GREATER GEELONG

A CLEVER and CREATIVE FUTURE

3rd edition (2025)

CITY OF GREATER GEELONG

THE COMMUNITY'S VISION

By 2047, Greater Geelong will be internationally recognised as a clever and creative city-region that is forward looking, enterprising and adaptive, and cares for its people and environment.

CLEVER and CREATIVE

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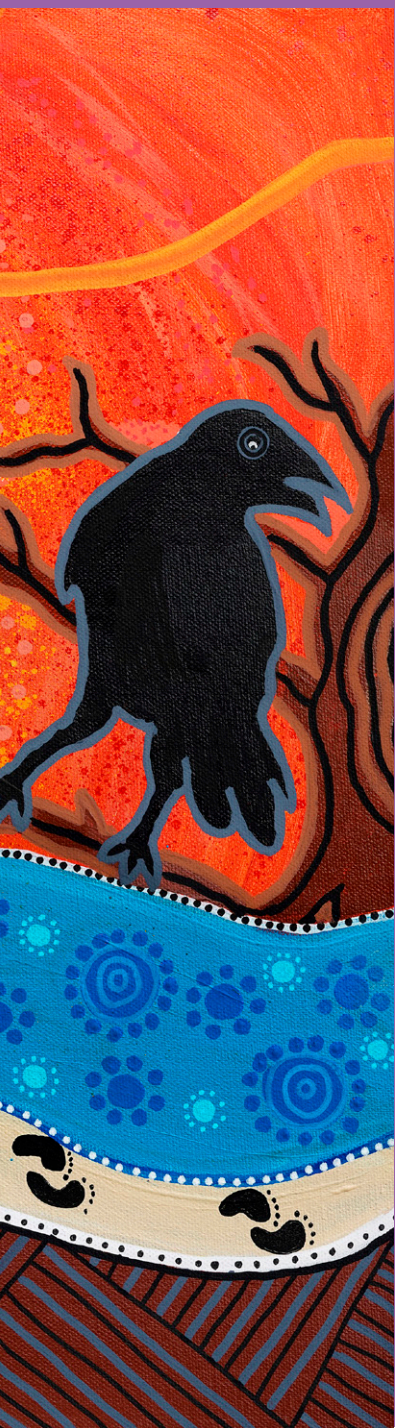


Council acknowledges Wadawurrung Traditional Owners of this land and all Aboriginal and Torres Strait Islander People who are part of the Greater Geelong community today.

Artwork: *"Wadawurrung Country and Connection"* 2019, Billy-Jay O'Toole

CREATING A VISION

From September 2016 to May 2017, over 16,000 people have told us what they value about the region, how they rate it against the recognised elements of a successful community, and shared ideas about how to address challenges now and in the future.

Through the process, they have listened to opinions, debated alternatives, analysed possible futures and compared ideas. Importantly, they have deliberated and, in the process, learnt more about each other's aspirations, values and goals. The result is this, a community-led blueprint for Greater Geelong to be recognised regionally, nationally and internationally, as a clever and creative city-region.

The ideas for being clever and creative expressed in this document have been sourced from the Greater Geelong community and focus on economic prosperity, tourism and employment, enhancing and protecting its environment, social and economic equity, culture and art, transport and internet connectivity, and future leadership.

The diversity of the people involved and their commitment and passion for Greater Geelong makes this document a strong and durable platform to guide future decision-makers, establish their planning requirements and hold them accountable.

Greater Geelong: A clever and creative future is an important first step along a journey to transform our community's aspirations into reality.

FOUNDATIONS FOR A CLEVER AND CREATIVE CITY-REGION

A snapshot of Greater Geelong's existing strengths

ECONOMIC ASSETS

- Proximity to Western Victoria and Melbourne provides two-way access to markets and investment
- Established business associations, community groups and networks
- An emerging cluster of start-ups
- Capabilities in advanced manufacturing, industrial design and technology
- Scientific facilities and expertise in health and infectious diseases
- A growing population
- Strong leadership in education, healthcare, social insurance and social investment sectors
- Regional food production and agribusiness
- Exciting destinations that attract local and international visitors

INFRASTRUCTURE

- A diverse range of education facilities
- Port, rail, airport and freight infrastructure
- Available commercial and industrial land
- Established sporting and cultural infrastructure
- A variety of relatively affordable housing options
- Established cultural and arts facilities

NATURAL ASSETS

- A diverse and unique natural environment
- Networks of open space, reserves and parks
- Spectacular rural and coastal landscapes
- Internationally significant natural areas
- The city's location in relation to the bay and northerly aspect

COMMUNITY ASPIRATIONS

This document is a guide for future councils, all levels of government, community organisations, businesses and anyone wanting to make a genuine contribution to our city-region.

At its heart are a series of aspirations developed by the community that are focused on our region's economy and employment, the environment, arts and culture, transport connections, tourism, efficient and equitable digital access, and good governance.

For a city-region to be successful, it must be connected, prosperous, creative, sustainable and resilient, and designed for people. The community's aspirations support these elements helping us become a clever and creative city-region.

MUNICIPAL INDICATORS

The municipal level indicators below, aligned with Geelong's Clever and Creative community vision, provide insights into the city's progress against community aspirations.

Progress of these indicators depends on various external factors, including actions from other levels of government, non-government organisations, the private sector, institutions, community groups, and residents.

GROSS REGIONAL PRODUCT

Wealth generated by businesses, organisations and individuals working in the municipality

SELF-RATED HEALTH OF RESIDENTS

Percentage of residents reporting their health and wellbeing as very good or excellent

ACCESS TO REGULAR PUBLIC TRANSPORT

Percentage of residences with proximate (400m) access to regular public transport

VISITORS TO THE CITY-REGION

Total number of visitors to the city-region per annum

URBAN TREE CANOPY

Percentage of urban tree canopy cover

WORKFORCE PARTICIPATION

Percentage of Geelong's population in the labour force

COMMUNITY CARBON EMISSIONS

Tonnes of CO2– emissions for the municipality

LEVELS OF SOCIO-ECONOMIC DISADVANTAGE

Number of Greater Geelong suburbs in the bottom 20% of the Index of Relative Socio-economic Disadvantage

A PROSPEROUS ECONOMY THAT SUPPORTS JOBS AND EDUCATION OPPORTUNITIES

Success will be achieved by:

- supporting local business resilience and recovery from the impacts of COVID-19
- urban and residential infrastructure to support a diverse, prosperous community and a healthy environment and lifestyle
- an open-minded approach and a willingness to take risks
- partnerships between educators and industry to ensure business skill needs are addressed, and people can adapt and learn
- a highly skilled and diverse workforce, which will be a competitive advantage for local business
- well-connected and diverse businesses that grow the local economy
- spaces and support for start-ups to interact and network
- attract businesses with a carbon neutral and circular economy focus.

The Greater Geelong community values:

- business diversity, education and employment opportunities for all
- thriving local economy
- people who are willing to create new and diverse business opportunities
- working hard, diligence and personal motivation
- training, research and education institutions that support economic participation and catering for all skill levels.

A LEADER IN DEVELOPING AND ADOPTING TECHNOLOGY

Success will be achieved by:

- a variety of affordable and accessible technologies providing digital access to information on demand
- attracting innovative and high-technology businesses
- a community and workforce with the capacity to use digital technology
- training in future digital jobs
- assistive technologies embedded into infrastructure
- free connectivity throughout public places
- growth in smart home automation.

The Greater Geelong community values:

- opportunities enabled by technology
- internet availability and speed
- assistive technology seamlessly embedded into the environment
- environmentally sustainable technology.

CREATIVITY DRIVES CULTURE

Success will be achieved by:

- investment in a diverse range of local community festivals and events
- development of creative industries and a culture of creative design thinking
- attracting creatively oriented and artistic industries to the region
- creative re-use of heritage assets
- proactively celebrating and promoting Wadawurrung culture.

The Greater Geelong community values:

- the contribution of the arts to community vibrancy, diversity, and inclusiveness
- spaces that support and celebrate local artists through public exhibitions
- modern facilities that allow the region to host world-class events
- start-ups and innovation
- involvement with local art, music, heritage, contemporary culture and Wadawarrung culture
- preserving our heritage and encouraging creative design.

A FAST, RELIABLE AND CONNECTED TRANSPORT NETWORK

Success will be achieved by:

- a pedestrian and cycling network that covers the whole municipality
- accessible transport options connecting people within the city-region
- development of Greater Geelong as Victoria's major logistics and freight centre
- diversion of road traffic around urban centres
- cycling becoming a credible and safe on-road commuter option.

The Greater Geelong community values:

- sustainable, connected and networked walking, cycling and public transport services that allow all abilities access into and across the city-region
- fast access to Melbourne and other parts of Victoria.

A DESTINATION THAT ATTRACTS LOCAL AND INTERNATIONAL VISITORS

Success will be achieved by:

- a diverse range of accommodation options for visitors
- a locally-based international airport
- capacity for large ships to dock in Corio Bay
- the ability to host large conventions
- securing world-class events and entertainment.

The Greater Geelong community values:

- the city-region's potential to be a destination that attracts local and international visitors
- sharing and promoting Greater Geelong's unique location and natural assets.

PEOPLE FEEL SAFE WHEREVER THEY ARE

Success will be achieved by:

- an active street culture involving student and café precincts
- urban design that encourages activity and comfortable open public areas in all seasons
- clean streets and public open spaces
- early intervention programs that promote positive community attitudes and interactions
- establishing security infrastructure.

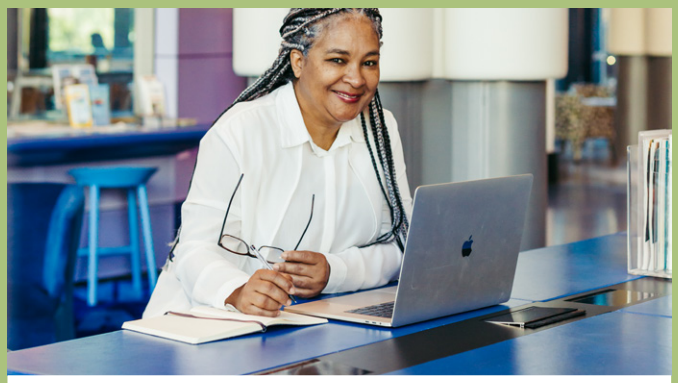
The Greater Geelong community values:

- clean, safe and accessible public spaces for everyone
- feeling safe on the streets day and night
- safety and support for people experiencing family violence
- minimising the community impacts of alcohol and drug use
- resourced and responsive emergency services.

AN INCLUSIVE, DIVERSE, HEALTHY AND SOCIALLY CONNECTED COMMUNITY

Success will be achieved by:

- young people connected to local decision-making
- public areas and local services that are accessible to all levels of ability
- a variety of affordable options for people to rent or buy a home
- support for the most vulnerable community members
- local participation opportunities for all life stages, that encourage and enable a diverse and inclusive city-region
- equity in the provision of community infrastructure
- support for Wadawurrung leaders to ensure their connections to the city-region are maintained, and their connection to the community is strengthened.



The Greater Geelong community values:

- access to quality, affordable health care including mental health services and specialists
- access to affordable and social housing
- a strong sense of community connection
- a diverse and inclusive community
- support for vulnerable community members
- access to quality education and employment opportunities for all.

SUSTAINABLE DEVELOPMENT THAT SUPPORTS POPULATION GROWTH AND PROTECTS THE NATURAL ENVIRONMENT

Success will be achieved by:

- revitalisation of Central Geelong
- meeting the housing needs for projected population growth and future households
- renewal of underutilised urban areas and buildings
- preserving, enhancing and growing our natural areas
- creation of urban forests throughout streets and parks
- new models of higher density sustainable living with access to public green space.

The Greater Geelong community values:

- green spaces and corridors, including farmland and recreational space, between urban areas
- easy access to open space and parkland near homes
- the uniqueness and significance of natural bushland, coastlines, wetlands, rivers and beaches
- sustainable development that pro-actively addresses climate change
- design that makes best use of technology for better and more sustainable living
- development that enhances the identity of diverse neighbourhoods
- design excellence and innovation in new buildings and public spaces
- creating high amenity neighbourhoods that are well-connected and sustainable.

DEVELOPMENT AND IMPLEMENTATION OF SUSTAINABLE SOLUTIONS

Success will be achieved by:

- investment in renewable energy industries and research
- plan and deliver a reduction of carbon emissions
- community education about the local impacts of climate change
- assist new and existing business to adapt to clean technology
- identify new best-practice standards for water efficiency and management
- moving to a zero-waste community
- encourage economically viable, environmentally sound and socially responsible business practices.

The Greater Geelong community values:

- economically healthy and environmentally responsible businesses
- clean energy solutions
- attracting renewable energy industries to the region
- easy access to recycling
- pro-active, innovative and immediate responses to climate change
- the community adopting sustainable practices.

ACKNOWLEDGING OUR PARTNERS

The City of Greater Geelong thanks the following partners who have continued to provide invaluable advice and guidance in developing and implementing the community-led vision.

- Avalon Airport
- Barwon Health
- Barwon Regional Partnerships
- Committee for Geelong
- Deakin University
- Department of Environment, Land, Water and Planning
- Geelong Arts Centre
- Geelong Chamber of Commerce
- Geelong Manufacturing Council
- Geelong Sustainability
- Give Where You Live
- G21 Geelong Region Alliance
- The Gordon
- Tourism Greater Geelong and the Bellarine
- Wadawurrung Traditional Owners Aboriginal Corporation.

We would also like to thank the many other individuals, organisations and schools that helped shape the original vision in 2017, including:

- Tim Orton and Nous Group, who donated an immense amount of time and expertise to the delivery of the Our Future Assembly
- Bernie Kruger for his invaluable guidance in data science and analysis
- the 100 City of Greater Geelong employees who volunteered their time and expertise to the process.

Finally, and most importantly, we remain indebted to the 16,000 Greater Geelong people who contributed their ideas and enthusiasm in 2017 and 2021 and help put us on our clever and creative path.

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