

GREATER GEELONG

# A CLEVER *and* CREATIVE FUTURE

OUR PROGRESS  
2021











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**The City of Greater Geelong acknowledges the Wadawurrung People as the Traditional Owners of the Land, Waterways and Skies. We pay our respects to their Elders, past and present. We Acknowledge all Aboriginal and Torres Strait Islander people who are part of our Greater Geelong community today.**

**Cover image:** Monier Way Shared Path, which connects the Barwon River, Fyansford and surrounding suburbs.

**Artwork (opposite):** Corio by Dr Jenny Murray-Jones.

# PARTNER MESSAGE

As our community continues its recovery from the COVID-19 pandemic, our region's strong history of resilience, collaboration and innovation has seen it not only deal with the challenges of the past two years, but also reposition itself to take advantage of the opportunities that have come with our new normal.

One of the key activities undertaken by the Vision Partner Group over the past 12 months has been the continued work on the Brand Geelong Project. Scheduled to launch in June 2022, this new place brand for Greater Geelong aims to leverage the region's competitive advantages, positioning it both nationally and internationally as a destination of choice for people to live, work, invest, study and visit.

Further driving the region's recovery in 2021 was the announcement of some major investment in the region, such as the establishment of Manufactures 2, a \$20 million innovation hub at Deakin University that will continue to enhance our reputation for innovation and design. The Australian Government also announced Hanwha Defence Australia would be constructing its \$1 billion LAND 8116 Armoured Vehicle Centre of Excellence project at Avalon Airport, and the City of Greater Geelong increased its funding commitment to the Northern Aquatic and Community Hub by a further \$21.84 million, with work to commence on the new community facility in 2022.

While a number of the region's key events, such as the Geelong Business Excellence Awards and Sustainable House Day, continued online, 2021 did see the return of some in-person events, such as Geelong Design Week and

a performance by Midnight Oil at the iconic Mt Duneed Estate, which was enjoyed by over 13,000 people.

The creative industries sector remains a key focus for our region as we build on our reputation as Australia's first UNESCO City of Design. In conjunction with the ongoing redevelopment of the Geelong Arts Centre, vision partner organisations – G21, Committee for Geelong and the Geelong Arts Centre – formed part of a regional steering committee collaborating to develop and release the region's first Creative Industries Strategy, with a focus on skills development, community engagement, increased investment, cultural tourism and digital access.

Of course, we remain mindful and offer our ongoing support to those individuals and industries who continue to deal with the devastating effects of the pandemic. The Resilient Geelong Report, commissioned by Committee for Geelong and Deakin University, remains one of the region's blueprints for helping to address these significant challenges together.

We urge everyone to continue collaborating, innovating and supporting each other, as we work towards a clever and creative future for all members of our community.

## THE VISION PARTNER GROUP



# MAYOR AND CEO MESSAGE

With learnings from 2020 under our belt, the Greater Geelong community spent 2021 adapting to the rapidly evolving COVID-19 situation and creating new opportunities for the region.

There were countless examples of community members helping those doing it tough as a result of COVID and council supported this by expanding its financial support for businesses and the broader community.

Demonstrating strength, versatility and innovative thinking in the face of another year of pandemic challenges, our collective actions contributed to the region's recovery from COVID and its long-term success.

Our aspirations in the 30-year vision to be recognised as a clever and creative city-region couldn't be more relevant and vital to pursue.

It's worth highlighting a few of the many achievements our community has to be proud of, each one aligning with our vision goals in unique ways.

Our diverse community members and tourism operators, beautiful natural environment and thriving culture were recognised in Leading Places: The 100 most loved destinations around the world for 2021, with The Bellarine coming 25th and Geelong taking out the 69th spot.

The City of Greater Geelong Council added \$21.84 million to its existing funding commitment to ensure the critical Northern Aquatic and Community Hub project could get off the ground.

Wadawurrung Traditional Owners used their knowledge and expertise to help the planning, design and implementation of projects aimed at reinvigorating Central Geelong, with the support of Geelong City Deal funding.

In line with its priority focus on sustainability, council set a goal of our operations reaching net zero emissions by 2025 and we took a big step towards it by signing an agreement with 45 other Victorian councils to source all of the City's electricity from renewable sources.

And with climate change firmly set in its sights, Deakin University launched Australia's largest on-campus solar farm at its Waurin Ponds campus.

Our accomplishments of 2021 serve as inspiration as we continue to tackle both new and old issues, challenge the status quo and create positive change.

With our creative credentials and track record of success to back us up, we have a lot to look forward to.



A handwritten signature in black ink, appearing to read 'Trent Sullivan'.

**Cr Trent Sullivan**  
Deputy Mayor,  
City of Greater Geelong



A handwritten signature in black ink, appearing to read 'Martin Cutter'.

**Martin Cutter**  
CEO  
City of Greater Geelong

# UNESCO UPDATE FROM THE SECRETARIAT

**The City of Greater Geelong is the Secretariat for our membership to the UNESCO Creative Cities Network as a City of Design.**

**Geelong is the first and only city in Australia with this designation, and one of just 43 in the world.**

The following was achieved in 2021:

- We successfully delivered our 2nd Geelong Design Week themed “Unpredictable”. The 10-day event celebrating local design and creativity, was held from 18 – 28 March 2021, hosting 69 events and attracting over 6,000 visitors from Geelong, Melbourne and regional Victoria.
- We delivered a set of Guiding Principles to articulate our aspirations as a Creative City of Design. The three core principles are Embrace a Design Mindset, Nurture Creative Talent and Foster a Design Culture.
- We delivered the Cities of Design Subnetwork Meeting from 12-14 October 2021. 40 Cities from across the globe participated in the event (virtual due to COVID-19), with a panel discussion delivered each day around one of the key themes of Reimagine, Renew, Regenerate. An international audience of over 1,000 tuned in to watch.
- We delivered our four-year Monitoring Report to UNESCO outlining our achievements for our first reporting period 2017-2021. The report highlights a range of local initiatives we have delivered, examples of how we have participated in the broader Network and our creative responses to COVID-19. Included are also our priority actions for our next four-year reporting period 2022-2025.

- We continued delivery of the Designing Geelong webinar series and have established a Design Excellence initiative with key pillars including design policy, design review, design awareness, design leadership, design country, design awards and design heritage.
- We delivered the Geelong COVID-19 Arts Recovery Industry Commission Grants, finalised our Arts and Culture Strategy, started planning for a new 30-year vision for the National Wool Museum and commenced work on our new flagship cultural event SURROUND SOUNDS – Geelong and the Bellarine.
- We continue to lead the Victorian Creative Cities Network (VCCN) (Melbourne City of Literature, Geelong City of Design, Ballarat City of Craft and Folk Art and Bendigo City of Gastronomy). The VCCN was recognised in the Victorian Government’s Creative State Strategy and supported with some funding to underpin a joint initiative between the cities. The Group is currently exploring project options.
- We participated in network activities including attending all formal events of the UNESCO Creative Cities Network and the Cities of Design Subnetwork. Geelong coordinated the peer review of the 2016 - 2020 monitoring reports for five Cities of Design, as well as leading the assessment of six applications for new cities to join the Network in the creative field of design.





# OUR COMMUNITY'S VISION

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.

In 2017, over 16,000 Greater Geelong citizens contributed to the development of a 30-year vision for our city-region.

The community told us what they value about the region, how they rate it against the recognised elements of a successful community, and shared ideas about how to address challenges now and in the future.

Through the process, they listened to opinions, debated alternatives, analysed possible futures and compared ideas. Importantly, they deliberated and, in the process, learnt more about each other's aspirations, values and goals. The result was a community-led blueprint designed to achieve regional, national and international recognition for Greater Geelong as a clever and creative city-region.

To help achieve the vision, the following community aspirations were formulated:



Young people enjoying a game of tennis at Jetty Reserve in Clifton Springs

## COMMUNITY ASPIRATIONS



A prosperous economy that supports jobs and education opportunities



A fast, reliable and connected transport network



An inclusive, diverse, healthy and socially connected community



A leader in developing and adopting technology



A destination that attracts local and international visitors



Sustainable development that supports population growth and protects the natural environment



Creativity drives culture



People feel safe wherever they are



Development and implementation of sustainable solutions

# VISION REFRESH

Community and stakeholder engagement was central to everything we did in developing the community's long-term 30-year vision in 2017. Since then, the vision has not only informed the City's priorities, but has acted as our community's north star as we've collectively strived for a clever and creative future.

In January 2021, in line with the new *Local Government Act 2020*, we went back to our community and asked them whether the vision that they created in 2017 was still relevant – particularly in a post-COVID world.

Integrating it with the development of the City's *Our Community Plan 2021–25*, we asked the community to consider gaps and opportunities in the current vision to help us refine our approach.

In addition to engaging with individual community members, through surveys and deliberative engagement, the refresh of the community's 30-year long-term vision also included stakeholder input from key organisations and community groups.



A vision refresh workshop at the Geelong Library and Heritage Centre



Overall, the feedback was that the existing clever and creative vision was still a good fit for our community, but there were some areas that needed more focus. These included:

- diversity and inclusion
- recognition of the Wadawurrung Traditional Owners
- education opportunities
- mental health
- safety
- access and affordability of healthcare services
- helping the local economy adapt to change
- community connection
- affordable housing.

We used this feedback to inform a second edition of the community vision. While it remains predominantly the same, a process of refinement to incorporate these concerns has sharpened our focus in these areas, which will play a significant role in the ongoing implementation of the vision.

To keep our community's long-term vision relevant in a rapidly changing world, we anticipate that we will revisit it with our community and partners again in 2023.



A young girl enjoying a multimedia display at the National Wool Museum

# BRAND GEELONG PROJECT

## PROJECT BACKGROUND

In 2017, the Brand Geelong Steering Committee was formed specifically to develop a new narrative for Geelong as a place brand. In partnership with iSPY Strategic Intelligence, a new narrative was developed and a working group was assembled to progress the project to the next stage.

The new narrative aimed to celebrate Geelong as innovative, broadly educated, caring and bold. Through local pride and a collaborative approach to communicating the narrative outside of the region, it was hoped that Geelong would develop a 'brand' that could be leveraged for tourism, industry and regional growth purposes.

Concurrently, the Greater Geelong community started developing its 30-year community-led vision, which was to become a strategic blueprint for the long-term future of our region. In lieu of some of the changes that came about because of the new vision, including the formation of a Vision Partner Group, the Brand Geelong Committee proposed that the partners take over the project in 2019.

## DEVELOPING OUR BRAND STRATEGY

Building on the original work completed by the Brand Geelong Committee, local creative agency, Fluid, were engaged to conduct further desk research, stakeholder interviews and webinars with over 60 key local organisations and community leaders. The outcome was a final brand methodology that would be the foundation of a new place brand for the Greater Geelong region.

The proposed brand purpose and brand essence options were presented to the Vision Partner Group in August 2020, with all 15 partners voting to proceed with the following:

**Brand Purpose** – Our purpose is to market the Greater Geelong region as the ideal Great Australian destination to live, work and play, with the most diverse array of environments connected by the best community lifestyle Australia has to offer.

**Brand Essence** – Greater Geelong, The Greater Australian Story.

While the overarching brand essence is 'Greater Geelong, The Greater Australian Story', the brand will explore and reflect, as well as highlight and leverage, the region's diverse array of strengths and assets as a way of appealing to individual target audiences, including:

- business owners and investors
- regional migrants
- Greater Geelong residents
- curious students
- local and international students.

## OUR VISUAL IDENTITY

Three potential creative concepts were developed by Fluid, in conjunction with the Brand Geelong Project Control Group, and were presented to the Vision Partners at their April 2021 forum for input and feedback.



## BRAND GEELONG PROJECT CONTROL GROUP



It was agreed that all three concepts should be market tested with the target audience to decide which visual identity was the most appealing.

Two stages of market testing were undertaken:

### Stage One (Qualitative)

Three focus group sessions were held in Melbourne, Ballarat and Geelong. Groups comprised of representatives from the following target audiences:

- business owners and investors
- potential regional migrants
- general population.

This research demonstrated the following:

- the execution of the central premise of the **campaign was sound and on strategy**

- the most effective version of the headline was “**Greater Geelong, Greater Australian Stories.**”
- while one of the three concepts should **not** progress any further, adjustments should be made to the remaining two before progressing to the next stage.

### Stage Two (Quantitative)

The two revised concepts were distributed across five separate locations: Geelong, Ballarat, Melbourne, Sydney and New York. Testing gave the following results:

- further confirmation that the **campaign was sound and on strategy**
- a strong indication that **the brand must hero the imagery** by using creatively shot, photographic depictions of the interesting and diverse assets Greater Geelong has to offer.

### IMPLEMENTING THE BRAND

Following the development of the brand strategy, ongoing stakeholder engagement and robust testing of the visual identity system, an implementation plan was developed, and the brand is scheduled to launch in June 2022.

If you would like to tell your ‘Greater Geelong, Greater Australian Story’, visit [www.greater-geelong.com.au](http://www.greater-geelong.com.au) to access the content hub.

# VISION IN ACTION



Following is a snapshot of what happened in 2021 to further the community's 30-year clever and creative vision.

For more clever and creative initiatives, visit [www.geelongaustralia.com.au/clevercreative](http://www.geelongaustralia.com.au/clevercreative)

## A PROSPEROUS ECONOMY THAT SUPPORTS JOBS AND EDUCATION OPPORTUNITIES

- Plans were announced to establish Manufatures 2 in Geelong, an innovation hub funded by the Victorian Government to establish the region as the nation's leading 'advanced manufacturing' precinct, creating more than 170 jobs.
- The Geelong Business Excellence Awards were held online in October with over 70 Greater Geelong businesses entering various award categories. The virtual event was viewed by over 20,000 people across a variety of platforms.
- The City of Greater Geelong formalised an agreement with Changwon City to become home of the Commonwealth's LAND 8116 project, valued at \$1 billion. The project will build and maintain heavy artillery and ammunition resupply vehicles.

## A LEADER IN DEVELOPING AND ADOPTING TECHNOLOGY

- The City of Greater Geelong adopted its first *Smart Cities Strategic Framework*, aimed at improving quality of life for our community by embracing digital technology, leveraging data and fostering innovation.
- A Smart Lighting system was installed in Ocean Grove
- Deakin University announced plans for its Waurin Ponds campus to become home to a world-class research centre developing vehicles of the future.



## CREATIVITY DRIVES CULTURE

- RONE in Geelong – Featuring the renowned Geelong-born artist, this new installation transformed the rooms of the Geelong Gallery.
- A local collaboration of creative, cultural and advocacy organisations launched the region's first *Creative Industries Strategy*.
- Funded through the Geelong City Deal, Wadawurrung Traditional Owners took a central role in the planning, design and implementation of a range of projects to revitalise Central Geelong.
- Themed 'Unpredictable', Geelong Design Week showcased a diverse mix of over 60 exhibitions, events and pop-up shops and shared the expertise of local designers, artists and innovators.

## A FAST, RELIABLE AND CONNECTED TRANSPORT NETWORK

- Work on the \$135-million, state-of-the-art precinct that will become the new home of the Spirit of Tasmania officially began.
- The Barwon Heads Road Upgrade got underway.
- In collaboration with five local councils, the Committee for Geelong, Regional Development Victoria and the Department of Transport, G21 started working on an Integrated Transport Strategy to address gaps and weaknesses in the intra-regional transport network.

## A DESTINATION THAT ATTRACTS LOCAL AND INTERNATIONAL VISITORS

- Our region's creative and design capabilities reached the international stage when Geelong hosted the 2021 UNESCO Cities of Design Subnetwork Meeting in October.
- The wave attenuator, named Wangim Walk, was opened in Corio Bay to protect boats moored at the new-look Geelong Safe Harbour. Wangim is the Wadawurrung language name for boomerang.





Art installations as part of RONE Geelong.



3D modelling of Northern Aquatic and Community Hub

Cr Anthony Aitken, Noah Callan (Get Skilled Access Associate), Ben Pettingill (Sport4All Project Coordinator at Get Skilled Access) and Mayor Stephanie Asher



- The Bellarine and Geelong were ranked 25th and 69th respectively in *Leading Places: The 100 most loved destinations around the world for 2021*.

#### PEOPLE FEEL SAFE WHEREVER THEY ARE

- It was announced that the Greater Geelong region will be getting its first dedicated youth mental health facility.
- The Victorian Government announced a \$21 million pledge to build 30 public houses in East Geelong, which will provide homes for people in need of assistance, including women and children escaping family violence.
- Increased neighbourhood patrols and a focus on local crime contributed to a 10 per cent decrease in the number of criminal incidents reported to the police across Greater Geelong in 2021.

#### AN INCLUSIVE, DIVERSE, HEALTHY AND SOCIALLY CONNECTED COMMUNITY

- ‘Pitch Up Geelong’, delivered by The Give Where You Live Foundation, focused on education and youth this year by connecting three locally operated organisations with potential donors in a live crowdfunding experience at the Geelong Arts Centre.
- The City of Greater Geelong became one of six Victorian local governments to sign up to the Sport4All Program, funded by the Australian Government and delivered by Get Skilled Access. The program supports people with disability to participate in school and grassroots sport in whatever way suits them best.
- The City of Greater Geelong increased its funding commitment to the Northern Aquatic and Community Hub by a further \$21.84 million, with work expected to commence in 2022.

- A learning centre for First Nation’s people at The Gordon opened its doors as part of a \$23.5 million campus upgrade. The new Kitjarra wurrun-ngeen Centre will provide financial and wellbeing services; a culturally safe space for study and careers counselling, and support that aims to increase the number of First Nation’s people studying at the TAFE.

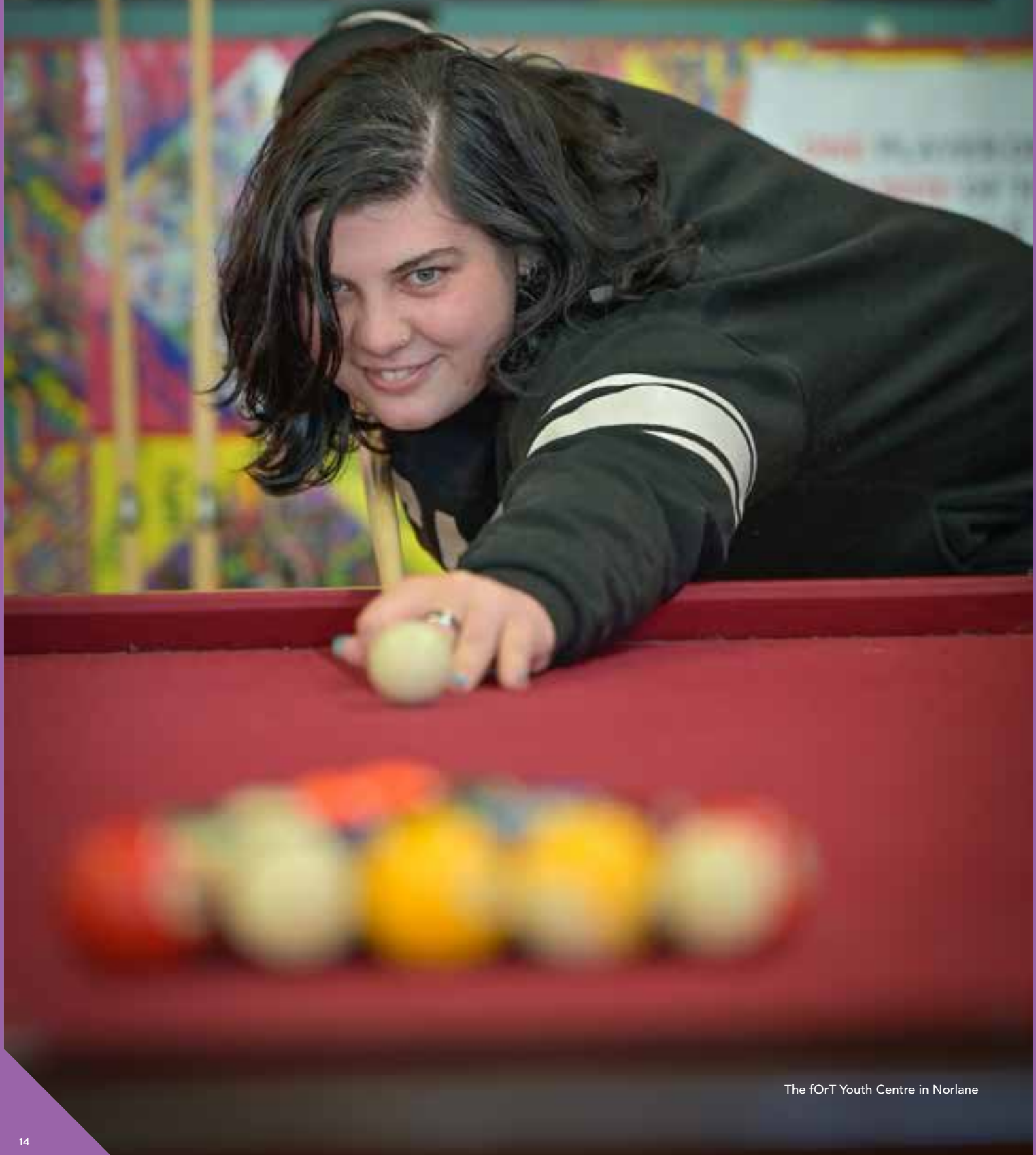
#### SUSTAINABLE DEVELOPMENT THAT SUPPORTS POPULATION GROWTH AND PROTECTS THE NATURAL ENVIRONMENT

- The City of Greater Geelong was announced as the overall winner of the Keep Victoria Beautiful 2021 Sustainable Cities Awards.
- The City established its first Sustainability Advisory Committee to help embed sustainability across all its key strategic documents.
- Council adopted its *Climate Change Response Plan 2021–30*, which includes a mitigation target to achieve net zero community emissions by 2035.

#### DEVELOPMENT AND IMPLEMENTATION OF SUSTAINABLE SOLUTIONS

- More than 19 tonnes of recycled glass was used to resurface sections of road in Lara as part of a new trial.
- Geelong Sustainability launched the new Barwon South-West Community Power Hub, designed to develop local renewable energy solutions in partnership with the local community.
- Geelong Sustainability delivered Sustainable House Day, an online community event that showcases the region’s most unique and inspiring sustainable homes.
- Deakin University launched Australia’s largest on-campus solar farm at its Waurn Ponds campus.

# VISION MEASURES



The fOrT Youth Centre in Norlane



**The data we've been tracking to measure our progress has been significantly impacted by the pandemic over the last 12 months.**

Below is a summary of the key changes, both positive and negative, that happened during this time.





In the next six months, many of the longer term measures we're using to assess our progress will be updated for the first time since 2017. From this, we hope to gain a clearer picture of what is changing for the better, as well as those areas needing our focused attention over the next five years.





To view the full set of data we're using to track the progress of our community's 30-year vision, please visit [www.geelongaustralia.com.au/clevercreative](http://www.geelongaustralia.com.au/clevercreative)

The award-winning Ramblers Road artificial reef, which is protecting the area against coastal erosion and inundation risks



 **A prosperous economy that supports jobs and education opportunities**

WHAT WE'RE AIMING FOR	CURRENT TREND	CURRENT DATA
<b>SCHOOL LEAVERS</b> – The number of school leavers engaged in work or post-school study is higher than the Victorian average.		1.2% below the state average (2016).
<b>GROSS REGIONAL PRODUCT</b> – An increase in the amount of wealth generated by businesses, organisations and individuals working in the municipality. <small>Note: New measure added in 2021</small>		2.6% increase since 2020.
<b>EMPLOYMENT</b> – Greater Geelong's workforce participation rate is higher than the Victorian average.		2.6% below the state average (2016).
<b>BUSINESS DIVERSITY</b> – An increase in the diversity of businesses.		Regional Development Victoria Index of 53^ (2016).

 Only baseline data available  Trending towards success  No change  Trending away from success

^Figure amended from previously reported due to data adjustments and methodology changes.



## A leader in developing and adopting technology

### WHAT WE'RE AIMING FOR

### CURRENT TREND

### CURRENT DATA

**DIGITAL INCLUSION** – Australian Digital Inclusive Index (Access, Affordability and Digital Ability) score greater than 70.



ADII score of 69 – an increase of 9 points since 2017.

\*Sample size <150, exercise caution in interpretation.



## Creativity drives culture

### WHAT WE'RE AIMING FOR

### CURRENT TREND

### CURRENT DATA

**CREATIVE OCCUPATIONS** – Increasing the percentage of the workforce employed in creative occupations.



4.75% of the workforce is employed in creative occupations (2016).

**AN INNOVATION ECONOMY** – Greater Geelong rated in the top 200 of the Global Innovation Cities Index.



Greater Geelong was rated 322 (2021) – up 12 places since 2017.



## A fast, reliable and connected transport network

### WHAT WE'RE AIMING FOR

### CURRENT TREND

### CURRENT DATA

**AIR TRAVEL** – An international freight terminal and passenger airport within the city-region, connecting Greater Geelong to all Australian state capitals and Asia.



AirAsia X has become the first international airline to fly to Avalon Airport, with the inaugural flight from Kuala Lumpur landing in late 2018.

**ACCESS TO PUBLIC TRANSPORT** – An increase in the percentage of residences with proximate (400m) access to regular public transport.



38% (2018) – a closer analysis of access to regular public transport across the suburbs of Geelong reveals wide variation over the city.

Note: New measure added in 2021. Data released in 2020.

**METHOD OF TRAVEL TO WORK** – 50% of journeys to work are made by public transport, walking or cycling.



8.75% of journeys to work are made by public transport, walking or cycling (2016).



## A destination that attracts local and international visitors

### WHAT WE'RE AIMING FOR

### CURRENT TREND

### CURRENT DATA

**NUMBER OF VISITORS** – The total number of visitors to the city-region increases by 2.1% per annum.

Note: Tourism was adversely impacted by COVID-19 restrictions.



3.5 million – the city-region had a 13.3% decrease compared to the same period last year.

**VISITOR EXPENDITURE** – Expenditure by visitors to the city-region increases by 3.8% per annum.

Note: Tourism was adversely impacted by COVID-19 restrictions.



\$658 million – the city-region had a 10% decrease compared to the same period last year.

**INTERNATIONAL VISITORS** – International overnight visitors grow at a rate of 4.9% per annum.

Note: Tourism was adversely impacted by COVID-19 restrictions.



For year ending September 2021, international visitor data is currently limited to state-level results.



**DOMESTIC VISITORS** – Domestic overnight visitors grow at a rate of 1.9% per annum.

Note: Tourism was adversely impacted by COVID-19 restrictions.



1 million – the city-region had a 0.6% decrease compared to the same period last year.

**TOURISM EMPLOYMENT** – Tourism employment increases 1.6% per annum.

Note: Tourism employment was adversely impacted by COVID-19 restrictions.



Estimated 4,900 jobs in 2020–21. The city-region had a 17.8% decrease compared to the same period last year.

 People feel safe wherever they are

WHAT WE'RE AIMING FOR

CURRENT TREND

CURRENT DATA

**PERCEPTIONS OF SAFETY** – 95% of residents agree that they feel safe in the area where they live.



61% of residents feel safe in the area where they live (2021).

**CRIME** – Crime statistics are 20% below the state average.




Currently 2.1% above the state average, down from 4.4% (2020).

**FAMILY VIOLENCE** – Crime statistics are 20% below the state average.



Currently 12.11% above the state, down from 17.33% above the state (2020).

 An inclusive, diverse, healthy and socially connected community

WHAT WE'RE AIMING FOR

CURRENT TREND

CURRENT DATA

**SOCIAL EQUITY** – No Greater Geelong suburbs in the bottom 20% of the Index of Relative Socio-Economic Disadvantage (IRSD).



13 Greater Geelong state suburbs are in the bottom 20% of the IRSD (2017).

**EMPLOYMENT IN AREAS OF DISADVANTAGE** – Workforce participation in the most vulnerable suburbs is higher than the state average.



All 13 state suburbs in the bottom 20% of the IRSD have a lower workforce participation rate than Victoria (2017).

**PERCEPTION OF MULTICULTURALISM** – An increase in the proportion of adults who agree that multiculturalism makes life better in their suburb.



66% of residents believe that multiculturalism makes their suburb better (2021).

**SOCIAL SUPPORT** – An increase in the proportion of adults that are a member of an organised group (sports, religious, school, professional, community or action group).



56% (2021)

**SELF-REPORTED HEALTH** – Over 50% of residents reporting their health as very good or excellent.



54% (2021)  
59% (2017)

**SELF REPORTED MENTAL HEALTH** – A decrease in the proportion of adults experiencing high or very high psychological distress



20% (2021)  
10% (2017)

 Sustainable development that supports population growth and protects the natural environment

WHAT WE'RE AIMING FOR

CURRENT TREND





CURRENT DATA

**SUBURBAN TREE CANOPY** – Suburban tree canopy is greater than 25%.







14% (2019) – a positive result given increased urban development in the region.



<p><b>NATURAL HABITAT</b> – An increase in the quantity of protected natural habitat.</p> <p>Note: This refers to the protected natural habitat managed by the City of Greater Geelong.</p>		<p>63% increase in protected habitat since 2018 (baseline).</p>
<p><b>PUBLIC OPEN SPACES</b> – In urban areas, 95% of dwellings are within 400 metres of public open space.</p> <p>Note: This refers to primary recreation, heritage and nature public open space managed by the City of Greater Geelong. It excludes all other open space classifications and aligns with our <i>Social Infrastructure Plan</i> open space provision standards.</p> <p>Note for 2022: Additional Growth Areas still under development have been included in this year's data</p>		<p>Urban/suburban: 65% (2021) 76% (2020)</p> <p>Rural: 95% of dwellings are within 5km of public open space (2021)</p>
<p><b>SUBURBAN OPEN SPACE</b> – No net loss of open space by suburb.</p> <p>Note: We updated our methodology in the collection of this data during 2020, including the consolidation and reclassification of suburban open space land parcels, so caution should be applied when comparing results from January 2021 onwards with past results.</p> <p>* Note for 2022: This section no longer includes conservation/nature reserves as this is reported in the 'Natural Habitat' section above. 1462 ha of nature as per our database.</p>		<p>2021 data shows 469 sites with a total area of 1039 hectares* – a decrease of 61 sites and 1,108.6 hectares since 2017 (baseline).</p>
<p><b>CENTRAL GEELONG</b> – 10,000 people living in Central Geelong.</p>		<p>1,566 people live in Central Geelong (2016).</p>



## Development and implementation of sustainable solutions

WHAT WE'RE AIMING FOR	CURRENT TREND	CURRENT DATA
<p><b>URBAN DEVELOPMENT</b> – 50% of new housing construction to be conducted within existing urban areas.</p>		<p>Our current construction portion is 29% (2020), up from 25.8% (2019). This is because the number of dwellings constructed in existing areas has remained constant, but this development is declining in proportion to overall development in greenfield growth fronts.</p>
<p><b>WASTE MANAGEMENT</b> – Performing better than the Victorian average in solid and green waste diverted from landfill.</p>		<p>The Greater Geelong region diverted 53.87% in solid and green waste from landfill, compared with the Victorian average of 47.48% (2020–21).</p>
<p><b>CARBON EMISSIONS</b> – Greater Geelong being a carbon neutral city-region.</p>		<p>Greater Geelong had a 0.47% decrease in production of CO<sub>2</sub> or equivalent compared to the baseline (2017 January – December )</p>
<p><b>WATER USE</b> – 20% of all water provided to the municipality is recycled water.</p>		<p>10.2% of water provided to the municipality is recycled, up from 9.4% in 2016–17 (baseline).</p>



## SHOW YOUR SUPPORT FOR A CLEVER AND CREATIVE FUTURE

Are you doing something clever and creative? If so, show your support for the Greater Geelong region's 30-year vision by displaying the 'We Support' logo on your website and publications.

To find out how to get on board, visit [geelongaustralia.com.au/clevercreative](http://geelongaustralia.com.au/clevercreative)



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GREATER GEELONG

# A CLEVER and CREATIVE FUTURE

[www.geelongaustralia.com.au/clevercreative](http://www.geelongaustralia.com.au/clevercreative)

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## CUSTOMER SERVICE CENTRE

100 Brougham Street


Geelong VIC 3220

8.00am – 5.00pm

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