



REVITALISING CENTRAL GEEELONG ACTION PLAN 2016/17 Overview

VICTORIA

State
Government



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PREMIER'S FOREWORD



Geelong has a long and proud history.

Home to some of our greatest artists, leaders and inventors, the city has always shone as a place of creativity and energy. We need to ensure Geelong's future is just as bright.

Of course, it is up to the people of Geelong to make and take the opportunities that shape that future. But the Victorian Government is committed to working alongside the local community to make sure the city realises its full potential.

After all, Geelong hosts an enviable lifestyle, a major port, a world-class university, renowned hospitals, access to a commercial airport and the capacity to grow and attract new opportunities, new industries and new ideas.

In short, Geelong has the building blocks to thrive locally and globally. But it's vital the city's heart reflects that promise.

There's a lot of work ahead of us. Shaping Geelong's future requires not just the good will of the community and businesses, but the sustained, coordinated efforts of local, state and federal governments.

Most of all, it will require patience and perseverance – the re-making of Geelong will be a major project for many years to come. The Revitalising Central Geelong Action Plan provides the framework to drive this effort. Once complete, Geelong will have a more vibrant city centre, a prosperous local economy and the bright future it deserves.

A handwritten signature in black ink, which appears to be 'Dan Andrews'.

Daniel Andrews
Premier of Victoria

ABOUT THE ACTION PLAN

The Revitalising Central Geelong Action Plan sets out the Government's plan to drive change in central Geelong.

By bringing new people, new ideas and new opportunities to the city, Geelong can achieve the prosperous local economy and the bright future it deserves.

The Action Plan builds on the work of Vision 2, a 20-year strategy developed in 2013 by Deakin University, the Committee for Geelong, the City of Greater Geelong and the Victorian Government.

Delivering on the Action Plan will take time and the concerted, coordinated efforts of local, state and federal governments, the private sector and the local community. A new Revitalising Central Geelong Partnership, comprised of officers from state departments and agencies and the City of Greater Geelong, has been established to implement the plan.

GEELONG AUTHORITY

The Victorian Government created the Geelong Authority to advise the Minister for Planning on strategies to attract investment to central Geelong and on major planning applications to help create jobs and drive growth.

Using its local knowledge and industry expertise, the Authority has played a leading role in developing and advising on this plan.

The Authority will continue to advise the Minister for Planning on opportunities to deliver new jobs, homes and services to revitalise Geelong.

2016/17 ACTION PLAN BUDGET

The Victorian Budget 2016/17 allocates \$5.5 million for delivery of the Revitalising Central Geelong Action Plan. This builds on over \$170 million of additional funds already allocated for special projects.

Victorian Budget 2016/17 Action Plan Implementation	Public realm improvements (e.g. Green Spine)	\$2.8m	\$5.5m
	Convention centre market demand, business case and precinct masterplan	\$0.5m	
	Action Plan general actions	\$1.7m	
	Geelong Authority and Revitalising Central Geelong Partnership	\$0.5m	
Victorian Budget Special Project Allocations	Geelong Tech School and Gordon Institute improvements	\$20m	\$161.2m
	Geelong Performing Arts Centre	\$33.2m	
	Royal Geelong Yacht Club Safe Harbour	\$4m	
	Kardinia Park Stage 4	\$75m	
	Barwon Water Headquarters	\$29m	
Department of Environment, Land, Water and Planning	Major Project Approvals one stop shop	\$0.2m	\$1.07m
	Moolap Coastal Strategic Land Use Plan	\$0.87m	
Geelong Revitalisation Funds Announced July 2015	Public realm improvements (Green Spine)	\$2m	\$3.6m
	Public realm improvements (Johnstone Park)	\$1.6m	
Regional Development Victoria	Public realm improvements (Green Spine)	\$3m	\$3.5m
	Convention centre, market demand, business case and precinct masterplan	\$0.5m	
			\$174.87m

THE GOVERNMENT WANTS TO SEE

- MORE PEOPLE LIVING AND WORKING IN CENTRAL GEELONG
- PERMANENT AND CONSTRUCTION JOB CREATION
- NEW DEVELOPMENT OPPORTUNITIES
- DEMAND FOR RETAIL AND SERVICES
- CREATIVITY AND VIBRANCY ACROSS THE CITY DAY AND NIGHT
- PRIVATE SECTOR CONFIDENCE TO INVEST IN CENTRAL GEELONG.

KEY MOVES

Geelong needs to be recognised in its own right as a great place to visit, live, work and invest in. The initiatives in this Action Plan will help make that new Geelong a reality.

CATALYST PROJECTS



PLANNING FOR GROWTH

PREPARE A DELIVERY PLAN

UPGRADE INFRASTRUCTURE

FAST-TRACK MAJOR PROJECT APPROVALS

PREPARE THE MOOLAP COASTAL STRATEGIC FRAMEWORK PLAN



A STRONGER CBD

DELIVERY STRATEGY FOR A CONVENTION CENTRE

NEW JOBS

NEW DEVELOPMENT OPPORTUNITIES

IMPROVE EXISTING AND CONSTRUCT NEW LANEWAYS

NEW CIVIC CENTRE

CREATE A CITY HEART



INHABITING THE CITY

SUPPORT DELIVERY OF CITY HOUSING

PLAN FOR COMMUNITY INFRASTRUCTURE

CONSTRUCT THE ROYAL GEELONG YACHT CLUB SAFE HARBOUR

CONSTRUCT STAGE 4 OF THE STADIUM IN KARDINIA PARK

HOST EVENTS

THE HIGHLIGHT PROJECTS FOR 2016-17 ARE

- A DELIVERY STRATEGY FOR A **CONVENTION CENTRE**
- CONSTRUCTION OF STAGE 1 OF **GREEN SPINE** PUBLIC REALM WORKS
- APPROVAL FOR **NEW DEVELOPMENTS**
- BRINGING JOBS IN TO THE CITY BY RELOCATING THE **WORKSAFE** HEADQUARTERS
- IMPROVING COMMUNITY AND RECREATION FACILITIES BY DEVELOPING THE **SAFE HARBOUR PRECINCT** ON THE GEELONG WATERFRONT
- CONSTRUCTION OF A **TECH SCHOOL** AT GORDON INSTITUTE.



SMART CITY

CONSTRUCT THE **GEELONG TECH SCHOOL**

SUPPORT DELIVERY OF **STUDENT HOUSING**

PLAN FOR EXPANSION OF **HEALTH AND EDUCATION FACILITIES**

CONSTRUCT STAGE 2 OF THE **GEELONG PERFORMING ARTS CENTRE**



GETTING AROUND

FINALISE AN OPERATING PLAN FOR THE **TRANSPORT NETWORK**

REVITALISE THE **GEELONG STATION PRECINCT**

HIGHLIGHT **CITY ARRIVAL POINTS**



GREEN SPINE

CONSTRUCT STAGE 1 OF THE **GREEN SPINE**

CONSTRUCT AN INTEGRATED PUBLIC SPACE AND WATER MANAGEMENT PROJECT IN **JOHNSTONE PARK**

PLAN FOR IMPROVED **LINKAGES BETWEEN THE CITY AND WATERFRONT**



PLANNING FOR GROWTH

OUTCOME

A supportive environment that attracts private-sector investment.

KEY ACTIONS

Delivery Plan

A Delivery Plan is needed to outline the potential development opportunities within key precincts across the city. This will focus the activities of the state and its partners in the future.

Accountability: Revitalising Central Geelong Partnership

Status: Commencing in 2016-17

Infrastructure

A growing central city population needs to be supported by infrastructure with capacity to support more intensive land use. A plan will be prepared to address the current under-capacity in the city's essential infrastructure and inform where upgrades are needed to support development and long-term population growth.

Accountability: Revitalising Central Geelong Partnership

Status: Commencing in 2016-17

Major Project Approvals

The opportunities for new development in central Geelong are enormous. Supporting the right development requires a commitment to quality design to ensure projects contribute to the revitalisation of the city. Geelong's major developments will be facilitated through a one stop shop to fast-track the planning approval process.

Accountability: Department of Environment, Land, Water and Planning

Status: Commenced

Moolap Coastal Strategic Framework Plan

With Alcoa's aluminium plant at Point Henry and the former Cheetham Saltworks no longer operating, there is an opportunity to examine the possibilities for the land's future in the broader context of Geelong's development. A framework plan is being prepared to guide future land uses on 1,200 hectares of largely industrial and coastal land on the doorstep of central Geelong.

Accountability: Department of Environment, Land, Water and Planning

Status: Commenced

KEY ACTIONS

Convention Centre

A convention centre in central Geelong brings an opportunity to capitalise on a growing national conference market. A design and delivery strategy for a convention centre on the Government's preferred Deakin University waterfront car park site will be undertaken in 2016-17 in company with Deakin University and the City of Greater Geelong.

A masterplan and business case will be developed for a world standard, 1,000 seat convention centre, hotel and complementary commercial uses on the Deakin University waterfront car park site in time for consideration as part of the Victorian Budget 2017/18.

Accountability: Department of Economic Development, Jobs, Transport and Resources – Economic Projects and Facilitation

Status: Commencing in 2016 for completion by May 2017

New Jobs

Creating jobs and business opportunities in central Geelong is part of the overall plan to revitalise the city. Establishing the WorkSafe headquarters at 1 Malop Street will bring 680 new workers and an estimated \$120 million construction investment into the heart of the city. Redevelopment of Barwon Water headquarters in Ryrie Street represents a \$29 million investment that will consolidate 300 workers into a single city location.

Accountability: WorkSafe and Barwon Water

Status: Commenced



New Development Opportunities

There are various sites with potential for redevelopment that can be planned and marketed to attract new business to Geelong.

Accountability: Revitalising Central Geelong Partnership

Status: Commenced

KEY ACTIONS

Laneways

The many laneways in central Geelong add to the richness of the city fabric. A plan is needed to open up priority laneways to create interesting spaces for doing business and improve pedestrian access in the city. In the short term, a priority laneway connection linking with the Green Spine will be delivered in partnership with the City of Greater Geelong to demonstrate the enormous potential of the laneways initiative.

Accountability: Revitalising Central Geelong Partnership

Status: Commencing in 2016

New Civic Precinct

The spread of the City of Greater Geelong offices across multiple city locations hinders its ability to provide efficient and smart service to the community. Working with the City of Greater Geelong, the Government will support council's considerations of the potential location for a civic precinct and an associated delivery strategy.

Accountability: Revitalising Central Geelong Partnership

Status: Commencing in 2016



City Heart

Planning has commenced to identify a new city heart – a vibrant flexible space that can be used as a casual meeting place or for organised activities, such as markets or special events. Once a preferred site is identified, a design and delivery strategy will be prepared for development of this new public space.

Accountability: Revitalising Central Geelong Partnership

Status: Commenced



INHABITING THE CITY

OUTCOME

An active city that is a great place to live.

KEY ACTIONS

City Housing

New city housing and community facilities will help bring life and vitality to the city. This will build on housing projects already under construction, including the \$65 million redevelopment of the former St Mary’s School site being undertaken by Common Equity Housing Ltd to provide 193 apartments, social housing and other community facilities.

Accountability: Revitalising Central Geelong Partnership
Status: Ongoing

Community Infrastructure

A growing city population needs to be supported with community infrastructure. In the short term, a plan needs to be prepared to outline the community infrastructure that is required and how it can be delivered.

Accountability: Revitalising Central Geelong Partnership
Status: Commencing in 2016

Royal Geelong Yacht Club

The Geelong Waterfront is a significant asset to the region, providing recreational and tourism activities for both the local community and visitors alike. The Government has pledged \$4 million towards Stage 1 of the Geelong Waterfront Safe Harbour precinct. The project will help improve community and recreational facilities in the area and increase public access to the Geelong waterfront.

Accountability: Revitalising Central Geelong Partnership
Status: Planning



Kardinia Park

Kardinia Park is at the dawn of an exciting new era. The \$89 million Stage 4 redevelopment and upgrade of Simonds Stadium will lift capacity to 36,000, creating jobs and securing the opportunity for the big sports and entertainment events that Geelong does so well.

Accountability: Sport and Recreation Victoria
Status: Commenced

Events

The Festival of Sails and the Cadel Evans Great Ocean Road Race show that central Geelong is a great location for big events. More events throughout the year will add to the life and vitality of central Geelong.

Accountability: Sport and Recreation Victoria and Central Geelong Partnership
Status: Ongoing



SMART CITY

OUTCOME

A stronger integration and a greater diversity of health, education and cultural land uses.

KEY ACTIONS

Geelong Tech School

As part of the Government's commitment to establish Victoria as the Education State, a new Geelong Tech School will be developed at the Gordon Institute of TAFE's city campus. Preparing students for the world beyond the classroom, the Tech School will enable students to explore their interests and passions while developing new education, training and career options.

Accountability: Gordon Institute of TAFE
Status: Funded for delivery by 2018

Student Housing

Opportunities to deliver new student housing will be supported, building on Deakin University's recently completed \$8.1 million T&G student housing project.

Accountability: Revitalising Central Geelong Partnership
Status: Ongoing

Health and Education

The health and education sectors underpin the economic strengths of central Geelong. Future expansion plans for key health and education providers including Barwon Health, St John of God, Deakin University and the Gordon Institute of TAFE will be coordinated – identifying opportunities to integrate and support those expansions through development and investment partnerships.

Accountability: Revitalising Central Geelong Partnership
Status: Commencing in 2017



Geelong Performing Arts Centre

Through the Regional Jobs and Infrastructure Fund, the Geelong Performing Arts Centre has been provided with \$33.4 million to undertake redevelopment works including a new facade to Ryrie Street, conversion of the former church into a 150-seat cabaret/music space, office space for creative industries, and improved universal access throughout the centre.

Accountability: Creative Victoria
Status: Funded



GETTING AROUND

OUTCOME

Geelong Station precinct is a major arrival point and activity hub.

KEY ACTIONS

Transport Network

Great cities need smart transport systems. The network also needs to cater for freight moving through or servicing the city. A local operating plan for the transport network will be developed to ensure central Geelong is a great place to live, work and visit and that the transport network supports the Delivery Plan for the city. This will align with the broader Regional Network Development Plan currently underway.

Accountability: Department of Economic Development, Jobs, Transport and Resources – Transport

Status: Commencing in 2016-17

Geelong Station Precinct

The Geelong Station presents a unique opportunity to be developed as a major activity hub that celebrates arrival into central Geelong. Previous plans need to be reviewed to unlock the development potential of land in the station precinct and to improve the area's links with Johnstone Park and the Green Spine beyond.

Accountability: Revitalising Central Geelong Partnership

Status: Commencing in 2016



Arrival Experience

Geelong city centre is hard to find with confused routes for motorists and difficult crossings for pedestrians and cyclists. Better streetscapes, arrival and way-finding indicators are needed at entry points to signal entry into Geelong as a world-class city.

Accountability: Revitalising Central Geelong Partnership

Status: Commencing in 2017

OUTCOME

A landmark linear park connecting the Geelong Station precinct and Eastern Park – creating a focal point for new development.

KEY ACTIONS

Green Spine

The Green Spine is a city-shaping project that will link Geelong Station with Eastern Park through a green spine developed along Malop Street. The first stage of the spine will be delivered between Gheringhap and Yarra Streets. The Green Spine will create a focal point for new development and demonstrate how the broad streets of central Geelong can provide great environments for business, pedestrians and cyclists.

Accountability: Revitalising Central Geelong Partnership

Status: Plan complete – to be delivered in stages

Johnstone Park

An integrated water management project is planned for Johnstone Park, linking the Green Spine with the Geelong Station precinct and Cultural precinct.

This will complement work initiated by the City of Greater Geelong to extend the Johnstone Park boundary, which needs to be further considered through the master planning process.

Accountability: Revitalising Central Geelong Partnership

Status: Commencing in 2016



Linking with the Waterfront

The Geelong Waterfront is a focus of city life and activity. As new opportunities are identified to revitalise parts of central Geelong, linkages to the waterfront need to be created and improved to support a cohesive city layout.

Accountability: Revitalising Central Geelong Partnership

Status: Commencing in 2016

GEELONG AUTHORITY ACTIONS 2016/17

PLANNING FOR GROWTH

DELIVERY PLAN

Advise on the preparation of the Delivery Plan to ensure it sets the right structure and projects to attract investment and deliver new jobs, homes and services in central Geelong.

INFRASTRUCTURE

Advise on infrastructure works and priorities for implementation and funding strategies to be carried out by government agencies.

MOOLAP COASTAL STRATEGIC FRAMEWORK PLAN

Advise on the preparation of the Moolap Coastal Strategic Framework Plan including consideration of options for future land uses, identification of future investment markets and mechanisms for implementation.

A STRONGER CBD

NEW JOBS

Advise on and facilitate the attraction of further corporate headquarters to central Geelong to create a pipeline of new jobs to the city centre.

NEW DEVELOPMENT OPPORTUNITIES

Advise on sites that can be planned for new development.

LANEWAYS

Advise on laneway improvement proposals and give consideration to the need for new laneways and linkages to better connect the city centre.

NEW CIVIC PRECINCT

Advise on options for the amalgamation of council offices, review design proposals and give consideration to the re-use of any existing council buildings that may be vacated if a new development were to proceed.

INHABITING THE CITY

CITY HEART

Advise on options for the location, design and delivery strategy for the city heart.

CITY HOUSING

Advise on and facilitate the attraction of further housing development in central Geelong including the enabling of shop-top living to better occupy vacant space in the city centre.

COMMUNITY INFRASTRUCTURE

Advise on the scope and options for community infrastructure to support population growth over time including implementation priorities and funding strategies.

KARDINIA PARK

Advise on the further enhancement of the broader Kardinia Park precinct over time.

ROYAL GEELONG YACHT CLUB

Advise on the design and implementation of Stage 1 of the Geelong Waterfront Safe Harbour precinct project and give consideration to strategies and options for the delivery of future stages.

EVENTS

Advise on attracting further events and activities to help bring more life to the city centre.

SMART CITY

GEELONG TECH SCHOOL

Advise on the design and development of the school including consideration of potential investment partners that might co-locate in the area around the Gordon Institute of TAFE.

STUDENT HOUSING

Advise on the further expansion of student accommodation and services, including through Deakin University, and identify new investors to deliver more student housing in the city.

HEALTH AND EDUCATION

Support the identification and attraction of new health and education providers that can move into central Geelong and boost jobs and investment.

GETTING AROUND

TRANSPORT NETWORK

Advise on the Network Operating Plan as it is developed including transport and movement priorities and funding strategies for implementation.

GEELONG STATION PRECINCT

Advise on the station precinct plan as it is developed and support the identification and attraction of investors that can partner with the state to deliver a renewed station precinct with new jobs and residences in the area.

ARRIVAL EXPERIENCE

Advise on infrastructure works needed to improve the arrival experience into the city.

GREEN SPINE

GREEN SPINE

Advise on the design and delivery of the Green Spine including the attraction of new business and activities to the boulevard.

JOHNSTONE PARK

Advise on longer term master planning of Johnstone Park including its role in delivering the Green Spine and the broader cultural precinct plan.

LINKING WITH THE WATERFRONT

Advise on and help facilitate strategies to attract more investment to the Geelong Waterfront.

For further information on the Revitalising Geelong Action Plan contact the Department of Environment, Land, Water and Planning on 5226 4840.

Accessibility

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