THE CITY OF
GREATER GEELONG

# LABUAN SQUARE PLACE PLAN ENGAGEMENT SUMMARY

CITY OF GREATER GEELONG

## COMMUNITY ENGAGEMENT SUMMARY | APRIL – JUNE 2026

Labuan Square is an important gathering place in north Geelong. Building on the 2021 Labuan Square public spaces improvement community engagement, the City delivered a sustainable landscape design in August 2023. The new design offers more nature, public art and play experiences to the square.

In December 2025, the City started another round of engagement with the community, key stakeholders and the Good Neighbourhood Project to discuss how to activate Labuan Square. Feedback showed there was a need for ongoing involvement with the City and a shared plan for the square. A Place Plan was proposed to be developed as a strategic guide to help activate the square, support local leadership and strengthen the square as a vibrant community hub. Creating the Place Plan, is a partnership between the City, the Good Neighbourhood Project and local stakeholders that will co-design a vision and action plan with residents and businesses to make the space more inclusive and welcoming for everyone.

To help shape the Place Plan the City gathered community feedback through a dedicated Have Your Say page. The survey opened during the Autumn Festival at Labuan Square on 11 April 2026, and closed on Sunday, 28 June 2026. The City also reached out through direct mail, print and online promotions, listening posts, and one-on-one conversations with local residents, businesses and other key stakeholders involved with Labuan Square. The feedback shared showed a want for Labuan Square to become a more vibrant, welcoming and active place. Key themes included activating the empty shops, improving safety and amenity, supporting local businesses, and offering more opportunities for community events and arts activities. Participants raised anti-social behaviour, limited services and maintenance issues as barriers to making the square a more thriving community precinct.



**88 Days**
of survey engagement



**57%**
Of community respondents were from Norlane



**72**
Community/business members gave feedback



**19**
Hard copies of surveys received



**3500**
Labuan Square postcards delivered



**5**
Days of face-to-face engagement opportunities

## NEXT STEPS

The community survey is now closed. The City and the Labuan Square Project Working Group are reviewing the feedback to help shape draft principles and co-design activities for the Place Plan. The draft Place Plan principles will be shared for community feedback in September - October 2026.