



# Committee for Geelong

## Strategic Framework 2019-2022

**Committee for Geelong Ltd**

Level 1, Sally Walker Building  
1 Gheringhap Street, Geelong Vic 3220

p +61 3 5227 8075 f +61 3 5227 8076  
e [cfg-admin@committeeforgeelong.com.au](mailto:cfg-admin@committeeforgeelong.com.au)

[www.committeeforgeelong.com.au](http://www.committeeforgeelong.com.au)

 @Comm4Geelong

 @committeeforgeelong

 committee-for-geelong



## 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.