

# GEELONG

CITY DEAL

## ANNUAL PROGRESS REPORT

2021



Australian Government



# Foreword

This is the second Annual Progress Report for the Geelong City Deal, which was signed by the Australian Government, Victorian Government and the City of Greater Geelong in March 2019.

The Australian and Victorian governments and the City of Greater Geelong are investing \$370.23 million to deliver the commitments under the 10-year Geelong City Deal. Other key funding partners are investing an additional \$12.25 million in the City Deal, bringing the total funding contribution to \$382.48 million.

The vision for the City Deal focuses on three key themes:

- Revitalise central Geelong and develop infrastructure to make Geelong an even better place to live, work and invest
- Support growth in the visitor economy through strengthening Geelong and the Great Ocean Road region as leading tourism destinations
- Drive continued economic diversification and jobs growth, supporting innovation and building on emerging strengths for Geelong and the Great Ocean Road region.

The City Deal brings together the three levels of government with industry, community and the university sector to achieve this shared vision for Geelong.

Projects under the City Deal are a critical investment that will help create jobs for the local community and provide a welcome economic boost as the region begins to recover from the COVID-19 pandemic.

Since the first Geelong City Deal Progress Report was released in November 2020, strong progress continues to be made with the approval of the vast majority of Project Plans and significant progression with the implementation of many key projects.

The Annual Progress Report provides further detail on the achievements to date and progress of all projects under the City Deal.

Further information about the Geelong City Deal is available at [www.infrastructure.gov.au/cities/city-deals/geelong/](http://www.infrastructure.gov.au/cities/city-deals/geelong/)







## **Acknowledgement**

We acknowledge the Traditional Custodians of country throughout Geelong and the Great Ocean Road region and recognise their continuing connection to land, waters and culture. We pay our respects to their Elders past, present and emerging.

# Welcome to Country

## Wadawurrung Welcome to Country

Comugeen budj-o thalikiyu  
kin bil beng-ord i- ngadak.  
Ngarrwabil, boron, guli,  
bagurk. Comugeen budj-o  
bengadak ngarr-uk dja,  
ngubiyt, weagoon gobata  
gupma wurring-wurring baap  
beng-ordi-nganak, djarrima  
murrup-nhuk bengadak.

Gobata Wadawurrung  
balugjumbuk didalbil  
murrup-nhuk bundjil  
monomeeth beek-o weagoon.  
Mutjak-ak noogie n'uder  
durrallully Wa-ngarrak  
Wadawurrung

balug bengadak mirriyu  
boron-dja gobata-k ying,  
ngarrimilli, wah-ak, karrung  
, kuy-a, nyanayit-yanunit,  
djilenawurr, baap willam  
beng-ordi-ngadak.

Nyurrinana-ngal  
beng-ordi-ngadak

Willam Barwon Yaluk baap  
Koaka-dorla 'bass strait'  
Wadawurrung Balug dja  
beng-ordi-ngadak, bullarto  
nerr-i-girr baap monomeeth  
worrowing warree, gelanyi bul  
- boluk

Gupma gobata Bellawein beek  
Bengali Balug bengadak

Weagoon-o Beangala, Nerm,  
Connewarre baluk, Pawon  
Yaluk monomeeth-wa Yonbarra  
baap wirrapiyn, buniya, tark-a  
binyak-ngal.

wa-weagoon nerr-i-gurr-o  
kit kit baap bullarto gurr  
in-gurrin-k wah-ak, karrung,  
yanikan-werrity. Corroborree  
bullarto wa-ik-ngitj balug-wa  
beng-ordi-ngadak Yeraioo,

Perweit, Woorana lyook,  
Boronggook. Willam  
Wadawu rrung.

Mirr wurru-ngarra dja bengadak.

Mirr-i-tonton dja Wadawurrung  
balug, gobata be-ak yerra-ak  
murrup yani-mirriyu ngarrwa-uk  
beng-ordi-ngadak

We deeply respect our people  
of the past. Elders, children,  
men, women. We deeply  
respect their knowledge of  
country, water, life, their care of  
the traditions and of each other,  
we stand with their spirit.

Great spirit Bundjil told us to  
take care of the great life within  
the land. To only take what you  
need without selfishness.

Wadawurrung shared their  
knowledge of singing,  
dance, trade, camps, fishing,  
hunting, paintings, and homes  
to us to protect for our  
future generations.

We all need to help.

Our Wadawurrung family group  
lived within Barwon River and  
Bass Strait, with a large land of  
forested areas and wonderful

banks of the ocean, near many  
water bodies.

The Bengali family were the  
caretakers of the Bellarine land.

Beangala, Nerm,  
Lake Connewarre, Barwon River  
all provide ideal life to birds  
and fish, eels. Reeds turned into  
our baskets.

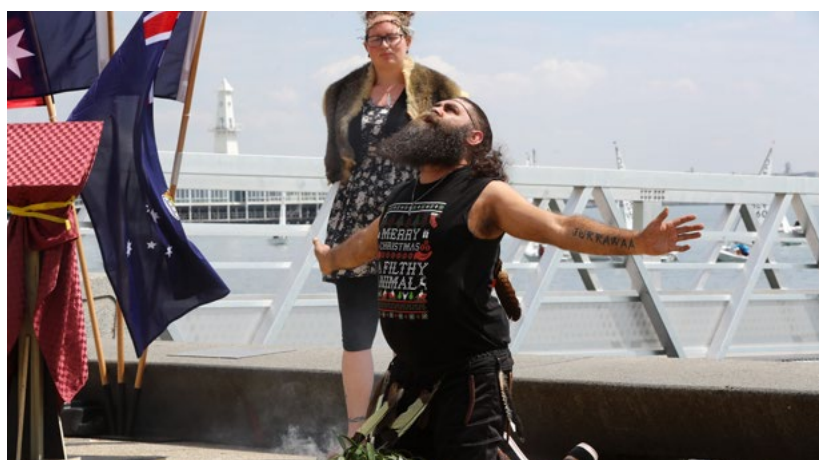
Life in the forest gave resources  
like food and lots of tools to use  
for trade, building, journey.

If there were lots to trade, we  
would share with our families  
and celebrate. We would  
name our country, by what we  
could see.

Yeraioo, Perweit, Wooranalyook,  
Boronggook. Home  
of Wadawurrung.

Our country is remembered by  
Wadawurrung, our proud spirit  
walks to tomorrow to teach  
others the care of our earth.

Authored by Traditional Owner,  
Stephanie Skinner on behalf of  
the Wadawurrung Traditional  
Owners Aboriginal Corporation and  
Wadawurrung People, as cited in  
clause 46AO(1) of the Planning and  
Environmental Act 1987.



Welcome to Country Ceremony performed by Nicki McKenzie and Norm Stanley on behalf of the Wadawurrung People at the official launch of Wangim Walk in December 2020.





## Eastern Maar Welcome to Country

'watnanda koong meerreeng,  
tyama-ngan malayeetoo'

Ngatanwarr

Ngeerang meerreeng-an

Peepay meerreeng-an

Kakayee meerreeng-an

Wartee meerreeng-an

Maara-wanoong, laka.  
Wanga-kee-ngeeye

Meereeng-ngeeye, pareeyt,  
nganpeeyan, weeyn, wooroot,  
poondeeya-teeyt

Meerreeng-ngeeye, nhakateeyt,  
woorroong, leehnan, moorooop,  
keerray

Meerreeng-ngeeye,  
thookay-ngeeye, pareeyt ba  
waran waran-ngeeye,

wangeeyarr ba wangeet  
- ngeeye, maar ba  
thanampool-ngeeye, Ngalam  
Meen-ngeeye, moorooop-ngeeye

Meerreeng-ngeeye Maar,  
Maar meerreeng

Wamba-wanoong yaapteeyt-oo,  
leerpeeneeyt-ngeeye,  
kooweekoowee-ngeeye

nhakapooreepooree-ngeeye,  
keeyan-ngeeye  
Wamba-wanoong nhoonpee  
yaapteeyt-oo, tyama-takoort  
meerreeng

Peetyawan weeyn Meerreeng,  
nhaka Meerreeng, keeyan  
Meerreeng, nganto-pay  
ngootyoonayt meerreeng

Kooweeya-wanoong  
takoort meerreeng-ee ba  
watanoo Meerreeng-ngeeye,  
yana-thalap-ee ba wanga-kee  
Meerreeng laka

Ngeetoong keeyan-ngeen  
Meerreeng, Meerreeng  
keeyan ngooteen

Together body and Country,  
we know long time.

(We see all of you), greeting.

Mother my Country.

Father my Country.

Sister my Country.

Brother my Country.

We are the Maar speaking  
Peoples. Hear us.

Our Country is water, air, fire,  
trees, life.

Our Country is thought,  
language, heart, soul, blood.

Our Country is our Children,  
our youth, our Elders, our men  
and women, our Ancestors,  
our spirit.

Our Country is Maar, Maar  
is Country.

We bring to the light our songs,  
our stories, our vision, our love.

We bring these things to the  
light so All can know Country.

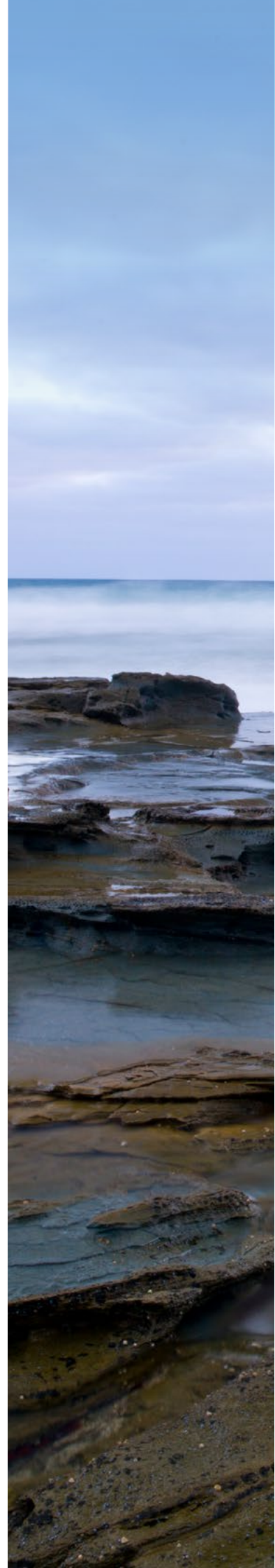
To care for Country. To think  
about Country. To love Country.  
To protect Country.

We invite all that choose to live  
on or visit our Country to slow  
down. To tread softly and listen  
to Country speak.

If you love Country, Country will  
love you.

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A coastal landscape featuring layered rock formations in the foreground and middle ground, with a blue sky and ocean in the background. The rocks are dark and wet, reflecting the sky. The ocean is a deep blue, and the sky is a lighter blue with some white clouds.

# Introduction

Australia's cities are some of the most liveable in the world. Around 84 per cent of our population live in Australia's 21 largest cities and these generate around 80 per cent of GDP.

Continued globalisation and technological change mean that Australia's economy will increasingly rely on knowledge-based and other services for its prosperity. Australia's cities are gateways to the global economy and the engine room for these industries.

City Deals are a genuine partnership between the three levels of government and the community to work towards a shared vision for productive and liveable cities.

The Geelong City Deal is a partnership between the Australian and Victorian governments and the City of Greater Geelong to enhance the region's position as an attractive place to live, study, work and do business. The Deal was signed in March 2019. This is the second Annual Progress Report for the Deal and content is current as at June 2021.



# Implementation Overview

## Engagement with the Traditional Custodians of the Land

City Deal partners and members of the Revitalising Central Geelong Partnership participated in the Wadawurrung Cultural Learning and Awareness Training and Cultural Safety Training, that included three remotely held sessions, over a period of several months, culminating in the fourth and final session held on Country.

The Visit to Wadawurrung Country Session was led by Corrina Eccles, Wadawurrung Traditional Owners Aboriginal Corporation, and included representation from Australian Government and Victorian Government agencies working on the Geelong City Deal.

The Wadawurrung people are the traditional owners of the land covering over 10,000 square kilometres on the western side of Melbourne and including the major regional cities of Geelong and Ballarat. The final session was a fantastic opportunity to visit Wadawurrung Country with the Traditional Owners, and learn about the importance of Country, local history, culture and understanding the contemporary challenges facing the Wadawurrung Traditional Owners today. The session included site visits to areas of cultural significance in the region, including story-telling, and an explanation of the practice of tree scarring. Carved trees have traditionally been scarred by Aboriginal people for various reasons, from cutting out bark for canoes, shields, tools, and for spiritual purposes.

The Wadawurrung Traditional Owners Aboriginal Corporation has been working closely with Geelong City Deal partners, particularly with those projects under the Revitalising Central Geelong commitment.







Eastern Maar Aboriginal Corporation visiting Geelong City Deal project sites along the Great Ocean Road.

## Eastern Maar

The Eastern Maar Aboriginal Corporation is a Prescribed Body Corporate that represents the rights and interests of the Eastern Maar Nation in cultural heritage and native title matters. Eastern Maar are the Traditional Owners of a large part of what is now south-western Victoria, representing Gulidjan, Gadabanud, Djargurd, Keerrae, Peek and Djab wurrung peoples. The Eastern Maar Ancestral Estate extends as far north as Ararat encompassing Warrnambool, Port Fairy and the Great Ocean Road area.

It also stretches out to sea and includes the iconic Twelve Apostles. Engagement with the Eastern Maar Aboriginal Corporation on Geelong City Deal projects is ongoing, particularly for the delivery of Priority Projects under the Shipwreck Coast Masterplan and the projects along the Great Ocean Road.

## Revitalising Central Geelong

Progress has been made on many of the projects under the Revitalising Central Geelong Action Plan with the finalisation of most Project Plans, that include public realm improvements to revitalise civic spaces in central Geelong. A few examples are summarised below.

### Funding Partners

**\$20.85 million** – Australian Government

**\$7 million** – Victorian Government

**\$10.28 million** – City of Greater Geelong

### Green Spine

The Green Spine is a key project in the Revitalising Central Geelong Action Plan to drive change in the city centre. It is transforming Malop Street into a vibrant street and linear park connecting Johnstone Park to Eastern Park by reclaiming Malop Street as a pedestrian and bike-oriented environment and enhance alfresco and social opportunities.

Construction of Block 1 (north side) – The project will deliver construction works for footpath, drainage and public spaces with improved accessibility of Block 1 (Malop Street between Gheringhap Street and Moorabool Street). Works include a new landscaped public park with an accessibility focus on the triangle section of land

located outside of the newly constructed WorkSafe building. Heritage features will be incorporated, working closely with the Wadawurrung Traditional Owners Aboriginal Corporation. The site will also include increased tree and grass planting, improved street lighting and water management, renewed footpath, alfresco spaces, a single lane bike park and new seating.

A section of the northern side of Malop Street is nearing completion for Block 1. Drainage, irrigation and kerb and channel works on a triangular park between Gheringhap and Clare Streets are now complete. Paving, electrical works, turf installation and landscaping works are nearing completion and are expected to be completed in October 2021. Construction between Clare and Moorabool Streets commenced in June 2021 and when finished later in 2021, will conclude the Block 1 works.

The design and development of the Yarra Street to Bellerine Street section (concept, detailed design and construction of Block 3) will build upon the work in Block 1, with work scheduled to begin in early 2022 to create additional cycling and pedestrian connections and green areas, including a botanical walk and alfresco dining options. The tenders for design and consultation for Block 3 are expected to be awarded shortly and a call out to the community for input to the designs will follow.

The design principles for the remaining blocks of the Green Spine (Blocks 4 to 6), will be developed throughout 2021 to ensure



Artist's impression of the Green Spine, Block 1 – Triangular Park.





Demolition underway at the Arts and Cultural Precinct.

a consistent approach with appropriate transitions along the entire Green Spine.

### Laneways Project

The tender for project management services, overseeing the extension of Denny's Place was awarded to AKT Project Management in April 2021. Demolition of the former Guff Geelong internet cafe building (relocated a block east on Malop Street in October 2020) is scheduled to commence in September 2021.

Once complete, the project will extend Denny's Place from Malop Street to the hospitality precinct in Little Malop Street

### Arts and Cultural Precinct

Discussions are underway between Geelong City Deal partners on how best to integrate designs across the precinct through the development of new streetscapes. The Precinct will include shared zones, trees, furniture, artworks, re-designed garden, and the redevelopment of street lanes as a pedestrian focused space.



Artist's impression of the Laneways Project.



## Deakin University's Geelong Future Economy Precinct

The City Deal is currently delivering the expansion of Deakin University's Geelong Future Economy Precinct at the Waurin Ponds campus. Road upgrades have already supported increased traffic volumes and improved pedestrian safety on the campus.

The investment is supporting the growing needs of the Precinct that are driving Geelong's future knowledge economy. The project will enable advanced manufacturing industries to have effective road access as they continue to expand.

A further 14 hectares of developable land is facilitated through the extension of Nicol Drive North and associated services including potable water, fire, sewer, communications and power. The further road and pedestrian upgrades will support traffic volumes due to growth of jobs in the Precinct and will provide a safer and more efficient vehicular route.

**Stage 1:** Two sets of traffic lights installed at Pigdons Road to increase traffic safety and site access, were completed in 2020.

**Stage 2:** Nicol Drive North and South were extended by a total of 900 metres in order to increase internal access to the Precinct, and was completed in 2020.

**Stage 3:** Extension of Epworth Place is underway, that will provide external access to the Precinct, and is expected to be completed in October 2021.

### Funding Partners

**\$3.8 million** – Australian Government

**\$3.8 million** – Victorian Government

**\$3.9 million** – Deakin University



Extension of Epworth Place.





Artist's impression of Point Grey, Lorne.

## Great Ocean Road Infrastructure Projects

### Point Grey, Lorne Redevelopment

The Point Grey redevelopment is located at the Lorne Pier Precinct on the southern entry to Lorne along the Great Ocean Road. The redevelopment of Point Grey presents an opportunity to create a unique experience for local residents and visitors while delivering economic and community benefits to the Lorne Township and Surf Coast Shire. The redevelopment includes:

- A new Lorne Aquatic and Angling Club building
- A new commercial restaurant building, including options for coffee, takeaway and alfresco seating
- A covered meeting space where the community can enjoy creative and cultural activities
- Increased public space which will include Indigenous landscaping

- Recognition of cultural heritage through public areas and interpretive information, and
- Upgraded walking paths along the foreshore connecting the site with Lorne township.

This commitment is being jointly funded by the Australian Government, Great Ocean Road Coast and Parks Authority, and Lorne Aquatic and Angling Club.

The tender for the early contractor involvement for the design and construction of Point Grey was released earlier this year and is currently being evaluated.

#### Funding Partners

**\$8 million** – Australian Government

**\$2 million** – Great Ocean Road Coast and Parks Authority

**\$0.45 million** – Lorne Aquatic and Angling Club

## Apollo Bay Harbour Redevelopment

This project focuses on public realm infrastructure improvements to broaden the range of commercial operations and recreational offerings, supporting the growth in the visitor economy through facilitating tourism opportunities.

Colac Otway Shire has engaged a contractor to develop the detailed design specifications for all components of the harbour development. Design tenders were advertised in March 2021 for the civil works, Fisherman's Co-op, waterfront promenade and Port Operations Depot. The civil works design tender was awarded in May 2021, and the waterfront promenade design tender was awarded in June 2021.

Some early site works have already commenced, including the relocation of the fuel tank and the harbour gate.

### Funding

**\$12 million** – Australian Government

## Tourism infrastructure at Kennett River

To support the future increase in tourist numbers in Kennett River, this project will provide a new public amenity block and water treatment facility and new parking and traffic management infrastructure. The investment also includes the delivery of new signage, pedestrian paths, and road widening.

Colac Otway Shire continue to undertake extensive stakeholder consultation to ensure the development meets the needs the local community and support tourism activity in the region.

The planning and detailed design tender was awarded in May 2021.

### Funding

**\$1.9 million** – Australian Government



Artist's impression of the Apollo Bay Harbour redevelopment.





### Apollo Bay to Skenes Creek Coastal Trail

The construction of a coastal trail between Apollo Bay and Skenes Creek, incorporating path improvements, seating, viewing platforms, signage bridges and cantilevered walkways. The project aims to better showcase the iconic coastline and allow visitors to explore the unique environment.

The Planning and Design Consultant, Michael Smith and Associates has commenced the project, with the entire team visiting the site in February 2021. The team are now in the process of seeking approval, prior to detailing construction activities. Feature and Level Surveys have commenced, in order to identify critical flora and fauna zone, cultural heritage artefacts and existing service assets.

#### Funding

**\$5 million** – Australian Government

### Skenes Creek to Cumberland River Coastal Trail Feasibility Study

A feasibility study to link Skenes Creek to the Surf Coast Walk will consider the potential economic and tourism benefits for coastal towns and the broader region.

A consultant has completed their initial assignment, which has identified three potential routes between Grey River and Skenes Creek, and has highlighted the next steps of the project, being environmental assessment and further design work. These three options have been presented to the Project Control Group, where the preferred option was identified as the coastal option. The tender for the trail Masterplan and further environmental assessments was advertised in May 2021, with the tenders currently being evaluated.

#### Funding

**\$0.35 million** – Australian Government



Artist's impression of Apollo Bay to Skenes Creek Coastal Trail.

# Case Studies

## Geelong Waterfront Safe Harbour – Wave Attenuator (Wangim Walk) – officially opened

The new \$10.1 million, 440 metre Wave Attenuator, named Wangim Walk, was officially launched on 17 December 2020, being a major milestone in progression of the Geelong Waterfront Safe Harbour Precinct Project.

The area is home to major on-water events including the Wooden Boat Festival of Geelong, annual Festival of Sails, as well as state, national and world championship sailing events.

Wangim Walk stretches out over Corio Bay to form one of Australia's longest on-water walkways and will be a magnet for the Geelong community and visitors to the region.



Pictured (left to right): Mayor Stephanie Asher, City of Greater Geelong, the Hon Christine Couzens MP, State Member for Geelong, the Hon Sarah Henderson, Senator for Victoria, Commodore Stuart Dickson, Royal Geelong Yacht Club.



Wangim, meaning boomerang in the Wadawurrung language, celebrates the rich local heritage and culture of our first peoples and reflects the shape of the structure. The walkway points directly to the granite heights of the You Yangs, a place of special cultural meaning and importance.

It forms part of the total transformation of the precinct over the next two years, creating brilliant new community and visitor amenities and opening up the waterfront through new public space and connections with the city.

The Geelong Waterfront Safe Harbour Precinct Project will include the development of the new Maritime Education Complex, incorporating the Victorian Sailing School and the Yacht Club's Off





The Beach Centre, which provides vital programs for schools and students from all around Victoria.

The delivery of the world class precinct will be a key destination for visitors, maritime activity and connect people to Corio Bay for recreation whilst providing economic benefits to the region and beyond.

The Wave Attenuator project boosted local jobs during construction, providing work for 18 separate consultancies and ongoing construction activities engaging up to 30 contractors at any given time from six separate companies.

Following the installation of a safety gate, Wangim Walk was opened to the public in February 2021.





## Redevelopment of Queenscliff Ferry Terminal – construction has commenced

Redevelopment of the Queenscliff Ferry Terminal and associated public realm improvements will improve ferry services at this major tourism gateway to Geelong and the Great Ocean Road. The project includes:

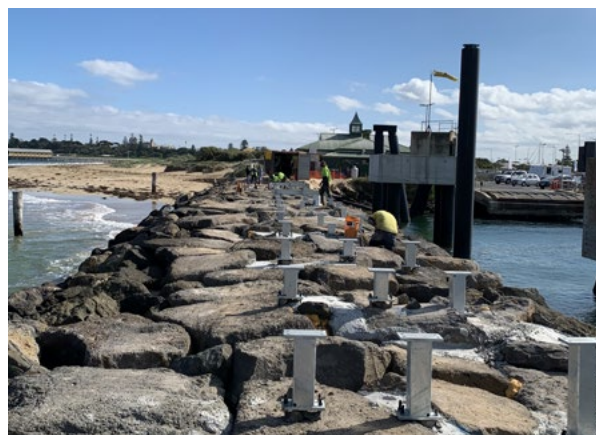
- Upgrading the Queenscliff Ferry Terminal Building, and
- Queenscliff Terminal public works and board walk.

This project is developing the Queenscliff Ferry Terminal to deliver improved visitor standards, complete with modern facilities and bathrooms, safer pedestrian access, improved car parking areas and opportunities for retail such as cafés and tourism ventures.

This commitment is being jointly funded by the Australian Government and Searoad Ferries:

- \$10 million: Australian Government
- \$5.9 million: Searoad Ferries

Progress is underway with the civil construction, including the construction of the structural pad supporting the assembly of the passenger gantry and construction of the boardwalk's rock groyne and new boardwalk. The tender for the construction of the new terminal building was awarded in May 2021. The existing terminal building has been demolished and site preparation is currently underway for construction of the new terminal building.







# Commitment Progress

The tables below summarise each of the commitments and sub-projects under the Geelong City Deal, and provides a short progress update.

## Geelong Waterfront Safe Harbour – Wave attenuator

Table 1: Geelong Waterfront Safe Harbour – Wave attenuator

<b>Commitment</b>	<b>Completed</b> – This commitment builds on existing contributions of \$7.85 million from the Victorian Government, \$3 million from the City of Greater Geelong and \$3 million from the Royal Geelong Yacht Club and the previous \$2 million from the Australian Government towards the precinct. The project involves the installation of a wave attenuator. The \$3.5 million funded by the Australian Government through the Geelong City Deal contributed to the construction and installation of the wave attenuator.
<b>Progress</b>	<p>The replacement pontoons arrived in November 2020, subsequently installed, and the official launch of the wave attenuator (Wangim Walk) took place in December 2020.</p> <p>Following the launch event, in order to ensure the safety of the public, a temporary barrier was installed at the entrance to the wave attenuator, whilst awaiting the manufacture and installation of a safety gate. The safety gate allows for the attenuator to be closed to the public at night and in dangerous weather conditions. The safety gate was installed and Wangim Walk was opened to the public in February 2021.</p>

## Deakin University – Geelong Future Economy Precinct

Table 2: Deakin University Future Economy Precinct

<b>Commitment</b>	Supporting the expansion of Deakin University's Geelong Future Economy Precinct at the Waurin Ponds campus. Road upgrades will support increased traffic volumes due to the growth of jobs in the Precinct and improve pedestrian safety on the campus.
<b>Progress</b>	Two sets of traffic lights installed at Pigdons Road to improve traffic safety and site access, and Nicol Drive North and South were extended by a total of 900 metres in order to increase internal access to the Precinct.
<b>Next Steps</b>	Extension of Epworth Place road is currently underway, that will provide external access to the Precinct, and is expected to be completed in October 2021.



## Revitalising Central Geelong

Delivery of key projects within the Revitalising Central Geelong Action Plan and public realm improvements will revitalise public spaces in central Geelong.

Progress on each project sitting under the Revitalising Central Geelong Action Plan Commitment is provided in Table 3 below.

**Table 3: Revitalising Central Geelong**

<b>Commitment</b>	<b>Gheringhap Street Drain (completed)</b> – Upgrading 450 metres of drain flowing into Corio Bay, central Geelong to better equip the city in withstanding storm events.
<b>Progress</b>	Construction completed in December 2019.
<b>Commitment</b>	<b>Green Spine Block 1</b> – The Green Spine project will transform Malop Street into a vibrant street and linear park, connecting Johnstone Park to Eastern Park and create a more pedestrian and bike-orientated environment. Work at Block 1 is between Gheringhap Street and Moorabool Street, includes a landscaped triangle park, heritage features from the Wadawurrung Traditional Owners, trees, grass and seating.
<b>Progress</b>	Project Plan approved. Drainage and kerb, and channel works for section one between Gheringhap Street and Clare Street are now complete, with landscaping works, paving and electrical works for this section well advanced. Works on the section between Clare Street and Moorabool Street has commenced.
<b>Next Steps</b>	The triangular park section is nearing completion and is expected to be completed in October 2021. Block 1 is due to be completed before the end of 2021.
<b>Commitment</b>	<b>Green Spine Block 3</b> – The design and construction of the Yarra Street to Bellerine Street section will build upon the work in Block 1. This stage will include the development of a concept for Block 4 to 6, from Bellerine Street to Garden Street.
<b>Progress</b>	Project Plan approved. The design tender and the construction tender were both released in March 2021. Investigation works have commenced that include feature surveys and pavement investigations.
<b>Next Steps</b>	Finalise and award tenders, followed by detailed design and consultation and engagement phase over the next 12 months.
<b>Commitment</b>	<b>Laneways Project</b> – Project will better connect Little Malop Street and Malop Street, by creating unique, active, safe and interesting spaces that can be enjoyed by pedestrians.
<b>Progress</b>	Project Plan approved. The preferred location at 28 Malop Street has been purchased and is now vacant. Designer engaged and detailed design package underway.
<b>Next Steps</b>	Demolition of 28 Malop Street is due to commence in September 2021. Construction of laneway features are due to be completed before the end of 2021.
<b>Commitment</b>	<b>Arts and Cultural Precinct Public Realm Improvements</b> – The development of new streetscapes will include shared zones, trees, furniture, artworks, re-designed garden, and the redevelopment of street lanes as a pedestrian focused space.
<b>Progress</b>	Project Plan being developed. Discussions underway between Geelong Arts Centre, City of Greater Geelong and the Revitalising Central Geelong Partnership to integrate designs across the precinct.
<b>Next Steps</b>	Finalisation of Project Plan and commence schematic design for the precinct prior to detailed design.

**Table 3: Revitalising Central Geelong**

<b>Commitment</b>	<b>Improving Accessibility in central Geelong</b> – The focus of this project is to review options for removing barriers to ease access for people with mobility limitations, in particular, wheelchair users. The package of work includes 10 priority sites.
<b>Progress</b>	Project Plan approved and detailed designs underway. Targeted stakeholder engagement conducted to ascertain the most important accessibility requirements for people with mobility limitations.
<b>Next Steps</b>	Design and construction activities will take place over the next 12 months.
<b>Commitment</b>	<b>City Arrivals</b> – Streetscape upgrades to create more attractive and inviting arrival points to the city.
<b>Progress</b>	Project Plan approved. Designs completed for the Bellerine Street upgrade and tender awarded. Designs are currently being finalised for the Yarra Street upgrade. These streetscape works will improve amenity, alfresco dining, lighting and pedestrian movement.
<b>Next Steps</b>	Construction on Bellerine Street has commenced, Yarra Street works are scheduled to commence in July. All works are expected to be completed before the end of 2021.
<b>Commitment</b>	<b>Geelong Train Station Upgrade</b> – The focus of this initiative is improving the overall experience for visitors and daily users of the Geelong Train Station. Upgrades to the station include installation of CCTV and lighting, improved signage, additional seating, replacement of skylights, passenger information display, and ticketing system.
<b>Progress</b>	Project Plan approved. Replacement of LED lighting in Latrobe Street car park completed in May 2021.
<b>Next Steps</b>	Finalisation of detailed designs, followed by the installation of wayfinding and signage.
<b>Commitment</b>	<b>Geelong Train Station Precinct Development Plan</b> – The focus of this project to identify possible public realm works to improve the Geelong Train Station Precinct.
<b>Progress</b>	Plan is being developed, that will enable staged implementation of a broader precinct masterplan, in consultation with the Victorian Department of Transport and other stakeholders.
<b>Next Steps</b>	Project is contingent on the design and planning of the Geelong – Melbourne fast rail project.
<b>Commitment</b>	<b>Moolap Management Masterplan</b> – Development of a masterplan for the Wetlands and former Saltworks that will focus on the management of environment and heritage assets. This is particularly important with its significant migratory bird habitat where maintaining suitable hydrology and water quality are essential.
<b>Progress</b>	Project Plan approved.
<b>Next Steps</b>	Development of the Masterplan will continue over the next 12 months.
<b>Commitment</b>	<b>Barwon River Planning</b> – To define an overarching strategy for Barwon River and investigate options for land use protections along waterway corridors and the catchments more broadly with a focus on urban environments and Geelong.
<b>Progress</b>	Project Plan approved.



**Table 3: Revitalising Central Geelong**

<b>Next Steps</b>	Development of Action Plan and Planning Controls to occur throughout 2021 followed by the release of the broader Rivers of Barwon Action Plan.
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## Geelong Convention and Exhibition Centre

**Table 4: Geelong Convention and Exhibition Centre**

<b>Commitment</b>	The Geelong Convention and Exhibition Centre (GCEC) will enhance Geelong's position as a premier city and an events leader in Victoria by enabling more international events, exhibitors and attendees. The project will include a Convention and Exhibition Centre and public realm improvements around the precinct. The project will include a 1000+ seat plenary and at least 3700m <sup>2</sup> multi-purpose space that can be configured to incorporate an exhibition hall, breakout rooms and a banquet room.
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<b>Progress</b>	Project Plan approved.
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<b>Next Steps</b>	Land negotiations to be completed for the site of the GCEC. Detailed planning work to commence.
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## Great Ocean Road Infrastructure Projects

**Table 5: Great Ocean Road Infrastructure Projects**

<b>Commitment</b>	<b>Redevelopment of Apollo Bay Harbour</b> – Public realm infrastructure improvements for the Apollo Bay Harbour precinct to broaden the range of commercial operations and recreational offerings, supporting growth in the visitor economy through facilitating tourism opportunities.
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<b>Progress</b>	Project Plan approved. Colac Otway Shire has engaged a contractor to develop the detailed design specifications for all of the components of the Harbour Development. Design tender for the civil works was awarded in May 2021 and the design tender for the waterfront promenade was awarded in June 2021.
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<b>Next Steps</b>	Planning and design work will continue over the next 12 months. Utility upgrades along with some site preparation activities will commence within the next six months.
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<b>Commitment</b>	<b>Apollo Bay to Skenes Creek Coastal Trail</b> – Construction of a coastal trail for pedestrians and cyclists between Apollo Bay and Skenes Creek incorporating path improvements, signage, bridges and cantilevered walkways – better showcasing the iconic coastline and allowing visitors to explore the unique environment.
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<b>Progress</b>	Project Plan approved. The Planning and Design Consultant, Michael Smith and Associates has commenced the project, with the entire team visiting the site in February 2021. The team are now in the process of seeking approval, prior to detailing construction activities. Feature and Level Surveys have commenced, in order to identify critical flora and fauna zone, cultural heritage artefacts and existing service assets.
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<b>Next Steps</b>	Planning and design activities will continue over the next 12 months.
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<b>Commitment</b>	<b>Improvements to tourism infrastructure in Kennett River</b> – To support increasing tourist numbers in Kennett River the City Deal will provide a new public amenity block and water treatment facility and new parking and traffic infrastructure.
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**Table 5: Great Ocean Road Infrastructure Projects**

<b>Progress</b>	Project Plan approved. Planning and detailed design tender was awarded in May 2021. Colac Otway Shire has undertaken extensive stakeholder and community consultation to ensure the development meets the needs of the local community and support tourism activity in the region.
<b>Next Steps</b>	Detailed planning and design activities to continue for the remainder of 2021.
<b>Commitment</b>	<b>Point Grey, Lorne Redevelopment</b> – The redevelopment of Point Grey presents an opportunity to create a unique experience for local residents and visitors while delivering economic and community benefit to the Lorne township and Surf Coast Shire. The commitment includes building of a new Lorne Aquatic and Angling Club building, a new commercial restaurant, and creates improved public spaces and walking paths.
<b>Progress</b>	Project Plan approved. The tender for the early contractor involvement for the design and construction of Point Grey was released earlier this year and is currently being evaluated.
<b>Next Steps</b>	Award of the early contractor involvement tender, followed by the commencement of detailed design work.
<b>Commitment</b>	<b>Skenes Creek to Cumberland River Coastal Trail Feasibility Study</b> – A feasibility study to link Skenes Creek to the Surf Coast Walk, thereby connecting the Great Ocean Walk with the Surf Coast Walk. The study will consider the potential economic and tourism benefits for coastal towns and the broader region.
<b>Progress</b>	Project Plan approved. The appointed Contractor has identified three potential routes between Grey River and Skenes Creek, and has highlighted the next steps of the project, being environmental assessment and further design work. These three options have been presented to the Project Control Group, where the preferred option was the coastal option. The tender for the trail Masterplan and further environmental assessments was advertised in May 2021, with the tenders currently being evaluated.
<b>Next Steps</b>	Various assessment activities to occur, including Masterplan for the route, geotechnical review and biodiversity assessments, geotech and bridge reports. Complete the tender evaluation process for the Masterplan and award the contract.

## Redevelopment of Queenscliff Ferry Terminal

**Table 6: Redevelopment of Queenscliff Ferry Terminal**

<b>Commitment</b>	The project will upgrade the Queenscliff Ferry Terminal with modern facilities and bathrooms, safer pedestrian and improved disability access, improved car parking areas and opportunities for retail such as cafes and tourism ventures.
<b>Progress</b>	Project Plan approved. Progress is underway including the completion of the structural pad supporting the assembly of the passenger gantry and construction of the boardwalk's rock groyne and new boardwalk.
<b>Next Steps</b>	The tender for the construction of the new terminal building was awarded in May 2021, with site preparation work currently underway. Next steps will be the commencement of the terminal building construction.



## Delivery of Priority Projects under the Shipwreck Coast Masterplan

**Table 7: Delivery of Priority Projects under the Shipwreck Coast Masterplan**

<b>Commitment</b>	With visitor numbers to the Shipwreck Coast continuing to grow rapidly, this investment will deliver improved infrastructure, services and amenities to provide a better, safer and more connected visitor experience, showcasing the many attractions on the Shipwreck Coast, including in the Twelve Apostles Precinct.
<b>Progress</b>	Twelve Apostles Precinct Redevelopment Project Plan has been endorsed by the Australian Government and the Victorian Government in Q1 2021. Flora and fauna impact surveys and topographical surveys have been conducted. The Private Sector Business Enablement Fund (PSBEF) was opened in April 2021. The \$23.4 million fund seeks to support investment in priority projects to improve facilities and help boost tourism across the Shipwreck Coast region.
<b>Next Steps</b>	Commencement of detailed planning work, with a view to fast track priority coastal projects. Successful applicants for the PSBEF will enter into grant agreements with the Victorian Government that will administer the funding arrangement. Implementation of the successful projects will continue to be monitored by the Geelong City Deal Implementation Committee.

## Smart City Initiatives

**Table 8: Smart City Initiatives**

<b>Commitment</b>	Delivery of a series of projects to pilot new technologies across central Geelong, using these technologies to collect and analyse data to enhance community safety, optimise public space and reduce congestion.
<b>Progress</b>	Installation of number plate recognition system to improve parking management and provide the general public with a smart parking application and support a free parking trial.
<b>Next Steps</b>	Project planning has commenced on the next stage to identify, refine and prioritise what can and will be delivered as part of City Deal. The projects will partner with stakeholders to utilise a range of technologies to collect and analyse data to enhance community safety, optimise public space, reduce congestion, improve council services and increase economic activity.

## Great Ocean Road Visiting Driver Road Safety Education Campaign

**Table 9: Great Ocean Road Visiting Driver Road Safety Education Campaign**

<b>Commitment</b>	The Great Ocean Road Visiting Driver Road Safety Campaign aims to raise visiting driver awareness of key road safety issues while maintaining the region's reputation as a world-renowned touring destination.
<b>Progress</b>	Project Plan approved. Campaign put on hold due to impacts of COVID-19 on international visitors to the region.
<b>Next Steps</b>	Delivery agency reviewing potential options for implementing the campaign, given the impacts that COVID-19 restrictions continue to have on limiting the number of international visitors to the region.

# Employment and Procurement

Whilst many of the projects are currently in the planning and design phase, to date, individual projects have created over 100 jobs, including 30 direct construction jobs at the Geelong Waterfront Safe Harbour Precinct, 30 direct construction jobs at the Geelong Future Economy Precinct, 25 at the redevelopment of Queenscliff Ferry Terminal, and 20 at the Green Spine Project.

As construction activities continue to increase as projects progress, this will create further employment opportunities, and will be reported on in future progress reports.

The Geelong City Deal will focus on increasing the share of jobs held by Indigenous Australians and local people on projects funded under the City Deal. This will be achieved through employment and procurement targets, and application of the below initiatives in the Project Plans.

## Indigenous

The City Deal will increase economic participation by Indigenous Australians. All three levels of government have committed to supporting Indigenous employment and procurement opportunities through the City Deal. City Deal partners will actively engage with Indigenous Australians through a range of Indigenous organisations in the local project regions.

Increased participation will be achieved through:

- a one per cent Indigenous employment target reflecting the Indigenous working age population of the Geelong and Great Ocean Road regions to help to ensure an equitable share of employment opportunities.

- a minimum of one per cent supplier-use target in line with the Victorian Tharamba Bugheen Aboriginal Business Strategy – with the view to meet a more ambitious target across the life of the City Deal of three per cent.

These targets apply to, and will be reported on for the two key City Deal commitments – the Geelong Convention and Exhibition Centre Precinct and the delivery of Priority Projects under the Shipwreck Coast Master Plan. While meeting these targets will be a requirement for these two projects, it is expected that all City Deal projects will support Indigenous employment and procurement in contributing to the more ambitious target.

The Green Spine Block 1 project has procured the services of an aboriginal artist for the design of landscape components, to include cultural and language interpretations and has also employed a worker of Indigenous heritage representing 7% of the direct workforce for this project.

## Local Workforce

Another key focus of the City Deal moving forward, is supporting local jobs and the local workforce. City Deal partners and the G21 Region Opportunities for Work (GROW) initiative will work together to address unemployment and place-based disadvantage.

The Victorian Government's Local Jobs First Policy will also apply to City Deal projects to ensure the significant investment supports Victorian businesses and workers by ensuring that small and medium sized enterprises are given a full and fair opportunity to compete for both large and small government contracts, helping to create opportunities including for apprentices, trainees and cadets.



# Economic Indicators for Geelong

The success of the Deal is monitored through a suite of indicators that measure the health of the Geelong and Great Ocean Road region economy, and where investments need to be tailored to reflect emerging economic trends. This ongoing assessment is complemented by the monitoring of progress on individual commitments, in line with the Implementation Plan.

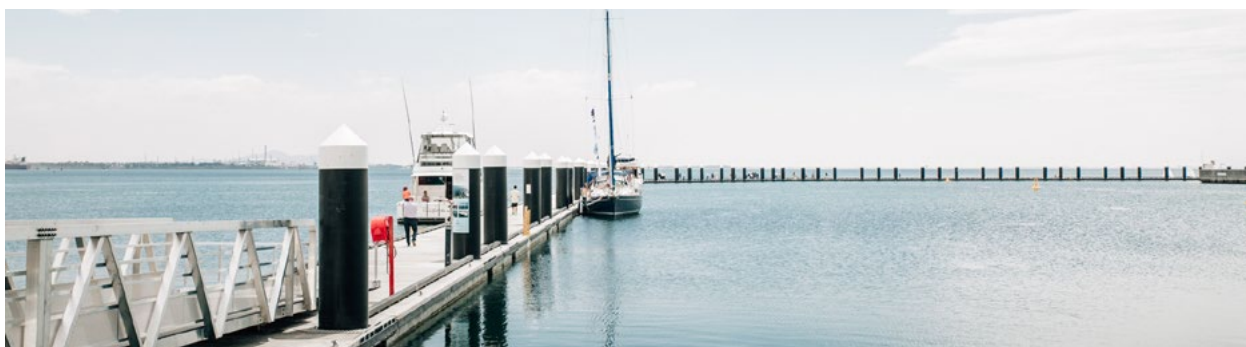
Outcomes for the past year have been significantly impacted by the ongoing COVID-19 crisis. It is expected these figures will improve when national travel increases and international travel recommences.

Table 10 below, draws on the latest annual data available (December 2020), shows the impact on the number of annual domestic visitors to the region, also demonstrating the corresponding decrease in expenditure.

**Table 10: Support Growth in the visitor economy through strengthening Geelong and the Great Ocean Road region as leading tourist destinations – Annual domestic visitors<sup>1</sup>**

Measure/Region	Geelong and the Bellarine			Great Ocean Road		
	Year ended Dec-19	Year ended Dec-20	Percentage Difference	Year ended Dec-19	Year ended Dec-20	Percentage Difference
Number of domestic day trip visitors <sup>1</sup>	4,696,000	2,509,000	-47%	4,019,000	2,224,000	-45%
Total domestic day trip visitor expenditure <sup>1</sup>	\$442m	\$228m	-48%	\$368m	\$224m	-39%
Average spend per domestic day trip visitor <sup>1</sup>	\$94	\$91	-3%	\$91	\$101	+11%
Number of overnight domestic visitors <sup>1</sup>	1,669,000	936,000	-44%	2,776,000	1,604,000	-42%
Total overnight domestic visitor nights <sup>1</sup>	4,183,000	3,037,000	-27%	7,474,000	5,748,000	-23%
Total domestic overnight expenditure <sup>1</sup>	\$598m	\$393m	-34%	\$1,094m	\$820m	-25%
Average spend per overnight visitor <sup>1</sup>	\$358	\$419	+17%	\$394	\$511	+30%
Average spend per overnight visitor per night <sup>1</sup>	\$143	\$129	-10%	\$146	\$143	-3%

<sup>1</sup> [www.tra.gov.au/data-and-research/reports/national-visitor-survey-results-december-2020](http://www.tra.gov.au/data-and-research/reports/national-visitor-survey-results-december-2020)



Data on international visitors to the Geelong and Bellarine and Great Ocean Road regions is not available following the closure of international borders in March 2020. However, Table 11 below gives some indication of the impact the restrictions have had on short-term international visitors to both Victoria and Australia, by conducting a monthly year-on-year comparison from March 2019 to March 2021 for short-term trips (trip duration less than one year).

Deal partners will continue to monitor the data measures reported on over the life of the City Deal as these can provide an indication of the success of the City Deal as projects are implemented and jobs created. The measures will also be reviewed in order to ensure that the most appropriate indicators for the Geelong and Great Ocean Road regions are being reported.

**Table 11 :Support Growth in the visitor economy through strengthening Geelong and the Great Ocean Road region as leading tourist destinations – Monthly international short-term visitor arrivals<sup>2</sup>**

Region	Mar-19	Mar-20	Mar-21	Mar-20 to Mar-21 Percentage Difference
Victoria <sup>2</sup>	234,430	97,620	1,280	-98.7%
Australia <sup>2</sup>	836,350	331,890	8,320	-97.5%

**Table 12: Revitalise central Geelong and develop infrastructure to make Geelong an even better place to live, work and invest**

Measure/Region	2019-20 Progress Report Data	2020-21 Progress Report Data	Difference
Geelong suburb population <sup>3</sup>	6,300	6,380	+80
Number of jobs in central Geelong <sup>4</sup>	26,150	27,062	+912
Business numbers in central Geelong <sup>5</sup>	2,010	2,097	+87
Number of transactions in Geelong (suburb) <sup>6</sup>	11,450,000	10,548,000	-902,000
Total annual spend in Geelong (suburb) <sup>6</sup>	\$1.161bn	\$904.6m	-\$256.4m

<sup>2</sup> [www.abs.gov.au/statistics/industry/tourism-and-transport/overseas-arrivals-and-departures-australia](https://www.abs.gov.au/statistics/industry/tourism-and-transport/overseas-arrivals-and-departures-australia)

<sup>3</sup> Estimate prepared by .id based on ABS estimated resident population, June 2019 and June 2020, <https://profile.id.com.au/geelong/population-estimate?WebID=200>

<sup>4</sup> Estimate prepared by .id for 2018-19 and 2019-20 (four quarter averages) based on assumptions derived from NIEIR in 2020 and 2021 and ABS 2016 Census Place of Work data

<sup>5</sup> City of Greater Geelong estimate of May 2020 and 2021 using the Australian Business Register

<sup>6</sup> Geografia estimate for 2019-20 and 2020-21



# Governance Framework

The delivery of the Geelong City Deal is being overseen by the Leadership Group, comprising representatives from the three levels of government. The Implementation Committee inform the Leadership Group of progress and are meeting formally every six months to review the progress of the City Deal. The Implementation Committee provide advice to the Leadership Group, comprising elected officials with responsibility for overseeing the City Deal.

Throughout the Implementation Phase local and community stakeholders will remain engaged through a range of mechanisms

including an Advisory Group who will support the Implementation Committee successfully deliver on the shared vision for Geelong and the region.

The Implementation Committee most recently met in April 2021 at the site of the planned new Queenscliff Ferry Terminal and will next meet in October 2021. City Deal partners have also met with the Advisory Group hroughout the year, mostly recently in March 2021. The Advisory will also next convene in October 2021.



## Timeline



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2. Corrina Eccles, welcome to country. Wadawurrung Traditional Owners Aboriginal Corporation

2. Corrina Eccles, story-telling, tree scarring. Wadawurrung Traditional Owners Aboriginal Corporation

3. Great Ocean Road. Eastern Maar Aboriginal Corporation

4. Artist's impression of the Green Spine. Victorian Government/City of Greater Geelong

5. Demolition underway at the Arts and Cultural Precinct. Development Victoria

5. Artist's impression of the Laneways Project. ASPECT Studios

6. Geelong Future Economy Precinct – road infrastructure. Keystone Civil

6. Geelong Future Economy Precinct – road infrastructure. Keystone Civil

7. Artist's impression of the redevelopment of Point Grey, Lorne. Great Ocean Road Caravan and Parks Authority

8. Artist's impression of Apollo Bay Harbour Redevelopment. Victorian Government

9. Couple walking along the Great Ocean Walk, Visit Victoria

9. Artist's impression of Apollo Bay to Skenes Creek Coastal Trail. Victorian Government

10. Launch of the Geelong Safe Harbour Wave Attenuator. Geelong Advertiser

10. Launch of the Geelong Safe Harbour Wave Attenuator. Geelong Advertiser

10–11. Geelong Safe Harbour Wave Attenuator. AW Maritime

12. Artist's impression of Queenscliff Ferry Terminal. Searoad Ferries

12. Construction work at Queenscliff Ferry Terminal. Searoad Ferries

13. Construction work at Queenscliff Ferry Terminal. Searoad Ferries

22. Geelong Safe Harbour Wave Attenuator. AW Maritime

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