

Geelong Low-Cost Camping Review

Engagement Summary / June 2022



COMMUNITY ENGAGEMENT SUMMARY

In March 2022 we sought the community's feedback via an online survey as part of a review into the merits of establishing a **low-cost camping site and Recreational Vehicle (RV) amenities** (such as an RV dump point) in Geelong's north.

The survey was open for submissions for 22 days and promoted across print and digital platforms.

The Campervan and Motorhome Club of Australia membership base and a range of key stakeholders were also consulted through surveys and one-on-one interviews as part of the review.

Feedback provided via the survey has helped inform the independent consultant's report and recommendations, which consider:

- The viability of establishing a low-cost camping site and RV amenities in Geelong;
- Potential or preferred site locations;
- Economic impacts of a low-cost camping site and RV amenities; and
- Community and environmental impacts of a low-cost camping site and RV amenities.

This review is in response to a Notice of Motion by Cr Grzybek in July 2021, which highlighted the need to update the initial assessment and [RV Friendly Town Review \(Council report\)](#), completed in October 2013.



22 DAYS
of engagement

SOCIAL MEDIA



54,740
Reach/Impressions

920
Actions (Clicks, reactions,
shares, comments etc.)



4
print adverts
in local
newspapers



3
Features in
community
and member
newsletters



659
Number of people
to complete survey



101 People following
the project



86% of residents
surveyed support
low-cost camping
in Geelong's north



4
stories in
local
newspapers

WHAT WE HEARD

A large proportion of residents that responded to the survey (86%) were supportive of the concept and agreed there is an opportunity to establish a low-cost camping site and RV amenities in the northern areas of Geelong.

The project is seen to help mitigate existing issues facing the RV market, with 44% of residents acknowledging difficulties with RV parking and waste disposal in the region.

Residents associate the following benefits with low-cost camping and RV amenities including:

- Commercial benefits for local businesses;
- Supporting RV visitors travelling on the Spirit of Tasmania; and
- Increases in visitation and visitor spend (i.e. growth of visitor economy).

In contrast, residents identified the following challenges that would need to be considered as part of this project:

- Managing waste and pollution;
- Managing congestion (e.g. traffic and parking); and
- Minimising the environmental impact of the site.

Other considerations for the establishment of the site includes: ensuring visitor safety and security, imposing maximum time limits to avoid permanent tenants, proximity to residential areas and efficient waste disposal mechanisms.

NEXT STEPS

The online survey for the review into low-cost camping closed on Wednesday 30 March 2022.

A summary of the survey results will be included as part of the report by Urban Enterprise, which will be discussed at the Council meeting on Tuesday 28 June 2022.

At the meeting, Council will be asked to:

1. Note the independent review into the provision of low-cost camping within the north of Geelong and subsequent site feasibility study;
2. Approve the further exploration of the independent consultant's preferred location for low-cost camping, Seagull Paddock, noting the importance of considering all potential opportunities of the overall site in any further analysis; and
3. Request further analysis of the independent consultant's recommended operating model for the ongoing management of the low-cost camping facilities.

Details of the Council meeting held on Tuesday 28 June 2022 can be found at [geelongaustralia.com.au/meetings](https://www.geelongaustralia.com.au/meetings).