

05 IMPLEMENTATION

The master plan objectives will be achieved through delivering projects as outlined in this implementation plan.

The proposed implementation schedule identifies project delivery on:

- timeline priorities
- projections of cost
- suggested funding sources.

The master plan proposes momentum building and successive delivery. The precinct-based framework allocates the projects in the five precincts.

The suggested staging priority is proposed based on need, priority and budget:

- short: from 1 to 5 years
- medium: between 5 to 10 years
- long: longer than 10 years.

The cost range, quantified through a preliminary quantity surveying process and costed to 2025 rates, outlines project descriptions based on cost management assumptions:

- minor: Up to \$350K
- mid: between \$350K to \$1M
- major: more than \$1M.



PROPOSED IMPLEMENTATION SCHEDULE

PROJECT	PROPO-SAL NO.	ACTION	SUGGESTED STAGING PRIORITY	COST RANGE	POTENTIAL FUNDING SOURCE	FIRST STEPS
WESTERN BEACH RESTORATION PRECINCT						
Bay Trail / Bob McGovan Trail and path connections	01	Design and deliver the Bay Trail between Rippleside Park and the Western Beach Boat Club, upgrading existing paths for consistent width and surface treatment, adding new sections where needed, and removing steep or disconnected paths to enhance accessibility. The project will incorporate shelters, lighting, seating, signage, wayfinding and Water Sensitive Urban Design (WSUD) elements to improve user experience and environmental sustainability.	long	major	City of Greater Geelong, Government grant	- Install missing links, - staged sectional upgrades
Aquatic Restoration – Seagrass area	02	Design and deliver the replanting of native seagrass to restore coastal ecosystems, with ongoing monitoring to track progress. The project will also include the installation of seating and signage to enhance the visitor experience, while promoting community awareness through educational efforts.	short	middle	City of Greater Geelong, Government Grant	- trial revegetation - community events
Cliff and Path Management	03	Design and deliver the removal of environmental weeds, reinstatement of embankments, installation of jute matting, and planting of lower indigenous vegetation and mid-storey indigenous trees. Remove non-compliant paths, and upgrade paths as identified in the accessibility audit.	short	minor	City of Greater Geelong	- small focus areas - high priority works
Glenleith Ave, The Esplanade intersection	04	Reconfiguration of roundabout to accommodate bike lanes, standard footpath widths, and safe pedestrian crossings.	medium	major	City of Greater Geelong	design engagement

Griffin Gully Jetty and surrounds	05	Design and deliver upgrades to Griffin Gully Jetty and the surrounding foreshore area, including improved water access for snorkelling and diving, and informative signage highlighting the area's environmental values. Remove non-compliant hard surfaces, reconfigure carparking, develop new pathway connections, and upgrade shared path surfacing and width. Install seating at framed view locations and replace dead trees with indigenous species, maintaining view lines to the bay.	medium	major	City of Greater Geelong	- establish viewing node - design development for accessible path
Aquatic restoration - Reef Pods	06	Design and instal artificial reef pods (Dell Eco Reef) and associated informative and educational signage.	short	minor	City of Greater Geelong, Government Grant	begin installing pods based on budget
Wadawurrung Culture walk/ trail	07	Develop a co-designed Wadawurrung cultural walk with appropriate infrastructure, signage and educational resourcing.	medium	minor	Government grant	commence co-design discussions with Wadawurrung Traditional Owners
CONVENTION AND CREATIVITY PRECINCT						
Western Boat Club Maritime Precinct	08	Prepare business case for Western Boat Club Maritime Precinct.	short	minor	City of Greater Geelong, private investment / lease	develop precinct concept and stakeholder discussions
Western Boat Club Maritime Precinct	08	Prepare business case Design and deliver redevelopment, including access, pedestrian connections, building, educational resourcing, staffing and management.	medium - long	major	City of Greater Geelong Government grant	begin to explore site opportunities and stakeholder discussions
Landscape Embankment Planting	09	Design and deliver slope planting.	short	minor	City of Greater Geelong	define and implement individual projects
Arrival Plaza	10	Prepare business case for the plaza development. Design and deliver plaza and development.	short medium - long	minor	City of Greater Geelong. Private investment/ lease Government	begin design exploration

Passive Landscape and Recreation Area	11	Design and deliver landscape area and path connections.	short medium - long	major	City of Greater Geelong Contribution from plaza redevelopment	begin design exploration
Geelong Youth Activities Area	12	Design and deliver expansion the youth area to include upgraded basketball and netball facilities.	short	middle	Grant	community consultation
Poppy Kettle Playground	13	Design and deliver upgrade to Poppy Kettle Playground and surrounding path connections and landscape upgrades.	short	major	City of Greater Geelong	begin design exploration
Cunningham Pier	14	Advocate for redevelopment opportunities which includes public access.	medium		Private investment Government	advocacy
Deakin Uni Frontage	15	Design and deliver streetscape upgrades to Western Beach Road footpath adjacent to Deakin University.	medium	middle - major	City of Greater Geelong. Deakin Uni	begin design exploration
CENTRAL CELEBRATION PRECINCT						
Pavilion Site	16	Prepare business case for the pavilion development which supports marine-based activities. Design and deliver development.	short	major	City of Greater Geelong. Private investment Government	begin design exploration
Waterfront Quay and Carousel Pavilion	17	Minor upgrades, including tree planting, garden beds, and lighting.	short	minor - multiple projects	City of Greater Geelong	define projects and priorities
Steampacket Gardens	18	Minor upgrades, including tree planting, garden beds, and lighting. Sea wall upgrades and introduction of living walls. Interpretive signage.	short	minor - multiple projects	City of Greater Geelong	define projects and priorities

Yarra Street Activation	19	Design and trial public realm upgrades; Establish an activation and leasing plan.	short		City of Greater Geelong	event programming
Fishermen's Basin Marina	20	Explore opportunities for additional boat operations and commercial activities.	short		City of Greater Geelong	place Activation
Fairnie Park	20	Design and deliver upgraded pathways, stairways, rampways as per Accessibility Audit. Increase shade planting.	medium	major	City of Greater Geelong	begin design exploration
Transvaal Square	21	Design and deliver upgrades to Transvaal Square.	medium - long	major	City of Greater Geelong	begin design exploration
Eastern Beach Road modifications and event based road closures	22	Design and deliver modifications to Eastern Beach Road to include improved crossings, parking and cycle lanes.	medium	major	City of Greater Geelong	begin design exploration
HERITAGE LEISURE PRECINCT						
Hi Lite park	23	Study to investigate alternative locations on the waterfront for the Ferris wheel.	long	minor - study and design works	City of Greater Geelong	begin design exploration
Ritchie Boulevard and Eastern Beach foreshore	24	Design and deliver upgrades to Ritchie Boulevard and Eastern Beach foreshore.	medium	minor - study and design works	City of Greater Geelong Government grants	begin design exploration
Eastern Beach Reserve – Landscape backdrop	25	Design and deliver slope revegetation in conjunction with Ritchie Boulevard upgrade.	short - medium	minor - study and design works	City of Greater Geelong	prioritise projects

Eastern Beach Reserve – Gathering and Events	26	Design and deliver reserve upgrades, including pathways, lawn, planting, and shelters.	short - medium	minor - study and design works	City of Greater Geelong	begin design exploration
Central Swimming zone	27	Design and deliver upgrades to pool and surrounds. Design and deliver upgrades to facilities and amenities.	short	major	City of Greater Geelong Grants	prioritise individual projects and stage
Eastern Beach Playground and Outdoor Gym	28	Design and deliver playground, water play and gym precinct.	short	major	City of Greater Geelong	begin design exploration
LIMEBURNERS NATURE PRECINCT						
Bay Walk and Connections	29	Design and deliver new and upgraded paths, boardwalks, emergency access, and overflow carparking.	short	major	City of Greater Geelong	prioritise individual projects and stage
Mineral Springs	30	Design and develop a mineral spring node, inclusive of informative and educational signage, seating and landscaping.	short - medium	middle - in conjunction with path upgrades	City of Greater Geelong Government	begin design exploration
Limeburners Point	31	Business case for a community facility.	long	minor (study)	City of Greater Geelong Government Private Intesment	begin design exploration
Coastal Revegetation	32	Continue revegetation works.	short	minor	City of Greater Geelong	define priority projects

06 APPENDIX



The following documents are enclosed in the Appendix:

- Materials palette
- Community engagement and consultation which informed the draft
- Background documents
- Existing conditions

MATERIALS PALETTE

PAVED SURFACES



Material Exposed aggregate concrete Geelong Special Mix.

Location shared-use path, promenade

Precincts 01 02 03 04 05



Exposed aggregate concrete Geelong Special Mix, standard pavers and bluestone

central zone

01 02 03 04 05



Prefabricated steel structure with fibre-reinforced plastic (FRP) mini-mesh panels.

decking areas

01 02 03 04 05



Asphalt surfacing.

limited to vehicle access areas

01 02 03 04 05

FURNITURE

				
Material	Standard drinking fountain, stainless steel, with dog bowl and bottle refiller.	Standard bin enclosures, stainless steel, landfill and recycling units.	Standard bike parking semi-hoop, stainless steel, surface fixed.	Bollard, stainless steel, dome custom top, with sleeve for removable bollard at key locations.
Location	shared-use path, promenade	shared-use path, promenade	nodes, shared-use path, promenade	nodes, shared-use path, promenade
Precincts	01 02 03 04 05	01 02 03 04 05	01 02 03 04 05	01 02 03 04 05
				
Material	Standard timber seat with arm rests.	Standard timber bench	Custom timber seat - type 1.	Custom timber seat - type 2.
Location	shared-use path, promenade, park	shared-use path, promenade	shared-use path, promenade	shared-use path, promenade, boulevard
Precincts	01 02 03 04 05	01 02 03 04 05	01 02 03 04 05	01 02 03 04 05

FENCING AND HANDRAILING



Material Timber barrier and handrailing, heritage type

Location Eastern Beach

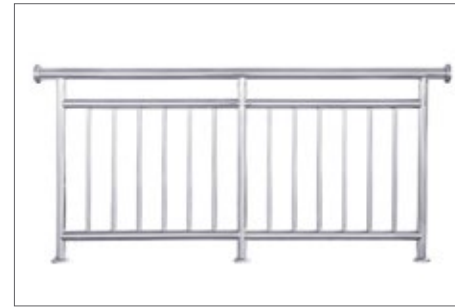
Precincts 01 02 03 04 05



Material Stainless steel handrail

Location shared-use path, promenade

Precincts 01 02 03 04 05



Material Custom steel fencing and handrailing

Location upper path embankment

Precincts 01 02 03 04 05

SIGNAGE



Material Standard wayfinding

Location boardwalk

Precincts 01 02 03 04 05



Material Custom digital

Location shared-use path, promenade

Precincts 01 02 03 04 05



Material Custom interpretative

Location shared-use path, promenade

Precincts 01 02 03 04 05

LIGHTING



Material Solar light pole

Location shared-use path, promenade

Precincts 01 02 03 04 05



Lamp on balustrade, heritage

Eastern Beach and Richie Boulevard

01 02 03 04 05



Catenary lights with programming system

areas of activation

01 02 03 04 05



Uplighting and highlighting objects
(public art, boat, trees)

central areas and nodes

01 02 03 04 05

COMMUNITY ENGAGEMENT AND CONSULTATION WHICH INFORMED THE DRAFT

The development of the draft master plan has been guided by a robust community and stakeholder engagement process. Stage 1 engagement focused on gathering insights from residents, businesses, and key stakeholders to identify the priorities, opportunities, and challenges for the waterfront. This input has directly influenced the draft plan, ensuring it aligns with community aspirations while considering environmental, economic, and cultural factors.

Stage 1 Engagement activities

- Wadawurrung site walk (March 2023)
- Survey hosted on our Have Your Say platform (14 April – 31 May 2023)
- Listening Post – school holiday focus (April 2023)
- Listening Post – after dark focus (April 2023)
- Listening Post – market focus (April 2023)
- 2-hour community workshop (May 2023)
- Deep Dive Session (May 2023)
- Interviews (May–June 2023)
- Youth Advisory Committee meeting (May 2023)
- Meetings with Wadawurrung Traditional Owners Corporation
- Meetings with State Government Agencies
- Meetings with Deakin University
- Ongoing internal collaboration within our organisation.

Key themes

The community engagement process revealed several key priorities and themes that have shaped the draft master plan. Leisure and recreation were major points of focus, with requests for improved walking and cycling infrastructure,

including continuous, safer, and smoother paths, as well as additional swimming opportunities. There was strong support for more outdoor physical activity spaces and boating facilities, alongside a call to repurpose Cunningham Pier from car parking into more recreational and cultural uses. Respondents expressed interest in more vibrant commercial enterprises, such as cafes, restaurants, bars, and live music events along the waterfront.

Inclusion and diversity were highlighted as essential considerations, with respondents advocating for improved disability access, particularly to beaches and activities, and for including Indigenous representation in the waterfront design. Enhancing amenities was another common request, including more trees and shade, upgraded playgrounds, additional seating, and better maintenance. There were varied views on dog management, with some calling for more flexibility and others advocating for stricter controls.

Transport access and connectivity were also significant concerns, with a desire for better public car parking, improved pedestrian and cycling paths, and enhanced public transport links, including a better ferry service.

Finally, respondents emphasised the importance of creating a welcoming and family friendly environment with a focus on environmental quality, safety, and the integration of heritage into future designs.

Feedback has been integral in shaping the draft master plan. Stage 2 engagement will offer the community another opportunity to review and refine the draft plan before the master plan is finalised.

BACKGROUND DOCUMENTS

Strategic context and key documents

The draft master plan is informed by key strategic documents that guide Geelong's growth, sustainability, and public space objectives, ensuring the waterfront's development aligns with broader city goals and future needs.

Clever and Creative Future (2017)

- The Clever and Creative Future (2017) sets a long-term vision for a sustainable, inclusive, and innovative Geelong. It highlights the importance of high-quality public spaces, sustainable urban growth, and economic resilience. The draft master plan aligns with this vision by creating a connected, vibrant, and environmentally responsible waterfront that supports both the local community and visitor economy.

Council Plan (2025-2029)

- The Council Plan (2025–2029) sets our strategic direction over the next four years, and the key objectives are plan, deliver, manage and optimise core and critical infrastructure across our growing region; promote, advocate and deliver healthy, caring and equitable outcomes for our communities; lead efforts to revitalise and grow our diverse economic precincts; champion our unique heritage and cultural identity; protect and enhance our unique and beautiful natural environment; commit to the highest levels of integrity, financial stewardship and meaningful community engagement. The draft master plan contributes to these goals by improving public spaces, enhancing accessibility, and integrating sustainable design principles to maintain a thriving and inclusive waterfront.

Urban Forest Strategy (2015-2025)

- The Urban Forest Strategy (2015–2025) aims to increase tree canopy cover, enhance biodiversity, and mitigate urban heat. The draft master plan integrates green infrastructure, increases tree planting along key public spaces, and improves the ecological function of the waterfront, contributing to urban cooling, better air quality, and a more comfortable pedestrian experience.

Environment Strategy (2020-2030)

- The Environment Strategy (2020–2030) provides a framework for protecting and enhancing Geelong's natural environment, focusing on climate adaptation, resource efficiency, and sustainable urban planning. The draft master plan incorporates water-sensitive urban design, enhances biodiversity, and considers environmental impacts such as sea level rise and coastal resilience.

Central Geelong Framework Plan (2023)

- The Central Geelong Framework Plan (2023) sets a long-term vision for growth, transport, and public space improvements. It emphasises better connections between the city and the waterfront, improved pedestrian and cycling infrastructure, and high-quality public spaces. The draft master plan builds upon these principles by strengthening city-bay links, improving pedestrian connections, and enhancing the waterfront's role as an extension of the urban core.

Revitalising Central Geelong Action Plan (2016)

- The Revitalising Central Geelong Action Plan (2016) outlines key projects to transform the city into a more

attractive, accessible, and economically vibrant area.

The draft master plan integrates with these revitalisation efforts, ensuring the waterfront remains a key destination and complements broader city-centre improvements.

Waterfront Basketball Court Options Report (2022)

- The Waterfront Basketball Court Options Report (2022) was developed in response to a state government commitment of \$400,000 for an outdoor basketball court at Geelong's waterfront. The draft master plan identifies a proposed location for the half-court, strategically linking it with other youth-focused activities such as skate facilities and play areas.

Bay Trail Revitalisation Feasibility Study (2020)

- The Bay Trail Revitalisation Feasibility Study (2020) examines upgrades to the 9km Bay Trail from North Shore to Western Beach Foreshore, focusing on improving access, safety, and integration with the coastal environment. The draft master plan incorporates these proposed upgrades, enhancing movement and connectivity along the trail.

Geelong Eastern Beach Reserve Conservation Management Plan (Draft)

- The Geelong Eastern Beach Reserve Conservation Management Plan (CMP) guides the protection and management of the Eastern Beach bathing complex and its surroundings. The draft master plan integrates heritage considerations outlined in the CMP, ensuring future upgrades balance public access, functionality, and preservation.

Geelong Waterfront Access Audit 2024

- The Geelong Waterfront Access Audit (2024) assessed seating, bins, bollards, bike racks, ground surfaces, tactile indicators, pedestrian and road crossings, parking, signage, stairs, and lighting. The draft master plan incorporates the audit's findings to improve accessibility across the waterfront.

Geelong Waterfront Tree Audit and Planting Plans 2024

- The Geelong Waterfront Tree Audit and Planting Plans (2024) evaluate existing tree species, locations, condition, and future impacts. The draft master plan integrates the planting plans to support long-term tree health, biodiversity, and shaded public spaces.

Victoria's Mineral Springs Master Plan 2023-32

- Victoria's Mineral Springs Master Plan (2023–2032) provides direction on the management of mineral springs across the state. Eastern Beach mineral springs recommends exploring site development options if deemed appropriate, including potential spa facilities to enhance visitor experiences and economic opportunities. The draft master plan considers these recommendations in planning for future uses and enhancements.

Greater Geelong and the Bellarine Tourism Development Plan 2019-22

- The Greater Geelong and the Bellarine Tourism Development Plan (2019-2022) identifies expanding cruise ship infrastructure at Cunningham Pier as a Tier 1 priority. This expansion aims to increase cruise ship visits, boosting tourism and local economic activity. The draft master plan incorporates this recommendation, considering the

necessary infrastructure within the Geelong Harbour Precinct's future development. This approach ensures Geelong remains competitive as a cruise ship destination while balancing the waterfront's diverse uses. These documents provide a comprehensive background and policy framework for the draft *Geelong Waterfront Master Plan*, ensuring alignment with broader city-wide objectives and informed by detailed site assessments.

Updated Sea-level projections for Victoria (November 2024)

- This report reviews the latest science from the Intergovernmental Panel on *Climate Change's Sixth Assessment Report* and provides future sea-level projections to support decision-making in Victoria. These projections are crucial for the master plan, as they inform necessary adaptations to address anticipated sea-level rise impacts on coastal infrastructure and public spaces.

Victorian Climate Projections 2024 - Technical Report (November 2024)

- This report presents the latest global and regional climate modelling simulations, detailing how Victoria's climate may change in the future. This information is essential for the master plan to incorporate strategies that enhance resilience against projected climate changes, such as increased temperatures and altered rainfall patterns.

Tree Audit : Geelong Waterfront Tree Audit and proposed tree planting plan (2024)

We commissioned John Patrick Landscape Architects to conduct a comprehensive tree audit along the Geelong Waterfront. This audit serves as an update to the *2010 Geelong Waterfront Masterplan*, with the primary objectives of evaluating the species suitability and Useful Life Expectancy (ULE) of existing trees while considering environmental factors and constraints specific to each precinct.

The audit's key goals included assessing the current condition of trees in the western, central, and eastern precincts, excluding the Eastern Beach Reserve. The suitability and ULE of these trees under both current and future environmental conditions were determined. Conducted over five days from April 29 to May 3, 2024, the audit employed a Visual Tree Assessment (VTA) methodology and the ArcGIS mapping system to record in-the-field data. This included details such as botanical and common names, location accuracy within five meters, canopy height and width, Diameter at Breast Height (DBH), and assessments of tree health and structure, as well as Useful Life Expectancy (ULE) categorisation.

Following the tree audit report, we engaged John Patrick Landscape Architects – Arboricultural Consultants. The planting plan is the second stage of a greater audit of trees within the waterfront precincts.

The planting plans take into consideration existing vegetation, as well as social, environmental, and future climate factors.

The intent of this document is to:

- Provide tree species recommendations to be considered

for planting within the Geelong Waterfront audit areas.

- Provide indicative planting plans for each precinct of the audit areas, detailing new, infill, or replacement plantings.
- Recommend timeline and priority of planting works.

Accessibility audit: Geelong Waterfront Access Audit (2024)

Architecture & Access has been commissioned to provide access consulting services for *Geelong Waterfront Access Audit*. The scope of works includes the site between the Geelong Western Boat Yard structure to the Eastern Beach Promenade. The existing extent of the site includes the following features:

- seating
- bins
- bollards
- pedestrian Lights
- bike Racks
- banner Poles
- pedestrian Walkways and pathways
- toilets
- road crossings
- parking and drop-off zones
- signage and information.

The existing accessibility of the site and buildings has been assessed, relative to the current requirements of the *Disability Access to Premises Standards*, the *National Construction Code/Building Code* of Australia and relevant referenced Australian Standards.

The areas of the site and buildings reviewed include:

- car parking
- external paths of travel
- entrances
- statutory access related signage
- surface finishes
- street furniture

EXISTING CONDITIONS

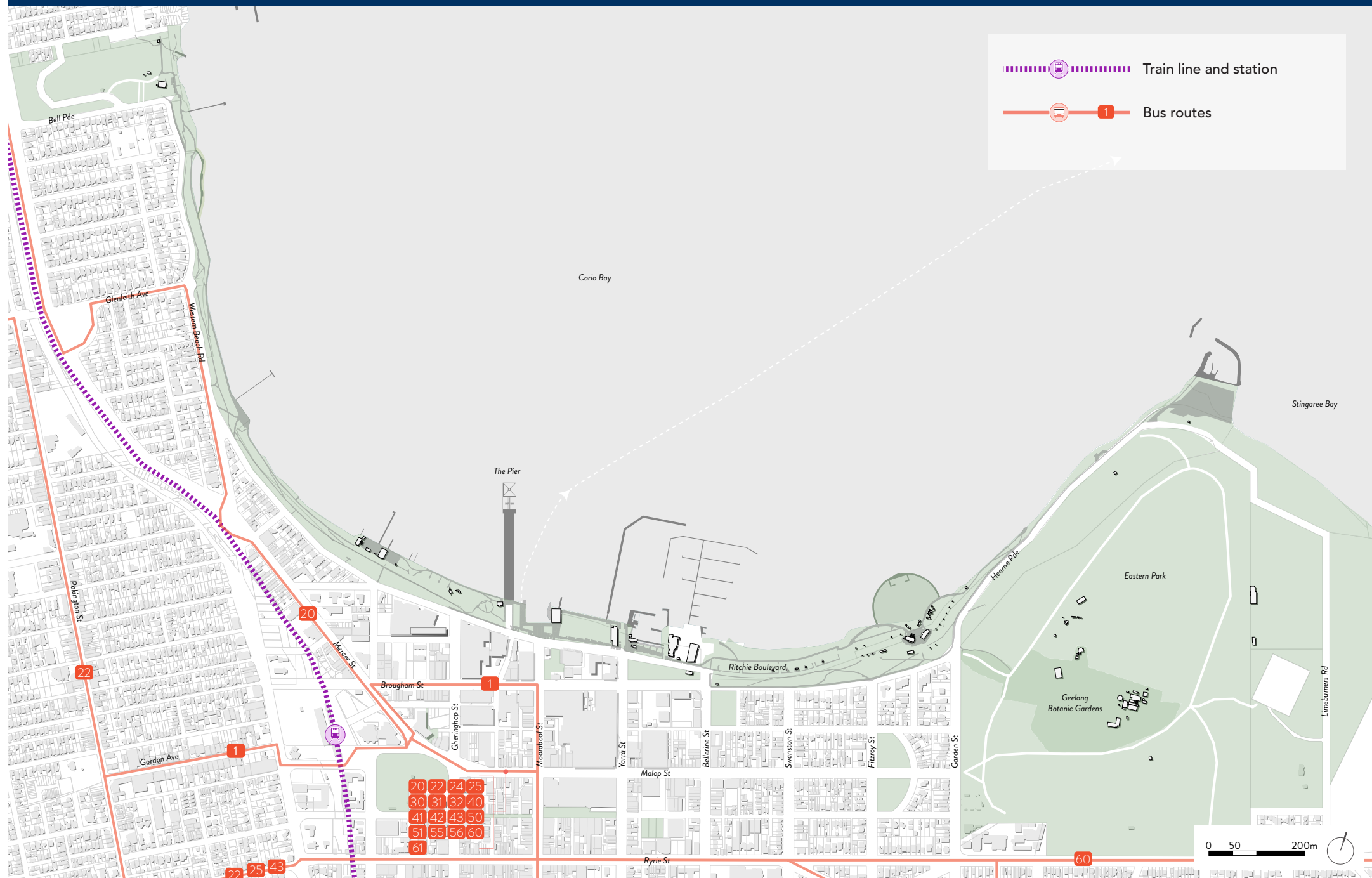


Figure 23. Existing Public Transport



Figure 24. Existing Pathways - Accessibility and Compliance

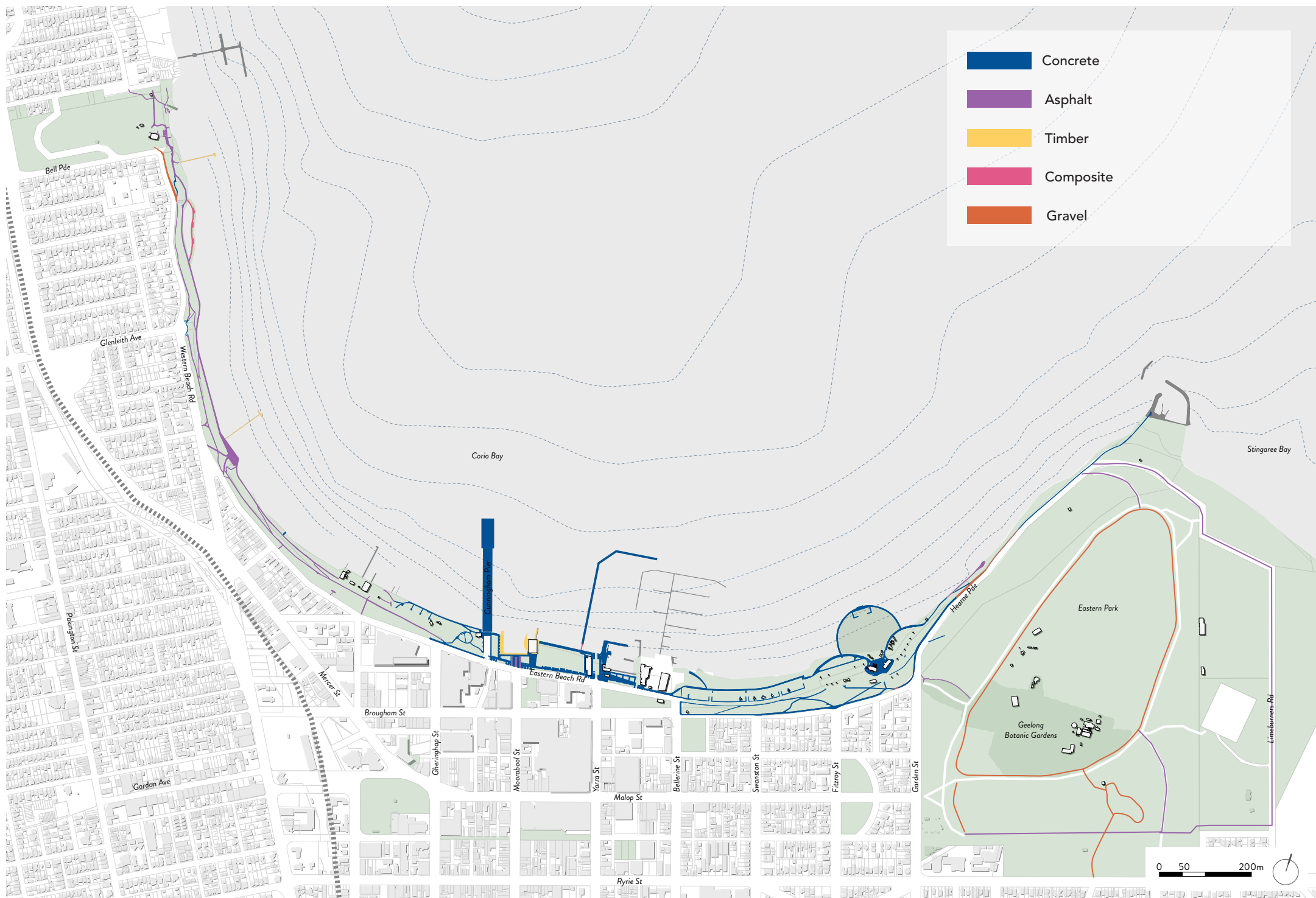


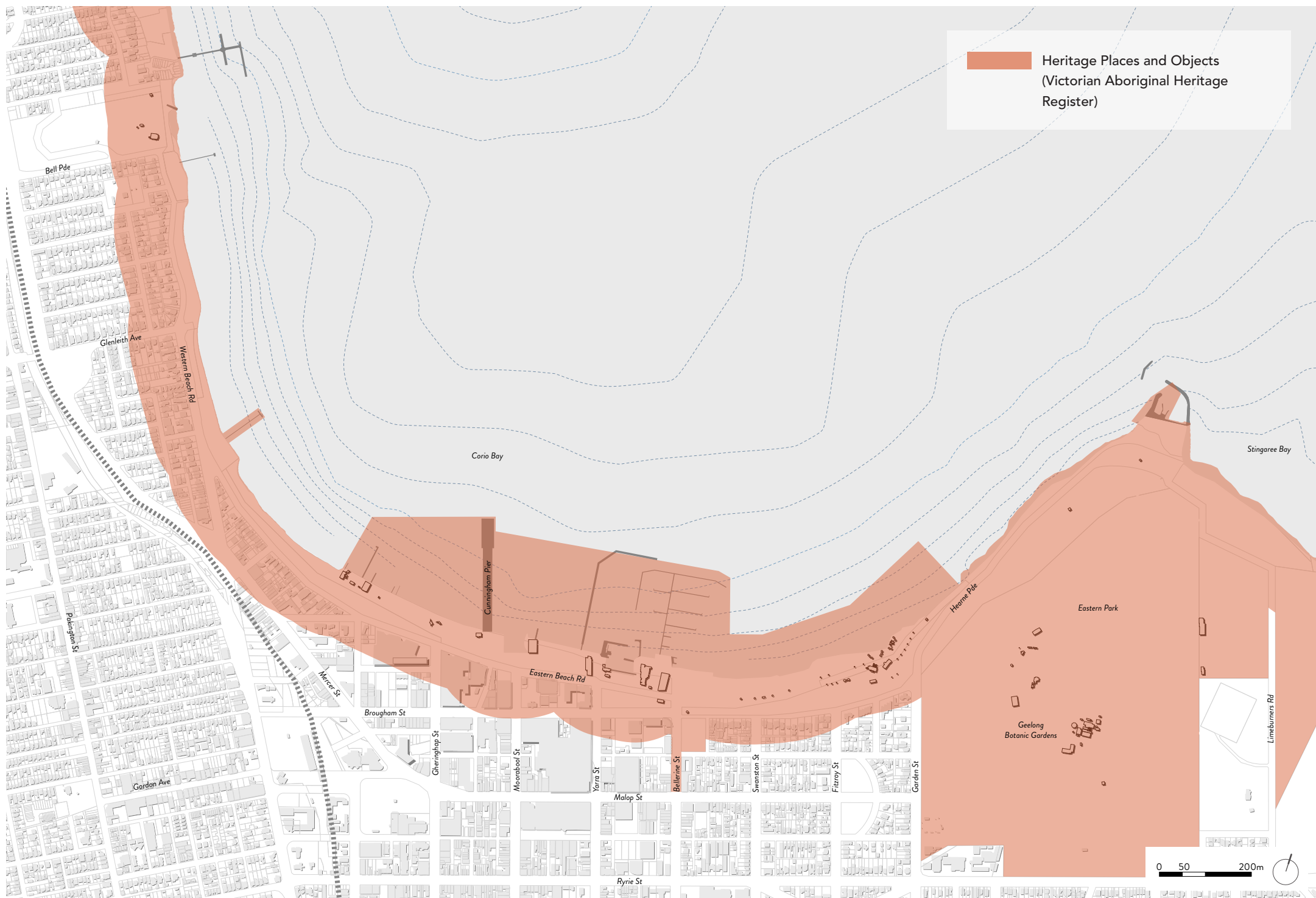
Figure 25. Existing Pathways - Materiality



Figure 26. Existing Trees - Central Geelong and the Waterfront - Canopy Cover



Figure 27. Existing Trees - Useful Life Expectancy



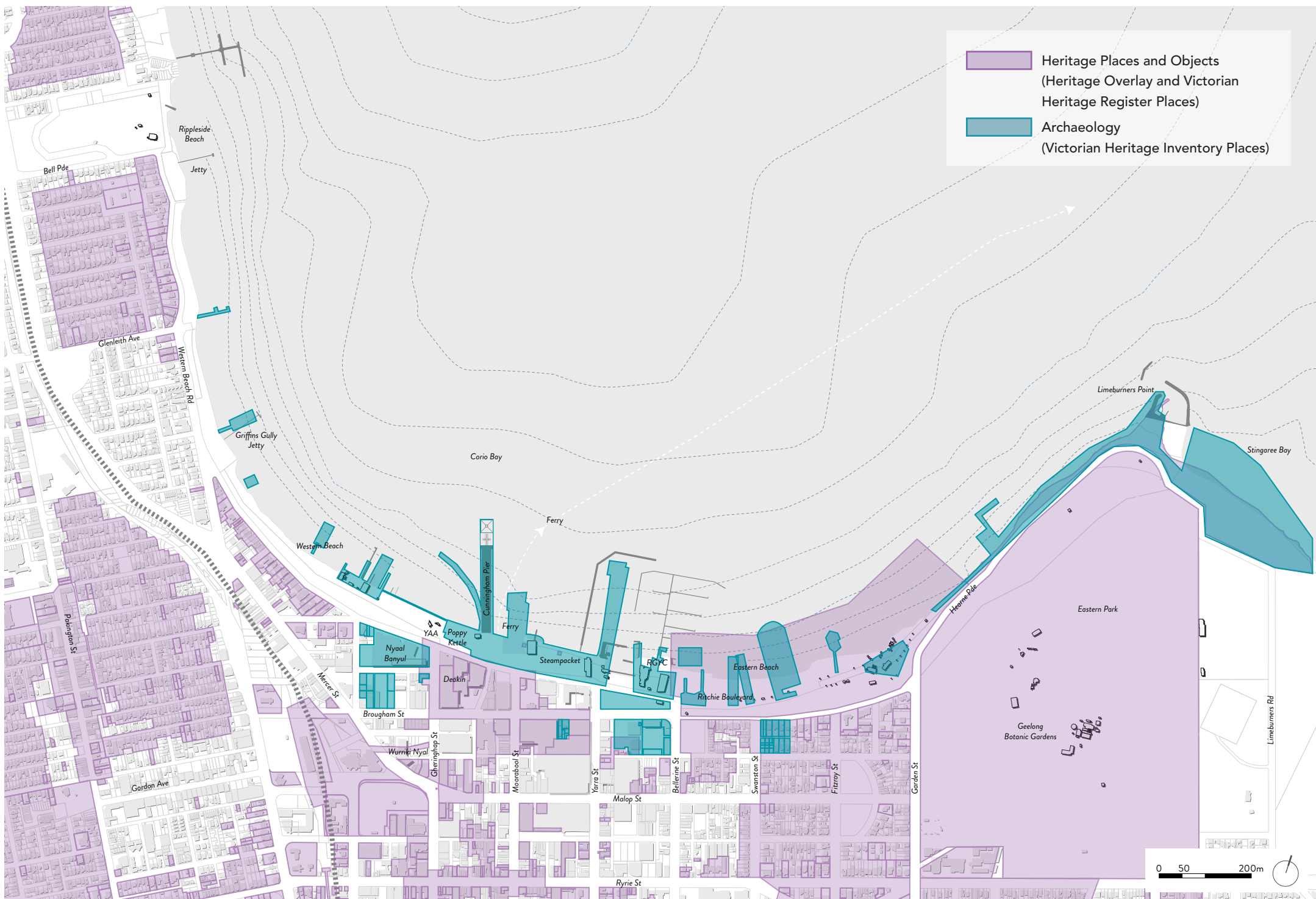


Figure 29. Zones of Cultural Heritage Sensitivity

CITY OF GREATER GEELONG

PO Box 104

Geelong VIC 3220

P: 5272 5272

E: contactus@geelongcity.vic.gov.au

www.geelongaustralia.com.au

© City of Greater Geelong 2025

LATEST NEWS:

 [@CityofGreaterGeelong](#)

 [@GreaterGeelong](#)

 [@CityofGreaterGeelong](#)

 [CityofGreaterGeelong](#)

