



28 February 2021

City of Greater Geelong  
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Via online submission portal



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## **SUBMISSION TO CITY OF GREATER GEELONG: Our Community Plan – Open Submission Response**

**From your organisation's perspective, please check the top 3 of the 9 community goals which are most important for the Greater Geelong community?**

- A prosperous economy that supports jobs and education opportunities
- An inclusive, diverse, healthy and socially connected community
- Sustainable development that supports population growth and protects the natural environment

**Please tell us why you selected these three community goals as the most important?**

Committee for Geelong (CfG) has selected these three goals as indicative of those that have the greatest potential for positive, impactful change on economic and social prosperity. They are also the goals that if achieved will have flow on benefits to help realise the other goals and also support the 30 year Clever and Creative community vision. In a COVID-normal world, it is vital to have clear *focus on prosperity that is both economically viable but also socially connected, sustainable and healthy for people and the natural environment.*

***By 2047, Greater Geelong will be internationally recognised as a clever and creative city-region that is forward looking, enterprising and adaptive, and cares for its people and environment.***

**How do the aspirations of the community vision align with your organisation's vision/mission?**

We have supported and endorsed this community vision through our Core Action Area in our 2019-2022 Strategic Framework titled Geelong@2047. This is to align with the timeframe of the community vision and to link CfG's priorities through supporting action. Our purpose: 'designing our best future' reflects Geelong's designation as a UNESCO Creative City of Design and also informs CfG to take a 'design-thinking' approach to the development of our strategy and actions. At CfG, we aim to have a collaborative approach to alignment with the community vision as well as the Barwon Regional Partnership Priorities.



**From your organisation's perspective, what if any are the gaps within these goals? (Please put N/A if none)**

CfG believes the goals do address the overarching needs of the community but require stronger alignment to the vision and its goals into CoGG strategic planning and actions, as well as in the Planning Scheme itself.

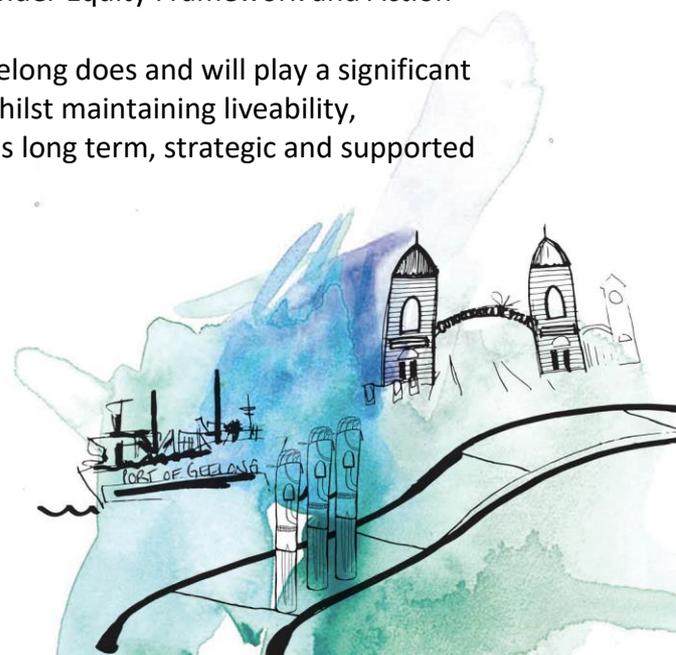
We also see a gap in:

1. A lack of clear recognition of the Wadawurrung Traditional Owners as a key voice and partner in the community vision
2. The lack of aspiration to be a globally recognised city
3. No clear strategic alignment to our UNESCO Creative City of Design designation and related UNESCO Creative Cities mission, and UN 2030 Agenda for Sustainable Development.

**From your organisation's perspective, how could Council enhance the work that is currently being done to achieve the community's vision?**

CfG believes Council needs to:

1. Embrace an authentic approach to collaboration where key stakeholders and community have shared leadership roles, or can take the lead on specific outcomes that support the community vision. Council can still lead as appropriate; however this load can be shared, which could also ease resourcing pressures on Council as the community vision belongs to all residents;
2. Use co-design engagement processes, such as social democracy and community development where all critical stakeholders, from experts to end users, are encouraged to participate and are respected as equal partners sharing expertise;
3. Deliver on actions in the Council Reconciliation Action Plan and also have deeper engagement with Wadawurrung Traditional Owners;
4. Form a stronger relationship with the Victorian Government as partners;
5. Work with community to deliver on actions in the Gender Equity Framework and Action Plan; and
6. Support the need for a city-region 'Plan Geelong'. Geelong does and will play a significant role in easing the population pressures of Melbourne whilst maintaining liveability, affordability and accessibility – but only if the planning is long term, strategic and supported by all levels of government.



### **What do you think Council's priorities should be over the next 4 years?**

Geelong is growing significantly and will have increasing interest as a destination of choice in a COVID-normal world. Council priorities should reflect the changes in our local and global environment. Priorities need to address:

1. Health and wellbeing of our community - including mental health;
2. A strong focus on working with community, key stakeholders and all levels of government using co-design principles and processes;
3. Developing partnerships and collaborations to support shared leadership to deliver on the vision and goals - this can be enabled via groups such as the Vision Partners, Barwon Regional Partnership and the Committee for Geelong;
4. Launching 'Brand Geelong' in collaboration with community and key stakeholders including a multi-year campaign;
5. Ensuring Geelong is positioned globally and leverages the UNESCO Creative City designation through genuine partnership with community and stakeholders;
6. Appropriately fund/resource the Sustainability Framework and deliver on key actions including implementing the City's Zero Carbon Emission Strategy to inform the Climate Change Response Plan and prepare a roadmap for the region to become zero-carbon by 2047; and
7. Ensuring that there is adequate land supply to support housing availability and affordability. This may require more internal resources and/or bringing in the Victorian Planning Authority.

### **Why do you think these priorities are important?**

CfG regularly engages with its members, government and stakeholders. These suggestions are a summary of key issues that have been raised through surveys, forums and meetings. It also references research reports, government strategies and policies that inform local planning and thinking, for example, the Resilient Geelong Research Report published by CfG in November 2020 outlines a range of opportunities, issues and recommendations. This includes highlighting trends as a result of COVID-19.





These suggestions, focusing on the economy, locational issues, and social inclusion, are built on the major post-COVID-19 trends of:

- A different, greener, digital economy, where those in school and displaced need to be trained, reskilled and upskilled.
- Localisation of life.
- Decentralisation of people and activities from major cities and CBDs.
- Online/digital ways of being.
- Quest for health and safety as well as social inclusion. CfG has aimed to use its engagement, research and strategic priorities to align and inform Council as the local government authority and as a key conduit for action in the region.

**How could these priorities improve the Greater Geelong community?**

If the Council Plan is able to align the community vision with its goals and priorities, and also work authentically with community and all levels of government to take action, the Geelong community will benefit through greater respect, transparency and social connectedness. Geelong and the Barwon region is growing fast and requires strong and respectful, informed partnerships to ensure we maintain our liveability and have a strong focus on sustainability and the environment.

**From your organisation's perspective, what will be the top 3 health and wellbeing challenges for the Greater Geelong community over the next 4 years?**

In a COVID-normal world, we need to focus on the mental health of our community. This includes a coordinated approach to supporting the needs of our young people and to those sectors who have borne the economic and social brunt of the pandemic. CfG would defer this area to Barwon Health, WorkSafe (Workwell Network), the Western Vic Primary Health Network, G21 Health & Wellbeing Pillar, BATForce, Wathaurong Aboriginal Cooperative and to the region's young people as experts.

**Why do you think these are important challenges for the community?**

**What evidence are you drawing on? (there is an opportunity to attach evidence below.)**

CfG would defer to the agencies mentioned above.





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**From your organisation's perspective, what should or could Council do to enhance the health and wellbeing of the community?**

Acknowledge the expertise of the agencies listed earlier and form respectful partnerships and collaborations.

**From your organisation's perspective, where do you think Council should focus its resources (e.g. new/ renewed infrastructure and assets, programs, services, workforce, funding and grants, etc.) over the next 4 years?**

Council's focus must always include delivering on its core services and fund accordingly. However, as outlined in previous responses as we are faced with significant population growth, there needs to be a strong focus on resourcing in the planning area and also seek external expertise as needed. As suggested, if Council is able to forge strong partnerships and collaboration and good working relationships with other levels of government, resources can be shared and leveraged.

**Why do you think these are important?**

This has been addressed earlier.

