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 Norlane. 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 local community organisation, the Good Neighbourhood Project, to discuss how to activate Labuan Square. Feedback showed there was a need for ongoing involvement from the City and a shared plan for the square. The development of a Place Plan was proposed to provide 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 via an online survey on the 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 City also spoke to a number of people at the Norlane Community Centre Winter Solstice celebration held on 19 June 2026. Feedback indicated a desire 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

A community engagement report that provides more detail about what we heard from our community is being prepared

The City and the Labuan Square Project Working Group, which includes representatives from the City, Victoria Police, local businesses and community organisations, is 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.