



# **Our Future Time to Decide**

## **Stage two community engagement findings**

**June 2017**

# Our Future

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# Our Future

## 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.

From August 2016 - February 2017, we've collected visions and ideas from thousands of members of the Greater Geelong community about what is important to them about Greater Geelong, how they see the future and how life in Greater Geelong could be improved.

*Time to Decide* was Stage 2 of the *Our Future* project.

The purpose of this stage was to ask people to select their top six priorities for Greater Geelong's future from the 18 community generated ideas produced during Stage 1 engagement.

From the 5,059 responses received, the highest rated community ideas were:

1. Develop safe community environments (2,262 votes)
2. Provide green spaces within and between urban areas (2,249 votes)
3. Education that is linked to employment opportunities (2,115 votes)
4. Support the most vulnerable members of our community (2,071 votes)
5. Better connected local, regional and international transport options (2,000 votes)
6. Redevelop our vacant buildings and underutilised precincts (1,919 votes)
7. Develop better cycling and walking routes between our suburbs (1,919 votes)

The priorities established during *Time to Decide* phase of engagement will be used to help the incoming City of Greater Geelong Council determine priorities for its next three year Council Plan and for all other stakeholders, including other levels of government planning initiatives in our region.

# Our Future

## 1. Introduction

The purpose of *Our Future* is to create a 30-year community vision for Greater Geelong.

By thinking forward to develop a picture of what Greater Geelong will look like in 30 years, the vision will address our current challenges, highlight future opportunities and identify a clear direction to guide any organisation wanting to make a genuine contribution to the region, including all levels of government, local business and community groups.

Between August 2016 and February 2017, we held discussions with 10,097 members of our community, and in the process we collected their aspirations and ideas about the things that are important for Greater Geelong's development and prosperity.

People also told us how life in Greater Geelong could be improved across each of the five elements of a successful community: *Connected, Prosperous, Creative, Sustainable and resilient* and *Designed for people*.

Their responses resulted in 18 community-generated ideas about how Greater Geelong could be improved.

*Time to Decide* was the second stage of *Our Future* engagement, and involved asking people to prioritise the 18 community-generated ideas.

The priorities established during the *Time to Decide* phase will be used as a key resource for the incoming City of Greater Geelong Council when it formulates its next Council Plan.

This report presents the results of a two-month voting process, as well as workshops conducted between February and May 2017.

## Community generated ideas for a brighter future explanations



### CONNECTED

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

Access to reliable, high speed internet and National Broadband Network.

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

Improved transport links into and across our community by road, rail, air and sea.

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

Connecting residents with employment, education, retail precincts and each other could include providing work, study, and shopping options close to home, and providing better transport options, including public transport, cycling, and walking. It could also involve better internet connections that will provide people with the option of working, studying and shopping from home.

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

Provision of safe, connected and accessible cycling and walking networks.



### PROSPEROUS

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

Promoting business and industry diversity means encouraging a wide range of activities amongst businesses of varying size, and situated in various locations across our region. Diversity in local business and industry leads to a range of employment opportunities and results in the region being more economically resilient.

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

Promotion of Greater Geelong as a major tourism destination offering a wide range of experiences and environments.

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

Linking education to employment means giving people the opportunity to study a course that has a genuine chance of leading to a job or improving their career opportunities by up-skilling. It also means giving local businesses the opportunity to employ appropriately skilled local people, and encouraging collaborations between industry and educators.

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

Supporting the most vulnerable members of our community involves assisting people who may be experiencing challenges. This may be related to social or financial factors, their age, level of education, unemployment, disability, cultural background or where they live.



### CREATIVE

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

Wadawurrung is the term we use to describe the Traditional Owners of the City of Greater Geelong. Heritage spaces includes land and buildings.

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

Investing in our modern culture could include hosting music events, local festivals and art exhibitions. Investing in our public art could include commissioning local artists to create murals in laneways, on multi-story buildings and large walls. It could also include allowing sculptures and other forms of art to be displayed in our region's parks and gardens. Creative industries includes any industry that is innovative and thinks outside the square to produce or deliver products and services.

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

The object of redeveloping our vacant buildings and underutilised precincts should be to help create an active and vibrant area that is utilised by people. This may mean encouraging start-up business to move into these vacant or under-utilised areas, and may involve encouraging building owners to renovate their properties. It may also involve planning for government-provided or council-provided infrastructure upgrades (for example, roads and footpaths).



### SUSTAINABLE AND RESILIENT

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

Increasing community knowledge about the local impacts of climate change means helping people understand how climate change will specifically impact Greater Geelong. For example rising sea levels on our coastal environments, warmer temperatures on our parks / gardens and increased risk of summer fires.

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

Balancing our built and natural environments means managing the impact of building developments and infrastructure on our open spaces, coastline, beaches, wetlands, rivers and parks.

#### **Encourage sustainable solutions**

Sustainable solutions means making decisions for the long term. Solutions include attracting new industries, better public transport, greater use of renewable energy and making it easier to recycle.

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

Setting environmental targets may include setting emissions, renewable energy and recycling targets for local residents, business and public buildings, and supporting our community to meet those targets. Preserving our natural environments means looking after our natural parkland, coastlines, wetlands, rivers and beaches.



### DESIGNED FOR PEOPLE

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

Multi-purpose community infrastructure includes community facilities and spaces that can be used shared and/or used for a variety of purposes.

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

Safe community environments means people feel safe wherever they are regardless of the location, the time of day or who they are (age, gender, ethnicity, religion).

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

Providing and enhancing green spaces within and between urban areas means ensuring there is adequate open spaces between the places we live, work, shop and socialise.

# Our Future

## 2. Methodology

*Time to Decide* involved the Greater Geelong community delving deeper into the 18 community-generated ideas formed during *Our Future*'s initial engagement.

The ideas from Stage 1 formed the basis of a community workshop hosted by internationally renowned futurist and political scientist Professor Sohail Inayatullah that officially launched *Time to Decide*.

At the workshop participants considered future scenarios for Greater Geelong sourced from the community-generated ideas and how these ideas could be turned into reality.

During *Time to Decide* people from our community were invited to complete a survey, either online or in hard copy, and prioritise the six ideas they views most important Greater Geelong's future.

In-depth conversations were conducted at workshops held across the region, including sessions with stakeholder organisations, community groups, school holiday program participants and school students.

As well as considering their top six priorities, workshop participants told us why they selected the ideas they did, the most popular idea within their group and what Geelong could look like in 30 years if this idea was implemented.

During *Time to Decide*, *Our Future* partnered with Geelong After Dark 2017 to deliver a unique engagement project, *Constellation - River of Words*. Words and visions captured during our community discussions contributed to a visual presentation created by Matt Bonner and Esther Oakes.

Geelong After Dark attendees were led through a pathway of illuminated books and community aspirations. Many attendees completed a survey, and were encouraged to input their visions of our future via wall projections. The foyer of City Hall was transformed into a blackened space where a river of words was projected onto the floor and walls to illuminate the void and create a 'riverscape of possibility'.

# Our Future



# Our Future

## Data analysis

Data was digitised and merged to create a master dataset using Microsoft Excel.

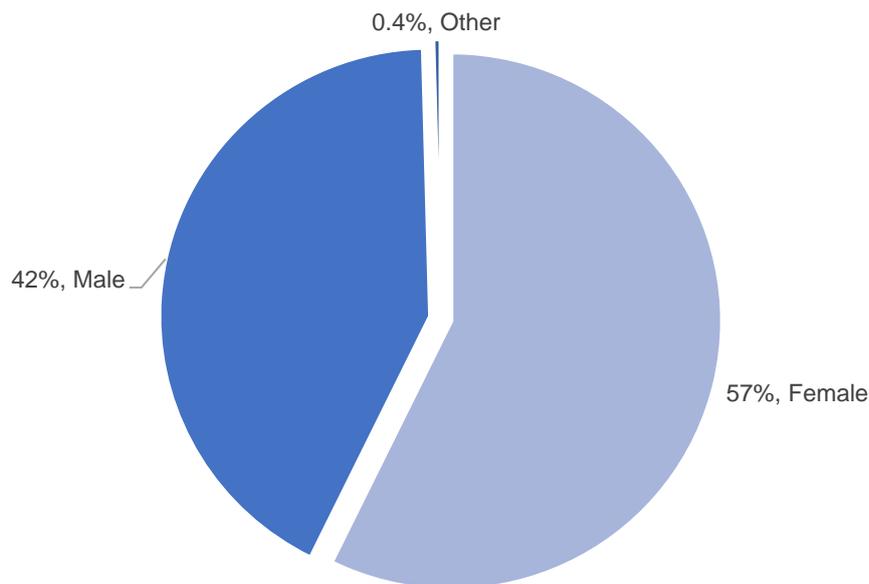
Data was 'cleansed' to detect and remove (or correct) errors and inconsistencies in the database.

Pivot tables were then used to sort, count and total survey responses and respondent demographics.

## About the participants

### Gender

Of the total survey respondents, 57 per cent were female, 42 per cent were male and 0.4 per cent identified as other than male or female.



# Our Future

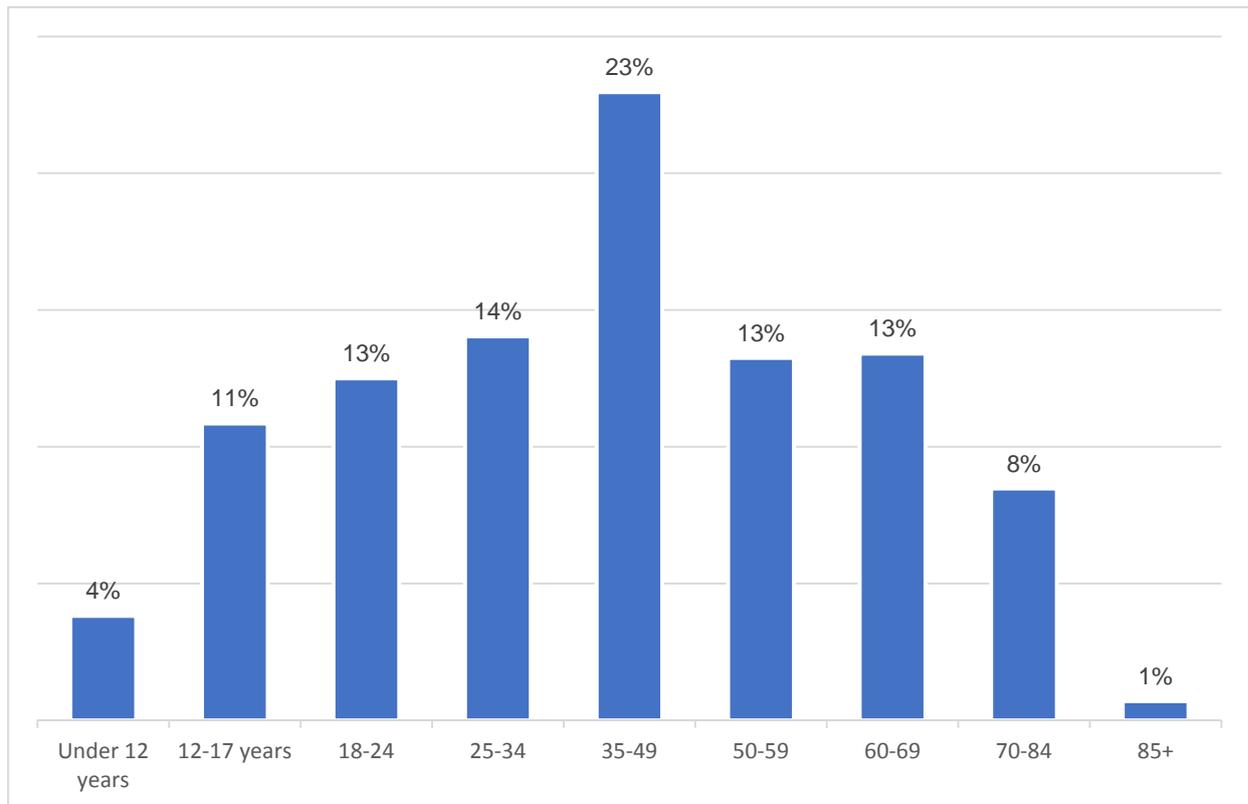
Compared to the gender breakdown of Greater Geelong residents from the 2011 Census of Population and Housing, the known proportion of female participants in *Our Future Stage 2* is approximately six percentage points higher while the known proportion of male participants is approximately seven percentage points lower.

Gender cohort	id profile (%)	<i>Our Future</i> (%)	Points difference
<b>Female</b>	51	57.3	6.3
<b>Male</b>	49	42.3	-6.7
<b>Other</b>	n/a	0.4	n/a

The 2011 Census did not include an option for people who identify their gender as other than male or female.

## Age

An age breakdown of *Our Future Stage 2* respondents is provided below.



# Our Future

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

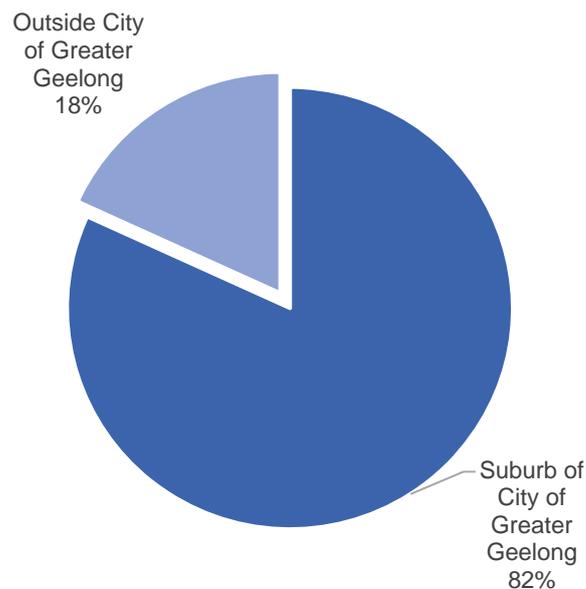
Age cohort	id profile (%)	<i>Our Future</i> (%)	Points higher
12-17	8	11	3
25-34	12	14	2
35-49	20	23	3
50-59	7	13	6
60-69	11	13	2

The age groups with lower representation in *Our Future* include:

Age cohort	Id profile (%)	<i>Our Future</i> (%)	Points lower
Under 12	15	4	11
18-24	15	13	2
70-84	10	8	2
85 and over	3	1	2

## Suburb

The majority of respondents (82 per cent) were residents of Greater Geelong. A further 18 per cent of respondents were from outside the municipality.



# Our Future

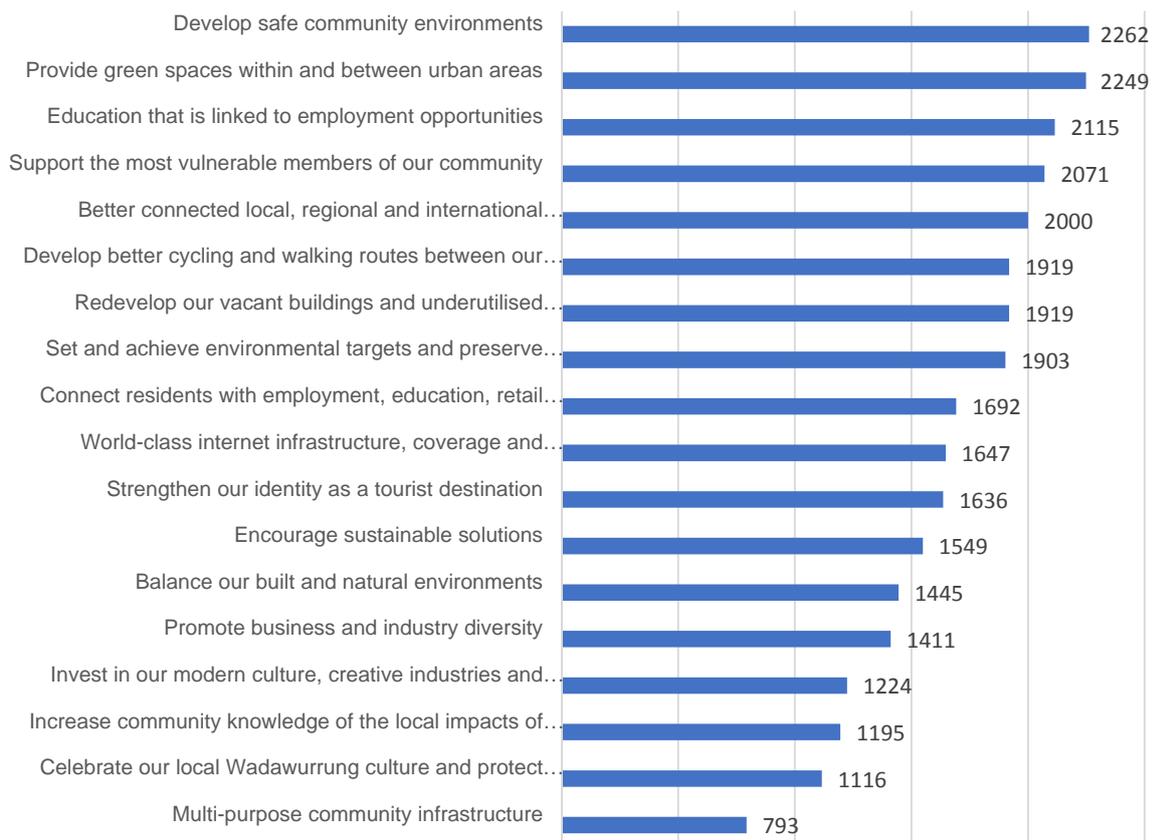
Geelong suburbs represented included:

Balliang, Modewarre	0.02%	Barwon Heads	0.97%
Bellarine, Fyansford, Moorabool, Norlane West	0.06%	Herne Hill	0.99%
North Shore	0.08%	Drysdale, Portarlington	1.09%
Avalon, Charlemont, Marcus Hill	0.10%	South Geelong	1.13%
Breakwater, Ceres, Connewarre	0.12%	Norlane	1.34%
Anakie, Little River	0.18%	Clifton Springs, St Albans Park	1.42%
Drumcondra, Wallington	0.20%	Hamlyn Heights	1.50%
Batesford	0.22%	Bell Post Hill	1.52%
Moolap	0.24%	Waurm Ponds	1.70%
Indented Head	0.28%	Leopold	2.27%
Marshall	0.32%	Corio	2.43%
Point Lonsdale	0.40%	Manifold Heights	2.47%
Mount Duneed	0.41%	Newcomb	2.51%
St Leonards	0.43%	Ocean Grove	2.75%
Lovely Banks, Wandana Heights	0.47%	East Geelong	2.90%
Thomson	0.51%	Grovedale	3.02%
Curlewis	0.55%	Geelong West	3.28%
Rippleside	0.59%	Newtown	3.68%
North Geelong	0.61%	Geelong	3.69%
Whittington	0.67%	Belmont	4.11%
Armstrong Creek	0.75%	Highton	4.88%
Bell Park	0.79%	Lara	5.59%

# Our Future

## 3. Top priorities of the community

In terms of the number of votes that they received, the community generated ideas were ranked as follows:



Results of the voting showed:

- While *Develop safe community environments* was considered the number one priority, only 13 votes separated it from the next highest priority, *Provide green spaces within and between urban areas*.
- There was a clear delineation between the top seven priorities and the remaining eleven priorities (211 votes).
- *Develop better cycling and walking routes between our suburbs* and *Redevelop our vacant buildings and underutilised precincts* both received 1,919 votes to tie for equal sixth place.

# Our Future

## 4. Next steps

The priorities established during the *Time to Decide* phase will be a used to key resource for the incoming City of Greater Geelong Council when it formulates its next Council Plan and for all other stakeholders, including all levels of government, planning initiatives for our region.

Based on our community's aspirations established during the *Our Future* project, alternative scenarios were developed, debated and deliberated at the *Our Future* Assembly, on Saturday 6 May 2017.

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

A draft *Our Future* vision document will be posted to the GeelongAustralia website in mid-July prior to the consideration of Administrators at the 25 July Council meeting.

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.

# Our Future

## Appendix 1: Listing of *Time to Decide* engagement activities

Between February and May 2017, *Our Future* hosted or attended a variety of community events, activities and workshops where people voted for their priorities and had discussions about the ideas and what the future might look like. In addition to the workshops listed here there were other community groups that also held workshops and sent in their responses, which were included in the analysis.

### Community events and activities

Date	Location	Event	Voting
16 Feb 2017	South Geelong	Geelong Chamber of Commerce 'After 5' Networking	5
21 Feb 2017	Geelong	Gordon 'O' Day – City Campus	35
22 Feb 2017	Waurin Ponds	Deakin Community Fair	51
23 Feb 2017	East Geelong	Gordon 'O' Day – East Campus	27
25 Feb 2017	Geelong West	Pako Festa	191
28 Feb 2017	Waurin Ponds	Deakin Market Day	141
4 Mar 2017	Avalon	Avalon Airshow – Saturday	235
5 Mar 2017	Avalon	Avalon Airshow – Sunday	431
7 Mar 2017	Waurin Ponds	Deakin Experience and Employment Expo	146
16 Mar 2017	Lara	Lara Food and Wine Festival	252
29 Mar 2017	Geelong	Big Play Day	218
31 Mar 2017	Geelong	Communications Network Meeting	14
1 Apr 2017	Newcomb	Relay for Life	6
8 Apr 2017	Belmont	Roving Survey Stand	34
11 Apr 2017	Ocean Grove	Roving Survey Stand	18
12 Apr 2017	Geelong	Geelong Football Club Open Training Session	59
13 Apr 2017	Lara	Lara Village Easter Event	16
15 Apr 2017	Geelong West	Roving Survey Stand	33
18 Apr 2017	Highton	Roving Survey Stand	24
20 Apr 2017	Geelong	Positive Aging Expo	8
22 Apr 2017	Bell Park	GFNL – Bell Park vs Leopold game day	19
3 May 2017	Geelong	Environmental Change Makers Conference	70

# Our Future

Date	Location	Event	Voting
4 May 2017	Lara	Remnant Canoe Launch	24
4 May 2017	Geelong	Deakin Lecture Series – Lecture 1 (Biomedical)	6
5 May 2017	Geelong	Geelong After Dark	135
6 May 2017	Geelong	Future of Housing Forum	11

## Workshops and presentations

Date	Company host	Workshop	Participants
16 Feb 2017	City of Greater Geelong	'Time to Decide' community launch workshop	120
2 Mar 2017	GMHBA Geelong	GMHBA staff workshop	10
7 Mar 2017	East Geelong	Rotary Club of East Geelong Meeting – Presentation	28
9 Mar 2017	Bellarine Landcare	Bellarine Landcare and stakeholders workshop	28
14 Mar 2017	City of Greater Geelong	Family Services department leadership team	11
15 Mar 2017	City of Greater Geelong	Highton Seniors	14
4 Apr 2017	City of Greater Geelong	Leopold School Holiday Program	30
6 Apr 2017	City of Greater Geelong	Boorai School Holiday Program	26
6 Apr 2017	Give Where You Live	GWYL staff and board members	14
10 Apr 2017	City of Greater Geelong	Norlane School Holiday Program	2
11 Apr 2017	City of Greater Geelong	Belmont School Holiday Program	37
19 Apr 2017	North Geelong	North Geelong Secondary School Year 9 students	18
4 May 2017	Belmont	Batforce – Presentation	12