

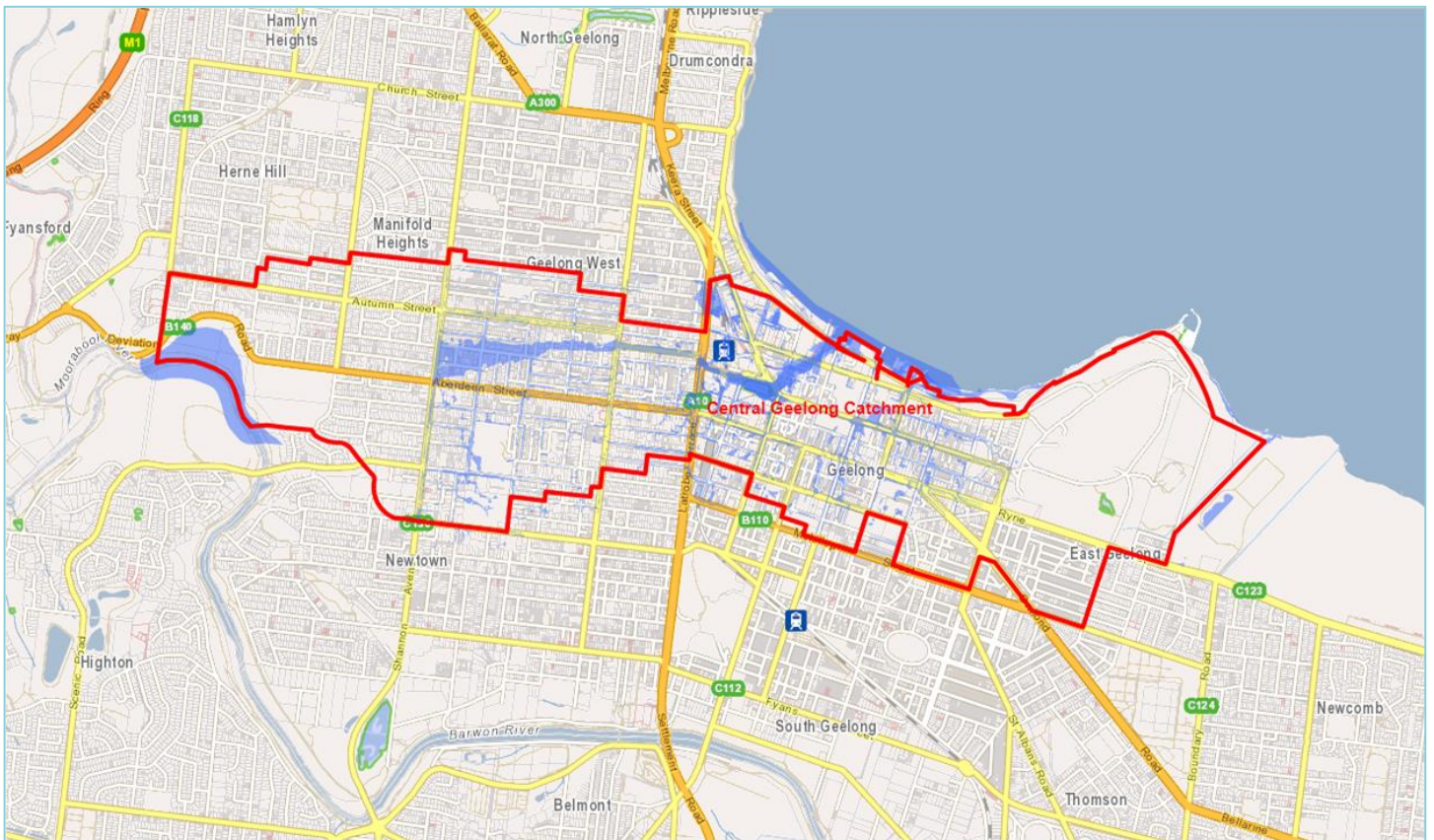
# Central Geelong – Stormwater Management Strategy



## COMMUNITY ENGAGEMENT SUMMARY

The City of Greater Geelong is currently undertaking a Stormwater Study in our Central Geelong Catchment. This study will assist the City and relevant authorities to better understand and manage flood risk, stormwater quality impacts on local waterways, and alternate water supply options for the region. The study area encompasses parts of Geelong CBD, Newtown, Geelong West, Manifold Heights, and East Geelong. More information on this study can be found at <https://yoursay.geelongaustralia.com.au/CGSMS-1>.

We conducted the first round of community engagement between 1<sup>st</sup> December 2023 to 31<sup>st</sup> January 2024. Thank you to members of the community who provided their feedback and shared their experiences. The feedback will be used to validate the catchment model to ensure it reflects their experiences.



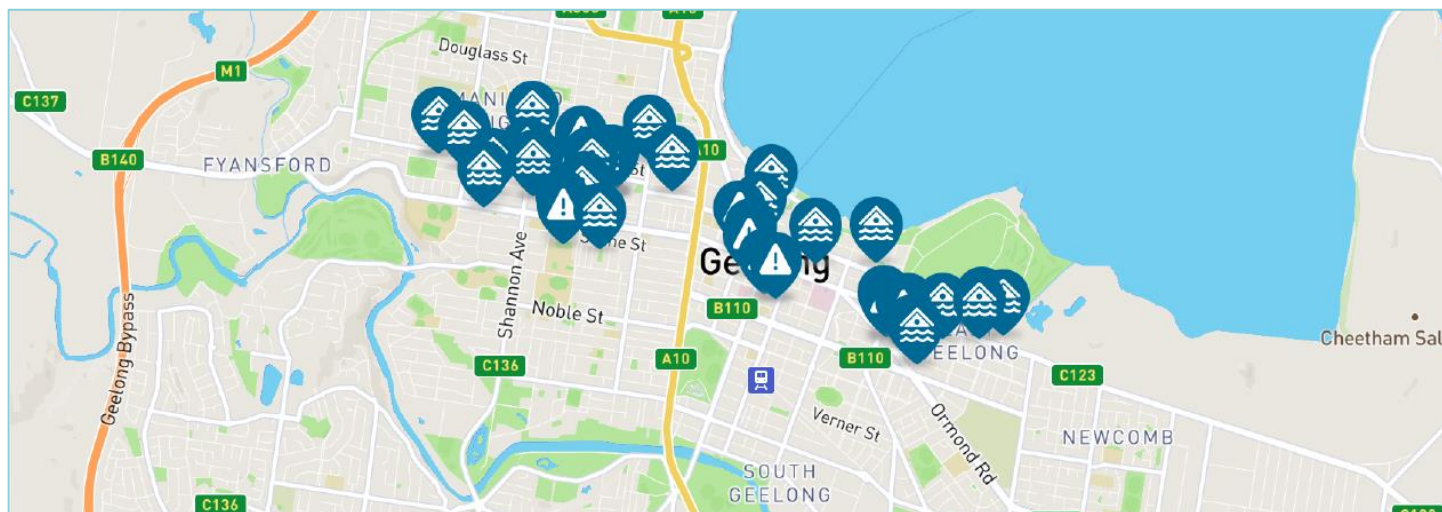
## HOW WE ENGAGED

### WHAT DID WE DO?

A dedicated Have Your Say project page was designed to enable the community to share relevant information and provide their feedback. All community members were welcome to respond to the survey.

#### Interactive Map

An interactive map was also made available to gather further local insights from the community. This will help us better inform our work and assist with the accuracy of the catchment modelling. We received a total of 55 responses using this social map.




#### Survey

The Have Your Say page had an online survey page which was designed as a tool to gather some core feedback from the community. This will also help us in getting better understanding of the local area. We received a total of 154 responses from this survey.

  
**62 DAYS**  
of engagement  
(Stage 1)

  
**1,511**  
People visited the  
Have Your Say (HYS)  
page.

  
**55**  
Suggestions (comments)  
from the public left online  
via social map

  
**154**  
Number of  
completed online  
surveys.

  
**64**  
People following  
the project.

### COMMUNICATIONS

The engagement survey was widely promoted using social media posts using platforms such as Facebook, Instagram, X, and LinkedIn. We delivered postcards directing community members to the Have Your Say page to all residences within the study area and advertised at the Geelong and Geelong West libraries.

#### SOCIAL MEDIA



**27,557**  
Reach/Impressions

**850**  
Actions (Clicks, reactions,  
shares, comments etc.)



**13,750**  
Advertising  
pamphlets  
delivered.



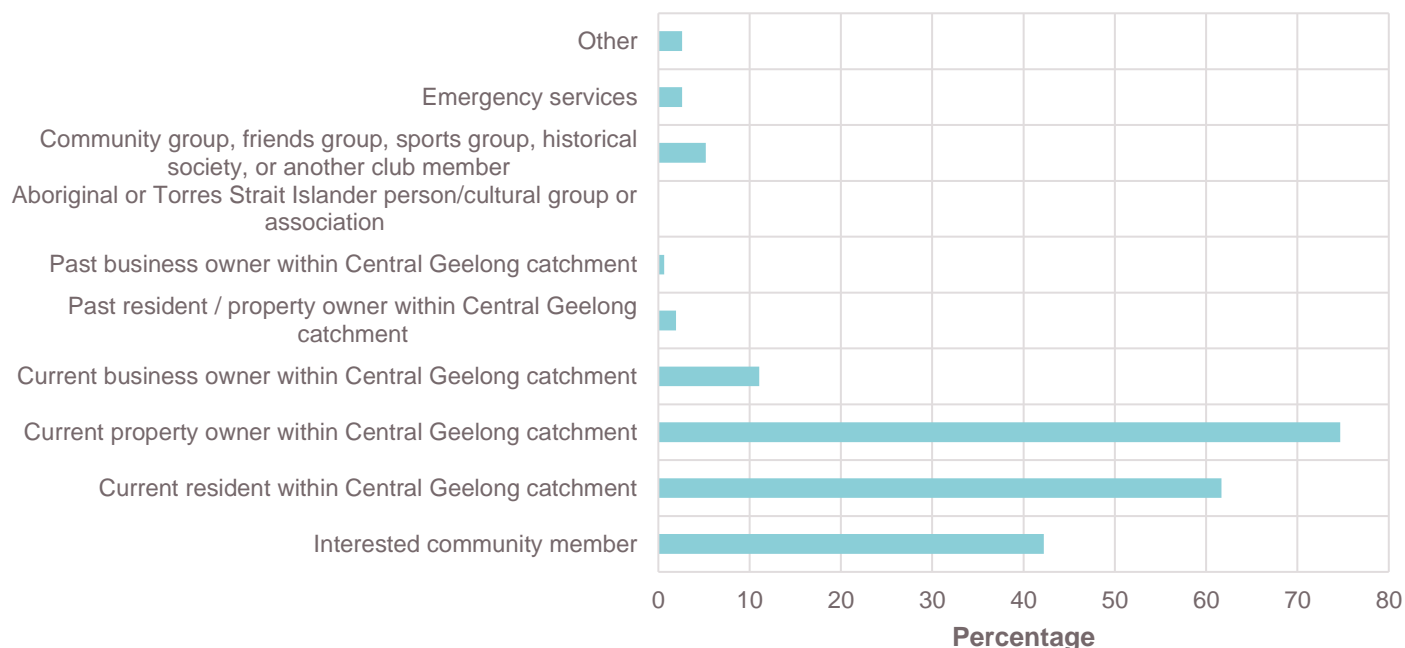
Encouragement using  
Geelong and  
Geelong West Library  
notice boards.

## WHO WE ENGAGED WITH

### PARTICIPATION

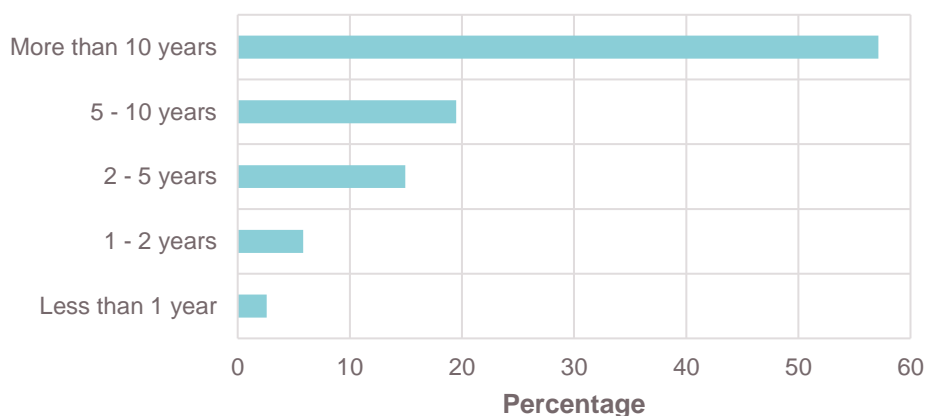
Most responses were from residents and community members within the study area. We saw a wide variety in the demographics of the residents who responded to the survey. We received feedback from property owners, current and past residents, community groups, and Emergency Services.

#### Community Demographics



The vast majority of residents to respond were long term residents who have been living in the area for more than 10 years.

#### How long have you lived at your residence?

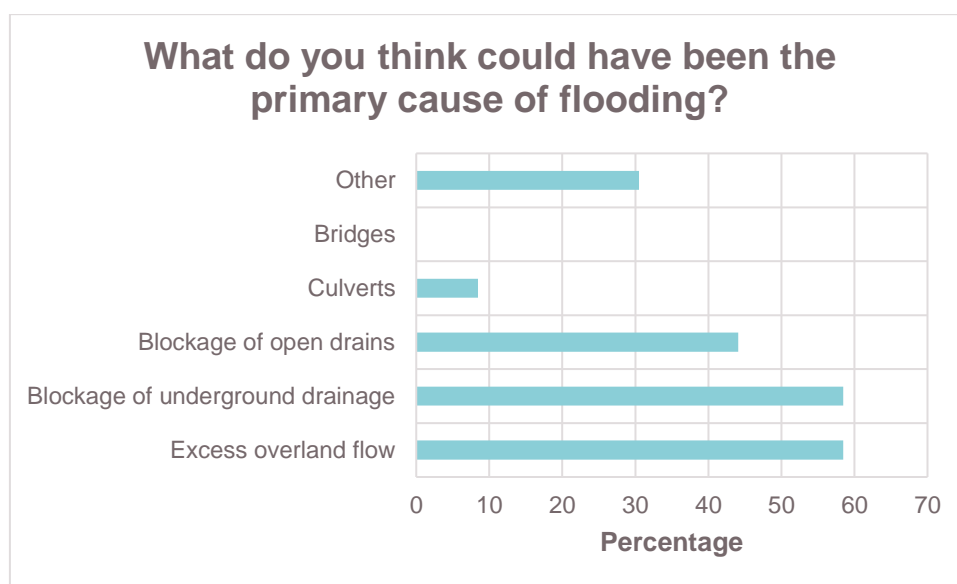


## WHAT WE HEARD

### THE FEEDBACK

Of the residents who responded, 77% of them have experienced flooding on, or around their property and 67% are concerned about future flooding.

Most respondents believe flooding has been caused by excess overland water (58%) and blockage of underground drains (58%). The blockage of open drains ranked third (44%).



### OVERALL KEY FINDINGS

- The majority of respondents come from the suburbs of Geelong West, Newtown, East Geelong, Geelong, and Manifold Heights.
- The majority of respondents are highly impacted and invested, in that they:
  - Almost exclusively represent residents and property/business owners.
  - Predominantly are long-term residents living in the area for more than 10 years (57%).
  - Majority of residents have first-hand experience of flooding (77%).
  - Over 50% of residents have recent (1-2 years) flood experience.
  - Two-thirds (67%) of residents are concerned about future floods.
- From the residents who have experienced flooding, more than half (60%) experienced flooding on streets, footpaths or gardens.
- The majority of the community said that the flooding occurred as a result of both excess natural water and blocked drains.
- The feedback suggests that the City's stormwater drainage infrastructure is considered to be inadequate and poorly maintained.

## NEXT STEPS

We are currently using the provided feedback, experiences, and digital resources (photos/videos) to validate our catchment model. We have also completed a floor-level survey of selected properties in the study area to assist with the accuracy of our results.

There will be two further rounds of community engagement during the life of the study.

- Stage 2 – This stage presents draft flood mapping and mitigation options and indicative costing to reduce the impact of flooding on impacted community members. Feedback and suggestions are welcome. This round of engagement is expected to be undertaken in November 2024.
- Stage 3 – This stage informs the community by presenting the draft final Central Geelong Stormwater Management Strategy. This is anticipated to be conducted in mid-2025.