

# PERMANENT RAINBOW CROSSING



## COMMUNITY ENGAGEMENT SNAPSHOT

Feedback on the Rainbow Crossing consultation has closed, thank you to everyone who provided feedback, your contribution is valued and appreciated.

This stage of the community engagement was to seek your feedback on the preferred location for a permanent rainbow crossing in the Geelong CBD. We asked you to consider the crossing locations listed below, your preferred day of launch and about the importance of the installation being an actual road crossing or alternative options: -

- Malop Street crossing (central) – between Market Square & Westfield (signalised)
- Yarra Street underpass pedestrian crossing (signalised)
- Malop Street crossing – near Clare Street (signalised)
- Fenwick Street pedestrian crossing – near Johnstone Park (zebra crossing)
- Western Beach Road pedestrian crossing - Novotel (zebra crossing)
- Western Beach Road pedestrian crossing – Cunningham Pier (zebra crossing)
- Gheringhap Street pedestrian crossing – Deakin (zebra crossing).

Community feedback is a vital part of our planning. It helps us to make decisions to ensure the crossing is a vibrant and colourful representation of our region's support of the local rainbow community and continue to celebrate our local our LGBTQIA+ communities

Over the course of the consultation period the City reached the following achievements.



**33 DAYS**

of engagement  
(30 June to 1  
August, 2022)



**1476**

Number of visits to  
the Have Your Say  
page



**778**

Contributions.  
**689** responded to the  
location question  
**415** completed the survey.



**20**

Community  
members emailed  
their feedback direct

**SOCIAL  
MEDIA**



**36,761**

Reach/Impressions

**3,252**

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



**2**

print adverts  
in local  
newspapers



**64**

People following  
the project

## **NEXT STEPS**

The next stage of the Rainbow Crossing project is to collate the feedback from the community consultation process.

All feedback received will be considered and presented to Council in late 2022.