



THE CITY OF
GREATER GEELONG

GEELONG WATERFRONT MASTERPLAN

COMMUNITY AND STAKEHOLDER
ENGAGEMENT - STAGE 1 SUMMARY

JULY 2023

FINAL

COMMUNITY ENGAGEMENT SUMMARY

The City of Greater Geelong invited feedback on the current Geelong Waterfront masterplan, listening to the community and visitors to discover what they value and envision for its future. This summary presents the broad range of ideas and aspirations provided during the Stage 1 engagement period, from mid-April to May 2023.

The City would like to thank the participants who generously shared their time and energy throughout this stage of the engagement process.

Project background and phases

The Geelong Waterfront is an iconic site on the traditional lands of the Wadawurrung People. The current masterplan prepared in 2011 is due for review.

Over a six week period, the City, and engagement practitioners, MosaicLab, began Stage 1 engagement. The team sought to gain insight from the community and visitors to discover what they value and envision for its future, as they prepare the new masterplan.

This summary outlines the process undertaken and the feedback provided by the community and key stakeholder groups. The full engagement report from MosaicLab is provided as an appendix. This summary will also explain how the feedback will be incorporated into the draft masterplan.

When the draft masterplan is complete, it will be shared with the community for another round of feedback before the Masterplan is finalised in late 2024.

Aim

The updated masterplan will set the vision and guide works along the Corio Bay foreshore over the next 10 to 20 years. It will provide urban design integration with several major projects including the Geelong Convention and Exhibition Centre and Geelong Waterfront Safe Harbour Precinct Project, along with connections to our Wurriki Nyal Civic Precinct and Mercer-Gheringhap Streetscape Upgrades.



HOW AND WHO WE ENGAGED

The community consultation was open for six weeks, closing at the end of May 2023. The City engaged MosaicLab, local community engagement practitioners to lead the process and report on their findings as part of Stage 1 engagement. The methods and levels of engagement used during the process included:

Listening Posts

Four face-to-face listening post sessions were held on-site. Sessions were held during the school holidays to engage with visitors, at night time to understand the site after business hours and whilst the Geelong Makers and Growers Market was underway.

165 contributions were received.

Community Survey

An online community survey with social pin-point maps & ideas posting page was widely distributed via the 'Have Your Say' (HYS) platform allowing the community to provide feedback on issues and opportunities for the planning project.

361 survey contributions and 204 comments and posts on the maps and ideas pages were received.

Interviews with Victorian State Government and Deakin University

Meetings were held with the following organisations to learn about their plans and vision and use of the site. Participants included Department of Energy, Environment and Climate Action, Development Victoria, Regional Development Victoria and Deakin University

Community Deep Dive Session

Consultants ran a deep dive session with a key interest group from Barwon Health representing older residents, seeking to understand how they use the site, listen to memories and understand their experience and challenges of using the site.

12 community members participated.

Interviewing Business and Community Organisations

20 one to one interview sessions for key business and community stakeholders were offered in either a face to face or phone call format.

13 organisations participated.

Community Workshop

One face-to-face workshop was attended by 5 community and business members. 2 online sessions and 1 other face to face session were offered but no registrations were received.

5 community and business members attended.

Site Walk

The City attended an onsite walk with Wadawurrung traditional owners to listen and learn.

Youth Advisory Committee

Staff presented the project to the youth council and engaged with them in a short visioning workshop.

HOW WE COMMUNICATED



48
days of
engagement
for Stage 1



3
articles printed
in local Geelong
and Melbourne
based
newspapers



1,900
reach / impressions



62
actions (clicks,
comments, shares,
reactions etc)



361
responses to
the Have Your
Say survey



91
people following
the Have Your
Say page



204
suggestions
from the public
provided via
social map &
ideas page

WHAT YOU TOLD US




A high quality public open space integrating world class sustainability features. A pedestrian oriented space that celebrates the Indigenous and non-Indigenous heritage of the area. A diverse land use providing opportunities for increased residential population and range of retails and community uses, including art spaces and public/street art.

I would imagine a clean less polluted waterfront. I hope the waterfront can be a home to wildlife.

HIGHLIGHTS FROM WHAT WE HEARD

The following is a selection of ideas and quotes submitted by the community during the Stage 1 engagement phase.




Cunningham pier for public space and cafes

Posted by Emily | a month ago

Revitalise Cunningham pier to create a public space that includes picnic areas, places for live events, for fishing, and development of more cafes either permanent or pop up style. Relocate the carpark - it is on prime realestate!

3 Likes 0 Comments




Competition skate bowl

Posted by Jason | 2 months ago

It would be a great opportunity to design and install a competition-level skate bowl on the water front - next to the existing street course. Not only would it provide a public facility for skateboarders who ride deeper bowls (which is lacking...

57 Likes 15 Comments



Better seating along the waterfront

Posted by M | 2 months ago

The waterfront and pathways between Rippleside and Eastern Beach need better lighting in the evening and more seating.

16 Likes 2 Comments

Corayo
(Corio Bay) has always
been a gathering space for our
people, for the community and for visitors.
Moving forward we want people to know our
story when they visit and gather.

Corrina Eccles, Wadawurrung
Traditional Owner

An
engaging
space that
encourages participation
from all age groups and is
renowned for its beautiful
scenery and facilities.

I
would like to
see a shared path all
the way from Limeburner's
to Rippleside. Although there
is a path now it has frequent
interruptions and disappears really
from Cunningham Pier to the
Western Beach sheds. Beyond
there to Rippleside it is too
narrow, too rough and the
light poles are unsafe
for cyclists.



KEY PRIORITIES AND THEMES

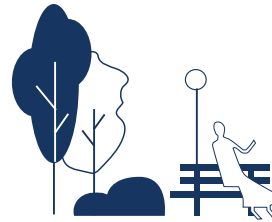
The key purpose of seeking community input is to ensure the new masterplan reflects the needs and aspirations of the community and other stakeholders. The following is a summary of the key priorities and themes from our engagement.

Leisure and recreation activities



- More and improved walking and cycling opportunities were frequently mentioned, with a desire for continuous tracks, wider paths to improve safety, smoother surfaces, and tracks in natural settings.
- Common requests included the addition of swimming and bathing opportunities through saltwater pools and improving beach swimming quality.
- Respondents expressed a need for outdoor physical activity spaces, equipment, and development of boating facilities.
- Cunningham Pier received comments opposing it as a car park.

Improvements to amenities



- Common requests included clean amenities, removal of rubbish, and the presence of more trees and plants for shade (preferably native species).
- Respondents requested additional seating, tables, and high-quality and upgraded children's playgrounds.
- The majority wanted the bollards preserved.
- Opinions differed regarding dog management; while some maintained they enjoy exercising their dogs, others advocated for stricter controls.
- Improvements to the quantity and quality of toilets, showers, changing facilities, lighting, artwork, signs and interpretation, water fountains and features, the sea well, and BBQs were sought.
- More shade was desired.

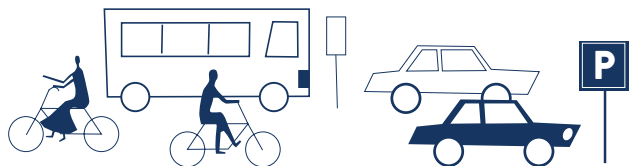
Inclusion and diversity improvements



- Respondents wanted better disability access, especially to beaches and organized activities.
- They also sought the incorporation of Indigenous representation into the waterfront design.



Transportation issues and preferences



- Respondents argued that there should be more and better public parking available. There was not a consensus on where more parking should go but they would like it away from the water, not disturbing the view.
- A safer and pedestrian-focused future was desired, with reduced traffic congestion and diverted flow away from the waterfront.
- Better connectivity to the rest of Geelong via improved links with public transport, walking and cycling paths, and a better ferry service to Melbourne and around the bay were requested.

Urban design preferences and suggestions



- Respondents frequently suggested providing vast green open spaces for outdoor activities, with detailed comments describing smaller spaces and the provision of shelter or shading.
- The desired overall presentation and feel of the area included a cohesive design highlighting historic, indigenous, modern, built, and natural features.
- Respondents sought the preservation and integration of heritage into modern design and development features.

Commercial enterprise preferences and suggestions



- Respondents wanted cafes, restaurants, bars, and food trucks located near the water and open for longer hours.
- Live music events were the most popular entertainment option mentioned.
- Improvements to the area to attract tourists, as well as the addition of shops and weekly markets, were requested.

Overall management issues and preferred focus



- Respondents sought a community and family-focused area that is welcoming and universally popular.
- Environmental quality was important, with a desire for a thriving, healthy, and unpolluted environment that people can enjoy safely.
- Safety at all hours of the day, appropriate maintenance of facilities, and high-quality presentation were emphasized.

NEXT STEPS

The information, issues and ideas gathered through the consultation will inform the development of the draft master plan. Once the draft masterplan is complete, it will be released for another round of engagement where the community will have the opportunity to provide further feedback on what is proposed.

Timeline



STAY IN THE LOOP

To receive the latest updates,
follow the project at:

[https://yoursay.
geelongaustralia.com.au/
GWFMP](https://yoursay.geelongaustralia.com.au/GWFMP)



ACKNOWLEDGEMENT OF COUNTRY

We Acknowledge the Wadawurrung People as the Traditional Owners of the Land, Waterways and Skies. We pay our respects to their Elders, past and present. We Acknowledge all Aboriginal and Torres Strait Islander people who are part of our Greater Geelong community today.

CITY OF GREATER GEELONG





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CUSTOMER SERVICE CENTRE

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8.00am – 5.00pm

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