

NORTHERN AND WESTERN GEELONG GROWTH AREAS

COMMUNITY ENGAGEMENT SUMMARY REPORT



The Northern and Western Geelong Growth Areas project is the City of Greater Geelong's plan to address our long-term population growth.

On 8 May 2018, the City commenced community engagement on the draft 'future urban structure plan' for each growth area to inform the preparation of an overall framework plan.

The framework plan will continue to be prepared in 2018 and will provide guidance for the sustainable

sequencing of development over the coming decades.

Public exhibition of the framework plan will occur in 2019 as part of a planning scheme amendment and the City will invite formal submissions from the community.

COMMUNITY ENGAGEMENT STATISTICS – 9 MAY TO 22 JUNE 2018



45 DAYS

of community
engagement



4 OPEN
HOUSES

held in Corio,
Batesford and
Central Geelong



250+

open house
participants



497

project brochures
sent to landowners



14

print adverts
in four local
newspaper



120,000

Community Update
newsletters
circulated



22,228

Facebook project
update views
(average: ~2,000)



10,790

YouTube views

293 SOCIAL MEDIA
REACTIONS



90%
LIKE / LOVE



4%
SAD/ ANGRY



6%
OTHER

79 TOTAL
SUBMISSIONS

COMMON QUESTIONS

We received a number of common questions during the community engagement such as:

- How were the growth areas selected?
- When can I subdivide my land?
- How does the framework plan affect my rates?

For answers to these questions and many more, or for more information about the project visit www.geelongaustralia.com.au/futuregrowth

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SNAPSHOT OF SUBMISSIONS

79
TOTAL
SUBMISSIONS

FORMAT

 **40** WRITTEN

 **39** SURVEYS
online and open house

ORIGIN

 **35** LANDOWNER

 **44** COMMUNITY

GROWTH AREA

32

NORTHERN
GEELONG

14

WESTERN
GEELONG

33

BOTH

SUPPORT / OBJECT

 **42** SUPPORT

 **37** OBJECT

THEMES

6 
growth area
boundaries

27 
environment and
conservation

12 
affordable housing

8 
activity centres

16 
public transport

25 
road network

21 
recreation and
open space

11 
land use buffers

11 
other themes

34 
general support

8 
transition of rural living

17 
general opposition

20 
no transition of rural living

CUSTOMER SERVICE CENTRE

100 Brougham Street,
Geelong VIC 3220
8:00am – 5:00pm

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CITY OF GREATER GEELONG

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www.geelongaustralia.com.au/futuregrowth

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