Explorer (ReX)

6. ATTACHMENTS

- Nil

Attachment 3

Summary of the Establishment of the Heritage Advisory Committee and Changes to the Terms of Reference

- Council endorsed the establishment of a Heritage Advisory Committee in 2018 at its 20 September 2017 meeting.
- A Terms of Reference was approved by the Executive Leadership Team in March 2018 with no provision for a Councillor to be nominated to the Committee.
- The Committee operates under Section 3(F) of the Local Government Act and has no delegated powers. It will assist Council to meet its obligations under the Municipal Heritage Strategy, Planning and Environment Act, Greater Geelong Planning Scheme, Heritage Act and the Aboriginal Heritage Act.
- The Planning Strategy unit supports its ongoing administration.
- Applications for three individuals not associated with a heritage group were invited to apply to become a member in May 2018.
- Eight high quality applications were received with four individuals successful. Two of the applicants represented groups and therefore could join as representing a group.
- The heritage organisations that expressed interest in the Committee included; Lara Heritage and Historical Inc, Little River Historical Society, Mt Duneed History Group, National Trust Geelong, Wathaurung Aboriginal Corporation, Geelong Environment Council, Osborne Park Association, Geelong One Fire Reconciliation Group and the Royal Geelong Agricultural and Pastoral Society.
- The inaugural meeting of the Committee was held on 14 June 2018. An independent facilitator ran the meeting to assist the establishment of the group. The second meeting was held on 26 July 2018 with the next meeting set down for 27 September 2018.
- The original Terms of Reference did not include any Councillor participation. Post the allocation of portfolios it was deemed appropriate for the relevant portfolio holder to be involved.
- The revised Terms of Reference include the following changes:
    - the document approved by Council not ELT
    - review date September 2021 not March 2021
    - addition of Royal Geelong Agricultural and Pastoral Society to participating groups
    - increase individual members from three to four
    - addition of a ‘Chair and Councillor Representatives’ section
    - replace chairperson with chair
    - removal of the need to vote for a chair
    - addition of the word working group in reference to sub-committees

8. REVOCATION OF FLOOD-PRONE AREA DESIGNATION OF NEW LOTS AT WARRALILY, STAGES 72, 74, 75, 113 AND 118

Source:	**City Services – Engineering Services**
Director:	**Guy Wilson- Browne**
Portfolio:	**Sustainable Development**

Purpose

To consider revoking Council's designation of 12 December 2006 of flood affected land Warralily, Stages 72, 74, 75, 113 and 118 as liable to flooding pursuant to Regulation 802 (2) of the Building Regulations 2006.

Background

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

The current designated flood mapping (refer to **Attachment 2**) was designated by Council at its meeting of 12 December 2006, under the provisions of the Building Regulations 2006.

The subject of this report is the residential land at Warralily fronting 70 Lake Road and 81 Lower Duneed Road, Armstrong Creek. Prior to subdivision the parent lot was used primarily as farmland.

Key Issues

- The flood mapping is subject to a revision due to the subdivision and development at 70 Lake Road and 81 Lower Duneed Road, Armstrong Creek. Prior to subdivision the parent lot was considered to be liable to flooding. This development site, which is also known as Warralily, Stages 72, 74, 75, 113 and 118, achieves flood immunity for newly created lots for flood events up to and including the 100 year Average Recurrence Interval (ARI) event due to approved internal earthworks.
- The earthworks undertaken have resulted in the floodwaters from the 100 year ARI event being contained within the boundaries of the road network (refer **Attachment 3**).
- It should be noted that designation is separate to the creation of flood overlays within the Planning Scheme, which generally follows designation. In the case of this development, the planning scheme amendment to create post-development flood zones or overlays is proposed after the design of the proposed precincts.

Cr Nelson moved, Cr Murnane seconded -

That Council revoke the Council designation of 12 December 2006 of flood affected land Warralily, Stage 72, 74, 75, 113 and 118 as liable to flooding pursuant to Regulation 802(2) of the Building Regulations 2006.

Carried.

Attachment 1

Financial Implications

No impact to budget.

Community Engagement

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

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

Social Equity Considerations

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

Policy/Legal/Statutory Implications

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

Alignment to Council Plan

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

Conflict of Interest

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

Risk Assessment

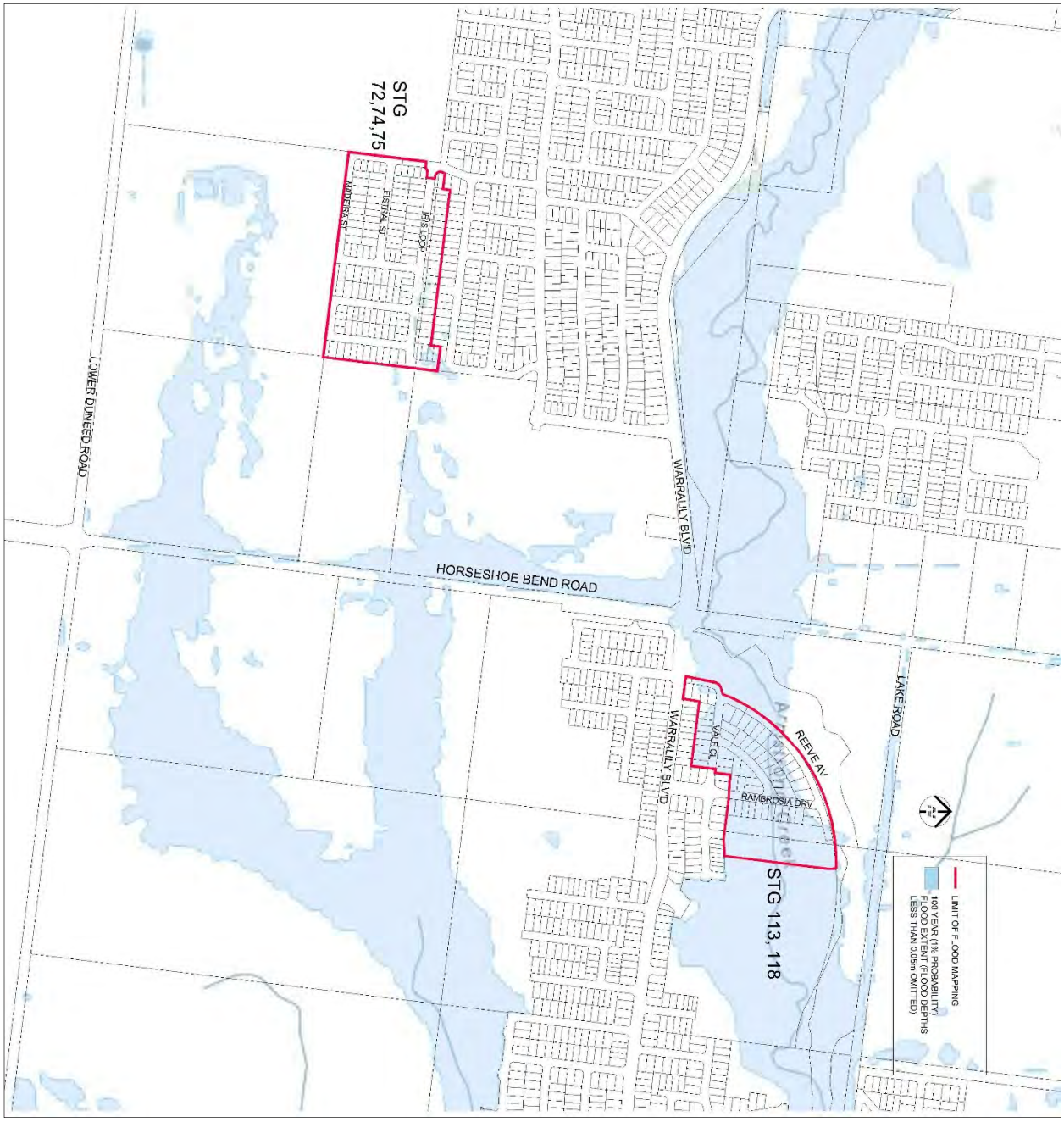
Council also has some risk exposure with any failure to disclose the flood-prone status of a property in a Land Information Certificate.

The revocation of the designation is the final step in minimising Council's risk.

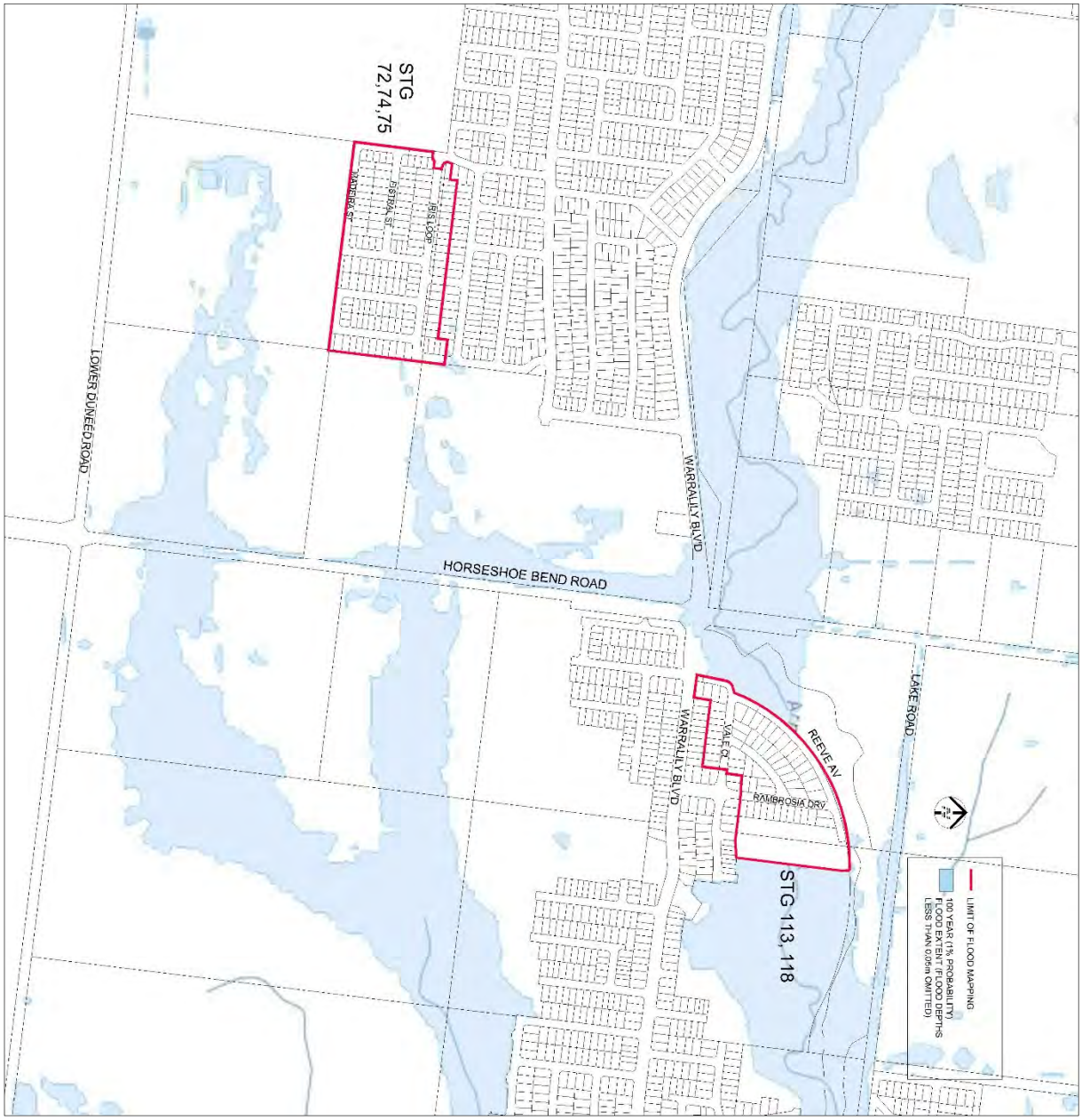
Environmental Implications

The revocation of flood-prone areas designation and designation of revised flood data through the design of this stage is considered unlikely to result in any known adverse environmental impacts.

Attachment 2
CURRENT FLOOD MAP



Attachment 3
REVISED FLOOD MAP



9. REVOCATION OF FLOOD-PRONE AREA DESIGNATION OF NEW LOTS AT ARMSTRONG WATERS, STAGE 5

Source:	**City Services - Engineering Services**
Director:	**Guy Wilson-Browne**
Portfolio	**Social and Infrastructure Planning**

Purpose

To consider revoking Council's designation of 12 December 2006 of flood affected land Armstrong Waters Stage 5 as liable to flooding pursuant to Regulation 802 (2) of the Building Regulations 2006.

Background

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

The current designated flood mapping (refer to **Attachment 2**) was designated by Council at its meeting of 12 December 2006, under the provisions of the Building Regulations 2006.

The subject of this report is the residential land at Armstrong Waters fronting 291 – 411 Charlemont Road, Armstrong Creek. Prior to subdivision the parent lot was used primarily as farmland.

Key Issues

- The flood mapping is subject to a revision due to the subdivision and development at 291 – 411 Charlemont Road, Armstrong Creek. Prior to subdivision the parent lot was considered to be liable to flooding. This development site, which is also known as Armstrong Waters, Stage 5, achieves flood immunity for newly created lots for flood events up to and including the 100 year Average Recurrence Interval (ARI) event due to approved internal earthworks.
- The earthworks undertaken have resulted in the floodwaters from the 100 year ARI event being contained within the boundaries of the road network (refer **Attachment 3**).
- It should be noted that designation is separate to the creation of flood overlays within the Planning Scheme, which generally follows designation. In the case of this development, the planning scheme amendment to create post-development flood zones or overlays is proposed after the design of the proposed precincts.

Cr Nelson moved, Cr Murnane seconded -

That Council revoke the Council designation of 12 December 2006 of flood affected land Armstrong Waters, Stage 5 as liable to flooding pursuant to Regulation 802(2) of the Building Regulations 2006.

Carried.

Attachment 1

Financial Implications

No impact to budget.

Community Engagement

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

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

Social Equity Considerations

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

Policy/Legal/Statutory Implications

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

Alignment to Council Plan

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

Conflict of Interest

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

Risk Assessment

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

The revocation of the designation is the final step in minimising Council's risk.

Environmental Implications

The revocation of flood-prone areas designation and designation of revised flood data through the design of this stage is considered unlikely to result in any known adverse environmental impacts.

Attachment 2

CURRENT FLOOD MAP

Attachment 3

REVISED FLOOD MAP

URGENT BUSINESS – BY CR HARWOOD

Note: Introduction of Urgent Business requires two-thirds majority of Councillors present.

Cr Harwood proposes to raise the following item as Urgent Business:

Cr Harwood moved, Cr Grzybek seconded -

That Council considers as Urgent Business a motion concerning the in kind support of Kardinia Park Festival of Sport.

Carried.

KARDINIA PARK FESTIVAL OF SPORT – IN-KIND SUPPORT REQUEST

Reason for Urgent Business

To request Council consider a request for support for the Kardinia Park Festival of Sport, organised by the Kardinia Park Stadium Trust (KPST), to enable use of the Kardinia Park Aquatic Facility.

Background

Council was approached in April 2018 by Sue Cormack who had been engaged by Kardinia Park Stadium Trust with a proposal to operate a Festival of Sport at Kardinia Park in October 2018.

Officers had been in discussions with Ms Cormack to determine possible programs and activities that Council could contribute to the festival, but that would not incur any cost to Council. This included a skate and scoot demonstration through Council's youth team and access to the Kardinia Park Seniors Centre where the seniors club could promote their activities for older people.

A letter was received on 2 August 2018 from Michael Brown, Chief Executive Officer of Kardinia Park Stadium Trust, that requested a range of in-kind support from Council. Many of the requests were for activities that Council does not provide to events such as traffic and waste management and, if Council provided such a service, it would incur a significant cost to Council. The letter did however include a request for access to the Kardinia Park Aquatic Facility to be made in-kind.

The request effectively sought funding under Council's major events funding program, however it has been determined that the Festival of Sport does not meet the funding criteria for this program.

A further email was received from the CEO of KPST, acknowledging that the event does not satisfy the criteria for Geelong Major Event Funding, but seeking support to use the Kardinia Park Aquatic Facility for the weekend.

This request still generates additional cost to Council due to operating costs such as wages having to be incurred and hire fees not collected.

Cr Murrihy moved, Cr Grzybek seconded -

That Council allocates funding in-kind of up to $7,000 to enable access to the Kardinia Park Aquatic Facility for the Festival of Sport to be held the weekend of 6 and 7 October 2018.

Carried.

CLOSE OF MEETING

As there was no further business the meeting closed at 9.34pm. Tuesday, 11 September 2018.

Signed: _____
Cr Bruce Harwood (Mayor)

Date of Confirmation:_____.