

# Engagement Findings Report

Expanded Outdoor Dining Trial  
Union Street, Geelong



## ENGAGEMENT SUMMARY

This report summarises the results from the engagement process that the City of Greater Geelong undertook to help us understand stakeholder views on the City's proposal to establish expanded outdoor dining areas (parklets) on a trial basis along sections of Union Street, Geelong.

### ENGAGEMENT APPROACH

The two-week (14 day) consultation period allowed time to reach stakeholders, including traders who own/operate businesses locally in Union Street, and other business owners, residents and the general public.



**14 DAYS**

of engagement



**48**

Online feedback  
submissions received via  
Council's 'Your Say' page.

### HOW WE ENGAGED

#### HAVE YOUR SAY ONLINE PORTAL

[YOURSAY.GEELONGAUSTRALIA.COM.AU](https://yoursay.geelongaustralia.com.au)

An online feedback page was designed to share information and invite submissions from the community on the draft proposal to trial expanded outdoor dining areas in Union Street, Geelong.

The online page opened on Friday 29 January 2021 and closed 5pm on Friday 12 February 2021.

The page had 172 online visitors and 48 submissions were provided.

#### NOTIFICATION DROP

To help inform local business owners about the project, printed notifications were delivered to businesses located in Union Street.

#### WRITTEN SUBMISSIONS

Open at any time during the public engagement period. Submissions could be provided online or by email.

### COMMUNICATIONS AND PROMOTION

Business owners/operators located in Union Street were hand delivered a notification about the engagement on Thursday 28 January 2021.

The City provided a social media post to promote the engagement. Footpath decals (stickers) were also installed in Union Street to promote the engagement.

## WHO WE ENGAGED WITH

During the engagement period (29 Jan to 12 Feb) there were 48 contributions. All of the contributions were received online via the 'Your Say' page.

Online contributions included three submission from business owners/operators in Union Street, two submissions from business owners/operators outside Union Street, 10 from local residents in Central Geelong, 25 from local residents outside Central Geelong, seven from the general public/visitors and one submission from someone that identified as other, which was someone that works in Central Geelong.

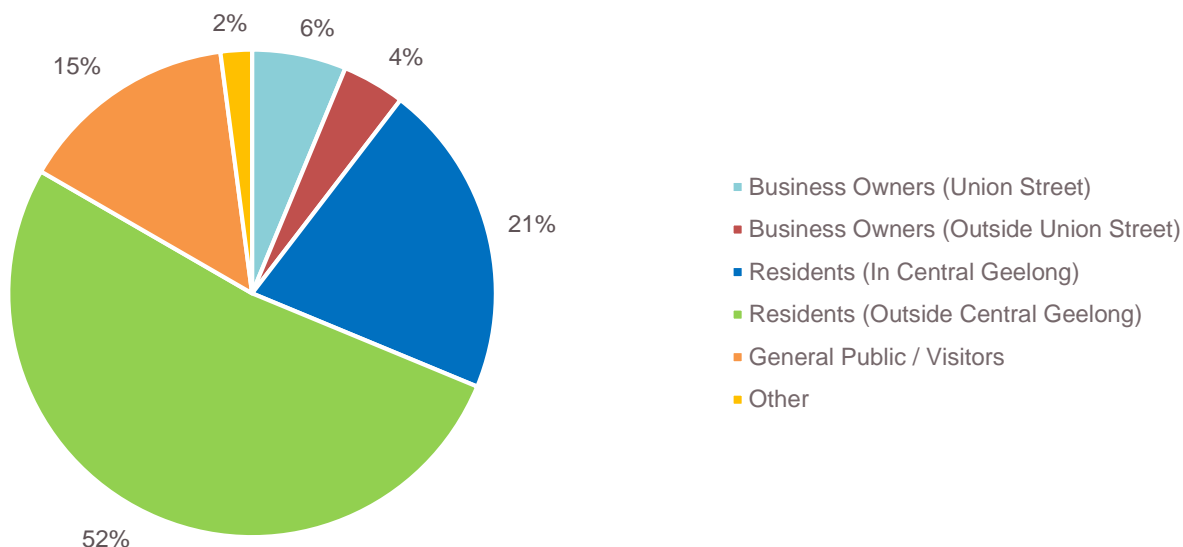


Chart 1: Overall Participation

## WHAT WE HEARD

### OVERALL SENTIMENT

In considering all 48 contributions to the engagement, 47 (98%) were positive in terms of overall sentiment. There were no contributions that were considered negative to be negative. One contribution (2%) was considered to have mixed views.

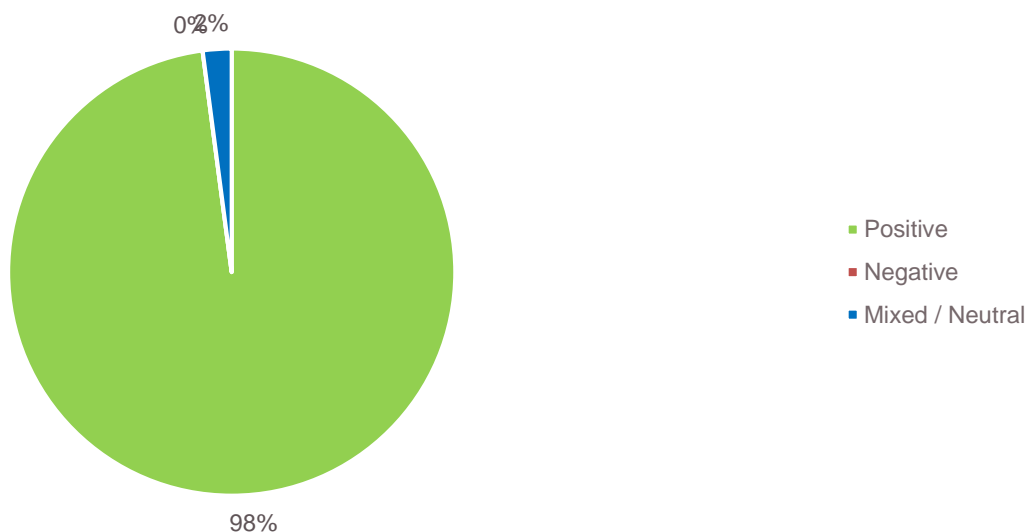


Chart 2: Overall Sentiment

## KEY FINDINGS & THEMES

Most of the respondents were supportive of the proposal. The only respondent with mixed views raised themes mostly relating to parking being an issue in the street. Respondents who were supportive raised themes mostly relating to the improvements to the street atmosphere and the benefits to the hospitality businesses.

A representation of some of the themes raised via the online feedback are noted below in the form of quotes from individual respondents:

***This will be a boon for the city, local business and the general public. It is an absolute must for Geelong moving forward.***

(Central Geelong Resident)

***“While I am all for outdoor dining (and am hugely in favour of it in our street), I want to make it clear to the City of Geelong that parking is an issue in the street.”***

(Central Geelong Resident)

***“There's is no doubt that these great local small businesses would thrive if the proposed went ahead. Do the right thing Geelong City Council!! This is a no brainer....”***

(Central Geelong Resident)

***Great idea. As a resident and COGG ratepayer I support the expanded outdoor dining trial as a positive initiative to accelerate economic and social recovery.***

(Resident Outside Central Geelong)

***“Good idea. I feel more confident eating outdoors.”***

(Resident Outside Central Geelong)

***I fully support the expansion of outdoor dining in Geelong's smaller/side streets. It is a wonderful idea to promote the restaurants and allow them to have more seating.***

(Business Owner Outside Union Street)

***“Union street is the perfect location for this as minimal car parks will be impacted and there are some amazing venues situated along the underutilised street.”***

(General Public / Visitor)

***“I think this would give so much to the city centre and give more capacity to the venues in Union street!! Such a great initiative and something that would give a lot to the street! LOVE IT”***

(General Public / Visitor)

***“We welcome any change to a street that has needed something like this for years.”***

Union Street Business Owner

***“Very grateful for the support of council in activating the street and improving its appeal.”***

Union Street Business Owner

## NEXT STEPS

The engagement findings report provides an essential step in helping us to understand all stakeholder views regarding the draft proposal to trial expanded outdoor dining areas in Union Street.

These findings will inform any changes to the plans and help us to determine if the proposal should go ahead. This decision is expected to be made shortly and will be communicated to all respondents who have provided the City with an email address.

Businesses in Union Street will be notified directly.