



THE CITY OF
GREATER GEELONG

ST LEONARDS FORSHORE PAVILION

CONCEPT PLAN

ENGAGEMENT REPORT

September 2020

Contents

Stakeholder Engagement.....	3
Stage 1 Stakeholder Engagement.....	4
Stage 2 Broader Community Engagement	5
Engagement Results	6
Survey Responses	8
Social Media	10
Print Media.....	11
Engagement Materials.....	12

Stakeholder Engagement

In 2019 the Federal Government announced a Community Development Grant of \$430,000 to the St Leonards Beautification Committee for the construction of a community pavilion on the St Leonards foreshore.

The project is unique as there are stakeholders involved from all three levels of government and the community. The identified location for the pavilion is on Crown Land managed by Council. The Department of Environment, Land, Water and Planning (DELWP) are the landowners. City of Greater Geelong are the land manager on behalf of DELWP. The St Leonards Beautification Committee secured the grant funding from the Federal Government.

An additional key stakeholder is Bellarine Bayside Coastal Management. Bellarine Bayside is the appointed Committee of Management formed by the Victorian Government in 1994 to manage 17km of foreshore Crown land reserves on the northern Bellarine Peninsula, stretching along the south-western rim of Port Phillip Bay from Point Richards in Portarlington to the southern edge of St Leonards township. They do not manage the small section of land where the foreshore pavilion is proposed.

The City of Greater Geelong is the project lead and will deliver the project on behalf St Leonards Beautification Committee and will be the asset owner once the project is completed.

STAKEHOLDER ENGAGEMENT

Council identified that the key project stakeholders were St Leonards Beautification Committee, DELWP and Bellarine Bayside Coastal Management.

Council and the stakeholders identified that we needed a two tiered approach to stakeholder engagement:

1. Stage 1 – Key Stakeholder Engagement to develop concept plans for the broader community. The concept plans had to:
 - meet the St Leonards Beautification Committee vision for the project
 - be compliant with the Marine and Coast Act (MACA)
 - meet the project goal and federal funding requirements
 - be within the project budget.
2. Stage 2 – Broader community engagement to test the concept plans and ensure that the concept meets the needs of the residents of St Leonards, visitors to the area as well as traders.

Stage 1 Stakeholder Engagement

As part of the Stage 1 Consultation Council engaged with the key stakeholders to develop a draft concept for community consultation. Council engaged Land Design Partnership to be the consultants to develop the concept. The stakeholder engagement included:

- On site meeting with DELWP and Bellarine Bayside on February 13th, 2020 to discuss the project parameters.
- On site meeting with St Leonards Beautification Committee , DELWP, Bellarine Bayside and Land Design Partnership on 26th February 2020 to understand St Leonards Beautification Committee vision for the project
- Land Design Partnership developed a concept plan based on the onsite engagement on 26th February. This plan was sent to key stakeholder for comments, as well as the St Leonards Primary School, during April / May 2020.
- Bellarine Bayside ratified the concept for community consultation in May 2020.
- All key stakeholder comments were collated, and a final draft concept was created for community consultation in June 2020. The concept was supported by all stakeholders.

The final concept for community consultation included an open sided shelter with barbecues, seating, outdoor cold water showers with toilets and change facilities, as well as additional upgraded path network.

Stage 2 Broader Community Engagement

STAGE 2 BROAD COMMUNITY ENGAGEMENT PROCESS

Restrictions on public gatherings resulted in modification of the planned engagement activities. The alternative plan was developed to ensure all local residents still had an opportunity to provide feedback on the master plan.

The community consultation was open from 7 August to 7 September 2020.

Community consultation included:

- A mail out to all residents and businesses (approx. 300) within 400m of the reserve, this included:
 - A copy of the concept plan
 - A project update information sheet
- Have your say” page of the City of Greater Geelong website <https://yoursay.geelongaustralia.com.au/STLPavilion>
- Targeted Facebook posts to St Leonards residents
- Media release directing people the Council website to leave feedback
- Signage at Harvey Park directing residents to Council’s website or to contact Council officers directly.

Feedback summary:

Community feedback was sought to confirm if residents support the concept plan and to understand what impact the works may have on the usage of the reserve. The vast majority supported the plan, including:

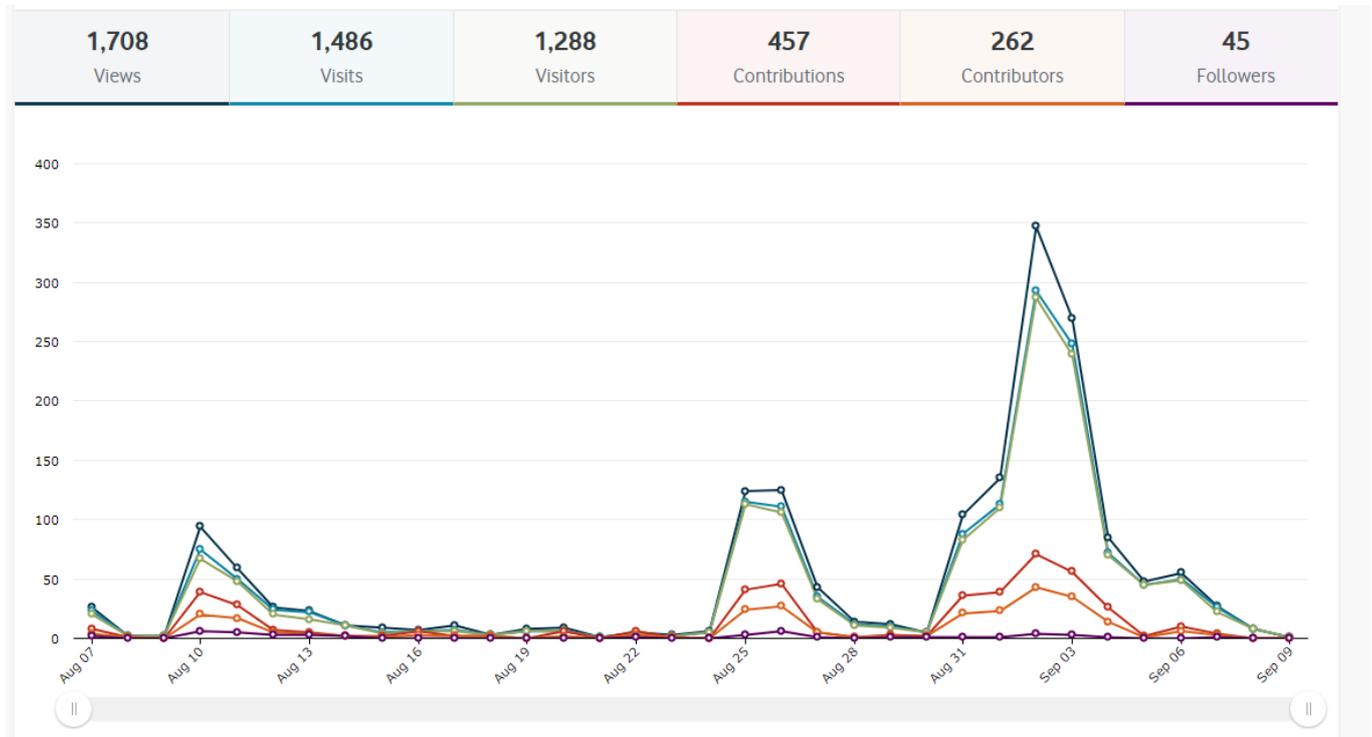
- **89% of respondents support the plan**
- **83% of respondents said they are more likely to visit the reserve if the concept plan is built.**

TOP LINE STATS

Tool	Summary stats
Have Your Say – Online views	1708 views
Have Your Say – Online contributors	262 responses
Total comments received	142
Facebook – Ad views	1,444
Facebook – Total engagements (reactions, comments, shares)	114
Facebook ads clicked to Have Your Say page	385
Have Your Say comments	91
Residents following Have Your Say	45 followers
Direct emails	5 email responses
Phone calls	3 call
Written submissions	1 written submission

Engagement Results

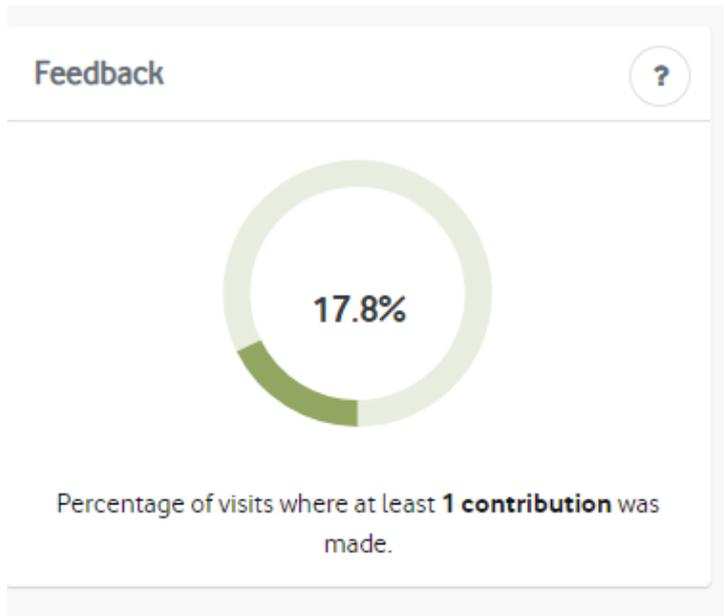
HAVE YOUR SAY SUMMARY



The three spikes of visits to the Have Your Say webpage are a direct correlation to different marketing methods. The first spike around August 10 was when the letter was delivered to homes within 400m of the reserve. The second spike around August 24 is likely related to Cr Mason's message that was featured in the Bellarine Times. The third spike from August 31 to September 5 was due to Facebook advertising to residents in the St Leonards postcode.

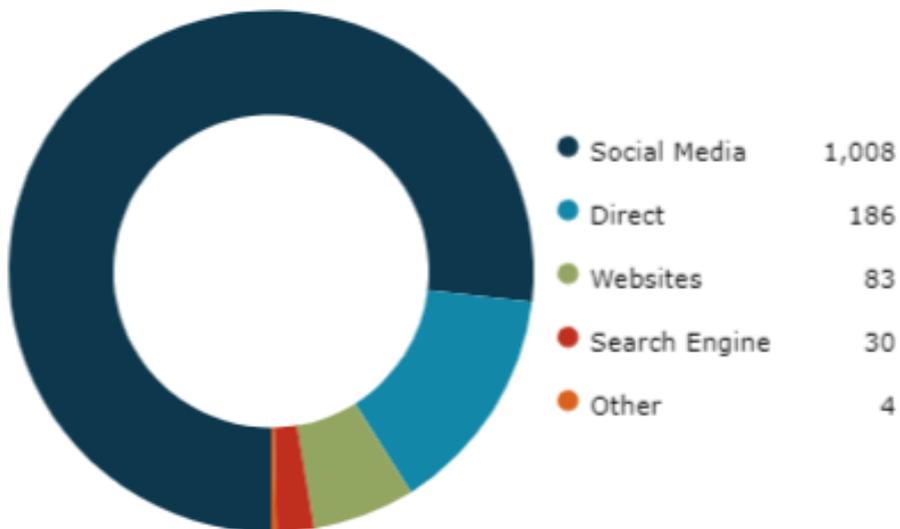
FEEDBACK

Almost 20% of visitors to the Have Your Say site left feedback (i.e. completed a poll or provided comments)



REFERRAL TYPE

Interestingly, social media was most effective method to direct people to the website, with 77% of visitors coming from social media. 14% of referrals came straight from the City of Greater Geelong website and 6% from other websites while 2% came from search engines such as Google or Bing.



Survey Responses

The Have Your Say page had three key questions we were asking the community.

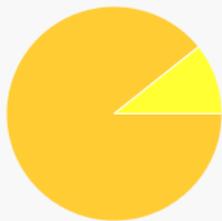
1. Do you support the draft concept plan?
2. If the concept plan is built would this make you more likely to visit the reserve?
3. Tell us a little more (if you like), a free text option.

RESPONSES

Do you support the draft concept plan?

- There were 187 responses to the question.
- 89% (167) of respondents supported the draft concept plan while 11% (20) do not support the plan.

Question: Do you support the draft concept plan?

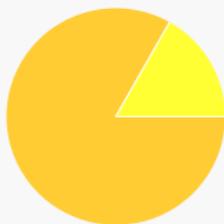


Yes	89%
No	11%

If the concept plan is built would this make you more likely to visit the reserve?

- There were 179 responses to the question.
- 83% (149 residents) said they would be more likely to visit the reserve if the concept plan was built, while 17% (30 residents) said it wouldn't make them more likely to visit the reserve.

Question: If the concept plan is built would this make you more likely to visit the reserve?



Yes	83%
No	17%

Participants were asked to share a little more

Residents were given an open text field to provide any additional comments relating to the proposed plan.

There were 142 total comments submitted as part of the community consultation.

- 91 comments were submitted on the City of Greater Geelong Have Your Say webpage.
- 44 comments from Facebook
- 7 comments were from phone calls, emails or letters direct to officers.

The sentiment in the responses was overwhelmingly positive which was supported the poll “Do you support the draft concept plan?”. A small number of respondents expressed concern about:

- the lack bins on the plans (12)
- the shelter and tables are in the wrong location (10)
- potential blocking of bay views from the main street (7). Some of these did not understand that the shelter was to be open sided and visually permeable. Some did not want any structures
- not wanting BBQ's (5)
- a fence running through the middle of the shelter (3)
- leaving things, the way they are (3)
- not large enough (1)

The items to be considered for inclusion:

- Ensure that the toilet, paths and seating (including picnic) are accessible to all (10)
- Additional BBQ's(9)
- Paths to be improved, concrete where possible (8)
- Additional accessible seats and picnic tables facing the bay (8)
- Additional native / indigenous tree planting (6)
- Inclusion of water fountain with dog bowl (4)
- Bike parking (3)

Social Media

 **City of Greater Geelong** Written by Claire Merquita [?] · August 31 · 🌐

🏠👤 Tell us what you think of the draft plans for the new open sided shelter at St Leonards Foreshore!

Highlights include:

- ◆ Barbecues & seating
- ◆ Toilets & change facilities
- ◆ Outdoor showers



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

St. Leonards Foreshore Pavilion [Learn More](#)

Have your Say before 7 September

   60 44 Comments 10 Shares

 Like  Comment  Share 

Facebook proved to be a strong communications channel for the project bringing in 1,444 views, 44 comments and 10 shares of the post. The Facebook advertisement was featured on August 31.

The overall reaction was positive and the key themes emerging were included in the comment's summary above. The comments were in line with the comments provided on the Have Your Say webpage.

Commenters were encouraged to provide their feedback via the online survey. of the effectiveness of this approach is evidenced by the spike in traffic to the webpage from August 31 to September 5.

The Facebook advertising was very cost effective, with 385 people clicking the link which equated to a cost of \$0.13 per click which is a great, cost effective, far reaching result.

The City included details of the project in Cr Jim Mason's 20 August article in the Bellarine Times.



SECTION: GENERAL NEWS ARTICLE TYPE: NEWS ITEM AUDIENCE: 19,000 PAGE: 17
PRINTED SIZE: 366.00cm² REGION: VIC MARKET: Australia ASR: AUD 664 WORDS: 760
ITEM ID: 1319342554



20 AUG, 2020

Things are happening in the Bellarine

Bellarine Times, Bellarine

Page 1 of 2

Things are happening in the Bellarine

We are now two weeks into this second period of stage three restrictions, and our Greater Geelong community is again showing its dedication to limiting further spread of COVID-19.

A committed effort from us all over the coming weeks will help protect our community and save lives – we all have a role to play.

Please stay at home as much as you can, wear your face mask and physically distance from others when you're out in public, and get yourself tested if you experience symptoms.

I also encourage everyone to safely support local businesses wherever possible.

You may not be able to visit your local café or restaurant for a meal at the moment, but many of these venues are now offering contactless takeaway or delivery services.

And when you're shopping online, please think local first.

Thank you all for your ongoing efforts as we tackle this enormous challenge together.

Site chosen for north Bellarine pool

Exciting news for north Bellarine residents last week, with the Council selecting the Drysdale Sports Precinct as the location for a new 50-metre pool.

This is a major milestone in this project and means detailed design can now get underway. In short, the north Bellarine community's long-held dream of a new pool is a big step closer to reality.

The federal government committed \$10 million for this facility in April 2019, and the Council has

allocated \$750,000 in this year's budget.

It's proposed the centre will feature a 50-metre pool, multipurpose spaces, change facilities and a pavilion.

The chosen location is easily accessible from all north Bellarine towns, will integrate well with the surrounding sporting facilities and schools, and will allow room to expand in future should more funding become available.

Sports lighting for St Leonards Lake Reserve

The City of Greater Geelong was successful in its recent application for \$2.5 million in sports lighting grants under the Victorian Government's Community Sports Infrastructure Stimulus Program.

The funding is for new floodlighting at seven different reserves across the Greater Geelong region, including St Leonards Lake Reserve.

This is welcome news and we thank the Victorian Government for the funding.

Planning for new community pavilion on St Leonards foreshore

In 2019, the federal government made an election commitment of \$430,000 for a new community pavilion and upgraded amenities next to Harvey Park on the St Leonards foreshore.

The City of Greater Geelong has now developed concept plans for this new facility, and we're seeking feedback from nearby residents and users of the reserve.

The plans include an open-sided shelter with BBQs, seating, toilets, change facilities and cold water outdoor showers, along with new trees and a public art piece.

They've been developed in consultation with the St Leonards Beautification Committee, the Department of Environment, Land Water and Planning (DELWP), and Bellarine Bayside Coastal Management.

You can view the concept plan and have your say until September 7 at yoursay.geelongaustralia.com.au.

Fresh approaches to rabbit control, tree management and stormwater services

The Council's draft four-year Rabbit Control Plan is open for feedback until next Tuesday (August 25).

This plan, once finalised, will give us an integrated approach to controlling the rabbit population and regenerating affected land through a variety of techniques.

You can read the draft plan in full and share your thoughts and ideas with us via yoursay.geelongaustralia.com.au.

The feedback period recently closed on our draft Tree Management Policy, which will guide the future management and protection of our region's vast tree population.

Thanks to everyone who provided input – your feedback will now be considered by the Council before we finalise the policy.

And the Council is pleased with our new 10-

year Stormwater Services Strategy, adopted on 30 June.

It's a far-sighted document that plans for climate change, more intense rainfall events, and the combined re-vegetation and recreational use of some floodways. It will also see us using more harvested stormwater on our parks and gardens, reducing demand on the region's drinking water supplies.

Engagement Materials

LETTER TO LANDOWNERS WITHIN 400M OF RESERVE

CITY OF GREATER GEELONG

PO Box 104,
Geelong VIC 3220
Df 22063 Geelong

P: 03 5272 5272
E: contactus@geelongcity.vic.gov.au
www.geelongaustralia.com.au



To the Resident
ST LEONARDS VIC 3223

5 August 2020

Doc No: D20-313935

Dear Resident,

Re: Proposed Foreshore Shelter, St Leonards

In 2019 the Federal Government announced a Community Development Grant of \$430,000 to the St Leonards Beautification Committee for the construction of a community pavilion on the St Leonards foreshore.

In consultation with the St Leonards Beautification Committee, the City has recently developed concept plans that include an open sided shelter with barbecues, seating, outdoor cold water showers with toilets and change facilities.

As a nearby resident to the public open space reserve along the St Leonards Foreshore, I am writing to invite your feedback on the proposed development of a foreshore shelter with supporting infrastructure adjacent to Harvey Park.

Please see attached for the project concept plans. You can also view the concepts and additional information on our website <http://www.geelongaustralia.com.au/yoursay>.

We would like to hear from you. Feedback can be provided online at <http://www.geelongaustralia.com.au/yoursay> or posted to City of Greater Geelong, Social Planning and Investment Department, PO Box 104, Geelong Vic 3220. Please ensure you include your contact details in your response if you would like to stay informed with the progress of this project.

If you are having any difficulty in engaging at this time, please feel free to contact Chris Lunn on telephone 03 5272 4914 or email clunn@geelongcity.vic.gov.au.

Please submit your feedback by 7th September 2020.

Yours sincerely

A handwritten signature in blue ink, appearing to read "I. Hicks".

IAN HICKS
MANAGER, SOCIAL PLANNING & INVESTMENT

CONCEPT IMAGE



FORESHORE CONCEPT

St Leonards Foreshore
1:150 @ A1 Overall - APRIL 2020



PRECEDENT IMAGES



Boardwalk / timber decking



Gravel with erosion control matting



Coloured concrete



Exposed aggregate concrete



Accessible Furniture



Changerooms, showers and toilets



Shelters



PRECEDENT IMAGES

St Leonards Foreshore
APRIL 2020





As part of a federal election funding commitment, the City will receive funding to deliver a new foreshore pavilion.

A new foreshore pavilion with BBQ's, seating, outdoor cold water showers with toilets and change facilities is proposed for this site.

To see what's planned and to leave your comments please visit the City's website www.geelongaustralia.com.au/yoursay

Submissions close 7th September 2020

