

GEE LONG

CITY DEAL

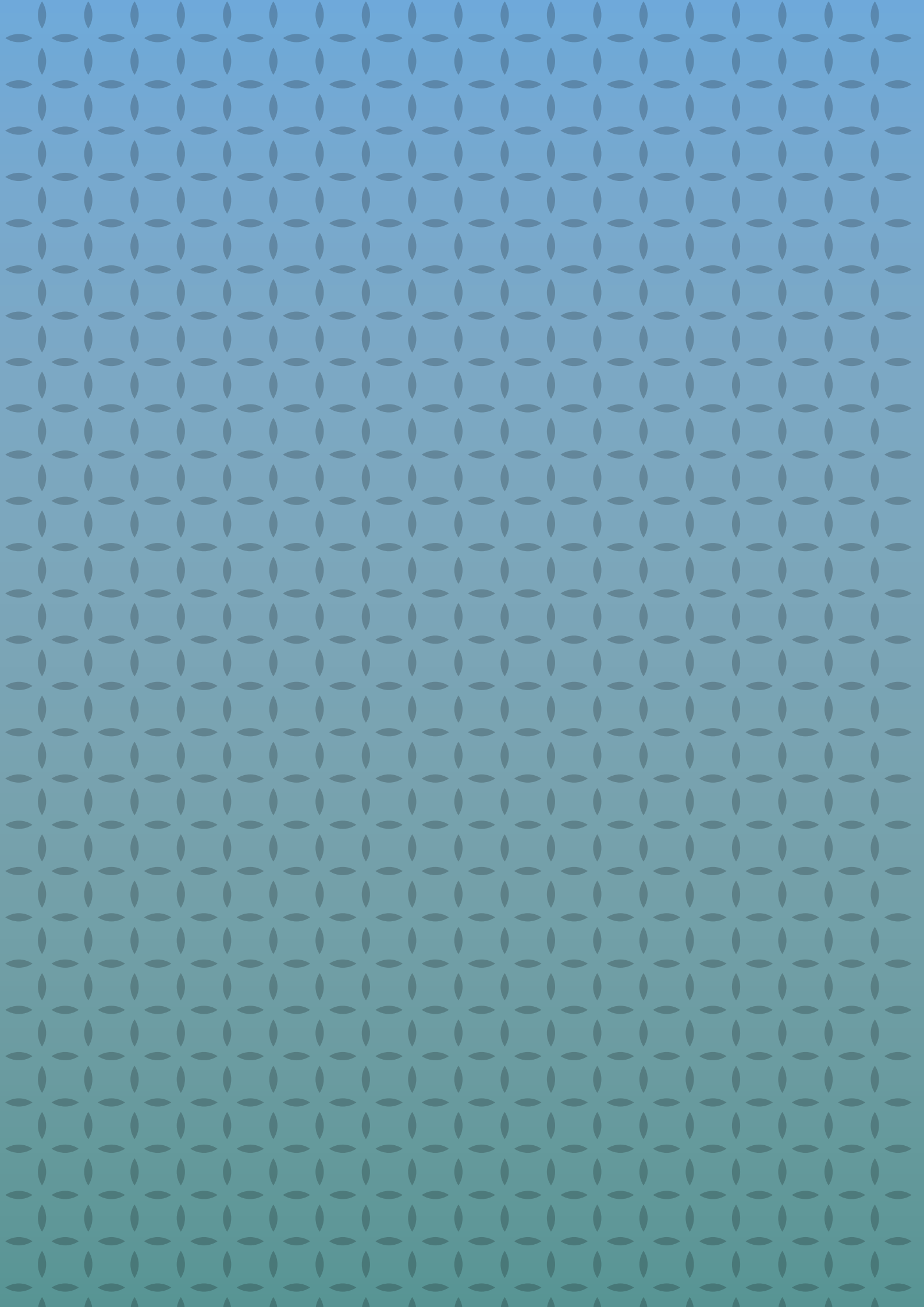
ANNUAL PROGRESS REPORT

2019-20



Australian Government





Foreword

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

The Australian Government, Victorian Government and the City of Greater Geelong will deliver \$370.23 million in government investment in delivering the projects 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.

The Geelong City Deal Implementation Plan was released in October 2019. The Implementation Plan sets out the commitments and delivery milestones for more than 30 projects that sit under the City Deal. This and subsequent reports will provide updates on the delivery of key commitments and performance against agreed measures.

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.

The three levels of government have been working collaboratively on implementing the City Deal. The first step for many of the commitments is the development of detailed project plans that outline how the projects will be delivered. Many of these plans are currently in the process of being finalised.

The 2019-20 Annual Progress Report provides further detail on the achievements to date and progress of all projects under the City Deal throughout 2019 and into 2020.

Further information about the Geelong City Deal is available at infrastructure.gov.au/cities/city-deals.

Acknowledgement

We acknowledge the Traditional Owners 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.

Key achievements throughout 2019–20

Gheringhap Street Drain | \$7.28 million (actual expenditure \$8.72 million)

- ✓ Construction completed in December 2019, installing 450 metres of underground stormwater drain connecting into Corio Bay

Improving Accessibility in Central Geelong | \$1 million

- ✓ Installation of a Changing Place at Westfield Geelong, that provides an accessible changing and toilet facility for customers who may require specialised assistance when visiting the centre
- ✓ Improvements to pedestrian access for all abilities on central Geelong streets and at Eastern Beach

Geelong Waterfront Safe Harbour | \$3.5 million

- ✓ 87% of wave attenuator successfully installed by February 2020
- ✓ Remaining three platforms currently being manufactured with final commissioning and public access expected in December 2020

Deakin University Future Economy Precinct | \$11.5 million

- ✓ Stage 1 road infrastructure complete – western extensions of Nicol Drive North and Nicol Drive South, and Pidgons Road entrance intersections one and two
- ✓ \$2.66 million Australian Government funding and \$1.3 million Victorian Government funding provided to date, supporting future growth in traffic volumes and improving safety for motorists and pedestrians

Great Ocean Road Infrastructure | \$29.95 million

- ✓ Project Director appointed to drive planning and design work of three key commitments along the Great Ocean Road - redevelopment of the Apollo Bay Harbour, improvements to tourism infrastructure in Kennett River and construction of the Apollo Bay to Skenes Creek Coastal Trail
- ✓ Feasibility study approved for the Skenes Creek to Cumberland River Coastal Trail
- ✓ Great Ocean Road Visiting Drivers Safety Education Campaign planned and ready for implementation
- ✓ Point Grey, Lorne Redevelopment - The planning permit was considered and approved by the Surf Coast Shire in June 2020 which enables commencement of tender documents and construction drawings

Redevelopment of the Queenscliff Ferry Terminal | \$15.9 million

- ✓ Work on support berthing piles on the terminal pier has been completed

Smart Cities | \$1.15 million

- ✓ Smart parking initiative introduced – Easy Park mobile application developed and increased use of smart parking across Geelong CBD

Total funding for the Geelong City Deal
\$382.48 million



◦ Key Achievements

The Geelong City Deal is a vehicle for enhanced collaboration as the three levels of government and the community work to achieve a shared vision for Geelong and surrounds, including through better aligned planning and investment to support growth.

The three levels of government and the community are working together to oversee delivery of the commitments under the City Deal.

City Deal partners are actively pursuing opportunities to fast track projects that can help stimulate the economy once COVID-19 restrictions ease, thereby creating jobs for the people of Geelong and the surrounding region.

Key achievements under the City Deal to date are summarised in this report.

Geelong City Deal at a glance



Priority Projects under the Shipwreck Coast Master Plan

- » Visitor Experience Centre and adjoining car park
- » Revegetation and demolition works
- » Twelve Apostles all-weather amphitheatre and viewing deck
- » Gibson Steps Beach access safety upgrades
- » Twelve Apostles Visitor Pod refurbishment
- » Park and Ride Transport – Entry access road
- » Picnic facilities at the Visitor Experience Centre
- » Local permit car park at Secret Apostles
- » Interpretive visitor information
- » Precinct attraction enhancements
- » Private Sector Business Enablement Infrastructure and Initiatives

**\$12
MILLION**

Redevelopment of
Apollo Bay
Harbour

Revitalising Central Geelong

**\$6.5
MILLION**

for other key projects
under Revitalising
Central Geelong

**\$174.2
MILLION**

Geelong Convention
and Exhibition
Centre

**\$7.28
MILLION**

(actual expenditure
\$8.72 MILLION)
Gheringhap Street
Drain

**\$3.5
MILLION**

Geelong
Waterfront Safe
Harbour

**\$15
MILLION**

Green Spine

**\$1.15
MILLION**

Smart Cities

**\$1.35
MILLION**

Laneways Project

**\$5
MILLION**

Arts and Cultural
Precinct public realm
improvements

**\$3
MILLION**

Geelong Train
Station Upgrade

**\$10.45
MILLION**

Point Grey, Lorne
Redevelopment

**\$15.9
MILLION**

Queenscliff Ferry
Terminal

Great Ocean Road Infrastructure Projects

**\$5
MILLION**

Apollo Bay (Wild
Dog Creek) to
Skenes Creek
Coastal Trail

**\$0.35
MILLION**

Feasibility study to link
Skenes Creek to the
Surf Coast Walk

**\$0.25
MILLION**

GOR Visiting Drivers
Road Safety
Campaign

**\$1.9
MILLION**

Improvements to
tourism infrastructure
in Kennett River



Geelong Future Economy Precinct Infrastructure

The City Deal will support the expansion of Deakin University's Geelong Future Economy Precinct at the Waurin Ponds campus. Road upgrades will support increased traffic volumes and improve pedestrian safety on the campus. The investment supports 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 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.

Q1 2020 (Completed): Stage 1 road infrastructure complete – western extensions of Nicol Drive North and Nicol Drive South, and Pidgons Road entrance intersections one and two.

Funding partners

- **\$3.8 million**
– Australian Government
- **\$3.8 million**
– Victorian Government
- **\$3.9 million**
– Deakin University

Smart Cities

A smart parking application has been trialled in Geelong CBD eliminating the need for a ticket and for customers to return to their vehicle once transaction has been completed at the meter.

The introduction of an Easy Park mobile application gives customers the opportunity to extend or reduce their parking time and only pay for what they use. The ease of using the application saw an initial increase in the uptake in the early stages. However, the application has been de-activated during COVID-19 restrictions.

Monitoring of the parking system will re-commence with easing of restrictions, allowing further analysis of the success of the initiative.

Funding partner

- **\$1.15 million**
– City of Greater Geelong

\$0.25 million has been spent to date on smart parking initiatives, with an additional \$0.3 million allocated for each of the next three years, for further smart city initiatives.

Revitalising Central Geelong

Progress has been made on many of the projects sitting under the Revitalising Central Geelong Action Plan, including public realm improvements to revitalise public spaces in Central Geelong. A few examples are summarised below.

Green Spine Block 1 and 3 - A Project Manager has been appointed and is progressing the development of a project plan and finalising a delivery strategy for Green Spine Block 1 that will transform Malop Street into a vibrant street and linear park, connecting Johnstone Park to Eastern Park and creating a more pedestrian and bike-orientated environment between Gheringhap and Moorabool Streets. The project plan and delivery strategy is also being finalised, including the complete design for the Green Spine, to progress the detailed



Laneway between Little Malop Street and Malop Street - Note image is a concept design for illustration purposes and may be subject to change

plans and construction of Block 3 between Yarra Street and Bellerine Street that will build upon the work in Green Spine 1.

Laneways Project between Little Malop Street and Malop Street - Detailed designs for the project are currently being finalised to progress the creation of a pedestrian link to better connect Little Malop Street and Malop Street.

Arts and Cultural Precinct Public Realm Improvements - Discussions are underway between City Deal partners on how best to integrate designs across the precinct through the development of new streetscapes that will provide for creative

pursuits, including shared zones, trees, furniture, art works, re-designed garden, and the redevelopment of Police Lane as a pedestrian priority space.

Revitalising Central Geelong Funding partners

- **\$20.85 million**
– Australian Government
- **\$7 million**
– Victorian Government
- **\$10.28 million**
– City of Greater Geelong

The following case studies provide further detail on the significant progress made on other key projects.



View of Police Lane from Little Malop Street - Note image is a concept design for illustration purposes and may be subject to change

◦ Case Studies

Geelong Waterfront Safe Harbour – Wave Attenuator

The Geelong Waterfront Safe Harbour Precinct comprises the Royal Geelong Yacht Club, Fishermen's Basin and the Victorian Sailing School. 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.

The Geelong Waterfront Safe Harbour Project will deliver a world class precinct that 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 project includes a 430m long wave attenuator that will protect the marina from

rough water coming from the north-west, allow recreational fishing, pedestrian access and itinerant mooring of boats. The wave attenuator will increase public open space (over water) for both locals and visitors highlighting this unique experience.

The wave attenuator has been funded by the Australian Government as part of the City Deal at a total cost of \$3.5 million. The project builds on previous investment from all three levels of government and the Royal Geelong Yacht Club to redevelop the Geelong Waterfront.

The wave attenuator project is well underway and is expected to be open to the public in December 2020.





Gheringhap Street Drain Project

The Gheringhap Street Drain Project was completed in December 2019. Officers from the Victorian Government and the City of Greater Geelong worked collaboratively to ensure the successful implementation of the project.

There have been four severe rainfall events over the past 17 years causing flash flooding as the existing drainage network failed to cope.

By upgrading the 450 metres of drain flowing into Corio Bay, central Geelong is now better equipped to handle storm events that have caused localised flooding in parts of the CBD with improved water quality flowing into Corio Bay.

Local businesses, residents and visitors will benefit from the upgrade, with run-off draining quicker from streets and other low-lying parts within this catchment area of the city.

A high-tech 'micro-tunnelling' machine, to minimise disturbance to businesses and the community was used to tunnel under Gheringhap Street, constructing a new major stormwater drain.

The project has been funded by the City of Greater Geelong as part of the City Deal at a cost of \$7.28 million (actual expenditure \$8.72 million).

The drain upgrade is the first project completed through the \$382.48 million City Deal.

Great Ocean Road Infrastructure Projects

The planning and design work for key projects along the Great Ocean Road is underway. The projects will support the region by unlocking significant economic potential of the visitor economy and will deliver critical public realm infrastructure improvements.

The projects include a \$12 million redevelopment of the Apollo Bay Harbour, \$1.9 million of improvements to tourism infrastructure in Kennett River, \$10.45 million for the redevelopment of Point Grey, Lorne and \$5 million to construct the Apollo Bay (Wild Dog Creek) to Skenes Creek Coastal Trail.

Public infrastructure improvements at the Apollo Bay Harbour precinct will broaden the range of commercial operations and recreational activities.

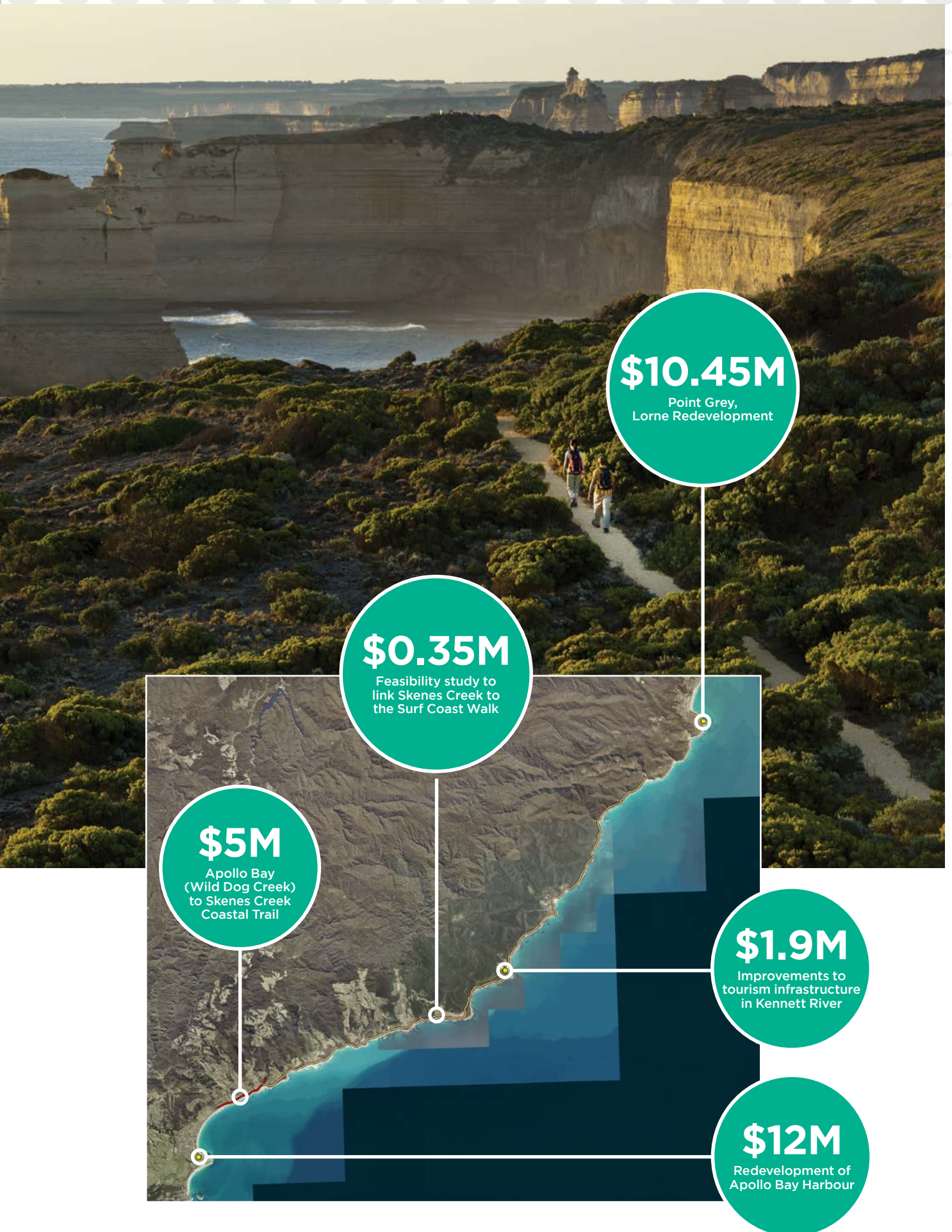
In Kennett River, a new public amenity block, water treatment facility, new parking and traffic management will accommodate increasing tourist numbers.

To showcase the iconic coastline between Apollo Bay and Skenes Creek a Coastal Trail will be constructed which is to include seating, viewing platforms, signage bridges and cantilevered walkways.

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.

The feasibility study builds upon extensive stakeholder consultation activities and a study into various trail designs and concepts funded by the Victorian Government in 2019. This study will focus on engaging a range of contractors to assist in refining the scope, infrastructure design and engineering solutions required for construction of a trail and informing construction costs and methodologies associated with the project options. The Australian Government is funding the feasibility study at a cost of \$0.35 million.







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 and open spaces;
- 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 Committee and Lorne Aquatic and Angling Club:

- \$8 million: Australian Government
- \$2 million: Great Ocean Road Coast Committee
- \$0.45 million: Lorne Aquatic and Angling Club

The planning approval process has been undertaken, creating detailed designs and proposed development plans, including, amongst others, bushfire and emergency management plans, soil and geological analysis, vegetation and coastal management plans, and car parking analysis. The planning permit was conditionally approved by the Surf Coast Shire in June 2020 which enables commencement of tender documents and construction drawings. The next step is to amend the plans and, where necessary, address the Council's conditions.

Great Ocean Road Visiting Drivers Safety Education Campaign

Over recent years, more international visitors than ever have been visiting Victoria and more than a third of these visitors are hiring campervans and rental cars and self-driving along the Great Ocean Road and surrounding region. Many visiting drivers have different driving and road experiences and may be faced with a number of challenges when driving on Victoria's roads, such as different road rules and signs, fatigue and distances travelled. The campaign aims to ensure visiting international drivers are informed of the road rules and how best to drive to the conditions.

The Australian Government is providing funding of \$0.25 million through the City Deal for the delivery of a Great Ocean Road Visiting Drivers Road Safety Campaign that aims to raise visiting driver awareness of key road safety issues while maintaining the region's reputation as a world-renowned touring destination.

Delivered over a 12-month period, the campaign will involve a suite of targeted communications activities across all stages of the visitor journey cycle, delivered through a number of channels and formats (for example, translated, symbolised, etc.). This includes advertisements in key located service centres, coach/large vehicle tail advertisements, displays at Avalon Airport and a suite of promotional materials disseminated through vehicle rental companies and other intermediaries (for example, visitor information centres and tourism businesses). It is expected that many of these activities will continue to be rolled out beyond the initial 12-month period.

A project plan has been developed for the education campaign, however, given the impact of COVID-19 and restrictions for international visitors to Australia, the campaign has been delayed temporarily. The revised schedule anticipates the campaign will proceed in 2021 pending the return of international tourists to the region.





Redevelopment of Queenscliff Ferry Terminal

Searoad Ferries has been operating the car and passenger ferry service between Sorrento and Queenscliff since 1987, the service first crossed Port Phillip Heads on 13 September 1987.

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

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

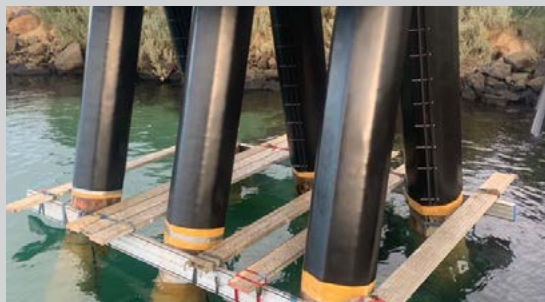
This project will develop the Queenscliff Ferry Terminal to expected visitor standards, complete with modern facilities and bathrooms, safer access, improved car parking areas and opportunities for retail such as cafés and tourism ventures.

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

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

Preparations are currently underway, with public realm works to start in September 2020, including preliminary civil works and the boardwalk construction.

Essential berthing pile repairs and preventative maintenance was carried out on the pier in May 2020. Berthing piles were completely wrapped with a corrosion prevention and refurbishment system for timber, concrete and steel pipelines used widely across the Asia-Pacific region. Geelong Diving Services undertook the work without any disruptions to the ferry schedule. With only one ferry in operation the maintenance team were able to maximise working time of 80-minute working windows between ferry transits.



Monitoring progress

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

Revitalise central Geelong and develop infrastructure to make Geelong an even better place to live, work and invest	
Geelong Convention and Exhibition Centre Precinct	
Commitment:	The Geelong Convention and Exhibition Centre 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 1000+ seat plenary and at least 3700m2 multi-purpose space that can be configured to incorporate an exhibition hall, breakout rooms and a banquet room.
Progress:	The development of the Geelong Convention and Exhibition Centre and surrounding public realm improvements is in the pre-planning phase. A project plan is due in September 2020. City Deal partners are currently working together to identify potential ways to streamline the planning phase in order to progress the commencement of building and construction activities.
Revitalising Central Geelong	
Commitment:	Delivery of key projects within the Revitalising Central Geelong Action Plan and public realm improvements will revitalise public spaces in Central Geelong.
Progress:	The Revitalising Central Geelong commitment includes a number of key sub-projects. The overarching project plan is currently being finalised, whilst work continues to progress for the individual sub-projects, as outlined below.
Project	Geelong Train Station Upgrade - 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.
Progress:	Memorandum of Understanding currently in the process of being finalised between the delivery agency (Victorian Department of Transport) and Regional Development Victoria.
Project	Green Spine 1 North Side - the Green Spine project is transforming Malop Street into a vibrant street and linear park, connecting Johnstone Park to Eastern Park and creates a more pedestrian and bike-orientated environment between Gheringhap and Moorabool Streets.
Progress:	The Victorian Department of Transport has appointed a Project Manager who is progressing the development of a project plan and finalising a project delivery strategy in September 2020.
Project	Green Spine Block 3 - Building upon the above work, between Gheringhap Street and Garden Street.
Progress:	The Victorian Department of Transport has appointed a Project Manager who is progressing the development of a project plan and finalising a project delivery strategy, including procurement of design consultants in September 2020.
Project	Arts and Cultural Precinct Public Realm Improvements - The development of new streetscapes to provide for creative pursuits, including shared zones, trees, furniture, art works, re-designed garden, and the redevelopment of Police Lane as a pedestrian priority space.
Progress:	Discussions underway between Geelong Arts Centre, City of Greater Geelong and the Revitalising Central Geelong Partnership to integrate designs across the precinct. Upon finalisation of design plans, demolition will commence in 2021.

Project	Gheringhap Street Drain - Upgrading 450 metres of drain flowing into Corio Bay, Central Geelong to better equip the city in withstanding storm events.
Progress:	Construction completed in December 2019.
Project	Laneways Project – Between Little Malop Street and Malop Street - The creation of a pedestrian link to better connect Little Malop Street and Malop Street.
Progress:	Project being overseen by the Victorian Department of Environment, Land, Water and Planning (DELWP). The preferred location on Malop Street has been purchased, and detailed designs are due to be finalised in Q4 2020.
Project	Arrival Indicators – Streetscape upgrades to create more attractive and useable arrival points to the city.
Progress:	Designs being developed for Yarra Street and Bellerine Street to improve amenity, alfresco dining, lighting and pedestrian movement.
Project	Geelong Train Station Precinct Development Plan - The focus of this project to review possible public realm works to improve the Geelong Train Station Precinct.
Progress:	Preparing a project plan to enable staged implementation of the masterplan, in consultation with the Victorian Department of Transport and other stakeholders.
Project	Civic Precinct Planning - The City of Greater Geelong is planning to develop a new consolidated headquarters in Central Geelong. The initiative plans to ensure work aligns with other Revitalising Central Geelong projects.
Progress:	The proposal for the \$200 million new centralised head office for the City of Greater Geelong (not part of the Geelong City Deal) was approved by the Victorian Government in June 2020. With the support of the Geelong City Deal the community were able to participate in design planning for the future building and give careful consideration to the interaction of other key City Deal projects in the area.
Project	Improving Accessibility in Central Geelong - The focus of this project is to review options for removing barriers to easy access for people with mobility limitations, in particular, wheelchair users.
Progress:	A project plan is being developed for the accessibility improvements to key pedestrian locations in central Geelong, including the waterfront and the medical precinct.
Project	Moolap Management Masterplan - Development of a masterplan for the Wetlands and former Saltworks.
Progress:	Project being overseen by the Victorian Department of Environment, Land, Water and Planning (DELWP). DELWP currently developing project plan.
Project	Barwon River Planning - Establishment of planning controls to protect the Barwon River.
Progress:	Project plan currently being developed. Estimated completion of planning controls is October 2021.
Geelong Waterfront Safe Harbour	
Commitment:	This commitment builds on existing contributions of \$7.5 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. The project involves the installation of a wave attenuator with funding of \$3.5 million provided by the Australian Government.
Progress:	Installation of the wave attenuator for the Geelong Waterfront Safe Harbour is 87 per cent complete with 20 of the 23 platforms successfully installed. Project completion has been delayed as three of the platforms of the wave attenuator were damaged during shipping from Ireland. Manufacture of the remaining three new units required to complete the project has commenced and the project is currently estimated to be opening to the public in December 2020.

Smart City Initiatives

Commitment: 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.

Progress: This commitment saw the first phase installation of a number plate recognition system to improve parking management and provide the general public with a smart parking application and support a free parking trial. The free trial was implemented in December 2019 showing positive initial take up. Following easing of COVID-19 restrictions, trial data will inform rollout of the initiative.

Support growth in the visitor economy through strengthening Geelong and the Great Ocean Road region as leading tourist destinations

Delivery of Priority Projects under the Shipwreck Coast Master Plan

Commitment: 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.

Progress: The Australian Government and the Victorian Government are currently working together to develop a Project Plan for the Twelve Apostles Precinct Redevelopment Project in September 2020.

Redevelopment of Apollo Bay Harbour

Commitment: 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.

Progress: This commitment is being delivered through Colac Otway Shire Council. The Council has appointed a Project Director who is currently working to develop a project plan in September 2020, with detailed designs expected to be completed in the first half of 2021.

Point Grey, Lorne Redevelopment

Commitment: 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.

Progress: The planning approval process has incorporated the creation of detailed designs and proposed development plans, including amongst others, bushfire and emergency management plans, soil and geological analysis, vegetation and coastal management plans, and car parking analysis. The planning permit was considered and approved by the Surf Coast Shire in June 2020, with several conditions to be addressed. With the planning permit approved, it now enables commencement of tender documents and construction drawings.

Apollo Bay to Skenes Creek Coastal Trail

Commitment: 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.

Progress: This commitment is being delivered through Colac Otway Shire Council. The Council has appointed a Project Director who is currently working to develop a project plan and a stakeholder engagement strategy by September 2020, with detailed designs expected to be completed in the first half of 2021.

Skenes Creek to Cumberland River Coastal Trail	
Commitment:	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.
Progress:	<p>The project plan for the delivery of this commitment has been agreed between the Australian Government and Victorian Government. The project builds upon two previous studies conducted by the Victorian Government, and work has commenced to:</p> <ul style="list-style-type: none"> Engage a range of contractors to assist in refining the scope, infrastructure design and engineering solutions required for construction. Informing construction costs and methodologies associated with project options identified from previous studies.
Improvements to tourism infrastructure in Kennett River	
Commitment:	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.
Progress:	This commitment is being delivered through the Colac Otway Shire Council. The Council has appointed a Project Director who is currently working to develop a project plan in September 2020 with detailed designs expected to be completed in the first half of 2021.
Great Ocean Road Visiting Driver Road Safety Education Campaign	
Commitment:	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.
Progress:	The project plan for the delivery of the campaign has been agreed between the Australian Government and Victorian Government. The project aims to reduce the number of accidents along the Great Ocean Road, many of which involve international visitors, by conducting a 12-month education campaign targeting visiting international drivers. Due to the impact of COVID-19 the project has been delayed for 12 months. In order to ensure maximum impact, the revised schedule anticipates the campaign will proceed in 2021 following the return of international tourists to the region.
Redevelopment of the Queenscliff Ferry Terminal	
Commitment:	The project will develop the Queenscliff Ferry Terminal to expected visitor standards, complete with modern facilities and bathrooms, safer access, improved car parking areas and opportunities for retail such as cafes and tourism ventures.
Progress:	Essential berthing pile repairs and preventative maintenance activities were successfully completed on the pier in May 2020. The schedule has also been realigned to bring forward public realm works in light of the construction delay due to COVID-19 impact, in order to ensure the project continues to progress. The public realm works are due to commence in September 2020.
Drive the continued economic diversification and jobs growth, supporting innovation and building on emerging strengths for Geelong and the Great Ocean Road region	
Geelong Future Economy Precinct Infrastructure	
Commitment:	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.
Progress:	Stage 1 has been completed, resulting in expanded and improved local Deakin University roads and improved entrances to the Deakin University Waurin Ponds Campus. These works have extended Nicol Drive North and Nicol Drive South, and has included upgrades to Pigdons Road intersections one and two, supporting future growth in traffic volumes and improving safety for motorists and pedestrians alike.

◦ Supporting the Indigenous and local workforce

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.

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 will 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.





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. Performance against achievements in creating Indigenous and local jobs will be collected and included in subsequent annual reports.



◦ Economic indicators for Geelong

The success of the Geelong City Deal will be monitored through a suite of indicators that measure employment and economic activity

Geelong is Victoria's second largest city, is an hour from Melbourne and is the gateway to the Great Ocean Road.

Geelong is home to 275,795 people (as of June 2019) and from June 2014 to June 2019 has experienced an annual population growth of 2.7%.

Ideally positioned on the southern shores of Corio Bay, tourism plays a significant part in Geelong's economy. The commitments in this City Deal will aim to further unlock the visitor economy. Projects stretch from being delivered in Geelong CBD, to across the Barwon Region and along the Shipwreck Coast.

The impacts of the restrictions resulting from COVID-19 has had a significant effect on the whole of the Australian economy. Once restrictions ease commitments under the City Deal will aid in stimulating economic recovery across the region. The snapshot of economic metrics presented in this report will be an important resource in measuring the success of the City Deal over its 10 year lifespan as projects are implemented and jobs are created. These measures will be reviewed and further measures explored, as projects under the City Deal progress, in order to ensure that the most appropriate indicators for the Geelong region are being reported.

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

Geelong suburb population ¹	6,300
Number of jobs in central Geelong ²	26,150
Business numbers in central Geelong ³	2,010
Number of transactions in Geelong (suburb) ⁴	11,450,000
Total annual spend in Geelong (suburb) ⁴	\$1.161bn
Percentage of dwellings in the City that are located within 400 metres of public open space ⁵	45.2%

Support growth in the visitor economy through strengthening Geelong and the Great Ocean Road region as leading tourist destinations

Measure/Region	Geelong and the Bellarine	Great Ocean Road
Number of domestic day trip visitors ⁶	4,366,000	3,564,000
Total domestic day trip visitor expenditure ⁶	\$369m	\$333m
Average spend per domestic day trip visitor ⁶	\$85	\$94
Number of overnight domestic visitors ⁶	1,590,000	2,659,000
Total overnight domestic visitor nights ⁶	4,190,000	7,830,000
Total domestic overnight expenditure ⁶	\$630m	\$1,193m
Average spend per overnight visitor ⁶	\$397	\$449
Average spend per overnight visitor per night ⁶	\$150	\$152
International visitor numbers ⁷	57,000	212,000
Total international visitor expenditure ⁷	\$71m	\$90m
Average spend per international visitor ⁷	\$1,251	\$425
Average spend per international visitor per night ⁷	\$56	\$86
Jobs in tourism sector (direct and indirect) ⁸	8,000	12,000

Drive the continued economic diversification and jobs growth, supporting innovation and building on emerging strengths for Geelong and the Great Ocean Road region

Knowledge-intensive service jobs in Geelong suburb ⁹	9.3% of employed persons
Proportion of businesses that are new in Greater Geelong ¹⁰	15.1%

1 Estimate prepared by .id based on ABS estimated resident population, June 2019 <https://profile.id.com.au/geelong/population?WebID=200>

2 Estimate prepared by .id based on assumptions derived from NIEIR 2020 and ABS 2016 Census place of work data

3 City of Greater Geelong estimate as of May 2020 using the Australian Business Register

4 Geografia estimate provided to City of Greater Geelong for 2019-20

5 BITRE: RMIT Centre for Urban Research, 2018

6 <https://www.tra.gov.au/Domestic/domestic-tourism-results>, Year ending March 2020

7 <https://www.tra.gov.au/international/international-tourism-results/overview>, Year ending March 2020

8 TRA, Regional Tourism Satellite Account 2017-18 <https://www.tra.gov.au/Economic-analysis/Economic-Value/Regional-Tourism-Satellite-Account/regional-tourism-satellite-account>

9 BITRE: Year ended August 2019, ABS - Labour Force Australia - Percentage of employed persons that work in the top three knowledge-intensive service industries - professional, scientific and technical services; information media and telecommunications; and financial services and insurance services

10 BITRE: 2018, ABS - data by region



○ Next steps

Over the next 12 months, the Australian Government, Victorian Government and City of Greater Geelong will continue to work collaboratively to deliver the Geelong City Deal.

Over the ten-year span of the City Deal, partners will monitor success through a range of indicators that measure population and jobs growth, economic activity in a revitalised Central Geelong and expansion of the tourism industry in the region. This will provide an indication of progress against baseline figures and where efforts may need to be tailored to reflect emerging trends. This ongoing assessment will be complemented by the monitoring of progress on individual initiatives and reported annually through the Annual Progress Reports.

In the immediate term, the three levels of government will continue to work collaboratively on implementing the City Deal, with a key focus on finalising detailed project plans for many of the commitments that clearly outline how and when the projects will be delivered.

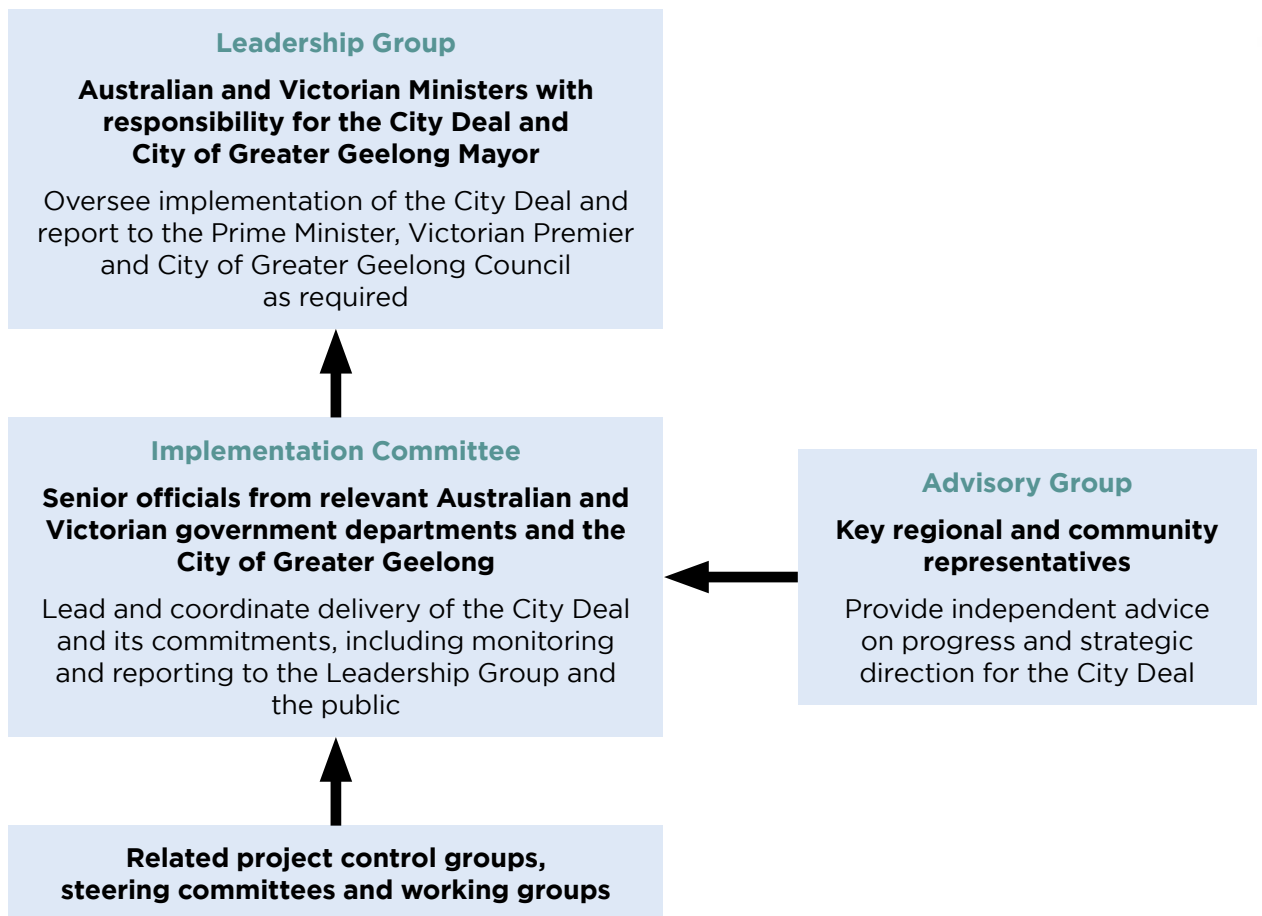
For those projects that are already underway, these will continue to be closely monitored throughout the implementation phase in order to ensure progress is being made and that key milestones are being met.

City Deal partners will also actively pursue opportunities to fast track, where possible, projects that can help kick start the economy as COVID-19 restrictions start to ease, thereby creating jobs for the people of Geelong and the surrounding region.

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.



Timeline



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2019 – 2020
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Page 6: Geelong Waterfront Safe Harbour, Royal Geelong Yacht Club

Page 7: Gheringhap Street Drain, City of Greater Geelong Council

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Director, Publishing and Internal Communications
Communications Parliamentary and Governance Branch
Department of Infrastructure, Transport, Cities and Regional Development
GPO Box 594 Canb erra ACT 2601 Australia

Email: publishing@infrastructure.gov.au
Website: www.infrastructure.gov.au

For more information visit
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