



Committee for Geelong

Strategic Framework 2019-2022

Committee for Geelong Ltd

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Our purpose is:

designing our best future...

The word “designing” reflects Geelong’s designation as a UNESCO Creative City of Design and also informs the Committee for Geelong to take a ‘design-thinking’ approach to the development of our strategy and actions. ‘Our Best Future’ promotes the vision for local ownership of our unique identity as a global city that is focused on strategic analysis and scenario planning for our long term future.



Strategic objectives

- Stimulate economic and social prosperity
- Drive creativity, capability and liveability
- Deliver collective voice and leadership

Our strategic objectives will come to life via our action areas:

Core Focus & Areas of Action

The Strategic Framework itself has a core focus area on Geelong in 2047. The five action areas of the Strategic Framework are:



Geelong 2047

“Geelong @ 2047” aims to focus on how to maintain liveability while being one of the fastest growing cities in the country. If Geelong is going to have a population of 500,000 – what is needed for the long-term planning for the region? Identifying Geelong’s unique identity is a key component in positioning Geelong for the future.

Creative & Dynamic Geelong

Having a vibrant central Geelong that performs a clear function in the greater Geelong area is an essential component for a ‘Clever and Creative’ city, particularly in relation to commercial demand, retail offer, nightlife and entertainment.

The Future of Work

Supporting a new culture of leadership, developing agile mindsets, capability/skills building and creative industries are key areas to be explored with employers, industry and stakeholders.

Sustainable, Accessible & Connected Transport

Inclusive of passenger and freight needs - the region’s transport infrastructure needs development to increase economic and social outcomes. The Committee for Geelong will continue to play an independent role to challenge, support or inform transport needs.

Including Everyone

Ensuring that everything we do includes our whole community, ensuring those facing challenges can benefit from growth and prosperity. We believe that good policy has both a social and economic focus. Ensuring that everyone is included as we implement this strategic framework will ensure that our future growth and prosperity benefits all.