



# **Your Ideas, Our Future**

## **Stage 1 community engagement**

**Interim report**  
*February 2017*

This report has been prepared by :  
Strategy & Program Delivery  
City of Greater Geelong  
30 Gheringhap Street  
Geelong 3220

This interim report consists of analysis conducted up to 3 February 2017.  
It provides a snapshot of community responses and interpretations.  
For more information please contact [ourfuture@geelongcity.vic.gov.au](mailto:ourfuture@geelongcity.vic.gov.au)

This interim report is given in good faith and has been derived from sources believed to be reliable.  
However , neither the City of Greater Geelong nor any persons involved in the preparation of this interim report  
accept any form of liability whatsoever for its contents.

Word frequency is an evolving technique in qualitative data analysis and further work is underway to interpret  
complex statements and intent. The impact of different understanding and interpretation of questions along  
with the crossover of themes is also being assessed. This further analysis will be released in the full report.

## Table of Content

Executive summary.....	1
1. Introduction .....	2
2. Data sampling and collection methodology .....	5
2.1 Engagement methods.....	5
2.2 About the participants .....	6
2.3 Methods of engagement .....	8
2.4 Synthesis .....	8
3. What does our community value about Greater Geelong?.....	10
3.1 Natural environment, beaches, parks, river and open space .....	11
3.2 A sense of community and identity .....	11
3.3 Diverse places, activities, events and attractions.....	12
3.4 Walking tracks, bike paths and less congestion.....	12
3.5 Lifestyle.....	12
3.6 Recreation choice .....	12
3.7 Cultural assets .....	12
3.8 Education opportunities .....	13
3.9 Proximity to Melbourne .....	13
3.10 Health services .....	13
4. How does our community view Greater Geelong .....	14
4.1 Prosperity.....	14
4.2 Connectivity .....	15
4.3 Designed for people.....	16
4.4 Sustainability and resilience.....	17
4.5 Creativity.....	18
4.6 Snapshot ratings summary .....	19
5. Community visions .....	21
5.1 Community.....	22
5.2 Environment.....	23
5.3 Transport .....	23
5.4 Economy.....	25

5.5	Employment.....	26
5.6	Governance .....	27
5.7	Safety.....	28
5.8	Culture .....	28
5.9	Recreation.....	29
5.10	Tourism.....	30
5.11	Central Geelong.....	31
5.12	Melbourne.....	31
5.13	Education.....	32
5.14	Planning.....	33
5.15	Health .....	34
5.17	Liveable / lifestyle.....	35
<b>6.</b>	<b>Community generated ideas for a brighter future .....</b>	<b>36</b>
6.1	Sustainability and resilience.....	36
6.2	Creativity.....	36
6.3	Connections.....	37
6.4	Prosperity.....	37
6.5	Designed for people.....	38
<b>7.</b>	<b>Visions and ‘likes’ from the ‘Our Future’ website .....</b>	<b>39</b>
<b>8.</b>	<b>Next steps .....</b>	<b>40</b>
	<b>Appendix 1: Listing of Our Future face-to-face engagement .....</b>	<b>41</b>
	<b>Appendix 2: Top rated community visions posted on the Our Future website ...</b>	<b>46</b>

## Executive summary

Our Future is an ambitious project that will describe a 30-year community vision for our region to ensure a thriving, inclusive and sustainable future.

Between September 2016 and January 2017, Our Future attended a total of 96 workshops and events where 8,569 people had their say about aspects of Greater Geelong important to them, and how they would like to see our region improve.

We asked 1,265 people what they valued most about our region, and 24 per cent told us they valued Greater Geelong's 'natural environment, beaches, parks, river and open space'; 18 per cent mentioned the region's 'sense of community and identity'; and 16 per cent told us they valued 'diverse places, activities, events and attractions'.

Through 2,618 responses, people rated Greater Geelong against the five elements of a successful global community. Their feedback told us that our region is already halfway along the path to success. There is a journey ahead, but we have a solid foundation to prepare for it.

People who lived, worked in or visited Greater Geelong, told us about their long-term vision for our region through 2,954 responses to the Our Future survey. The most common themes that they expressed were 'community', 'environment', 'transport'; 'economy', 'employment' and 'governance'.

A further 2,209 visions were uploaded directly to the Our Future website, and other members of our community viewed and voted on which ones they 'liked'.

Importantly, people also had the opportunity to tell us how life in Greater Geelong could be improved. Their responses resulted in 18 community-generated ideas about ways to improve our region. These will be explored in the next phase of Our Future.

Finally, the people whose lives are most closely linked with our region's future, Greater Geelong's children, presented us with 185 drawings telling the story of their unique visions for our region.

# 1. Introduction

The purpose of Our Future is to describe a 30-year community vision for Greater Geelong to ensure a thriving, inclusive and sustainable future. By thinking forward to develop a picture of what Greater Geelong will look like in 30 years, the Our Future vision will address our current challenges and highlight future opportunities.

The Our Future vision will be the key resource for the incoming City of Greater Geelong Council when it formulates its next four year City Plan, and for all other stakeholders planning initiatives for our region.

Forming the vision has involved, and will continue to involve, significant community engagement to harness the collective ideas and strength of the Geelong community. During the initial engagement stage **8,569 members of our community** had their say about the aspects of Greater Geelong that are important to them and how they would like to see our region grow.

In this interim report we present the results of a five-month discussion with our community conducted between September 2016 and January 2017. Their feedback and ideas will be refined and prioritised through community workshops and, through a citizen and stakeholder assembly, preferred future scenarios will be determined.

The urgent need for a long-term strategic vision was identified in the Commission of Inquiry Report, tabled in Victorian Parliament in April 2016. The Report noted that:

**'The Commission considers that the development of an evidence-based, long-term vision and plan should be a critical high priority for Council to drive improved asset planning, investment and service delivery for Greater Geelong.'**

Sharing information about local and global trends that could impact our region has been a crucial part of our discussions with the Greater Geelong community. Conversations involved the following five elements of successful communities:

- **Connected** - locally, regionally, nationally and internationally through paths, roads and public transport infrastructure, social networks and communication technologies
- **Prosperous** - strong and diverse businesses and employment across all community groups
- **Creative** - innovative, entertaining and vibrant
- **Sustainable and resilient** - environmentally, economically and socially
- **Designed for people** - easy and safe for all community groups to access the services, amenities and comfort they need.

Communities need to plan for shifts in technology, demographics, the economy and climate change. Together we can turn global shifts into opportunities by being connected, creative, people-oriented in design, prosperous, as well as being sustainable and resilient. To be successful over the next 30 years we will have to possess and develop all these attributes.

Collaborations between Our Future and the region's key business, organisational stakeholders and community leaders has supplemented our community discussions; strengthened local networks across our region; and increased knowledge about Greater Geelong's future.

Our Future is being assisted by partner organisations including:

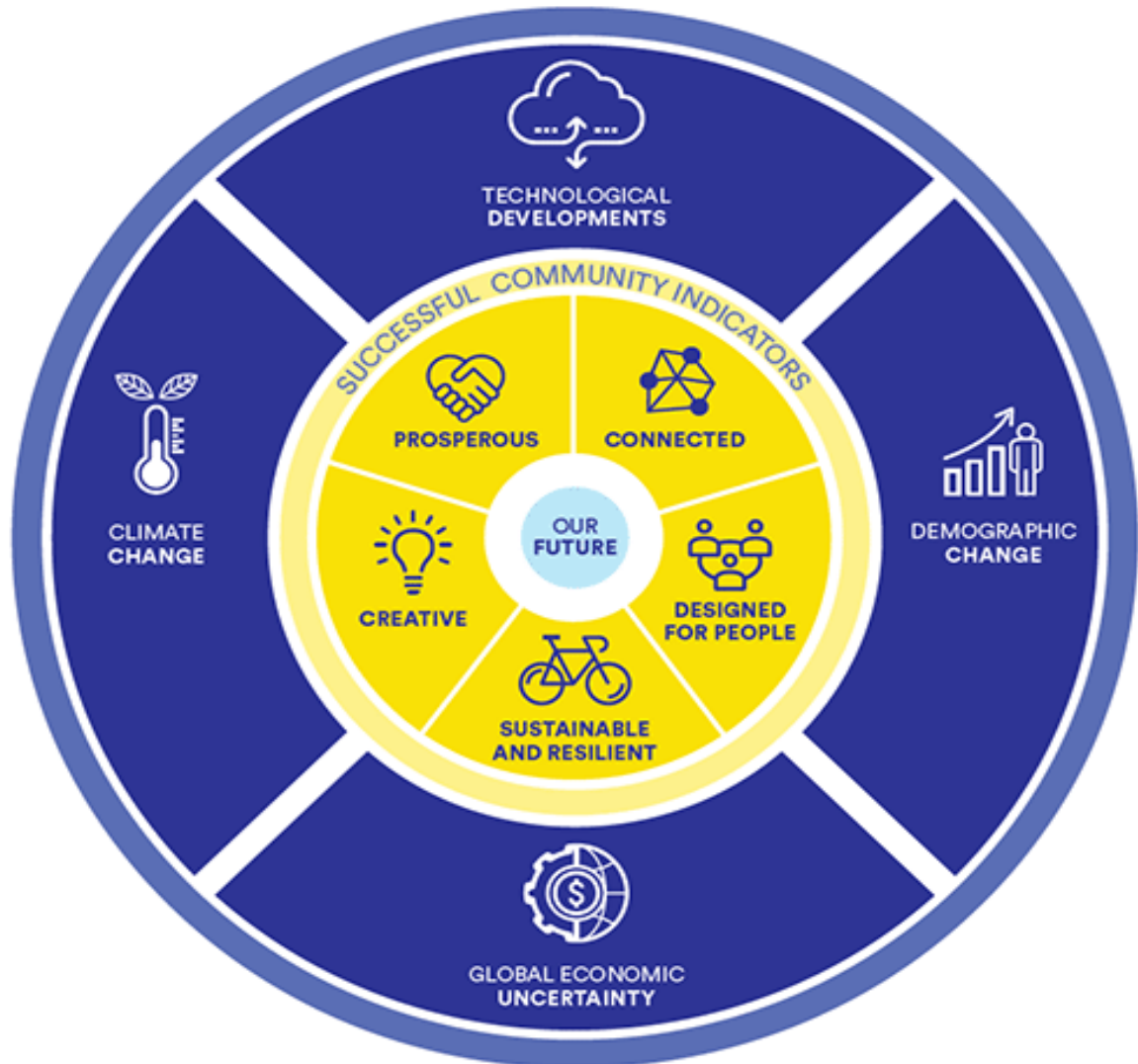
- Committee for Geelong
- Geelong Chamber of Commerce
- Deakin University
- G21 Geelong Regional Alliance
- Tourism Greater Geelong and the Bellarine
- Give Where You Live
- Department of Environment, Land, Water and Planning
- Geelong Environment Council
- Regional Development Victoria
- Geelong Football Club
- Department of Health and Human Services
- Geelong Sustainability Group
- Gordon Institute of TAFE
- G21 Agribusiness Forum
- National Trust of Australia
- Urban Development Institute of Australia.

Our Future workshops, event appearances, meetings and school visits have provided diverse and exciting opportunities for people of all ages and backgrounds to have meaningful input into the Our Future vision, by rating Greater Geelong against the five elements of successful communities and by sharing experiences and ideas.

The Greater Geelong community has told us about what it thinks our region should be like 30 years from now. The outcome to date is a series of ideas about how to improve Greater Geelong.

The Our Future vision will identify a clear future direction that will guide all levels of government to support future projects in the region, and provide a clearer sense of identity for Greater Geelong.

**Figure 1**  
**Five elements of successful cities and the four global influences impacting Greater Geelong**





## 2. Data sampling and collection methodology

### 2.1 Engagement methods

We have talked to people from our community in ways they are most comfortable with and within environments they are familiar with.

We provided people with a variety of ways to tell us of their views, including workshops, surveys, individual submissions, and various interactive activities. These discussions were designed to provide us with insight, and ensure a good experience for all participants. Table 1 outlines the methods used to collect data, and the data collected.

Engagement method	Data collected
Workshops	<ul style="list-style-type: none"> <li>• What people value about our region.</li> <li>• How our community rates Greater Geelong against the five indicators of a successful community.</li> <li>• Ideas on how to improve Greater Geelong's performance.</li> <li>• Visions for our region in 30 years and ideas about how we might get there.</li> <li>• Age and gender demographics by suburb.</li> </ul>
Surveys (online and paper)	<ul style="list-style-type: none"> <li>• How our community rates Greater Geelong against the indicators of a successful community.</li> <li>• Ideas on how to improve Greater Geelong's performance.</li> <li>• Visions for our region in 30 years and ideas about how we might get there.</li> <li>• Age and gender demographics by suburb.</li> </ul>
Submissions (online and paper)	<ul style="list-style-type: none"> <li>• Ideas on how to improve Greater Geelong's performance.</li> <li>• Visions for our region in 30 years and ideas about how we might get there.</li> </ul>
Surveys (at events)	<ul style="list-style-type: none"> <li>• What people value about our region.</li> <li>• Visions for our region in 30 years and ideas about how we might get there.</li> </ul>
Children's activities (Lego building)	<ul style="list-style-type: none"> <li>• How people perceive our region could be in 30 years and the things that are important to them.</li> </ul>
Children's activities (drawings)	<ul style="list-style-type: none"> <li>• Visions for our region in 30 years and ideas about how we might get there.</li> </ul>
Geelong Leaders meetings with Administrators	<ul style="list-style-type: none"> <li>• Visions for our region in 30 years and ideas about how we might get there.</li> </ul>
Ideas boards (events/stalls)	<ul style="list-style-type: none"> <li>• Ideas about how we can practically improve Greater Geelong, so it will be able to adapt to the challenges that will emerge over the next 30</li> </ul>

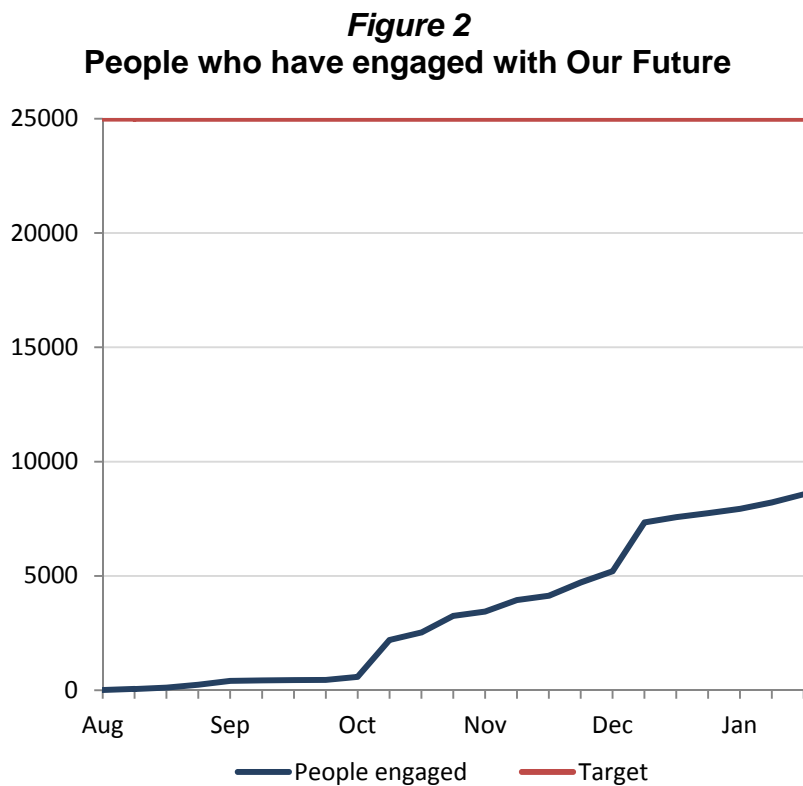
Engagement method	Data collected
	years.
Photo booth (events/stalls)	<ul style="list-style-type: none"> <li>How people perceive our region could be in 30 years</li> </ul>
Social media	<ul style="list-style-type: none"> <li>Ideas about how we can practically improve Greater Geelong, so it will be able to adapt to the challenges that will emerge over the next 30 years.</li> </ul>

Visions were also rated online through a 'thumbs up' button to easily and graphically indicate the community's most popular visions.

## 2.2 About the participants

Between September 2016 and the end of January 2017 we spoke to a total of 8,569 members of our community. This is a statistically sound sample size to inform decision-making, and there is only a very small chance (1.0 per cent) that the responses we received are not representative of the views held by our whole community.

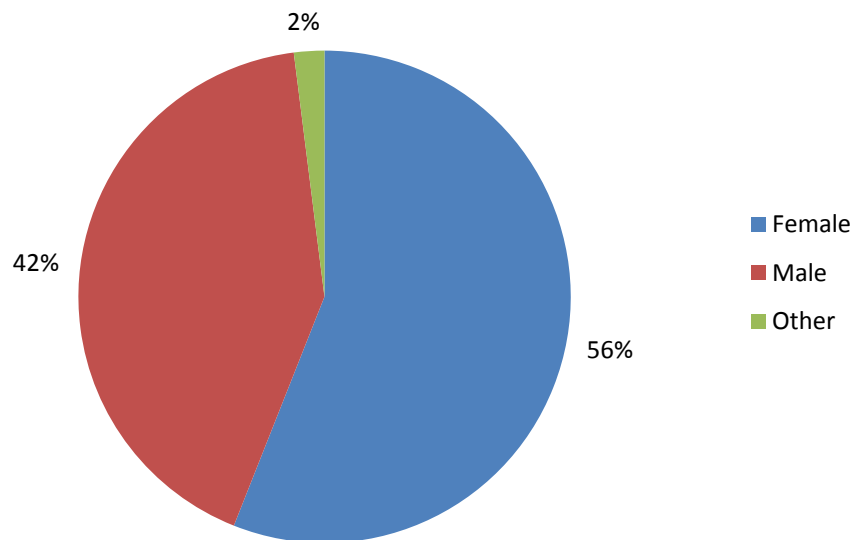
Of those who provided information about their gender, 56 per cent were female, 42 per cent were male and 2 per cent identified as other than male or female.



Compared to the gender breakdown of Greater Geelong residents from the 2011 Census of Population and Housing, the proportion of female participants in Our Future is five percentage points higher and the proportion of male participants is seven percentage points lower.

The 2011 Census shows that 51 per cent of Greater Geelong residents were female and 49 per cent male. The 2011 Census did not include an option for people who identify their gender as other than male or female.

**Figure 3**  
**Gender of Our Future participants**



Comparing the ages of Our Future respondents to the age structure of residents within Greater Geelong the following age groups had a higher representation:

- 60-69 year olds (six points higher);
- 70-84 year olds (five points higher);
- 35-49 year olds (five points higher);
- 50-59 year olds (three points higher); and
- 25-35 year olds (one point higher).

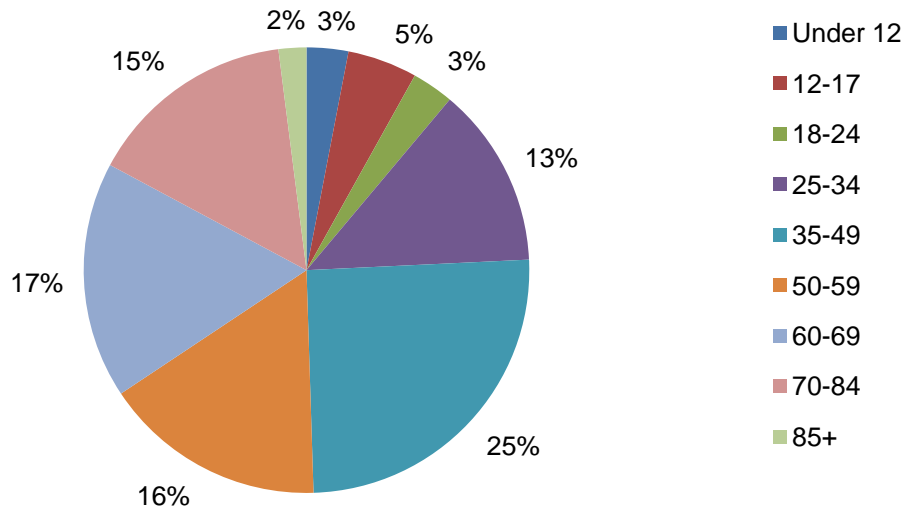
The age groups with lower representation in Our Future include:

- 12-17 year olds (three points lower);
- 18-24 year olds (six points lower); and
- under 12 (twelve points lower).

The 85 and over age group is an exact representation of the residential population.

The age ranges of Our Future participants (who told us their age) is provided in Figure 4.

**Figure 4**  
**Age breakdown - Our Future participants**



### 2.3 Methods of engagement

Our Future either coordinated or attended a total of 96 workshops and events between September 2016 and 24 January, 2017. A complete list of the events attended is provided in Appendix 1.

### 2.4 Synthesis

All data has been digitised and merged to create a master dataset using the City of Greater Geelong's 'Engage' platform.

Quality checks have been regularly performed and data 'cleansed' to correct spelling and capitalisation. Abbreviations have been removed.

A list of commonly used words and common themes has been identified and where possible graphically expressed.

Each comment was read and considered several times by multiple analysts before being categorised by theme.

In presenting the interim data in this report, every attempt has been made to categorise the themes logically and impartially.

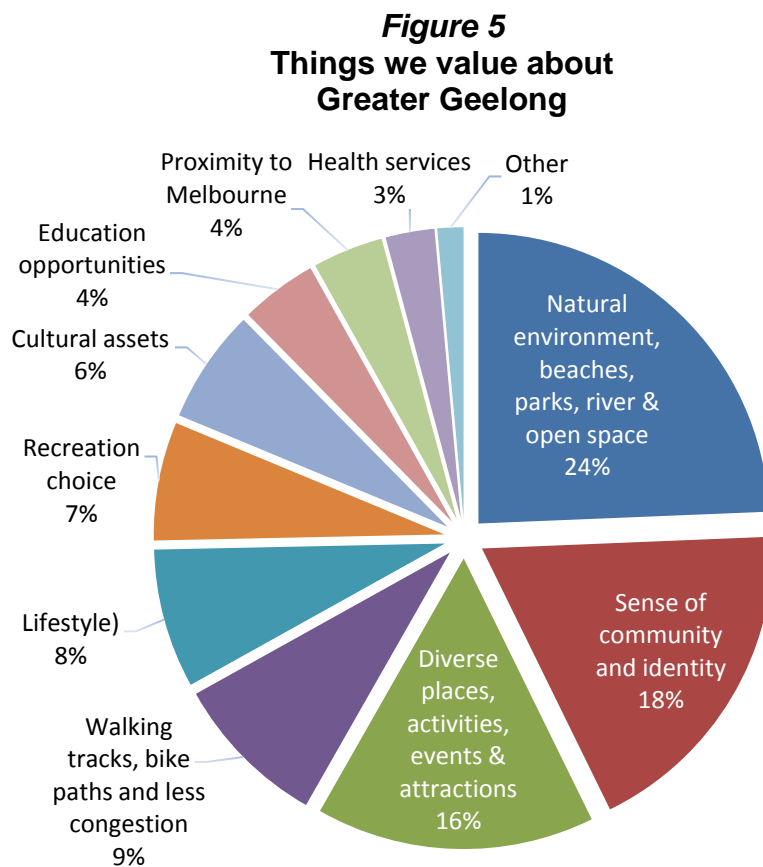
At the time of this analysis, children's drawing were yet to be coded and digitised, and the output from Geelong Leaders meetings was yet to be digitised and merged. The final report will include analysis from these sources.

### 3. What does our community value about Greater Geelong?

This involved 535 people who attended Our Future workshops and another 730 who spoke to us at local community events. Analysing and categorising their responses (in order of frequency) revealed the following 10 aspects of Greater Geelong are most valued.

1. Natural environment, beaches, parks, river and open space
2. A sense of community and identity
3. Diverse places, activities, events and attractions
4. Walking tracks, bike paths and less congestion
5. Lifestyle
6. Recreation choice
7. Cultural assets
8. Education opportunities
9. Proximity to Melbourne
10. Health services

The frequency of category mentions as a percentage of all responses is shown in Figure 5.





### **3.3 Diverse places, activities, events and attractions**

[268 mentions]

When people described what they valued about the region they overwhelmingly focused on Central Geelong; in particular, they told us that they valued the revitalisation currently taking place; Geelong Library and Heritage Centre; local shopping, events and festivals; the waterfront; the city's restaurants; and Pakington Street. People also said that they valued the Bellarine Peninsula, Corio Bay and access to the Surf Coast.

### **3.4 Walking tracks, bike paths and less congestion**

[150 mentions]

The lack of traffic congestion on roads compared to Melbourne was valued by many people we spoke to; walking paths and cycling trails also featured prominently in responses. People said they also valued easy access to Melbourne, either via the Geelong Ring Road or the V/Line service to Southern Cross.

### **3.5 Lifestyle**

[134 mentions]

Although the majority of the themes relate to lifestyle, people also mentioned lifestyle specifically in their responses, associating it with family; rural and urban living; diversity, inclusion, community, affordability, quality of life and liveability. Safety was also something that people told us they valued.

### **3.6 Recreation choice**

[114 mentions]

The recreational choices available within the region were highly valued by the people, especially parks and skate parks; the Geelong Library and Heritage Centre; the array of sports, youth and seniors activities, and family-orientated community days; children's playgrounds; community programs; and shops and restaurants.

### **3.7 Cultural assets**

[110 mentions]

People told us that they valued our region's cultural assets and events, including performing arts centres; galleries; libraries; car shows; music festivals; family days; and youth-orientated activities. Our region's heritage, especially its buildings and art galleries, were also valued.



### **3.8 Education opportunities**

[74 mentions]

When people spoke about education they told us that they valued the opportunities presented by Deakin University and viewed Geelong as a 'university city'. People told us that they valued our region's quality primary and secondary education.

### **3.9 Proximity to Melbourne**

[68 mentions]

While many people told us that they favourably compared their lifestyle to that of Melbournians, they also valued Greater Geelong's proximity and accessibility to Melbourne.

### **3.10 Health services**

[47 mentions]

When people spoke to us about health they mentioned the availability of health infrastructure, local health facilities and health services. People said that access to fresh food throughout our region was also important to them.

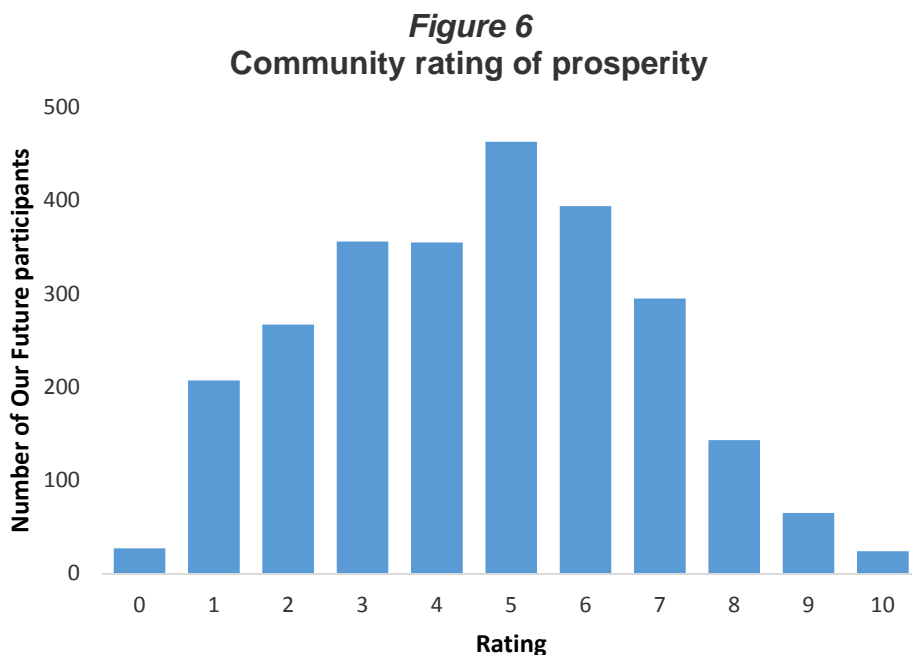
(Note: There are more themes mentioned than responses. This is due to individual responses sometimes covering multiple themes.)

## 4. How does our community view Greater Geelong

In 2,618 individual responses, people from our community told us how Greater Geelong is performing against the five elements of a successful global community. This feedback was provided in a variety of formats including community workshops (239 responses), postal surveys (1,181 responses), and online surveys (1,198 responses).

### 4.1 Prosperity

Prosperity received a mean community rating of 4.6 from a possible 10.



People told us how they rated prosperity depended on their individual experiences and how they defined prosperity. Some people linked prosperity with equity within the region; that is the difference in circumstances between most the vulnerable members of our community and those that might be viewed as ‘better-off’. Other people associated prosperity with employment and career diversity, business opportunities and industry growth.

To show our community’s collective perception of prosperity we created the word cloud below, which emphasises ‘people’; ‘jobs’; ‘city’; ‘businesses’; ‘opportunities’, ‘attract’ and ‘encourage’.

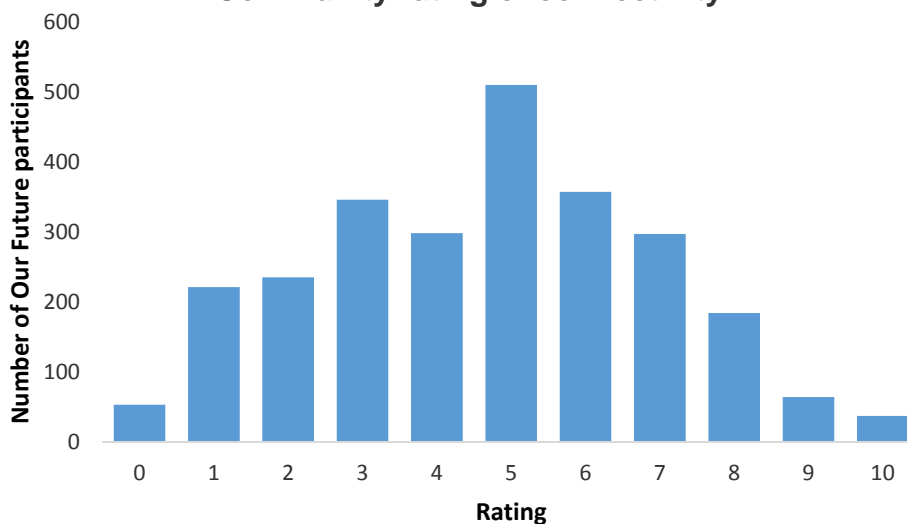
## Perceptions of prosperity



### 4.2 Connectivity

Connectivity received a mean community rating of 4.7 from a possible 10.

**Figure 7**  
Community rating of connectivity



In the main, people rated connectivity by focusing on the transport network linking our suburbs, and Greater Geelong’s links to Melbourne. To a lesser extent, connectivity was associated with internet availability and speed, and social connections.



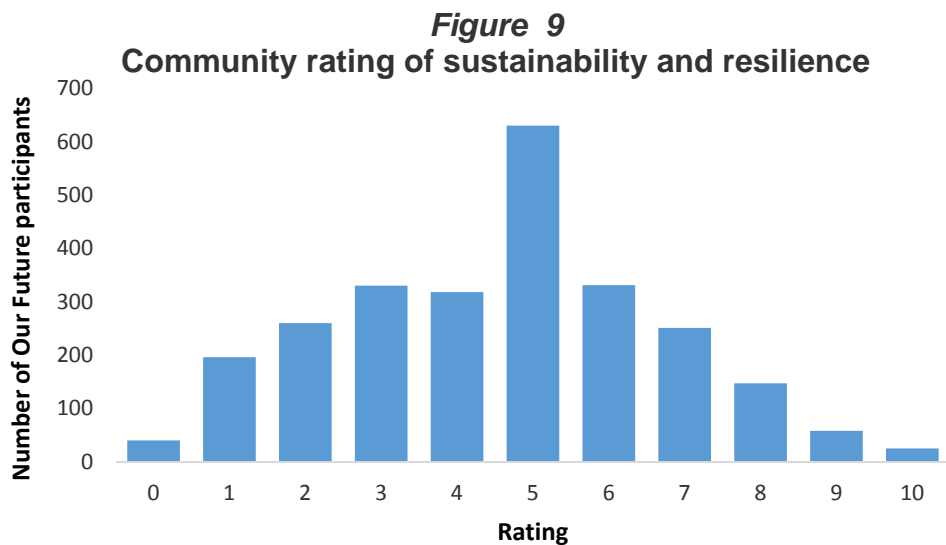
People often associated ‘designed for people’ with liveability, and rated it based on their personal interaction with local spaces, places and facilities. People’s ratings were also influenced by their involvement with outdoor activities; their connection with the natural environment, and the ease with which they were able to travel within and between suburbs. The common words people used when talking about ‘designed for people’ included ‘people’, ‘spaces’, ‘city’, ‘CBD’, ‘parking’, ‘street’, ‘green’ and ‘design’. This is presented in the word cloud.

### Perceptions of designed for people



### 4.4 Sustainability and resilience

Sustainability and resilience received a mean community rating of 4.6 from a possible 10.



In some instances individuals may have perceived 'sustainability' low and 'resilience' high (or vice versa), resulting in an 'averaging effect' and a rating of five. Assessing 'sustainability' tended to be associated with the 'environment', 'recycling', 'energy', 'water', while 'resilience' was associated with 'jobs', 'community', 'encourage' and 'businesses'. These word associations are shown in the word cloud below.

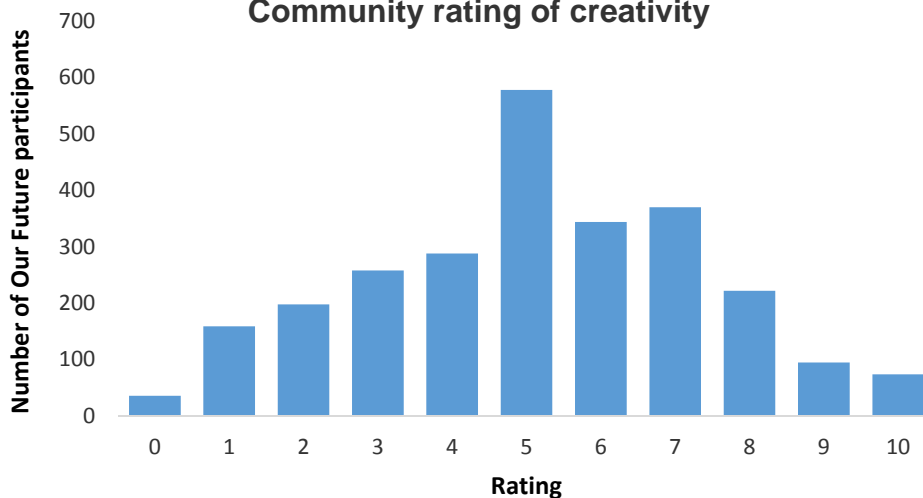
### Perceptions of sustainability and resilience



### 4.5 Creativity

Greater Geelong's creativity received a mean community rating of 5.1 from a possible 10.

**Figure 10**  
Community rating of creativity

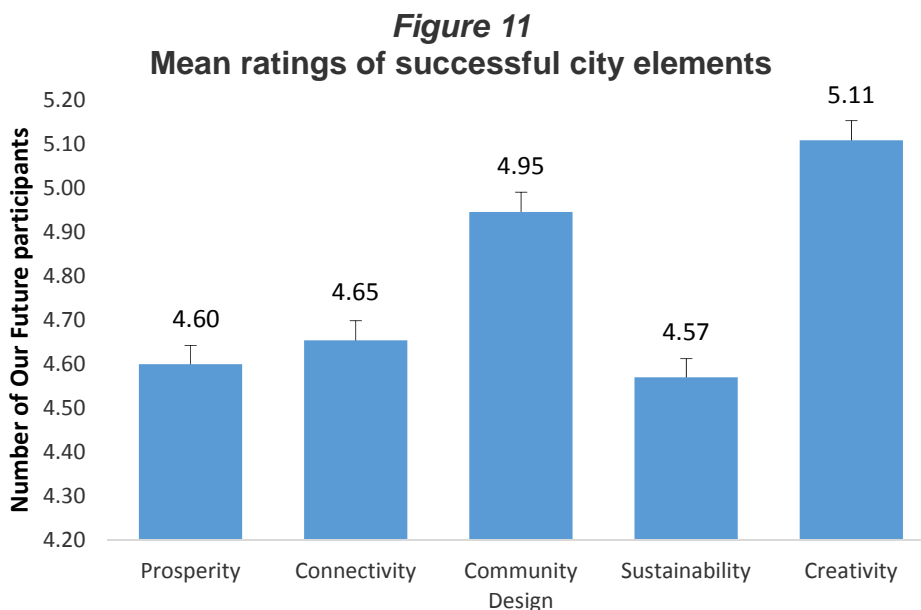


People told us they rated Greater Geelong’s creativity by focusing on how easily they were able to interact with local art, music, heritage, and contemporary and Wadawurrung culture. The most common words people used included ‘arts’ ‘events’, ‘think’, ‘city’, ‘entertainment’, and ‘waterfront’ are these feature prominently in the word cloud below.

### Perceptions of creativity



### 4.6 Snapshot ratings summary



The mean rating of successful city elements shows that we are already half way along the journey to success, with 'creativity' rating the highest at 5.11 out of 10, and our 'sustainability and resilience' in the most need of improvement with a rating of 4.57.

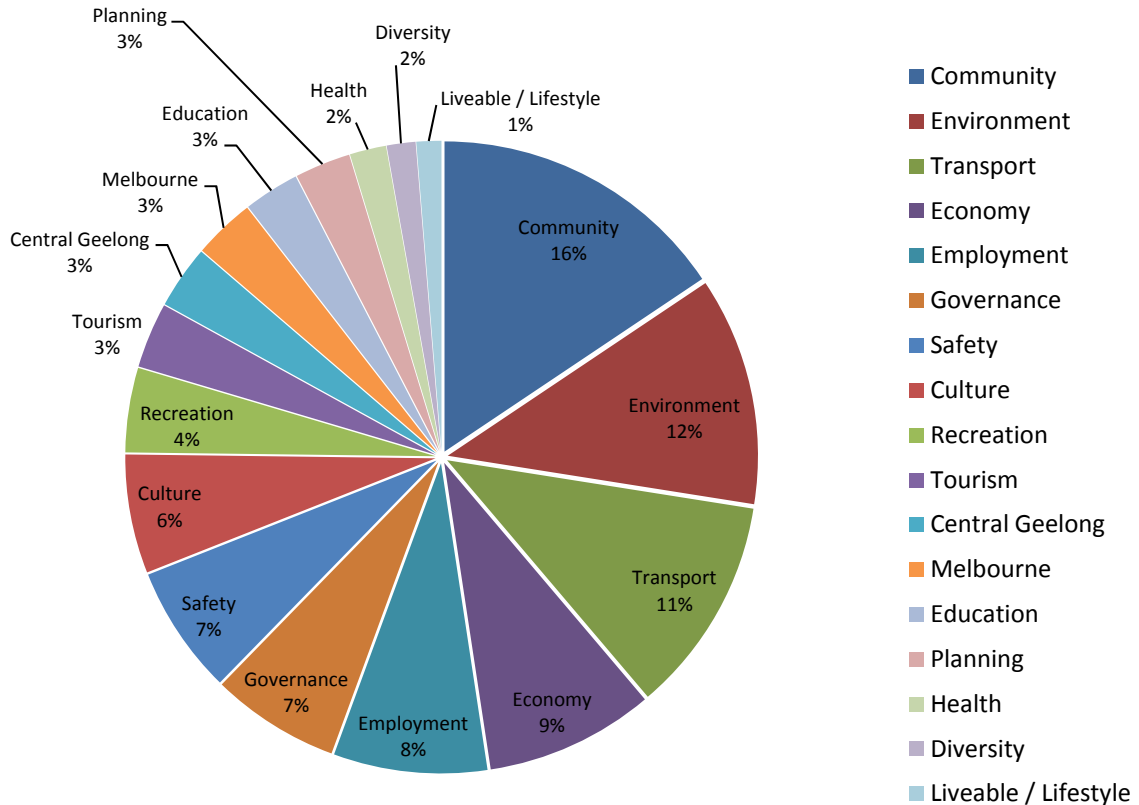


## 5. Community visions

We asked our community about its long-term vision for Greater Geelong, and **2,954 people told us about their 'visions'** by completing hardcopy or online surveys. The most common themes expressed were:

- Community (658)
- Environment (500)
- Transport (477)
- Economy (372)
- Employment (338)
- Governance (284)
- Safety (282)
- Culture (261)
- Recreation (186)
- Tourism (142)
- Central Geelong (140)
- Melbourne (137)
- Education (122)
- Planning (121)
- Health (82)
- Diversity (62)
- Liveable / Lifestyle (55)

**Figure 12**  
**Community visions by theme**



## 5.1 Community

The 658 responses we received from people that were themed “Community” contained a series of sub-themes that included aspirations about social connections with ‘friends’, ‘family’ and ‘community’, social inclusion, multiculturalism and youth. Our community’s most commonly expressed ‘community’ themes are presented below.

- Community (347)
- Connected (75)
- Family (67)
- Friendly (63)
- Housing (57)
- Inclusive / inclusion (34)
- Families (31)
- Youth / young people (40)
- Multicultural (11)

Examples of ‘community’ themed visions:

- *‘Continue to support all from diverse groups’*
- *‘Self care and help others to feel included in community life’*
- *‘Promotion of all human rights within the community’*
- *‘Larger, connected community’*
- *‘A safe, accepting and very inclusive community across Geelong’*
- *‘A close, friendly, helpful community’*
- *‘A connected, creative and healthy community that puts its people first’*
- *‘Family orientated atmosphere and lots of services, community spirit’*
- *‘Increased community services’*
- *‘Good services for youth and seniors’*
- *‘More support for our homeless and troubled youth’*
- *‘Supported disadvantaged groups’*
- *‘A real community that embraces diversity, creativity and inclusiveness’*
- *‘Affordable living and housing’*
- *‘Housing affordability and lifestyle for young and older generations’*

## 5.2 Environment

The 500 people from our community who told us about their environmental aspirations for Greater Geelong focused on sustainability, population growth, and looking after the region's natural resources. The most common environment themes expressed were:

- Green (137)
- Sustainable (108)
- Environment (74)
- Population (58)
- Clean (57)
- Bay (35)

These subthemes were translated from visions for a 'greener' city that focused on sustainability and renewable energy.

Examples of our community's 'Environment' themed visions:

- *'Clean, green and welcoming city'*
- *'To make Geelong greener, more trees and parks'*
- *'A green city that benchmarks renewable energy and sustainable building design'*
- *'A clean green city living off-the-grid'*
- *'Our natural areas will be preserved in pristine condition'*
- *'Sustainability such as many more community orchards, renewable energy, and employment opportunities in solar, wind, etc'*
- *'A city that is known for leading the way in environmental sustainability'*
- *'A city that is acknowledged globally as an environmental centre of excellence, where visitors come from around the world to visit our Bay, wetlands, waterways and bushland areas, and marvel in the abundance and diversity of our flora and fauna'*

## 5.3 Transport

Our community's aspirations for Greater Geelong's transport were expressed by 477 people who told us that transport by road, rail, air, and sea were all important to our region's future.

People's aspirations covered local, state, national and international aspects of transport. Bicycles and walking also featured prominently. A few people mentioned ferries and trams. Our community's most commonly expressed 'transport' themes are presented below.

- Transport (238)
- Road / roads (160)
- Bicycles / bike paths / bike riding / cycling (107)
- Public transport (86)
- Cars / traffic / vehicles (81)
- Bus / buses (75)
- Airport / airports /Avalon (56)
- Car parks / parking (56)
- Train / trains / VLine (49)
- Walking / walking tracks (37)
- Travel (25)
- Ferries / ferry (21)
- Truck / trucks (17)
- Tram / trams (14)

The above themes resulted in a diverse range of individual transport-themed community visions from people in our community.

Examples of our community's 'transport' themed visions:

- *'A fantastic tourism destination with great transport options, including a bustling Avalon Airport and a successful water transport hub connecting the bay'*
- *'Effective, affordable well located public transport for ALL residents, including outlying suburbs'*
- *'Footpaths and bike paths everywhere to reduce our reliance on cars'*
- *'Great road, rail and air connections to all regional and metropolitan cities in Australia, with overseas flights and cruise ships departing from our doorstep via our cruise terminal and Avalon Airport'*
- *'Excellent public transport connections between suburbs, the Bellarine and Geelong CBD'*
- *'An accessible and efficient public transport system moving people into and through the city. A great network of bike and walking paths'*
- *'Excellent functioning port and rail network which support industrial growth in both Geelong and South West Victoria'*
- *'Huge improvements to public transport, cycling and walking - you'll be able to walk, ride anywhere around Geelong because it's fun, safe and completely comfortable. Cars will be used much less'*

- *'Better roads and associated infrastructure'*
- *'Improved transport links to and from CBD to outer suburbs and Melbourne'*
- *'Good transport links to Melbourne'*

## 5.4 Economy

In 372 individual responses, people within our community noted their aspirations for the local economy. People's aspirations for Greater Geelong's economy were mainly focused on business, industry and innovation, as indicated by the sub-themes below.

- Business (81)
- Industry / industries (78)
- Innovative / innovation (52)

Many people mentioned promoting business diversity within the region, new businesses and linked these ideas to employment opportunities. A few people highlighted the importance of the economy for young people who are looking for work or seeking to expand their career opportunities.

Examples of our community's 'economy' themed visions:

- *'More diversity in business'*
- *'I'd like to see Geelong's economy thriving and no longer relying on the manufacturing sector'*
- *'Diverse and sustainable job and business opportunities'*
- *'We need prosperous businesses and industry to support the community'*
- *'Diversified economy - a range of jobs/skills - compete with Melbourne CBD for high level jobs'*
- *'Geelong has a dynamic economy where creativity and innovation is endemic'*
- *'High tech industrial and manufacturing industries to provide employment!'*
- *'Better industry opportunities for young people'*
- *'The city needs to be proactive in encouraging business to move here to improve employment'*
- *'We are a destination for start-up companies because we foster innovation'*
- *'An established professional base for employment including the medical, educational, technological and financial sector'*

## 5.5 Employment

People provided us with 338 employment themed aspirations for Greater Geelong, which focused on jobs and employment opportunities. A few people mentioned unemployment and insecure employment.

- Employment (173)
- Work (104)
- Jobs (88)
- Employment / job opportunities (48)
- Unemployment (19)

The visions highlighted the need for a range of employment opportunities across the region and employment growth. Some people linked employment with a Greater Geelong being a vibrant place to live and choices for young people, including the opportunity to live locally rather than move to Melbourne for work. Others linked employment to social equity and social inclusion.

Examples of our community's 'employment' themed visions:

- *'We need to become a region that has employment opportunities for all'*
- *'More diverse employment options'*
- *'Where unemployment has dwindled and people are working and earning an income and job opportunities'*
- *'Growth in employment (or opportunities) inclusive of everyone'*
- *'Job employment much improved and a lot more opportunities for youth to stay in Geelong'*
- *'Vibrant city providing employment for our future generations'*
- *'We need to continue to attract large businesses as they're great for employment both in their businesses and in the supporting businesses. We need to be continuing to improve options for our blue collar workers and young people to ensure they can gain employment'*
- *'Accessible employment opportunities for all ensuring an inclusive society'*
- *'Adequate employment for all residents in both professional and non professional fields'*
- *'A dynamic city with a solid industrial base to create jobs so that residents are not all commuters to Melbourne'*
- *'More industry jobs and traineeships'*

## 5.6 Governance

People linked 'governance' to local council and leadership in 284 responses. Government in general was also a minor theme.

- Council (100)
- Leader (85)
- Government (36)
- Rates (21)

People told us that their aspirations for 'governance' focused on a cohesive and collaborative council that provided a high standard of services, and followed sound and transparent processes. Inclusive decision-making was also a part of our community's 'governance' vision. A desire for decision-making that prioritised areas of our region outside Central Geelong (for example, the Bellarine Peninsula) was also expressed.

Examples of our community's 'governance' themed visions:

- *'An efficient, effective managed council where the citizens and council work cohesively together, constantly achieving benchmark results in all key functions of local government (services, planning, strategy, environment, community and performance)'*
- *'Excellent leadership with understanding of community'*
- *'A council that runs the city for its residents not to be like some other city'*
- *'Geelong could be a leader in so many areas, including creativity, sustainability, could be a busy vibrant city'*
- *'A Greater Geelong with a functional council, free of bureaucrats, that knows and understands the needs of the community to enable business and homeowners to achieve their goals'*
- *'New leaders coming through Geelong, continue with great leadership'*
- *'Geelong needs to be the community leader with a strong group of councillors that are working for the community not for themselves. They need to have a vision about how to achieve this too'*
- *'Accountability at Govt level. Continue to have leaders with a vision. Do things for the good'*
- *'A council that has Geelong's best interest at heart'*
- *'A modern council that puts Geelong and people FIRST'*
- *'A council with vision and ability to bring people with them'*
- *'Community leadership that promotes inclusion and innovation'*
- *'All areas of the City of Greater Geelong support by council not just central Geelong'*

- *'I want Geelong to be led by people who are visionary, inclusive, socially intelligent and forward thinking - both elected representatives and council officers'*
- *'Transparent council decisions'*
- *'We need visionary ideas and leaders that are able to show us the way'*

## 5.7 Safety

In 282 responses, people told us about their aspirations for a safer community, free of the social impacts of drugs and a low crime rate. The three most common sub-themes within 'safety' theme are:

- Safety (250)
- Drugs (52)
- Police (23)

People's individual visions associated safety with low crime, adequate policing, safety after dark and a reduction in the availability of illicit drugs.

Examples of our community's 'safety' themed visions:

- *'A place that is safe for all in the community'*
- *'To be a very safe, crime free, honest community'*
- *'Geelong should be a clean, safe and fun environment for everyone to be able to leave their house and have fun without all the trouble'*
- *'Strong police presence and reduced crime rate'*
- *'Decreased crime in Geelong. Feeling safe on our streets in the evening'*
- *'Make the nightlife safer on the streets'*
- *'A place where people feel safe and crime is minimal'*
- *'Safe and drug and crime reduced city'*
- *'Drug free'*

## 5.8 Culture

People within our community told us their visions for Greater Geelong's 'culture' was associated with art, events, creativity, heritage and history. This is expressed in the following subthemes.

- Art / arts / artists (138)
- Event / events (134)
- Creative (54)
- Culture / culturally (54)
- Heritage / history (37)



Culturally orientated visions focused on celebration and acknowledging the region's past in various forms, from Wadawurrung culture to Geelong's old buildings.

Examples of our community's 'culture' themed visions:

- *'Better arts and culture imbedded into the fabric of the City'*
- *'A creative place that celebrates the past and embraces the present and future'*
- *'A vibrant city where arts and culture are visible, accessible to all and celebrated'*
- *'A vibrant, inclusive modern city which celebrates its natural and social heritage and cultural diversity'*
- *'Honouring the heritage of Geelong, especially buildings'*
- *'A place that offers venues for new artists of all types to express themselves and earn a living'.*
- *'Greater emphasis on Geelong's Aboriginal history, culture, language and art/stories/dance'*

## **5.9 Recreation**

'Recreation' themed community aspirations from 186 people focused on sport, open spaces and an active lifestyle.

- Parks (59)
- Sport (53)
- Activities (49)
- Walking (33)
- Play (17)
- Cycling (16)

These aspirations resulted in visions that were community and family orientated and emphasised the value of green open spaces.

Examples of our community's 'recreation' themed visions:

- *'More free community activities for families'*
- *'Lots of public open space and parks'*
- *'Parks and reserves with biodiversity assets that also provide amenity, full of families'*
- *'Plenty of venues for different social and sport activities'*
- *'More community events. More parks and community space'*
- *'More green spaces for passive recreational use'*

- *'I hope Geelong will make the most of its natural resources and continue growing its bicycle and walking tracks'*
- *'More open parks and gardens with good playground equipment to encourage outside play'*
- *'Lots of well kept parks and areas for children and teenagers to play. A variety of entertainment places and options for everyone to go to'*
- *'Progressive cycling and riding areas to commute with high level safety. Increased sporting arenas and venues - especially for basketball and netball'*
- *'....a place where sports facilities are available for clubs and general public to use together encouragingly'*

## 5.10 Tourism

Aspirations for tourism from 142 people focused on expanding our tourism industry and attracting more visitors to our region.

'Tourism' orientated visions mentioned Geelong as a gateway to other destinations within our region, especially the Bellarine Peninsula and Surf Coast. Attracting international visitors was also regularly mentioned as was linking tourism with the environment.

Examples of our community's 'tourism' themed visions:

- *'A must see destination on the world map. Somewhere that has a lot to offer visitors year round'*
- *'A vibrant city, catering for a thriving tourist trade'*
- *'To be a world class tourism destination, not just a town you may visit on the way to somewhere else'*
- *'To be a major tourism destination for international and domestic travellers'.*
- *'Increased tourism and accommodation'*
- *'A thriving and vibrant city as the gateway to the Bellarine, Surf Coast, Great Ocean Road and a landing platform for locals and visitors to enjoy all that our region has to offer. A place that people come to visit and then want to live'*
- *'An international leader in eco tourism (i.e. natural assets, coastline, wetlands, etc)'*
- *'Central Geelong is a major tourist destination for city life. The Bellarine Peninsula is a major tourist destination for food, wine and beaches'*
- *'Let's put Greater Geelong on the international tourist map with our local producers and destination events'*

## 5.11 Central Geelong

Community aspirations for “Central Geelong” were linked to economic prosperity, recreation and transport in 140 individual responses. To a slightly lesser extent residential living, parking and shopping featured as themes.

- Thriving CBD (45)
- Transport (34)
- Eating / drinking (25)
- Residential (17)
- Parking (15)
- Shopping (14)

People connected their vision for Central Geelong with the waterfront, dining and business. Public transport, parking, and walking routes also featured prominently.

Examples of our community’s ‘Central Geelong’ themed visions:

- *‘City centre alive and busy with people, food places and arts’*
- *‘The city centre and waterfront is thriving, getting around using public transport is easy. There is a thriving community living in the central business district’*
- *‘I want to walk into the CBD on a nice day and know that I can get a great lunch and walk around safely where there is green places and things on’*
- *‘A CBD which is accessible, calming, a pleasure to explore the variety of shopping facilities and ample, affordable parking’*

## 5.12 Melbourne

People told us they viewed a relationship with, and a connection to, Melbourne as linked to their aspirations for Greater Geelong. This took a variety of forms. Some people emphasised Geelong as complementing Melbourne as Victoria’s second largest city. However, other people highlighted Melbourne, particularly Melbourne’s development, as an example that should be avoided.

Examples of our community’s ‘Melbourne’ themed visions:

- *‘To move with the trends of the world and continue to build on our city, but still maintaining that ‘small country’ town feel’*
- *‘Keep its own identity as a city’*
- *‘A city that partners with Melbourne to strengthen our offering to our community whilst at the same time remaining true to our own identity’*

- *'An independent prosperous region that does not rely upon Melbourne for jobs however is easily connected to the capital with fast and frequent train / ferry services'*
- *'Geelong is a sleepy cousin of Melbourne and we like it that way'*
- *'A major second city to Melbourne but still retaining the community feel'*
- *'To be a satellite Melbourne'*
- *'To be a thriving regional community that is 'different' to Melbourne'.*
- *'A vibrant safe city providing excellent job opportunities, connected to Melbourne as a 'satellite' city'*
- *'Not to have grown beyond its current limits so that it preserves its identity. So does not become Melbourne sprawl'*
- *'Not as busy as Melbourne keep as regional city'*
- *'I'd also hope that Geelong stops comparing itself to Melbourne. Geelong can be / is great, but we shouldn't strive to be like our big brother, Melbourne!'*
- *'To be a genuine option to living in Melbourne to the point it is seen as more favourable having the connection but added benefit of a better lifestyle'*
- *'A 'Twin City' to Melbourne'*
- *'Good, safe satellite city of Melbourne where people can live and commute to work in Melbourne'*
- *'Not a 'twin city' of Melbourne (limit size to keep identity)'*
- *'Geelong should not suffer from the poor cousin of Melbourne syndrome, we are the gates to the Surf Coast which is a beautiful part of Victoria'*
- *'Not too big - not Melbourne'*
- *'Thriving city that is second to Melbourne only in size'*

### **5.13 Education**

Through 122 responses, people showed us that their vision for 'education' linked to the region's economy through its ability to attract foreign students to our region, provide employment-linked study opportunities for our youth and addressing the skill requirements of local business.

Examples of our community's 'education' themed visions:

- *'A range of primary and secondary education, to support ALL Geelong children with diverse pathways into the range of amazing post secondary institutions. Life long learning (e.g. U3A)'*
- *'Hopefully an education system that is able to prepare people for the jobs of the future'*

- *'Geelong's educational institutions are truly world class. Students progress from their specialist high schools to the Gordon and Deakin; many of them stay in Geelong to build business and creative industries that draw people to the region thereby building Geelong's collective reputation'*
- *'Education options are diverse, providing alternatives from current mainstream'*
- *'.....that there are still opportunities for youth to take up trades and not necessarily requiring a university degree'*
- *'Make a university city'*
- *'Geelong can become a leading education and research centre providing a base for new industries'*
- *'A place where people don't slip through the gap between education and employment , where generational unemployment is a thing of the past'*
- *'We will be a education city with loads of local and international students'*
- *'Development and a vibrant academic and educational environment building on our excellent training institutions, research centres of excellence and expansion of educational services to overseas, providing both training and lifestyle benefits'*
- *'Support education and tertiary institutions as hot beds of innovation'*

## **5.14 Planning**

Local planning was a theme that 121 people closely linked to future development within Greater Geelong. People's aspirations were associated with 'planning' that emphasised sustainable development, innovation, protecting the environment, the timely provision of infrastructure and appropriate residential housing density for new developments.

Examples of our communities 'planning' themed visions:

- *'The world's most liveable city renowned for visionary planning'*
- *'Improve design and planning for Geelong and surrounding areas, with considerable measures for adequate space and lessen condensed/congested living'*
- *'Inner suburb residential growth rather than focusing on outer suburb land development (urban sprawl)'*
- *'Geelong city will be a compact city based on current growth boundaries. Densities have increased in the existing suburbs and a much higher diversity of housing exists so people can age in place'*
- *'A focus on encouraging ethical and sustainable development'*

- *'Development is inspiring, take risks with development, international architects'*
- *'Proper infrastructure in place for new development'*
- *'Limit whole scale development. Not too much more development without infrastructure and preservation of green space'*
- *'More investment in sustainable development and more carefully planning of all the suburban development, setting limits'*
- *'More sustainable development with an emphasis on protecting and maintaining ecosystems and minimising impact from climate change'*
- *'Sustainable development that has a range of populations densities catered for'*
- *'Careful development but keeping the amenities and environments that are irreplaceable e.g. wetlands, significant architectural character of CBD and older suburbs e.g. Newtown and Geelong West and East'*
- *'The character of coastal towns on the Bellarine Peninsula have been retained. Urban sprawl has been limited and medium density development has occurred'*

## **5.15 Health**

People told us that when it came to 'health' their visions were related to medical services, access to fresh food, lifestyle and community wellbeing. A few people also linked it to environmental sustainability.

Examples of our community's 'health' themed visions:

- *'Fantastic access to family, health and lifestyle facilities'*
- *'A hub for innovation, a knowledge city. We lead the way in developing new technology and undertaking research in health and wellbeing of communities'*
- *'A more sustainable city with large food growing areas. Increased medical and hospital facilities. Greater health education'*
- *'A healthy equitable community with access to high quality education and health services'*
- *'Increased and improved access to organic, locally grown food for all community members'*
- *'A more sustainable city with large food growing areas.'*
- *'Industry has developed around sustainable food source development.'*
- *'Where we are producing much of our own food requirements'*
- *'Make Geelong a centre of excellence for the provision of medical services'*

## 5.16 Diversity

In 62 responses, people from our community linked 'diversity' across our community and region, particularly religious, ethnic, and cultural diversities, with a positive contribution to our region's future over the next 30 years.

Examples of our community's 'diversity' themed visions:

- *'A vibrant community that embraces diversity in beliefs and culture, uses diversity to tackle and solve problems, generate innovation and create thriving business and public institutions'*
- *'Happier, healthier connected community with enterprise diverse opportunities for all'*
- *'A diverse city in terms of people and culture'*
- *'A thriving centre and community that is resilient to change, diverse in its offerings and sustainable'*
- *'The population will be diverse in age, income, background'*
- *'Transformed from industry base to a diverse and cosmopolitan city'*

## 5.17 Liveable / lifestyle

When people talked to us about 'liveable' or 'lifestyle' it was generally themed with recreation and employment choices, and easy access to Melbourne.

Examples of our community's 'lifestyle / lifestyle' themed visions:

- *'Australia's most liveable city'*
- *'To be a sustainable and liveable city'*
- *'Australia's most liveable City with an enviable reputation for employment and lifestyle choices'*
- *'The lifestyle destination choice'*
- *'To be a genuine option to living in Melbourne to the point it is seen as more favourable having the connection but added benefit of a better lifestyle'*
- *'It needs to remain 'accessible' for the younger generations growing up now, somewhere with lifestyle and career options'*
- *'A community that is active and enjoys the culture and lifestyle of the region'*
- *'Many people will live and work here for lifestyle and commute to Melbourne or even Sydney and Asia for work'*

## **6. Community generated ideas for a brighter future**

We offered our community the opportunity to tell us how life in Greater Geelong could be improved, and people's responses resulted in 18 community generated ideas to improve Greater Geelong, which are listed below.

### **6.1 Sustainability and resilience**

#### ***Increase community knowledge of the local impacts of climate change***

Many people suggested educating the community about climate change (164 references). Some people referred to working with schools, providing information about the local impacts of climate change and providing community information about recycling practices, community gardens and other opportunities to learn about sustainability.

#### ***Encourage sustainable solutions***

Many ideas focused on making it easier for business and the wider community to take up sustainable practices. Ideas included making it easier for people to recycle and the possibility of residential hard waste collection. Renewable energy and natural resource management (238); attracting new industries and creating sustainable jobs (238); and cycling, walking and public transport were also mentioned (166) prominent themes.

#### ***Set and achieve environmental targets and preserve our natural environments***

Many people suggested measures to protect and improve the natural environment, and the need to monitor environmental targets. The preservation and expansion of green spaces and other natural assets were constant themes (310 responses). Many suggestions also focused on urban planning, housing density, sustainable population growth, building design and regulation and the redevelopment of disused sites (285). Other ideas focused on emissions, recycling targets and environmental initiatives.

### **6.2 Creativity**

#### ***Celebrate our local Wadawurrung culture and protect our heritage spaces***

Ideas included promoting Wadawurrung culture through more public signage; art-based activities and exhibitions of public art (44). People also mentioned maintaining, protecting and preserving our places of heritage value and acknowledging local history (59).



### ***Invest in our modern culture, creative industries and public art***

Many people mentioned the idea of having places to celebrate and support our creativity. Many people also wanted to more public art (52) and festivals (46) in Greater Geelong. Other people mentioned attracting more international events (64) to our region. Some people commented on the need to support our creative industries.

### ***Redevelop our vacant buildings and under-utilised precincts***

A range of words were used to describe altering the purpose of existing buildings or using existing facilities for multiple purposes.

## **6.3 Connections**

### ***World-class internet infrastructure, coverage and access for everybody***

People mentioned the word internet 83 times; NBN 84 times; and Wi-Fi 48 times. Others mentioned words like access and coverage.

### ***Better connected local, regional and international transport options***

Our community mentioned words relating to trains 453 times; buses 426 times; roads 242 times; airports 183 times; light-rail 38 times; and ferry 31 times.

### ***Connect residents with employment, education, retail precincts and each other***

Many people from our mentioned the words 'employment', 'education', 'retail precincts' and 'community meeting places'.

### ***Develop better cycling and walking routes between our suburbs***

Community responses mentioned cycling 276 times and words related to walking a total of 84 times.

## **6.4 Prosperity**

### ***Promote business and industry diversity***

Community responses mentioned words relating to business and industry 705 times; words relating to incentives 316 times; and words relating to investment/opportunities 267 times.

### ***Strengthen our identity as a tourist destination***

Words relating to tourism were mentioned 59 times. Community responses also included words relating to events and attractions 34 times; and transport options for tourists 21 times.

### ***Education that is linked to employment opportunities***

Words relating to employment were mentioned 661 times in responses from our community. Words relating to education were referenced 270 times. Pathways to employment and/or partnerships with industry were mentioned 19 times.

### ***Support the most vulnerable members of our community***

Community responses included words relating to vulnerability 131 times; services and support 101 times; youth 81 times; and unemployment 36 times.

## **6.5 Designed for people**

### ***Multi-purpose community infrastructure***

People used words related to community 347 times; Central Geelong 201 times; access 178 times; facilities 158 times and amenities 85 times.

### ***Balance our built and natural environments***

People used words related to design 279 times; buildings 140 times; parking 127 times; planning 106 times and environment/nature 54 times.

### ***Develop safe community environments***

When people described community safety they used words like safe, security and protection 201 times and police 93 times.

### ***Provide green spaces within and between urban areas***

People from our community mentioned words like green 209 times and parks/trees 136 times when describing natural environments close to, or within, urban areas.

## 7. Visions and 'likes' from the 'Our Future' website

As of 24 January 2017:

- **2,209 visions** had been uploaded to the Our Future website
- **295 visions** of these visions had at least 1 like
- There were a total of **622 likes**
- The most popular vision received **19 likes**
- The **top 24** visions accounted for **29.4 per cent** of all likes
- The **three most popular visions** for Greater Geelong so far are:
  1. 'The leading regional city for sustainability and bio technology with the best bike network in Australia. A world class tourist destination with unique points of interest and a flourishing creative industry. A university town attracting the brightest minds.'
  2. 'Better connected bike paths to new areas such as Armstrong Creek. Realisation of the Armstrong Creek developments with schools and community services. Light rail public transport to coastal communities, less cars, more employment options for our children in the technology industries, more CBD living, and better use of the waterfront.'
  3. 'A vibrant city, attracting new individuals and businesses that develop and implement new ideas. A city that is providing leadership on environmental projects and that is well connected by walking, cycling and public transport. A city that utilises technology to its full potential and has a culture that explores ideas, taking advantage of its TAFE and university sectors.'
- The major themes evident in the 24 most popular visions are:
  - Cycling and being bike friendly (10)
  - Work opportunities, attracting new industries (10)
  - Environmental sustainability (9)
  - Public transport (8)
  - Being 'green' (8)
  - Having parks, trees, green belts, etc (8)
  - Celebrating creativity and supporting innovation (8)
  - Education opportunities and quality (7)

Other themes included tourism; community support, wellbeing and social spaces; reducing the number of vehicles in Central Geelong; technology; and cycling and walking as transport.

Words such as thriving, vibrant, flourishing, beautiful and lively were often used to describe Greater Geelong within the visions presented. A complete list of our region's top 24 visions, as published on the Our Future website and voted on by our community is presented in Appendix 2.

## 8. Next steps

***Time to Decide*** is the next phase of Our Future and involves our community choosing its priorities from the ideas it has generated.

Based on our community's future priorities established during the Time to Decide phase, alternative scenarios will be debated at the *Our Future* Assembly, on Saturday 6 May 2017.

The ***Our Future Assembly*** will be a unique experience where, through guided discussion, participants will determine the most appropriate vision for Greater Geelong to be included in the final *Our Future* vision and strategy document.

City Administrators will consider a draft Our Future vision document in July for public exhibition and comment and a final document in August, providing a key resource for the incoming Council to be elected in late October 2017.

At the completion of the project, the Our Future vision will be monitored and regular reports will be provided to the City of Greater Geelong, Our Future partners and the Greater Geelong community. Conversations with the Greater Geelong community will be ongoing.

## Appendix 1: Listing of Our Future face-to-face engagement

Between August 2016 and January 2017, Our Future hosted or attended 96 community events where people shared their visions for our region.

These provided opportunities for people of all ages and backgrounds to have meaningful input into the Our Future's vision for Greater Geelong, by sharing experiences and ideas.

### Event appearances

Date	Location	Event	Surveys	Ideas	Photos/ drawing	Total engaged
13 Oct 2016	Breakwater	Geelong Show	159	222	0	381
23 Oct 2016	Drysdale	Potato Shed Family Fun Day	107	88	55	250
25 Oct 2016	Central Geelong	Children's Big Play Day	75	57	4	136
27 Oct 2016	Barwon Heads	Barwon Heads Structure Planning	7	12	0	19
28 Oct 2016	Drysdale	Springdale Summit	8	14	0	22
28 Oct 2016	Grovedale	Seniors Festival - U3A Open Day	6	12	0	18
1 Nov 2016	Central Geelong	Melbourne Cup Sidewalk Sales	10	29	0	39
3 Nov 2016	Norlane	Rosewall Festival	8	15	0	23
4 Nov 2016	Central Geelong	Food Truck Friday	11	18	0	29
5 Nov 2016	Grovedale	Narana Festival	17	36	14	67
7 Nov 2016	Norlane	YAC VIC - Youth Forum	0	20	35	55
11 Nov 2016	Central Geelong	Light Up Geelong	34	105	0	139

Date	Location	Event	Surveys	Ideas	Photos/ drawing	Total engaged
12 Nov 2016	Central Geelong	Gala Day Festival	46	60	0	106
16 Nov 2016	Geelong West	Andrew Fuller Talk	11	22	0	33
17 Nov 2016	North Geelong	Chamber of Commerce 'After 5'	15	20	0	35
18 Nov 2016	Central Geelong	Word for Word Festival	21	8	0	29
26 Nov 2016	Central Geelong	Geelong Revival	102	68	0	170
27 Nov 2016	Norlane	Skaart Festival	21	171	78	270
29 Nov 2016	Portarlington	National Trust	7	25	0	32
30 Nov 2016	Central Geelong	Central Geelong Movie	18	11	0	29
2 Dec 2016	North Geelong	Pivot (Movie Screening)	14	0	0	14
3 Dec 2016	Central Geelong	Pivot Connect Community Festival	21	166	22	209
5 Dec 2016	Norlane	Odyssey Short Film Festival	64	0	0	64
8 Dec 2016	Central Geelong	Chamber of Commerce 'After 5'	17	5	0	22
10 Dec 2016	Armstrong Creek	Warralily Market	40	15	0	55
11 Dec 2016	Lara	Skate Competition	43	21	0	64
11 Dec 2016	Belmont	Belmont Market	18	27	0	45
22 Dec 2016	South Geelong	Coffee Club Morning	0	80	0	80
12 Jan 2017	Avalon	Avalon Airport	18	9	0	27

Date	Location	Event	Surveys	Ideas	Photos/ drawing	Total engaged
17 Jan 2017	South Geelong	Geelong cats training day	49	82	1	132
20 Jan 2017	Waurm Ponds	Bunnings Waurm Ponds	15	8	0	23
21 Jan 2017	Waurm Ponds	Bunnings Waurm Ponds	15	10	0	25
21 Jan 2017	Central Geelong	Festival of Sails (Sat & Sun)	34	94	0	128
27 Jan 2017	Wallington	Adventure Park (holiday program)	0	92	0	92

### Workshops

Date	Company host	Workshop	Participants
30 Aug 2016	City of Greater Geelong	Sohail and City of Greater Geelong	50
31 Aug 2016	City of Greater Geelong	Sohail and City of Greater Geelong stakeholders	80
1 Sept 2016	City of Greater Geelong	Sohail's Community Lecture	150
13 Sept 2016	City of Greater Geelong	Youth Development Unit	10
4 Oct 2016	City of Greater Geelong	Leisure Services Department	46
5 Oct 2016	City of Greater Geelong	Community Development	50
11 Oct 2016	City of Greater Geelong	Employee Workshop Session 1 - North Geelong Arena	37
12 Oct 2016	City of Greater Geelong	Employee Workshop Session 2 - Belmont Civic Centre	42
20 Oct 2016	City of Greater Geelong	Employee Workshop Session 3 - City Hall	80

<b>Date</b>	<b>Company host</b>	<b>Workshop</b>	<b>Participants</b>
9 Nov 2016	City of Greater Geelong	Maternal and Child Health	45
9 Nov 2016	City of Greater Geelong	Norlane Community Workshop	3
12 Nov 2016	Committee for Bellarine	Committee for Bellarine: Drysdale	32
17 Nov 2016	City of Greater Geelong	Lara Community Workshop	16
22 Nov 2016	City of Greater Geelong	Whittington Workshop	1
23 Nov 2016	City of Greater Geelong	City Hall Workshop	17
28 Nov 2016	City of Greater Geelong	Ocean Grove Community Workshop	11
30 Nov 2016	City of Greater Geelong	Grovedale Workshop	14
29 Nov 2016	Christian College	Christian College (Year 8)	24
31 Nov 2016	Nelson Park Primary	Nelson Park Students	10
2 Dec 2016	City of Greater Geelong	East Forum	24
6 Dec 2016	Deakin University	Deakin Leadership Group	15
6 Dec 2016	City of Greater Geelong	CAOS	10
6 Dec 2016	School	Geelong College	152
13 Dec 2016	Committee for Geelong	Committee for Geelong	19
16 Dec 2016	The Gordon	Gordon Leaders	54
15 Dec 2016	Creative Geelong	Geelong Creatives Workshop	19



<b>Date</b>	<b>Company host</b>	<b>Workshop</b>	<b>Participants</b>
19 Dec 2016	City of Greater Geelong	Wool Exchange (Grade 2 students)	60
19 Dec 2016	City of Greater Geelong	School holiday program staff workshop	31
12 Jan 2017	City of Greater Geelong	Parks and Gardens	32
6 Jan 2017	School Holiday Program	Belmont School Holiday Program	45
12 Jan 2017	School Holiday Program	Leopold School Holiday Program	30
12 Jan 2017	School Holiday Program	Norlane School Holiday Program	17
16 Jan 2017	School Holiday Program	Boorai School Holiday Program	24
19 Jan 2017	Victoria Police	Central Geelong Police	17
24 Jan 2017	Barwon South West Homelessness Network	Homelessness Network	23
25 Jan 2017	Barwon Water	Barwon Water	39

## Appendix 2: Top rated community visions posted on the Our Future website

Rank	Vision	Likes	% of total 'likes'
1	'The leading regional city for sustainability and bio technology with the best bike network in Australia. A world class tourist destination with unique points of interest and a flourishing creative industry. A university town attracting the brightest minds.'	19	3.05
2	'Better connected bike paths to new areas such as Armstrong creek. Realisation of the Armstrong creek developments with schools and community services. Light rail public transport to coastal communities, less cars, more employment options for our children in the technology industries, more CBD living and better use of the waterfront.'	12	1.93
3	'A vibrant city, attracting new individuals and businesses that develop and implement new ideas. A city that is providing leadership on environmental projects and that is well connected by walking, cycling and public transport. A city that utilises technology to its full potential and has a culture that explores ideas, taking advantage of its TAFE and University sectors.'	11	1.77
4	'Geelong is a great and green place to live, work and play.'	10	1.61
5	'We'll be living local - close to shops, education and entertainment that's lively and creative. Huge improvements ...to public transport, cycling and walking - you'll be able to walk, ride anywhere around Geelong because it's fun, safe and completely comfortable. Cars will be used much less. Streets to become parks. Sustainability will be the new normal - energy and transport more humble, powered by renewable. Lifestyle, work opportunities, community wellbeing will be off the charts'	10	1.61
6	'A green, attractive city with a positive outlook, where 75% of people get around by active or public transport for 75% of the time, where there are diverse employers across all sectors spread across the municipality, where there are quality formal and informal educational opportunities for everyone, and where creativity and innovation is encouraged and practiced.'	10	1.61
7	'A climate resilient, economically prosperous, socially inclusive and walkable city that is vibrant with native flora along all roads and on roofs alongside solar panels. Expressions of local creativity are celebrated, publically visible, and encouraged with emphasis on including at risk youth. Efficient public transport dominates the roads with less need for personal vehicles and old parking lots replaced with recreational green spaces. Residents of Geelong are now proud of their home.'	9	1.45
8	'Promote the location better to bring out its' beauty and sense of place. Promote start up culture with conferences, start up grants, and links to Uni. The internet communications technology industry could provide good jobs. Build high bandwidth infrastructure to attract investment and a digital culture. Make it accessible for all greater Geelong residents to kick start this culture.'	9	1.45

Rank	Vision	Likes	% of total 'likes'
9	'Pedestrian and bike friendly CBD. restriction of trucks and cars in the CBD. better and safer bike lanes. bike infrastructure including covered bike racks, lockers, protected bike lanes.'	8	1.29
10	'Melbourne people never really see Geelong as a destination. It is a place to go through to their destination. Unfortunately the entrance into the city, via Corio and Norlane, isn't full of homes that look welcoming. You need to start there if you want to improve the city for travellers. A lot of visitors travel via Public Transport. Good connections between bus/train is very important. Don't move the buses away from the train as planned! You are only restricting people's movements.'	8	1.29
11	'A thriving and vibrant city as the gateway to the Bellarine, Surf Coast, Great Ocean Road and a landing platform for locals and visitors to enjoy all that our region has to offer. A place that people come to visit and then want to live in.'	7	1.13
12	'A city that rivals European cities for transport, trees and gardens, pleasing architecture, useful layout and design.'	6	0.96
13	'Separated bike lines on all major streets 100% reliance on renewable energy '	6	0.96
14	'Large trees lining streets that mean people don't need to use air conditioners during summer. Parks and reserves with biodiversity assets that also provide amenity, full of families. Shop fronts full with modern and on trend items. Public art in nooks and crannies for interest. Drop in centres for teenagers who are bored or need a chat. Green roofs that provide for workers/residents of that building and green walls to help with heating and cooling as well as filtering the air. '	6	0.96
15	'I want Geelong to be led by people who are visionary, inclusive, socially intelligent and forward thinking - both elected representatives and Council officers. I want a city powered only by renewable energy with sufficient water to meet its needs through wise planning. I want a city centre where personal transport vehicles & trucks have been moved to the perimeter & where people move easily via green corridors to & from suburban hubs. I want local food farms supplying local fresh food shops.'	6	0.96
16	'I believe in Sohail Inayatullah. Bring the green into the CBD, create suburbs that are enjoyable to live in. Forget ...about factories and salt works and look to technology. I prefer medium density on brown field sites, not urban sprawl. Get people living in the city centre. For the Bellarine, develop a marine based economy, everything from fisheries, boating, surfing to wetland tourism'	6	0.96
17	'We need to consider the benefits of Electric vehicle charging stations, free to use, and how that would positively impact the city. A good example of electric vehicle support is the City of Victoria in Canada. '	5	0.8
18	'Geelong CBD in 30 years will be largely car free, very walkable, green and full of life. Thousands of residents will call it home and vacant shops will be a thing of the past. Public transport and bikes will take precedence as a way of travelling into the city.'	5	0.8

Rank	Vision	Likes	% of total 'likes'
	Outer suburbs will be better connected with places to live and work spread throughout the region. Geelong will have an AFL team, WAFL, BBL, WBBL, NBL, A-League teams, as our population approaches 500,000 people.'		
19	'Thriving city, university hub, lots of open green spaces and bike tracks. Maintaining the beautiful beaches and seaside towns, not over developing these. '	5	0.8
20	'A clean green city living off-the-grid with lots of public spaces that are thriving with people from a diverse range of backgrounds'	5	0.8
21	'A sustainable, well-functioning city that has low crime rates, is safe and has a vibrant CBD. A society that promotes health and wellness through council-funded recreational facilities and supports the needs of others.'	5	0.8
22	'A community that looks for opportunities. A community that says how do we do this rather than knocking the idea. A community that is sustainable in all ways - socially, technologically, economically, environmentally and politically. A community that values all its residence. A community that is connected so that we can work for employers all around the world without leaving our beautiful community. A community that retains people who join us because we are the place to live and thrive.'	5	0.8
23	'A place where people have jobs and can commute safely by bicycle or efficiently by public transport. High density living in former industrial areas and vacant shops has enabled cost effective infrastructure use. A thriving central shopping district pivoted around Deakin University. Green belts connect the city leading to our beautiful mountains and coasts. The City, Bay and foreshore renowned as Victoria's premier outdoor sporting event location. '	5	0.8
24	'A place that is full of interesting people, faces and places. With green spaces that are welcoming and inspired by t...he local community. A place where a street and neighbourhood has a mix buildings and businesses designed for all ages so people can age in place. '	5	0.8

Total per cent of 'likes' for our top 24 visions

29.4