

MOOLAP coastal strategic framework PLAN



Summary of Feedback

Community engagement
Round two

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Introduction

This *Summary of Feedback* discusses the outcomes from the second round of community engagement for the Moolap Coastal Strategic Framework Plan (the Moolap Plan). The Moolap Plan will identify the strategic direction for northern Moolap including potential land use change. It will inform future development, clean-up, protection and improvement.

The community, including land owners and the general public were consulted and provided feedback through a variety of channels in both round one and two of the engagement processes.

Round one engagement provided an opportunity for the community to share their ideas for the future of the study area. This was used to inform the possible land use draft vision, supporting principles and the seven scenarios that were presented during round two of engagement which included the release of the discussion paper.

This *Summary of Feedback* captures the key points made during the second round of community engagement on the discussion paper. It is not intended to capture every comment or to reference comments to individuals or organisations. This document also analyses the feedback received, capturing and highlighting key reflections about the

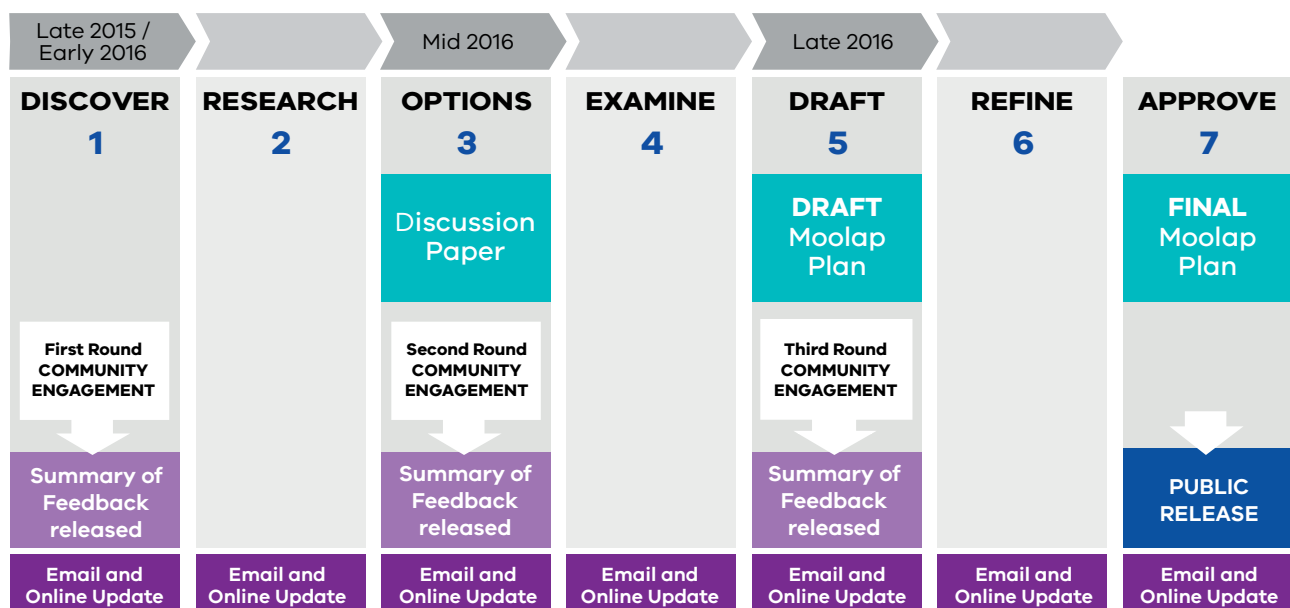
draft vision, principles and the scenarios for the study area. It follows the following structure:

- Snapshot of feedback
- Detailed feedback
 - important issues for the future of the study area
 - draft vision
 - draft supporting principles
 - seven possible land use scenarios
- Informing the Moolap Coastal Strategic Framework Plan

All feedback is being considered in the preparation of the Moolap Plan. The Moolap Plan is being prepared by the Victorian Government's Department of Environment, Land, Water and Planning (DELWP) with input from other government departments, agencies and the Greater Geelong City Council. The Geelong Authority is also being consulted to inform and provide independent advice to the Minister for Planning.

The engagement plan for the project includes three rounds of community engagement (see below diagram).

ENGAGEMENT PLAN



Engagement channels

The second round of community engagement was open from 5 July to 29 July 2016. The community and stakeholders were able to consider the draft vision, supporting principles and the seven scenarios for the study area and provide feedback on what they were comfortable with and what needed improvement.

As well as inviting all previous participants from round one to be involved in this round of engagement, a large number of new participants including local residents responded to the survey and participated at the open house events as a result of a letterbox drop to properties surrounding the study area. This additional engagement with residents added valuable local knowledge into the process.



Various methods of engagement were undertaken including

**three
stakeholder
briefings,**

**two open
house
events,**

**an online
survey and**

**written
submissions.**



Engagement response

200

PEOPLE ATTENDED
OPEN HOUSES

47

WRITTEN
SUBMISSIONS

44

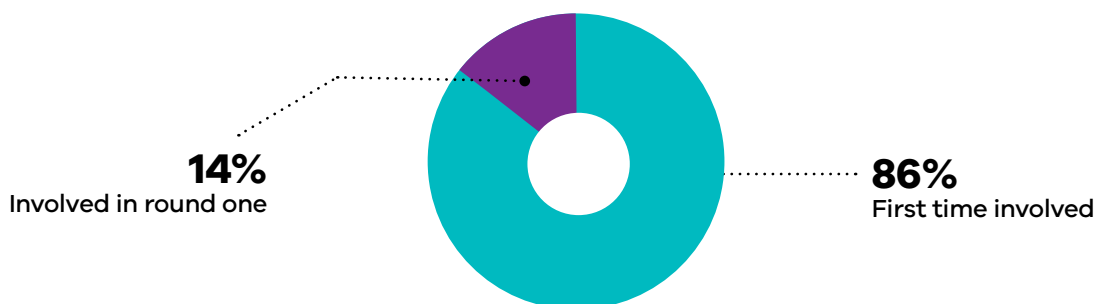
STAKEHOLDERS AT
BRIEFINGS

541

PEOPLE
COMPLETED AN
ONLINE SURVEY

For most respondents (86 per cent) this was the first time they had been involved in this project.

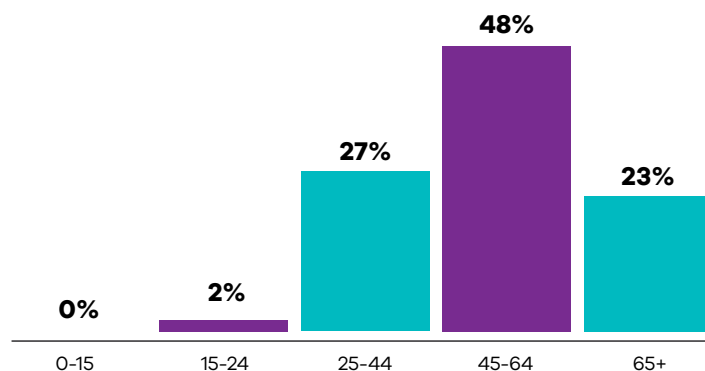
SURVEY RESPONDENTS INVOLVEMENT IN ROUND ONE ENGAGEMENT



Demographics

The majority of survey respondents were aged between 45-64 years of age (48 per cent).

AGE OF SURVEY RESPONDENTS



Engagement response

WHERE THE SURVEY RESPONDENTS LIVE

Survey respondents were from all over Victoria with four of the 189 respondents living in NSW.

Clusters were evident in the postcode areas of:

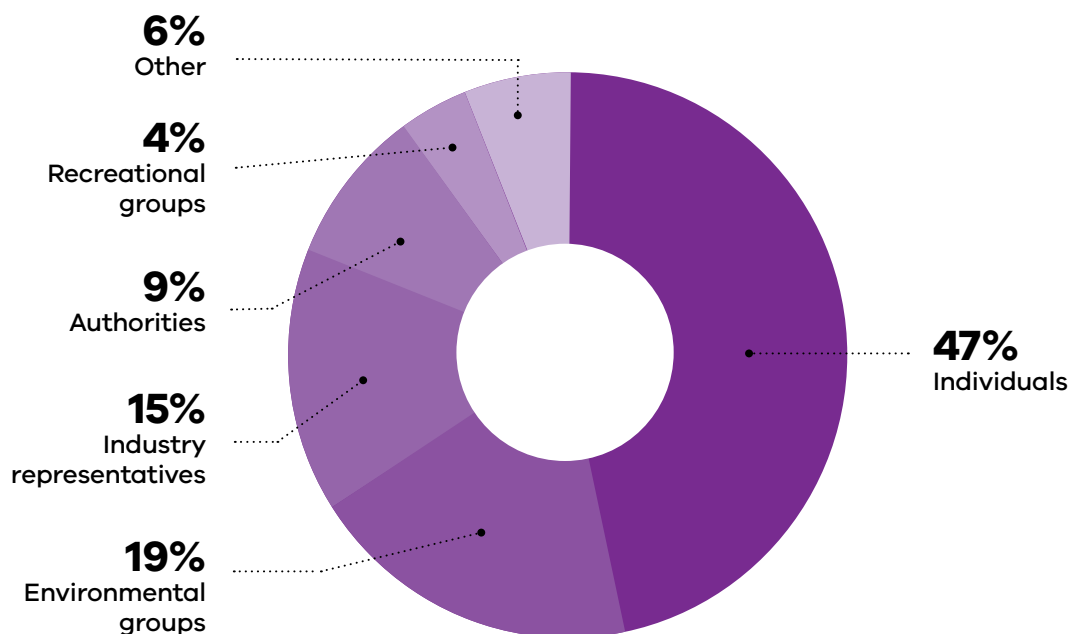
3219: Breakwater, East Geelong, Newcomb, St Albans, Thomson, and Whittington (13 per cent)

3224: Leopold (11 per cent)

3222: Clifton Springs, Curlewis, Drysdale, Mannerim, and Marcus Hill (4 per cent)

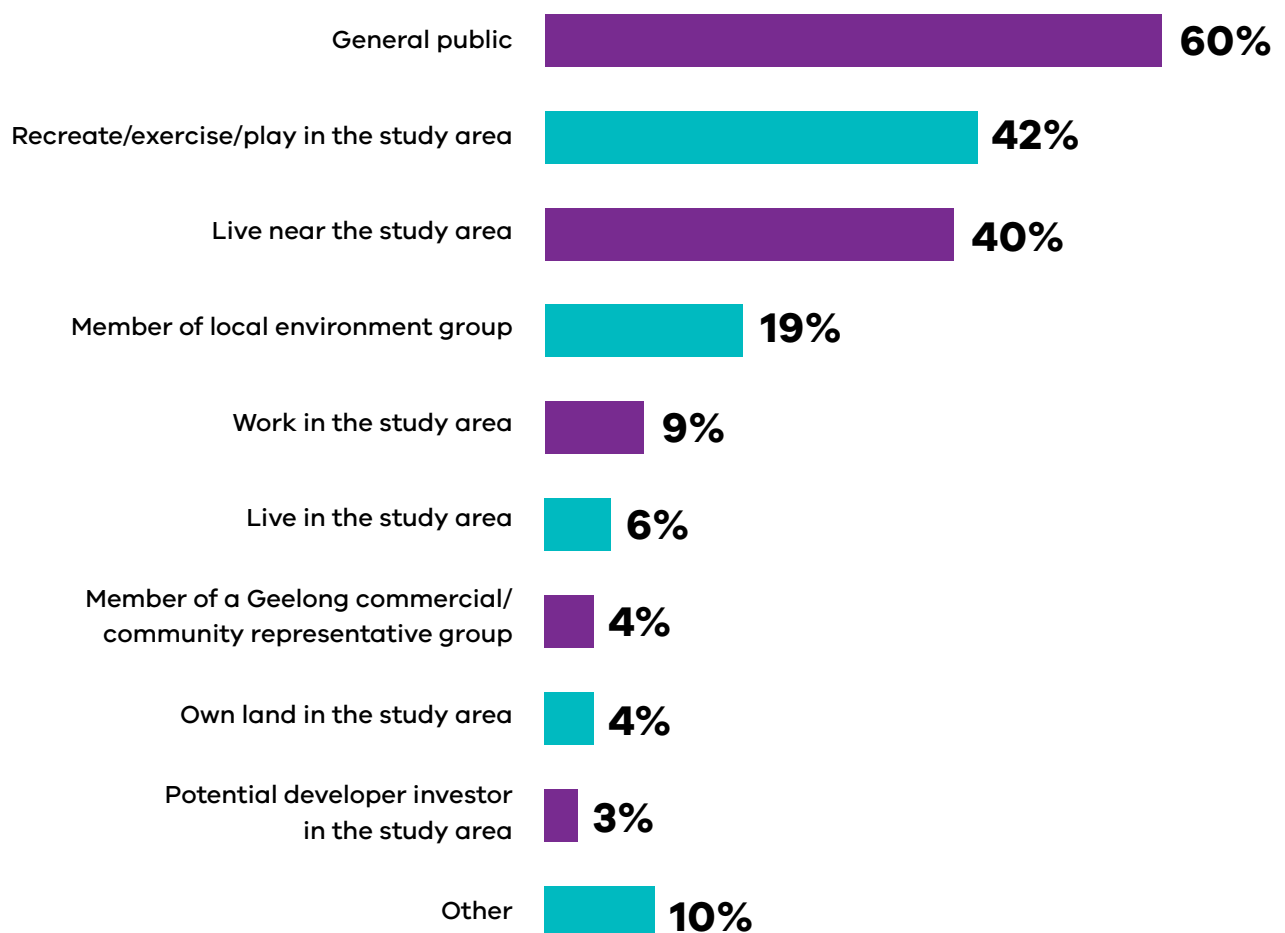
CURRENT RELATIONSHIP TO THE STUDY AREA

Of the 47 written submissions received, the majority were from individuals, followed by environmental groups and industry representatives.



Survey respondents were asked about their interest/relationship to the study area. Ten options were provided and respondents were invited to choose all that applied to them.

The majority of respondents selected *general public*, *recreate in the study area* or *live near the study area*:



Snapshot of feedback

ISSUES OF IMPORTANCE FOR RESPONDENTS

The top five issues identified by all respondents as important for the future planning of the study area were:

- **Protect the environment**
- **Plan for the long term**
- **Be realistic/practical/deliverable**
- **Plan in response to a rising sea level**
- **Improve community access and facilities**

While issues identified as being important varied according to different interest groups, there was a consistent view across all groups that planning for the long term; taking advantage of the coast; and planning in response to a rising sea level were either very or fairly important.

RESPONSE TO THE DRAFT VISION AND PRINCIPLES

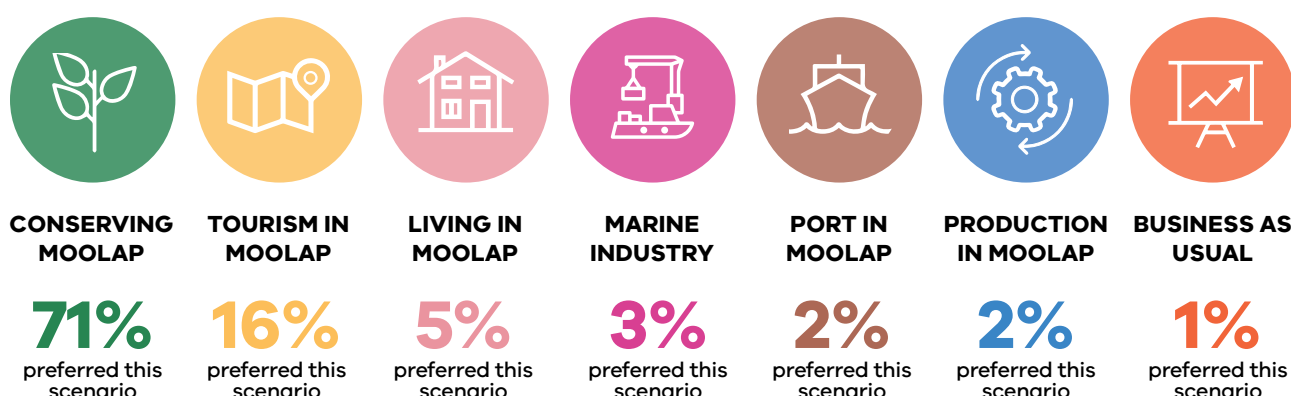
The majority of respondents (67 per cent) were comfortable with the draft vision.

There was considerable support by respondents for the principles under the headings Heritage, Environment, General and Community, with less support for principles under the headings Infrastructure and Services and the Economy.



RESPONDENTS PREFERRED SCENARIO

Respondents were asked to choose their preferred scenario from the seven possible land use scenarios contained in the discussion paper.



RELATIONSHIP TO THE STUDY AREA COMPARED TO PREFERRED SCENARIO

The scenario of *Conserving Moolap* was generally preferred by all groups, except the 'potential developer/ investor group' and 'own land in the study area group, who preferred the *Tourism in Moolap* scenario.

ISSUES OF IMPORTANCE COMPARED TO PREFERRED SCENARIO

Respondents generally had consistent 'issues of importance' across all choices of preferred scenarios.

The majority of respondents who selected *Conserving Moolap* did not rate '*Grows the economy and jobs*' as an important issue (37 per cent), compared to the other scenarios (average 81 per cent).

Respondents who selected *Business as Usual* did not rate, '*Be aspirational/ ambitious*', and '*Makes a big difference to Geelong*', as important, where all other respondents did. Conversely, those who selected *Business as Usual* as their preferred scenario thought '*Retains existing business/ land uses*' was important (86 per cent), compared to the other scenarios (average 37 per cent).

A more detailed and comprehensive summary of feedback received from respondents is provided in the following sections.

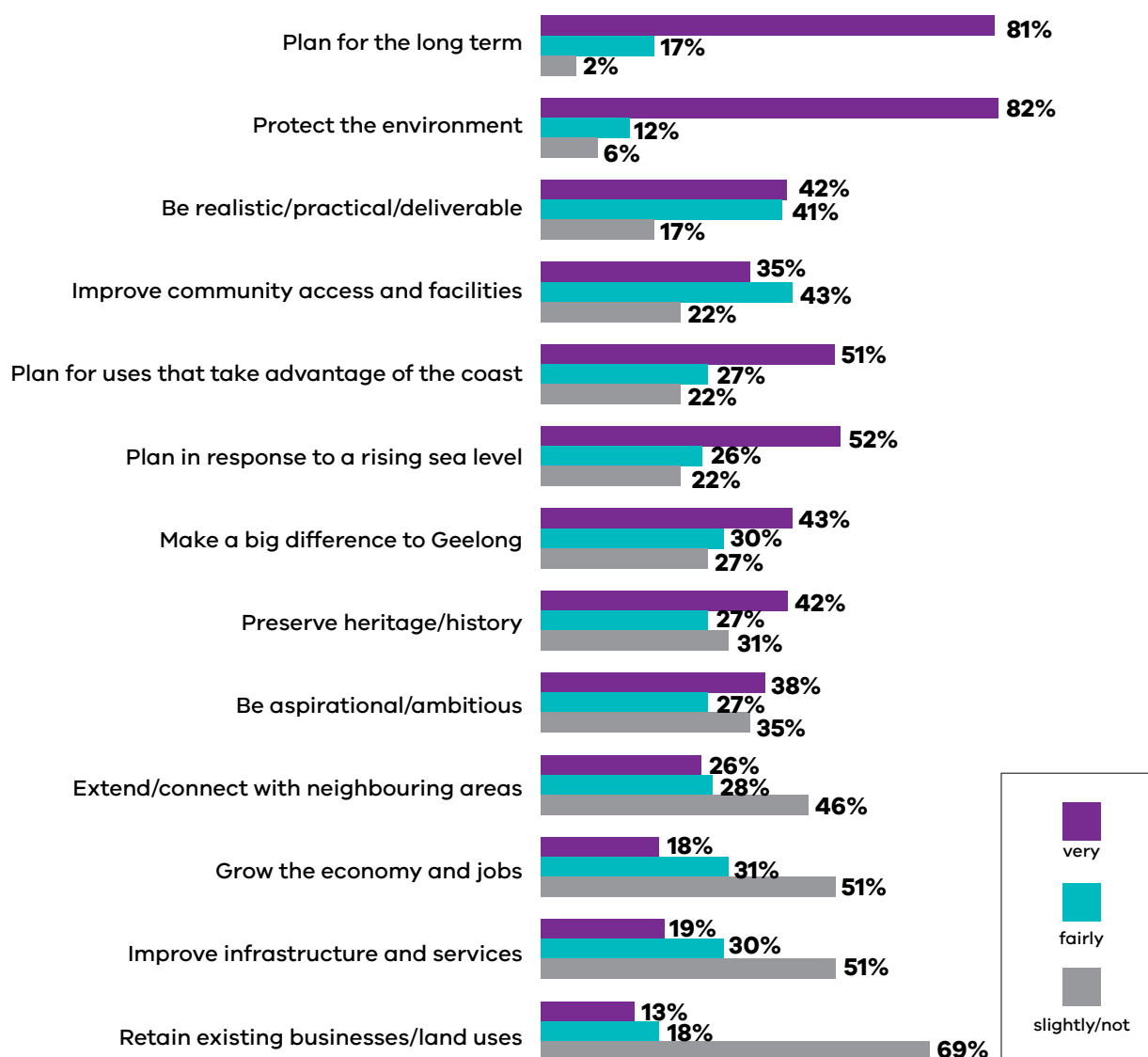
Detailed feedback

Important issues for the future of the study area

Survey respondents were provided with 13 issues and asked to identify how important they considered each was for the future of the study area. 'Plan for the long term' and 'Protect the environment' were identified as being very important by 81 per cent and 82 per cent of respondents respectively.

'Retain existing businesses/ land uses' was considered unimportant by respondents, with 69 per cent of respondents selecting slightly or not important. Other issues to score as being of limited importance include 'Improving infrastructure and services' (51 per cent), and 'Grow the economy and jobs' (51 per cent).

DIFFERENT INTEREST GROUPS



Respondents to the survey, open houses, stakeholder briefings and through submissions indicated that the important elements for future planning of the study area should:

- conserve, restore and protect the environment and heritage values, wildlife and bird habitats and corridors
- generate economic growth and job opportunities by creating a world renowned conservation and wild life sanctuary and renewable energy hub attracting international attention and visitors
- facilitate open but carefully managed public access to parks, the coastline and beach and recreational opportunities including walking/cycling paths and low impact water sports
- complement rather than compete with surrounding areas and with the Geelong CBD, waterfront and port
- lead to a growth in the economy and job opportunities
- continue to encourage collaboration with groups, individuals and organisations
- incorporate low impact, minimal density housing, industry and access opportunities
- align and be consistent with state and local government policy and strategic directions
- consider and align with international conventions and treaties relating to conservation and protection of endangered wildlife/birdlife and habitat
- include public transport access that incorporates new public transport options
- balance between creating a mix of tourism, residential development and industry that supports the conservation and heritage values of the area while creating economic growth and jobs in a way that complements and is good for Geelong and surrounding areas.

ISSUES OF IMPORTANCE COMPARED TO RESPONDENTS RELATIONSHIP TO STUDY AREA

Issues identified as being important varied according to different interest groups. Generally however, there was a consistent view across all groups that planning for the long term; taking advantage of the coast; and planning in response to a rising sea level were either very or fairly important.

There was also a consistent view across all groups that the issues of retaining existing businesses/land uses, and extending and connecting with neighbouring areas were either slightly or not at all important.

Detailed feedback

ISSUES OF IMPORTANCE COMPARED TO RESPONDENTS RELATIONSHIP TO STUDY AREA

	Work in the study area	Own land in the study area	Live in the study area	Live near the study area	Potential developers/ investors	Recreate/ exercise/ play in the area	Members of local environment groups	Geelong commerce or community group	General public	Others
Grow the economy and jobs	55%	77%	73%	62%	81%	51%	37%	70%	43%	38%
Protect the environment	94%	73%	93%	88%	69%	94%	99%	91%	96%	100%
Improve community access and facilities	77%	68%	87%	83%	94%	84%	78%	91%	66%	62%
Preserve heritage/ history	81%	64%	60%	67%	50%	70%	87%	52%	75%	73%
Improve infrastructure and services	64%	68%	73%	58%	81%	47%	60%	74%	46%	30%
Be aspirational/ ambitious	74%	82%	83%	68%	94%	75%	63%	74%	78%	53%
Be realistic/ practical/ deliverable	83%	86%	97%	87%	75%	87%	80%	87%	82%	77%
Retain existing business/ land uses	51%	64%	40%	34%	37%	38%	32%	43%	27%	28%
Plan in response to a rising sea level	81%	64%	77%	81%	89%	75%	90%	91%	81%	79%
Plan for uses that take advantage of the coast	74%	77%	90%	85%	75%	81%	81%	74%	77%	66%
Plan for the long term	98%	100%	100%	98%	100%	98%	99%	100%	98%	100%
Extend/ connect with neighbouring areas	51%	68%	57%	62%	56%	46%	53%	74%	55%	45%
Make a big difference to Geelong	72%	77%	87%	84%	87%	75%	67%	96%	69%	66%



85%+



70%-84%



50%-69%



0-49%

A number of issues were included by those providing written submissions and by those attending the open house/stakeholder briefings. A snapshot of combined responses is provided below. A more detailed analysis of responses from all sources is provided in the following sections discussing responses to the seven scenarios.

Make a big difference to Geelong

Complement not compete with Geelong and surrounding areas:

Create land uses that are unique to the site.

Important to create land uses that will make a big difference to Geelong and surrounding areas by complementing rather than competing with existing and future land uses such as the port services.

Minimise adverse consequences to Geelong and surrounding areas:

Avoid land uses with potentially adverse consequences such as increased traffic and heavy vehicle use that may result from land uses described in the 'Port' options.

Balanced mix of land uses

Preserve, protect, innovate, grow:

Important to develop a mix of uses that combine productive land uses. This would include productive land uses including renewable energy options (rather than productive water uses), nearshore infrastructure to support cruise ship access and the tourism industry and recreational opportunities (including low impact watersports), while protecting the environment (including marine, wild life/bird life/habitat and sea grass) and support existing industry/business and residents.

It is important to manage such land uses in ways that will grow the economy and job opportunities.

The creation of a tourist industry that generates economic growth and jobs through the development of the site as an internationally renowned wildlife and conservation habitat and productive renewable energy industry site.

Access:

Equitable and open access to the site and to the opportunities it offers.

Utilise international models, experience and expertise to establish best land uses.

Protect and conserve the environment

Preserve, restore, protect, manage:

Land uses that preserve, restore and protect the environmental and heritage values of the site.

Utilise available formal protections for areas designed for conservation to protect the site into perpetuity.

Managed public access to protect areas of significance including migratory and other bird habitat and wildlife corridors.

Alcoa has established good environmental features that should not be lost.

Provide public space and protected areas on coast and coastal foreshore.

Economic growth and jobs, tourism, living and working:

It is important to grow the economy and jobs. Create the site as a world class wildlife and conservation site of significance.

Develop a tourist industry based on protecting the environment and renewable energy options. Suggestions include the development of enhanced facilities that support interaction with the environment such as low impact infrastructure to support groups interested in bird watching.

Land uses associated with protecting the environment will potentially undermine economic viability of the site,

Detailed feedback

existing industry/business, limit economic growth and job opportunities and close off the site to public access.

Plan for the long term /respond to a rising sea level/ coastal inundation and retreat

Current and future constraints and opportunities:

Plan for the long term and in a way that takes account of existing policy context, land uses and constraints including rising sea level, potential cost of flood damage and climate change and potential site cleanup costs.

Plan to maximize the multiple site values

Impact on existing business/ industry/rural and farm land

Economic viability of existing business/industry under threat:

Concern that land uses including conservation options will potentially make existing business, and industry economically unviable. Processes and resources are needed to support the economic viability of existing business/industry.

Existing land ownership and tenure will potentially impact on feasibility of some land uses.

Impact and transition planning:

The economic and social impact of change on existing business, industry and other land uses needs to be understood and industry supported to ensure that economic viability continues.

Collaboration between Government and private industry to support change:

Further collaboration and involvement by Government with organisations and groups in the development of land use options invited.

Alignment of the planning process and timing of the redevelopment with Alcoa's community engagement process is a priority and requires a rescheduling of current timelines.

Enhance, retain and develop:

Support, maintain and grow existing industry.

Retain the electricity transmission lines servicing the smelter, and connection to the electricity and gas transmission systems which provide a valuable asset.

Tourism opportunities /facilities as a means of growing the economy and jobs while conserving the environment

Tourism as an opportunity to generate economic growth and jobs through creation of the site as an internationally renowned and economically viable tourist destination:

It is important to grow the economy and jobs.

Economic growth, jobs and conservation are all possible with land uses that focus on creating the site as an Internationally recognised wild life sanctuary and conservation site of significance. This incorporates elements of nearshore infrastructure facilitating cruise ship access, public access, recreational activities, light industry and businesses/ retail that support the tourism and recreation industry.

Combine with a renewable energy hub.

Low impact/renew preserve vs high impact / entertainment facilities:

Low impact tourism options rather than higher impact redevelopment of tourist complex based on theme parks, hotel and casino options.

Tourism opportunities that build on the sites recreational, coastline, and conservation values in addition to renewable energy hub and arts and museum complex.

Residential

Low impact, medium density (standard residential):

The current site has a number of constraints including being low lying, flood prone and potentially subject to inundation due to a rising sea level. It is important to build within existing constraints of the site and in a

way that preserves and protects the environment, industry and residential land.

Coastal residential:

Opportunity to create residential developments that capitalise on the waterfront, and boat access.

Reduce impact of limits placed by conservation:

Conservation concerns should not impact on potential residential and accommodation development opportunities.

Adverse impact of neighbouring industry on proposed and existing sites:

CSIRO emits noise and smells that may not be conducive to housing in neighbouring sites.

Uses that take advantage of the coast to ensure public access, recreational opportunities and low impact water sports

Open access and recreational and competitive sport opportunities:

Ensure public access and recreational activities that are low impact, managed and supported.

Point Henry provides an ideal location for watersports (kiteboarding/surfing) and associated teaching and learning and competition activities.

It is important to retain and expand access to the coast and facilities that support public access, recreation and pathways between the site, surrounding areas and Geelong.

Research, education and training

Integration of research and education opportunities with other land uses:

Opportunity to link research and education to land uses including conservation, renewable energy options, recreation, and tourism opportunities including a water education facility.

Public access, public parks and recreation opportunities

Multiple, planned and interconnected transport networks and links:

Ensure well-planned road and public transport networks.

Potentially requires new infrastructure.

Balanced mixed of public transport options including causeways, bridges and water transport (ferry).

Ensure the site is open and accessible to the public:

Public access to open parks in a way that is managed and supports other land uses so that coastal fringe and coastal waters can be healthy together.

Balance access with protecting the environment:

Encourage well managed public access and use on and through the site.

Walking and cycling opportunities:

Increase and maintain cycling and walking paths that link the site to Geelong and surrounding areas and that have low impact on conservation and environment.

An efficient transport network:

Locate residential areas near to existing public transport services.

Transport modelling required to determine the impact the preferred scenarios will have on the future transport network.

Plan within the constraints of the existing site and potential impact on existing business, industry land uses and jobs

Work within the constraints of the land:

Flood prone, possible costs of clean up and potential of rising sea level are all issues that need to be considered.

The current operations at CSIRO generate noise and odours that may impact adversely on some planned land uses that are near the area.

Detailed feedback

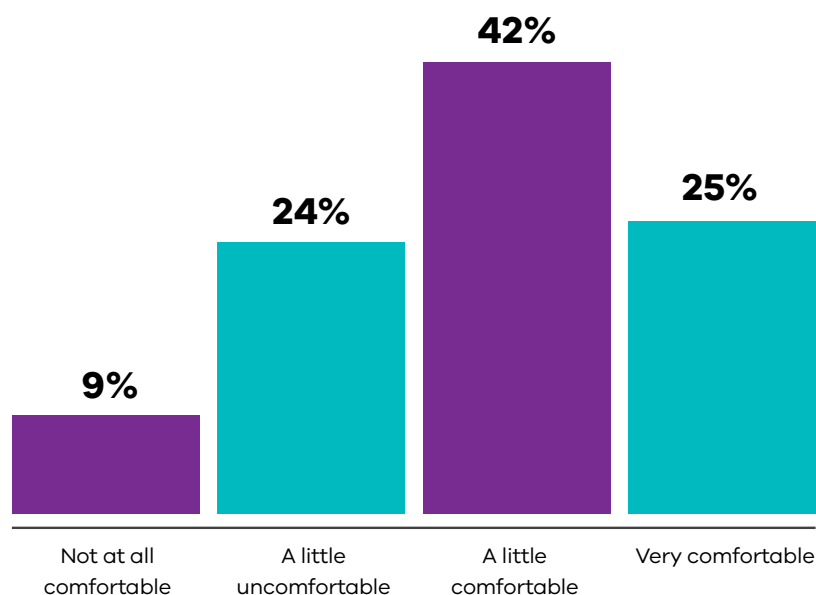
Draft vision

The discussion paper included a draft vision for the future of the study area.

The transition to sustainable land-uses for this significant site, in order to benefit the Geelong economy, environment and community, which responds to future change and is informed by the study area's history, constraints and opportunities

Survey respondents, and open house/stakeholder briefing participants were invited to indicate their level of comfort and comment on the draft vision. It was also considered in some of the written submissions.

As the graph below illustrates, the majority (67 per cent) of survey respondents were a little/very comfortable with the draft vision.



Suggested improvements to the vision

Participants were invited to suggest up to three improvements to the draft vision. Suggested improvements across all sources (online survey, submissions and open house events/stakeholder briefings) included:

Be visionary, ambitious and future focused

Protect and conserve Moolap:

Greater focus on conserving, restoring, and protecting environment and incorporate the wording that reflects the different aspects, values and significant environmental and conservation characteristics of the site.

Position environment before the economy.

Public access and recreational opportunities:

Greater focus on public access to the site and on creating and preserving recreational opportunities including passive water sports, recreational fishing.

Total emphasis of the study site and hence the vision to focus on recreation and relaxation.

Geelong and surrounding areas:

Greater emphasis in the wording about the benefits to Geelong.

Sites constraints and history:

Exclude from the vision statement.

Delete "constraints" and shift emphasis to opportunities.

General:

More succinctly worded.

Clarify meaning of statements such as: "which responds to future change" to identify which land use this statement refers to.

Potential wording to include: "To retain and enhance sustainable land uses to benefit the Geelong environment, community and economy".

Include the word Moolap.

Commercial development that is sensitive to the area.

Greater emphasis on existing uses and "users" of the land.

Detailed feedback

Draft supporting principles

A range of supporting principles were included in the discussion paper under six headings:



Environment



Community



Economy



Heritage



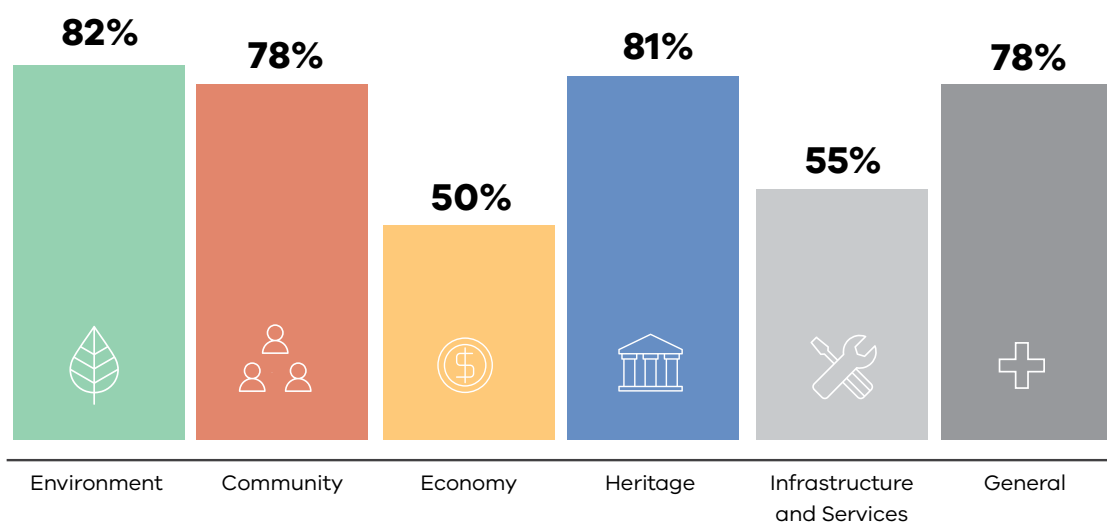
Infrastructure and Services



General

Respondents were asked how comfortable they were with each of the principles.

There was considerable support by respondents for the principles under the headings Heritage, Environment, General and Community. There was less support for principles under the headings Infrastructure and Services and the Economy.



Suggested improvements to the principles

Participants were invited to suggest up to three improvements to the principles. Suggested improvements made across all sources (online survey, submissions and open house events/stakeholder briefings) included:

Environment

Provide a sanctuary and safe haven for wildlife, migratory and residential birds.

The unique value of the site and its environment is recognised and protected.

Support and conserve habitat, wildlife and marine life.

"Sustainability".

Environmental principles overlay future planning.

Community

Limit and manage public access.

Equity of access: enhance and ensure the site is open and accessible to all.

Enhanced community engagement, education and participation in conservation.

Recreational pursuits that are sensitive to the environment.

Peaceful living for Moolap residents.

Economy

Tourism and eco-tourism.

Focus on employment opportunities for young people.

Limit urban sprawl, commercial and residential development.

Enables international tourism.

Focus on the port and associated opportunities.

Heritage

Include natural heritage.

Greater emphasis on retaining Indigenous history.

Remove reference to industrial heritage.

Infrastructure and services

Greater emphasis on road planning and multiple transport options.

Consideration of new infrastructure and impact on other land uses and the environment.

General

Retain state ownership.

Foster the arts.

Considers impact on existing users of the site.

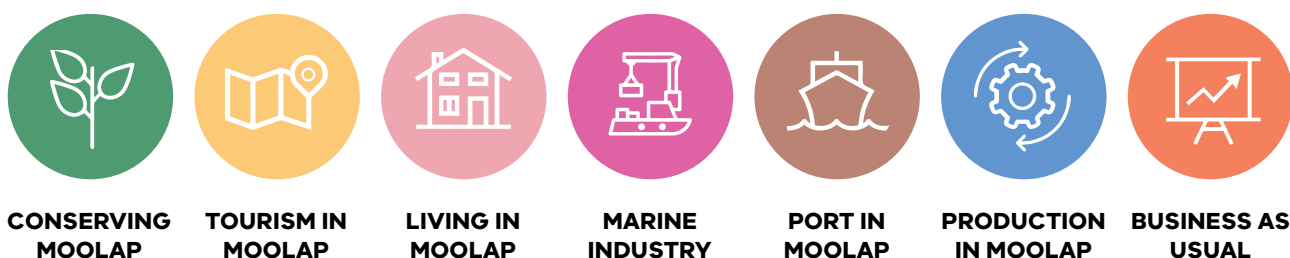
Order the resulting principles according to priority.

Recognise the social and mental health benefits of having access to open spaces.

Detailed feedback

Seven possible land use scenarios

The Discussion Paper included seven possible land use scenarios. Participants were invited to select a preferred scenario.



Feedback provided by participants at the open house/stakeholder briefings, through written submissions and the online survey indicate a preference for a balanced mix of land uses that protects and respects the integrity of the site's conservation values, ensures equity of access by the public to the site, creates an innovative tourist industry that generates economic growth and jobs, while respecting current and future land holders, residents and existing business/industry.

Participants identified the need to develop land uses that take into account the site's limitations and future challenges including those posed by a rising sea level and climate change. Complementing rather than competing with Geelong was important and there was interest in establishing low impact industry

including productive land use options, medium density/low impact housing, recreational opportunities and near shore infrastructure.

There appears to be an emphasis on land use for the study area that will make a big difference to Geelong rather than extending/connecting with neighbouring areas. This is balanced with the priorities identified by respondents of conserving the environment, taking advantage of the coast and planning for the long term, while being aspirational and ambitious.

A breakdown of responses according to each scenario is described in more detail in the tables set out on the following page.



WHAT RESPONDENTS LIKED/DISLIKED BY SCENARIO



CONSERVING MOOLAP

71%

preferred this scenario



TOURISM IN MOOLAP

16%

preferred this scenario



LIVING IN MOOLAP

5%

preferred this scenario



MARINE INDUSTRY

3%

preferred this scenario



PORT IN MOOLAP

2%

preferred this scenario



PRODUCTION IN MOOLAP

2%

preferred this scenario



BUSINESS AS USUAL

1%

preferred this scenario

WHAT PEOPLE LIKED ABOUT THIS SCENARIO?

The protection, restoration, and management of the environment	Opportunity to create a world renowned tourism site	Residential opportunities	Link to tourism through nearshore infrastructure and cruise ship access	Opens up Geelong	Renewable energy opportunities	Ensured economic viability of existing industry
Plans for the long term	Opportunity to generate economic growth and jobs	Recognises the constraints of the site	Economic growth and job opportunities	Potential to increase tourism, economic growth and jobs	Economic growth and job opportunities	Potential to maintain environment values of the area
Maintains existing industry	Mixed land use opportunities	Provides balanced mix of land uses	Recreation access	Continuation of existing industry and new job and business/industry opportunities	Maintains existing industry	Minimal planning scheme amendments required
	The pier having great tourism potential					

WHAT PEOPLE DIDN'T LIKE ABOUT THIS SCENARIO?

Limitations posed to public access, industry, and the development of the site	Tourism based around activities described in the scenario – high impact	Impact of flood prone area, a rising sea level on the area and potential development	Potential impact and degradation to the environment	Duplication of services provided by Geelong	Impact on the environment	Potential adverse impact on the economy and jobs
Lack of industry and housing	Not making the most of the site's opportunities	Loss of existing and potential industrial land use sites and economic growth and job opportunities	Limited focus on long term planning in response to climate change and a rising sea level and the impact of this on site value	Disruption caused by heavy vehicles and traffic flow to surrounding areas	Impact of site constraints – flood damage, rising sea level	Limited vision and long term planning
Adverse economic impact	Potential adverse impact on the environment	Potential impact to the environment		Limited use of opportunities that are afforded by this site	Limited consideration of mixed land uses	Site limitations and constraints
					Potential loss of Crown land	

Detailed feedback

PREFERRED SCENARIO

The majority of respondents selected *Conserving Moolap* as their preferred scenario, with 71 per cent of all respondents selecting this.

This compares to 16 per cent of respondents who selected *Tourism in Moolap*, and 5 per cent who selected *Living in Moolap*.

There was much less support by respondents for *Marine Industry in Moolap*, *Production in Moolap*, *a Port in Moolap* and *Business as Usual*.

Of the 47 written submissions received, 17 nominated a preferred scenario. Of these, 12 preferred *Conserving Moolap* and two preferred *Tourism in Moolap*.



RESPONDENTS ISSUES OF IMPORTANCE COMPARED TO THEIR PREFERRED SCENARIO

Respondents issues of importance were grouped by which scenario they selected.

The majority of respondents who selected *Conserving Moolap* did not rate '*Grows the economy and jobs*' as an important issue (37 per cent), compared to the other scenarios (average 81 per cent).

Respondents who selected *Business as Usual* did not rate, '*Be aspirational/ ambitious*', and '*Makes a big difference to Geelong*', as important where all other respondents did. Conversely, those who selected *Business as Usual* as their preferred scenario thought '*Retains existing business/ land uses*' was important (86 per cent), compared to the other scenarios (average 37 per cent).

	Business as usual	Port in Moolap	Marine Industry	Production in Moolap	Tourism in Moolap	Living in Moolap	Conserving Moolap
Grow the economy and jobs	100%	77%	75%	75%	75%	88%	37%
Protects the environment	86%	85%	88%	100%	78%	67%	100%
Improve community access and facilities	86%	92%	94%	75%	93%	83%	74%
Preserve heritage/history	57%	62%	63%	75%	47%	42%	77%
Improve infrastructure and services	71%	85%	56%	75%	86%	83%	36%
Be aspirational/ambitious	29%	77%	81%	75%	85%	83%	59%
Be realistic practical deliverable plan	100%	100%	100%	88%	86%	92%	80%
Retains existing business/ land uses	86%	38%	25%	50%	27%	33%	31%
Plan in response to a rising sea level	71%	77%	75%	100%	73%	63%	80%
Plan for uses that take advantage of the coast	57%	92%	94%	100%	95%	92%	73%
Plan for the long term	86%	100%	100%	100%	99%	96%	98%
Extend/connect with neighbouring areas	43%	69%	63%	63%	69%	92%	48%
Make a big difference to Geelong	43%	92%	100%	100%	91%	79%	67%



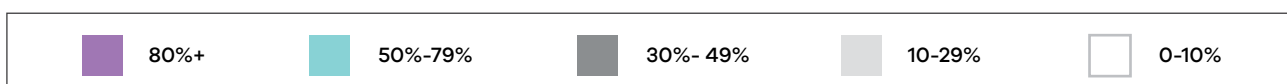
Detailed feedback

RESPONDENTS RELATIONSHIP TO STUDY AREA AND THEIR PREFERRED SCENARIO.

Respondents' preferred scenario was grouped by their relationship to the study area. The results showed the scenario of *Conserving Moolap* was generally preferred by all groups, except for the 'potential developer/ investor' and 'own land in the study area' groups, who preferred the *Tourism in Moolap* scenario with 44 per cent and 37 per cent respectively.

The strongest results were for *Conserving Moolap*, with 'members of local environment groups' (90 per cent), 'other' (89 per cent), and 'general public interest' (80 per cent) selecting this as their preferred scenario.

	Business as usual	Port in Moolap	Marine Industry	Production in Moolap	Tourism in Moolap	Living in Moolap	Conserving Moolap
Work in the study area	2%	6%	2%	2%	21%	6%	60%
Own land in the study area	5%	4%	0%	0%	37%	27%	27%
Live in the study area	0%	7%	10%	0%	27%	7%	50%
Live near the study area	1%	3%	4%	3%	29%	7%	53%
Potential developer in the study area	0%	6%	0%	13%	44%	19%	19%
Recreate/ exercise/ play in the study area	2%	1%	3%	1%	12%	4%	77%
Member of local environment group	2%	0%	1%	2%	5%	0%	90%
Member of a Geelong commerce/ community representative group	4%	0%	9%	13%	17%	9%	48%
General public interest	1%	2%	3%	2%	10%	3%	80%
Other	0%	0%	6%	2%	4%	0%	89%

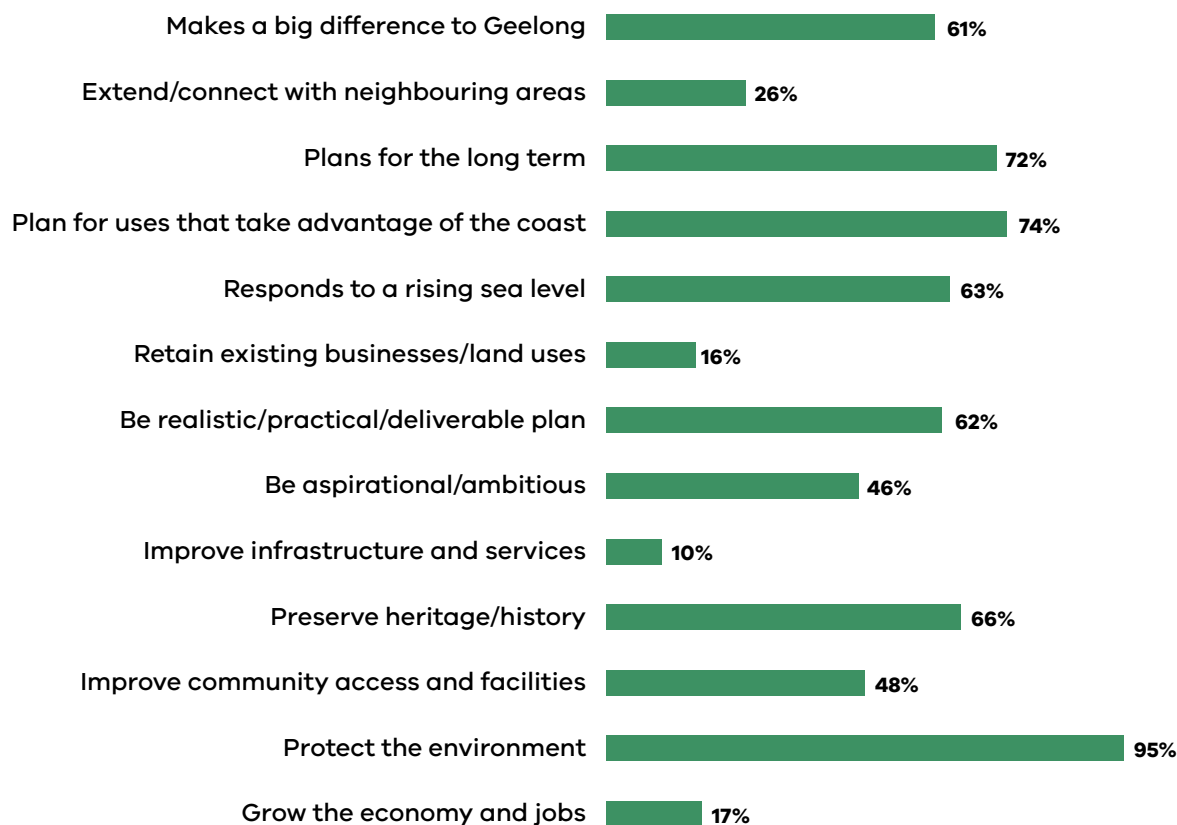


CONSERVING MOOLAP

THE PERCENTAGE OF RESPONDENTS THAT PREFERRED THE CONSERVING MOOLAP SCENARIO:



THE RESPONDENTS WHO CHOSE THIS SCENARIO PREFERRED IT AS FOR THE FOLLOWING REASONS:



Detailed feedback

WHAT PEOPLE **LIKED** ABOUT THIS SCENARIO

Mix of land uses.

Tourism and conservation opportunities:
Opportunity for Geelong to become internationally renowned as a world class wetland and wildlife conversation site and eco-tourism destination.

The establishment of an eco-tourism precinct as a valuable economic and environmental asset for education, the tourism industry and the Greater Geelong area.

Conservation of the salt fields, salt marsh and seagrass area, Moolap grasslands, the wetlands and coastline.

Plans for the long term.

The open space and regional park opportunities.

Maintains existing business and industry and jobs.

The agriculture area adjacent to the Portarlington Road will continue to act as a buffer/green belt to housing development on the Bellarine Peninsula.

Public access to the coast.

Recreational use of the pier.

WHAT PEOPLE **DIDN'T LIKE** ABOUT THIS SCENARIO

Potentially has limited economic benefits.

Link to Eastern Park appears to be missing.

Positioning of infrastructure poses a potential threat to conservation areas (for instance cycling/ walking paths too close to conservation areas.

Any inclusion of industry and housing could upset the conservation uses.

Reference to conserving Stingaree Bay and seagrasses missing.

Proposed removal of current industry on Hay's Road.

The feasibility of conservation options.

Suggested improvements from respondents

Housing:

Incorporate long term plans for future low density, low impact housing.

Conservation:

Greater emphasis on the, restoration, protection and conservation of wetlands, seagrass, grasslands, salt fields, coastal vegetation and wild life including the establishment of a bird sanctuary and marine protected area.

Consider the development of coastal parks to be made for all the seas and waters surrounding the area and regional parks on coastal land.

Consider formal protections for:

Site areas designated for conservation under this scenario, including current leasehold land and freehold land protected in perpetuity under secure conservation mechanisms and managed in accordance with the guidelines for strict nature conservation reserves set out under the International Union for Conservation of Nature.

Further analysis to define the final extent of the Conservation Reserve.

Utilise the salt pans as an environmental buffer.

Provide a bird sanctuary in the saltfields that will secure the wetland habitat for endangered migratory birds.

Retain rural area in the east as rural zones or rural conservation zones but consider it essential that this land not be used for additional low density rural development but retained as an open-space buffer between the Moolap area's industrial zone and the rural Bellarine Peninsula.

Further consideration be given to formal protection for the coastal areas shown in this scenario to ensure that the seagrass meadows are conserved.

Tourism facility:

Encourage economic growth and job prospects through protecting the environment and ecotourism opportunities.

Create a world class ecotourism destination through promoting the significance of the natural environment and targeting people interested in conservation.

Move eco tourism centre from Point Henry to Portarlington Road.

Explore tourism and recreational boating opportunities in the Point Henry area.

Research:

Incorporate an information and education hub on the dry areas.

Incorporate mix of site-relevant science and education facilities.

Rural:

Potential value in extending the rural zone to other zones to provide buffers between more intensive land use and the conservation area.

...continued overleaf

Detailed feedback

Suggested improvements from respondents (continued)

Production/industry:

Limit the amount of small industry and consolidate industrial zone.

Incorporate sustainable energy production that potentially attracts job opportunities related to protecting the environment and ecotourism.

Don't allow dredging

Coastal inundation:

Create a buffer zone between the seawall and any development to provide adequate space for watersports users to set up.

Ensure appropriate buffers and response to sea level rise and coastal inundation.

Housing:

Incorporate residential use in the rural areas to the east of the study area.

Park:

Public park for eastern coastline, including around current industrial areas.

Marine Industry:

Promote the use of low speed and other passive small sailing craft.

Mixed land use:

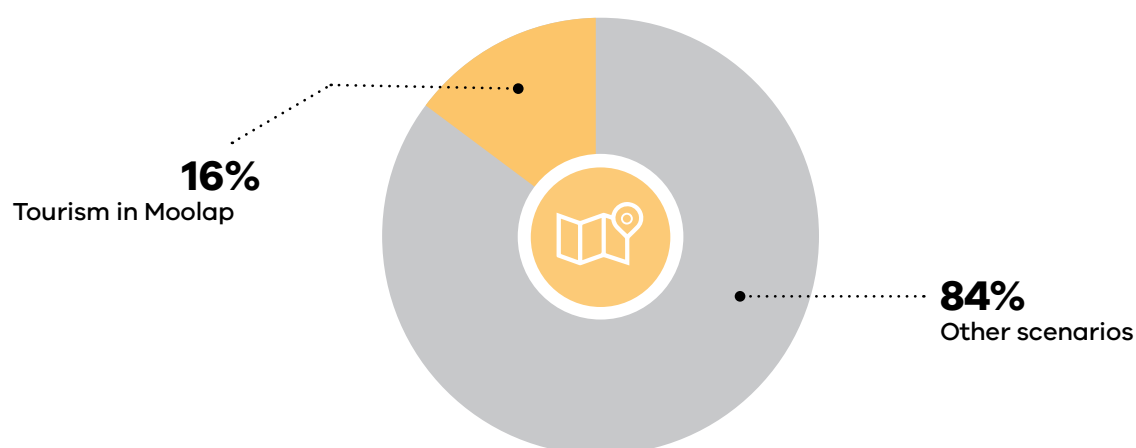
A scenario that minimises impact on the natural environment; protects, restores, and conserves the natural habitat, and bird and wildlife; while encouraging recreational opportunities including improved facilities and parkland; public access to the coastline, and which supports ecotourism at an international level.

Other:

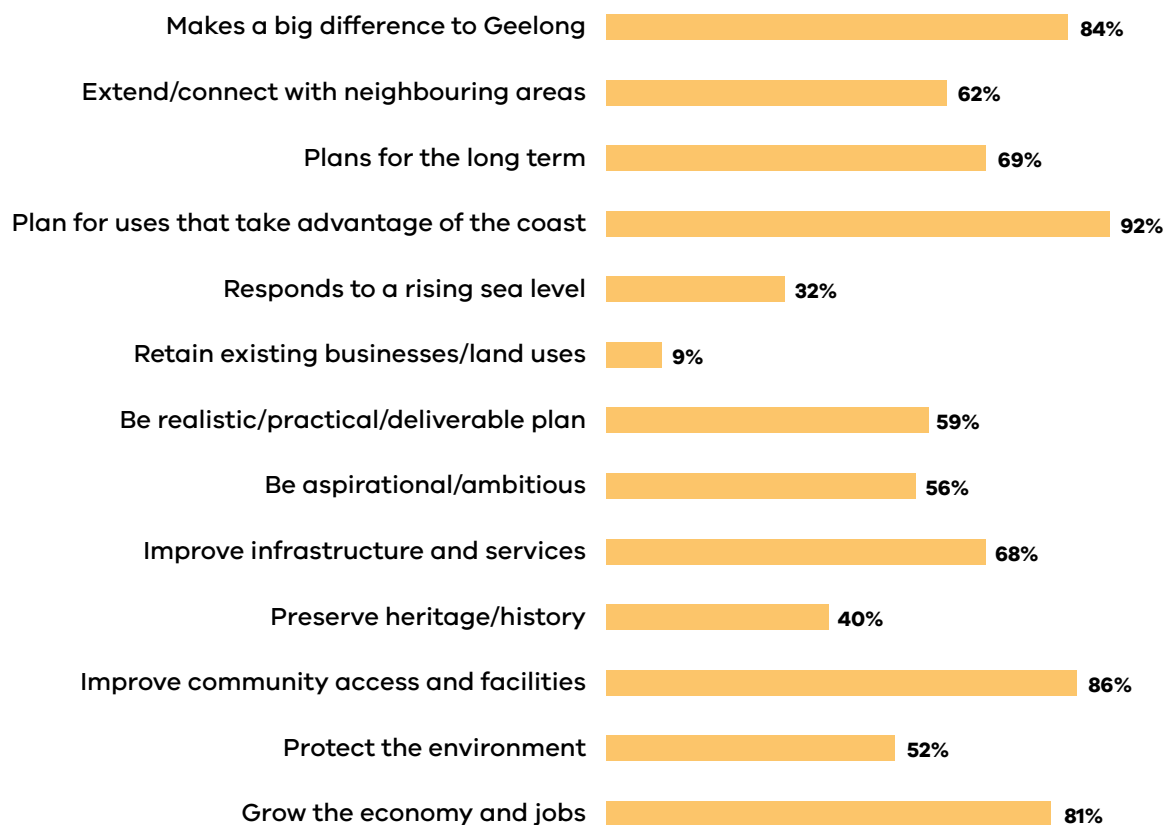
Focus on integrating conservation and protecting the environment with economic growth and jobs; tourism and low impact, low density housing.

TOURISM IN MOOLAP

THE PERCENTAGE OF RESPONDENTS THAT PREFERRED THE TOURISM IN MOOLAP SCENARIO:



THE RESPONDENTS WHO CHOSE THIS SCENARIO PREFERRED IT AS FOR THE FOLLOWING REASONS:



Detailed feedback

WHAT PEOPLE **LIKED** ABOUT THIS SCENARIO

Potential to develop an internationally renowned tourism industry.

Provides mixed land use opportunities and the opportunity to stimulate economic growth and employment opportunities particularly through inclusion of a cruise ship terminal and associated cafe/retail.

Provides public access to the coast, and extensive network of shared walking, and cycling pathways.

Minimises impact on Stingaree Bay.

WHAT PEOPLE **DIDN'T LIKE** ABOUT THIS SCENARIO

Lack of clarity about the way in which Aboriginal culture and history is central to this site.

Location of the tourism facility in a site potentially zoned as a sensitive area will adversely impact on commercial viability of the facility.

Concept of filling in the salt fields.

Adverse environmental impact of this mix of land uses. For instance impact of the residential development, and tourism facility – leading to loss and damage to remnant vegetation, wildlife and habitat, including saltmarsh wetlands, grasslands, revegetation areas and wildlife corridors and subsequent wetland biodiversity values.

Loss to existing industry, businesses and jobs.

Costs associated with the preparation and cleanup of the site and with developing on a site that is flood prone and potentially subject to inundation from a rising sea level.

Competes with, rather than benefits Geelong and surrounding areas of Leopold and Newcomb retail/tourism/activity centres.

Inconsistent with State Government policies and directions including Victorian Coastal Strategy 2014, Corio Bay Coastal Action Plan 2005.

Pier should not be used for cruise ships.

Suggested improvements from respondents

Research:

The Alcoa site has potential development opportunities as a cultural centre/hub which would encompass educational, interpretive study zones to enhance understanding of the biodiversity and ecology of the wetland and its adjacent marine environment.

Tourism facility:

Focus on the arts. Include a large arts/ accommodation centre similar to MONA on the site.

Shift emphasis away from protecting the environment and focus on tourism as commercial enterprise by developing the area as an entertainment /art precinct. Include for instance: a museum of modern art on the Alcoa site; a theme park; parklands; plentiful parking; road, bridge and rail access; a pier and access for cruise ships; convention centre; casino and high rise tourist accommodation.

Industry:

Target the international market by creating an international tourist destination that focuses on renewable energy and conservation through ecotourism and supporting industry/retail uses that are eco-conscious.

Conservation:

A site where land uses complement and protect rather than compete with the natural environment and with the retail/commercial activity centred in and around Geelong CBD.

Protect the environment by:

Retaining the wetlands, unique bird life and migratory bird habitat.

Minimising public access in environmentally sensitive areas and in areas that pose risks to birdlife and wildlife corridors.

Parks:

Encouraging public access by building infrastructure such as marinas and walkways through waterways to support co-existence of birdlife and people.

Establish community gardens.

Productive land:

Reconfigure options to a site that is self-sufficient in energy and water with a responsible waste management plan.

Coastal residential:

Reduce residential space and replace coastal residential with some conservation areas.

Residential design that incorporates waterways and canals with boat access; high rise and tourist accommodation.

Production/industry:

Retail and industry: extend light commercial development e.g. cafes, restaurants and retail shops.

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Detailed feedback

Suggested improvements from respondents (continued)

Parks, recreation:

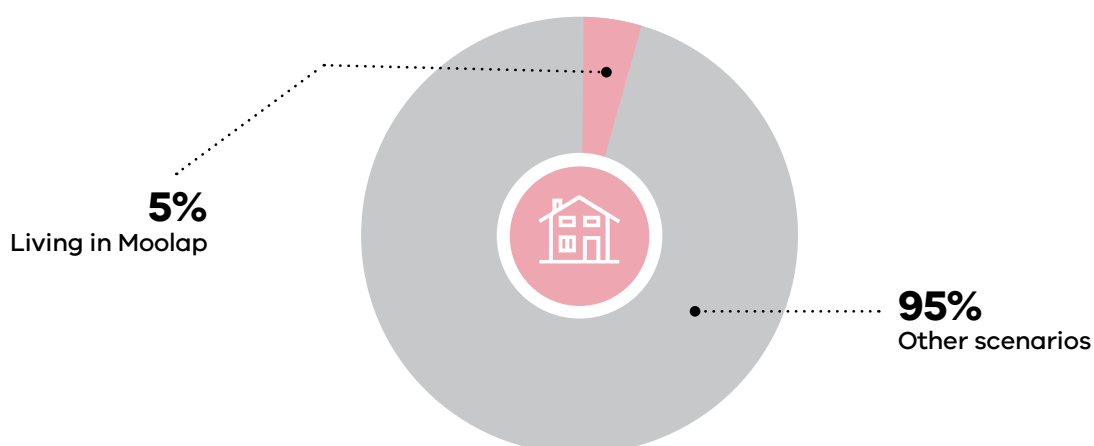
Greater emphasis on walkways and bike paths.
Space for kiteboarders, public park precinct to incorporate major sports facilities. Walk/cycle paths away from sensitive habitat and coast and close to the road.

Transport and access:

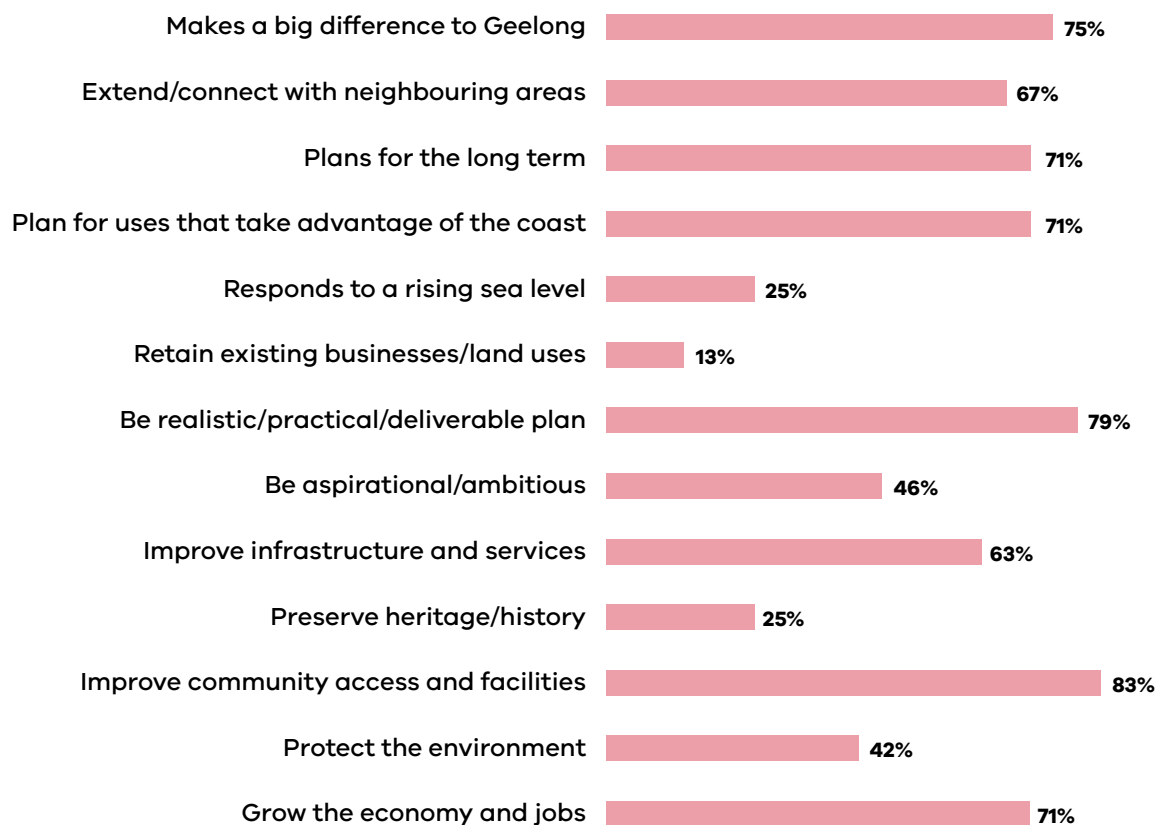
Road and public transport access: incorporate a new public transport corridor to Geelong and surrounding areas e.g. light rail link, ferry access.

LIVING IN MOOLAP

THE PERCENTAGE OF RESPONDENTS THAT PREFERRED THE LIVING IN MOOLAP SCENARIO:



THE RESPONDENTS WHO CHOSE THIS SCENARIO PREFERRED IT AS FOR THE FOLLOWING REASONS:



Detailed feedback

WHAT PEOPLE **LIKED** ABOUT THIS SCENARIO

Recognises the constraints, opportunities and strategic value offered by the site.

Includes a balanced mix of residential, parkland, ecotourism and recreation opportunities including walking and cycle paths while conserving wildlife habits and public access and connecting with Geelong.

The pier has great tourist and economic potential.

Provides for biodiversity and habitat values.

WHAT PEOPLE **DIDN'T LIKE** ABOUT THIS SCENARIO

Loss of existing and potential industry and industrial land use and viability.

Potential loss of employment and economic growth opportunities.

Selling of Crown land.

Residential development in low lying and flood prone areas in conjunction with a rising sea level. Creates drainage challenges and potential cleanup costs.

Potential increase in traffic and heavy vehicles.

Limited separation between proposed residential areas and conservation areas and location of engineering works near conservation areas an issue.

Potential loss of significant conservation areas and wildlife corridors with limited protections such as buffers around conservation areas provided. Potential for major coastal protection work.

Potential pollution hazards of bay dredging and acid sulphate soils to fringing seagrass meadows, saltmarshes and mangroves, and to wildlife/shorebird species.

Potential foundation erosion problems with dredging for any residential or other buildings.

Suggested improvements from respondents

Balance of land uses:

Reconfigure to incorporate a mixed land use site that achieves positive social, recreational, environmental, and economic outcomes.

Access:

Ensure equitable and open public access to the area – reduced residential zones will enhance access, industry, tourism and environmental opportunities of the site.

Marine industry:

Greater public access to boating/yachting and aquatic opportunities.

Heritage:

Incorporate heritage values and highlight Point Henry.

Housing:

Housing development that maximises the natural beauty of the site e.g. water frontages, canals and water views, while protecting, conserving and sustaining the natural habitat.

Residential development should be located as close as possible to existing public transport services along Portarlington Road.

Design the area as a “gated community”.

Transport:

Improve access to Geelong and Melbourne by building for example bridge/causeway and public transport options.

Complement /compete:

Consider the overlap/oversupply of residential areas in this area and the planned residential and industrial zoned land in the Geelong region.

Conservation:

Establish coastal conservation zone at alternative site e.g. Ridley-controlled Lara site.

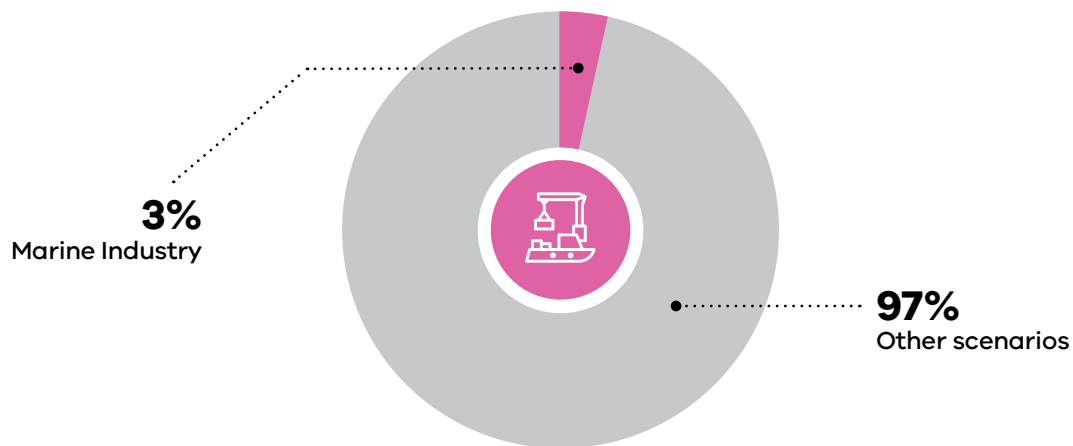
Incorporate buffer zones to protect conservation areas and introduce controls on residential pets to protect wildlife.

Other:

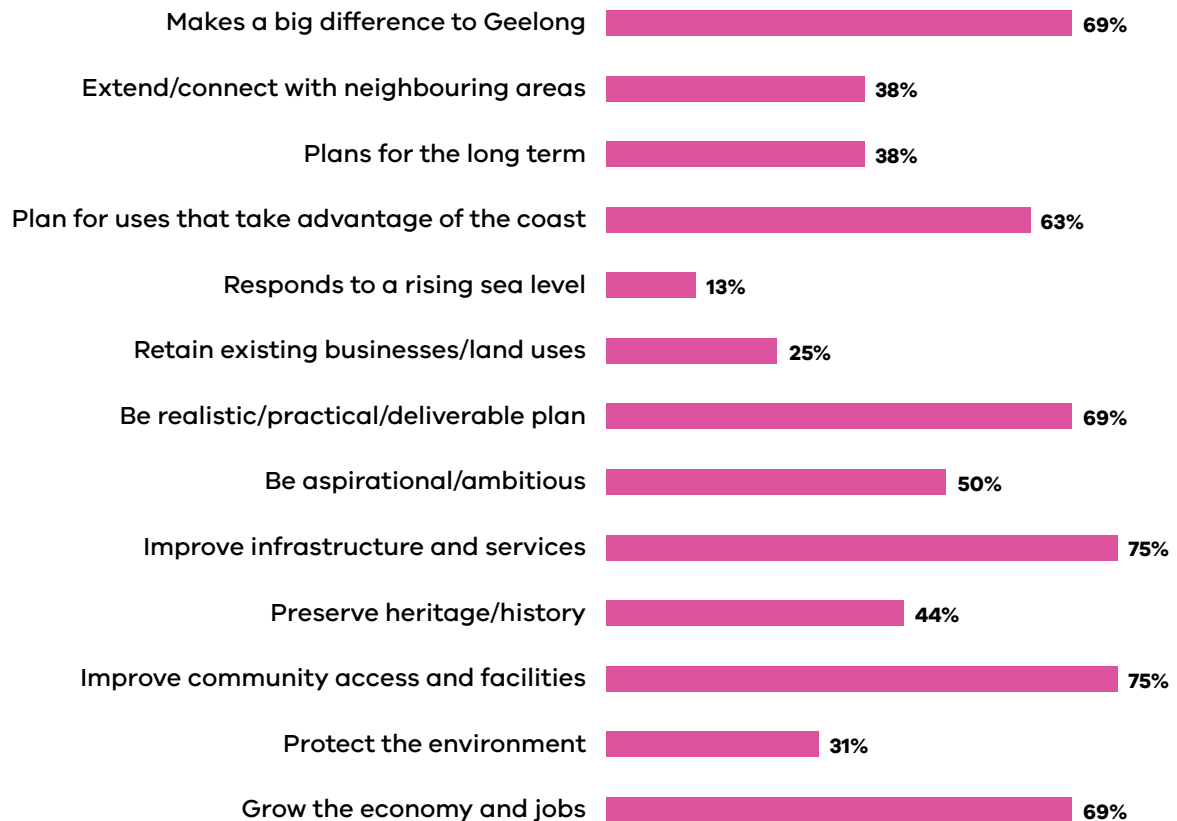
Consider CSIRO and impact on residential site within/near proximity of CSIRO including impact of prevailing winds and security issues.

MARINE INDUSTRY IN MOOLAP

THE PERCENTAGE OF RESPONDENTS THAT PREFERRED THE INDUSTRY IN MOOLAP SCENARIO:



THE RESPONDENTS WHO CHOSE THIS SCENARIO PREFERRED IT AS FOR THE FOLLOWING REASONS:



WHAT PEOPLE LIKED ABOUT THIS SCENARIO

Potential for tourism and employment opportunities.

The walking/cycling trail around the foreshore.

Provides a major public park asset.

Supports further research and the research industry through inclusion of the research centre.

The basin adjacent to Portarlington Road as a flood control measure.

Supports and maintains existing business/industry.

Suggested improvements from respondents

Conservation:

Incorporate conservation areas, with public park on heritage registered area retained for conservation.

Parks:

Develop parklands in a way that does not compromise wetlands and biodiversity value.

Productive land:

Improve the outlook of the northern facing bay.

Incorporate sustainable power generation (wind, solar or tidal).

Marine industry:

Consider possible underutilisation of the marine maintenance facilities at Queenscliffe, and the subsequent economic and environmental effects of considering such a facility at Point Henry.

WHAT PEOPLE DIDN'T LIKE ABOUT THIS SCENARIO

Possible tension between new residential areas and industry.

Potential destruction of environmentally significant areas including loss of habitat and disturbance to shorebirds.

Limited focus on long term planning in response to a changing climate and the potential impact on Newcomb and Moolap, including potential loss to site values, and opportunities as a result of possible inundation of the salt fields.

Detail about the potential economic cost to rate payers/tax payers missing.

Consideration of proposed Alcoa residential land, particularly buffer zones around existing industries and existing planning constraints (Winchester, Dow and the existing landfill operations) that will preclude most of this land from residential or sensitive land uses without relocation of these industries.

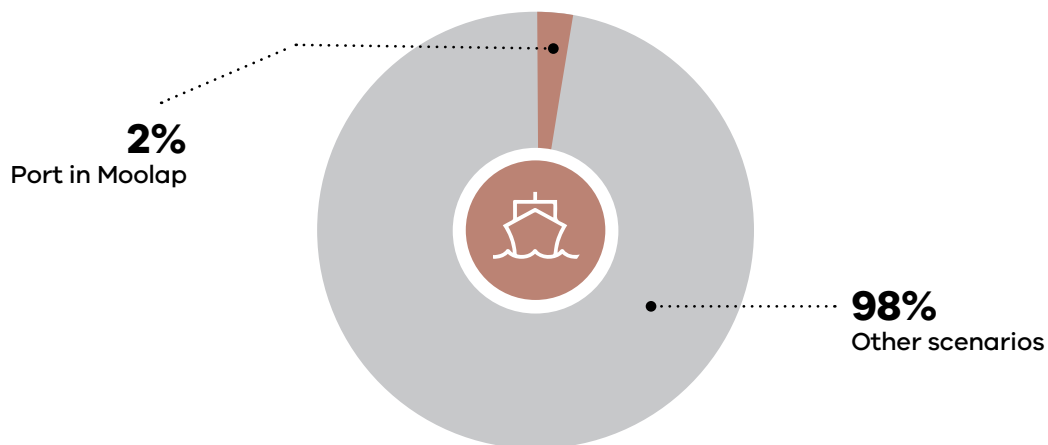
The creation of a huge 400 plus ha public park adjacent to the existing Eastern Park limited value in terms of town planning.

Consideration of effect of end of Ridley's lease, and impact on the Government if it will eventually need to assume management of the former salt fields, including pumping operations, in order to sustain any ecological values.

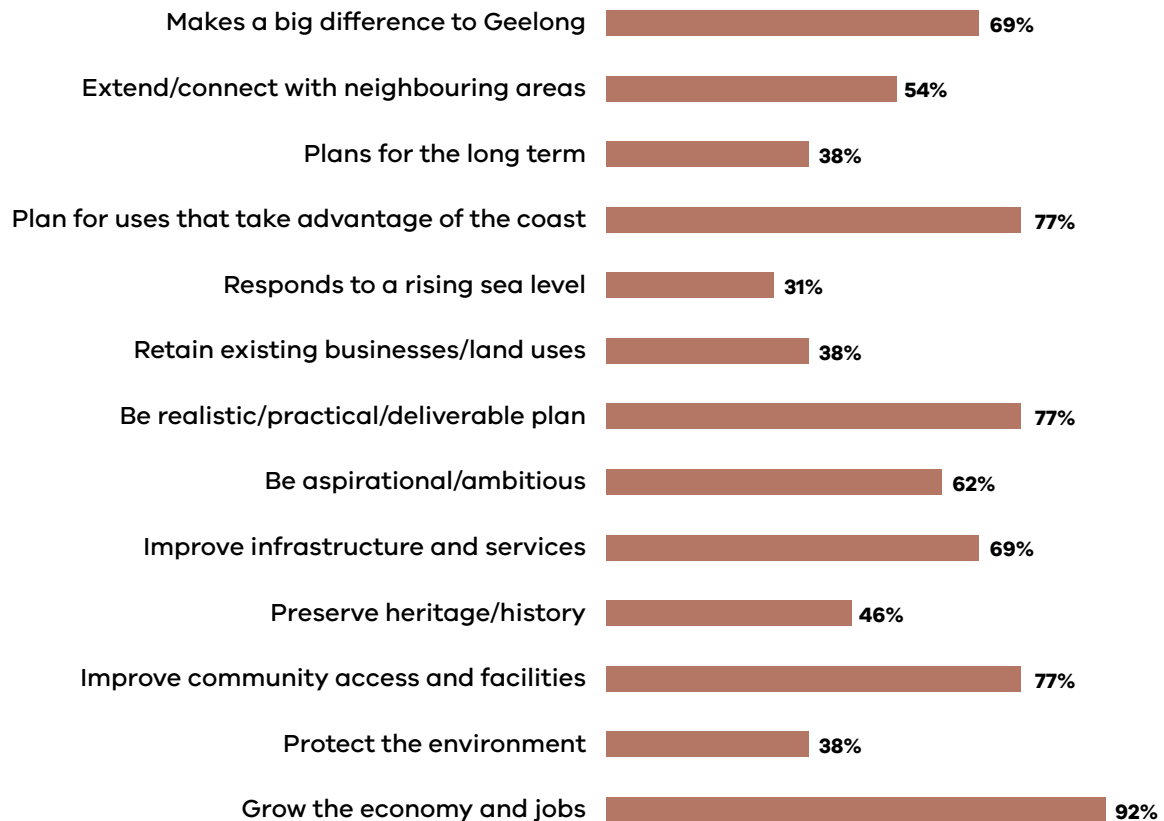
Detailed feedback

PORT IN MOOLAP

THE PERCENTAGE OF RESPONDENTS THAT PREFERRED THE PORT IN MOOLAP SCENARIO:



THE RESPONDENTS WHO CHOSE THIS SCENARIO PREFERRED IT AS FOR THE FOLLOWING REASONS:



WHAT PEOPLE LIKED ABOUT THIS SCENARIO

Opens up Geelong and provides an opportunity to make Geelong “the most beautiful and welcoming city in Victoria”.

This scenario could allow use of the coastal retreat area for conservation purposes.

Potential to increase tourism to the area.

Compatible with industrial uses of the site.

Potential to integrate Point Henry port with other land uses including public access to the foreshore, walking and cycling paths and the public park at Point Henry.

Allows for continuance of existing industry while allowing for economic growth through industrial investment.

Utilises port assets (pier) and proximity to shipping channel and consistent with port growth objectives.

Provides basis for extension of Bellarine Link Road.

WHAT PEOPLE DIDN'T LIKE ABOUT THIS SCENARIO

Doesn't make the most of the potential opportunities of the study site.

Missed opportunity to create a site that combines multiple and complementary land uses while protecting sensitive areas.

Potential economic and environmental costs and impact to the study site.

Limited conservation overlay and protection. Risk of environmental degradation and loss of marine environment, grasslands, wetlands and wildlife.

Costs of ensuring adequate road access, transport infrastructure and channel access including dredging and maintenance.

Failure to deal with a rising sea level, and climate change impacts.

Potential disruption to Geelong CBD, residential areas, commercial and retail centres.

Port security requirements may potentially limit public access and will not open up the area to Geelong and its residents.

The potential opportunities of existing farmland and land uses missing.

Duplication and fragmentation of Geelong's bulk shipping and port facilities, particularly in an area remote from road, rail and air transport infrastructure.

Suggested improvements from respondents

Mixed land use and public access:

Create a space that combines uses and has 'something for everyone'.

Incorporate additional land uses including residential, recreation, conservation and tourism and industry.

Marine industry/ port:

Cruise ship access while avoiding duplication of services provided by Melbourne and Geelong port. Keep the port small.

Conserve/protect:

The site should be chemical / hazard storage free.

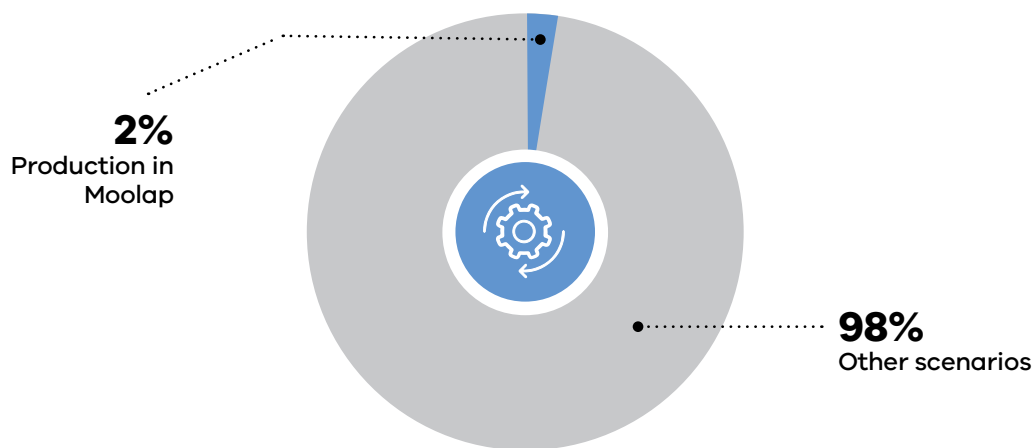
Greater overlay of conservation and environmental considerations. Protect the wildlife corridor, include conservation areas, incorporate appropriate planning protections including the protection of sensitive areas and strategies to optimise wildlife and shorebird values.

Retain Crown land/'inundation area' for bird watching, with limited public access to this area to ensure bird life and habitat protected.

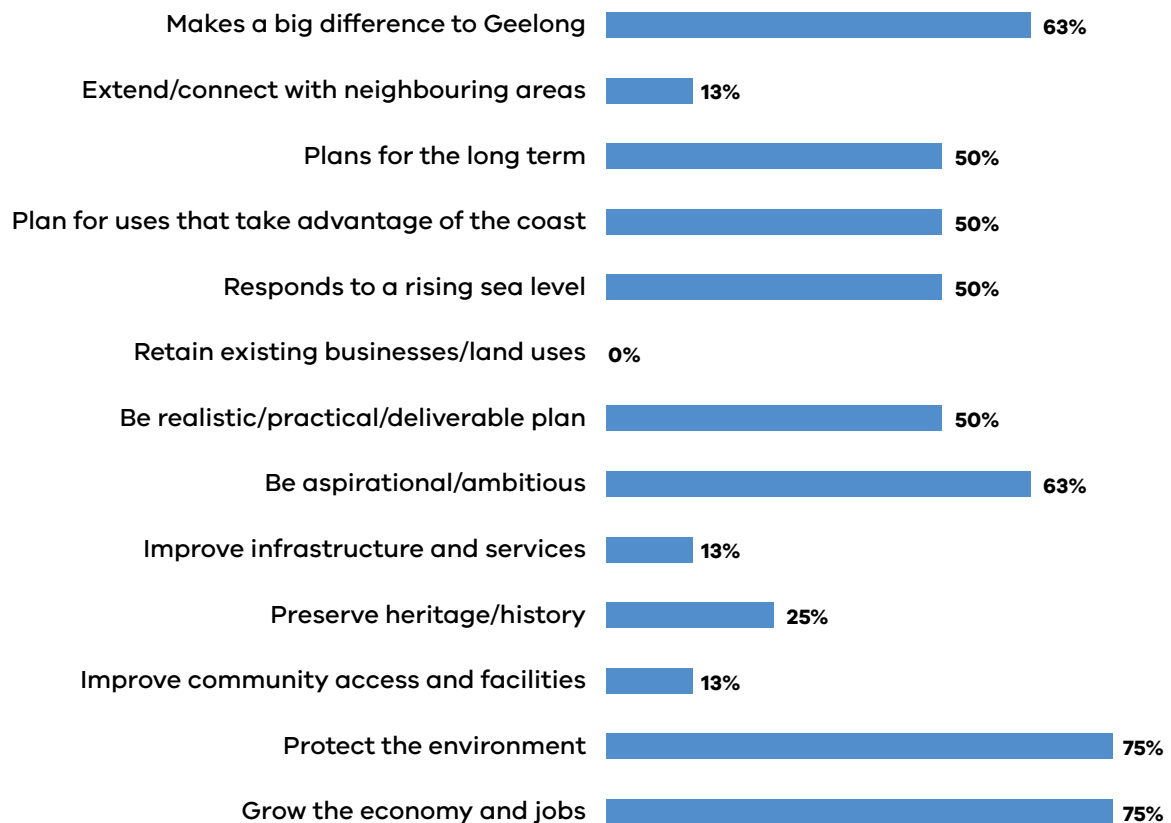
Detailed feedback

PRODUCTION IN MOOLAP

THE PERCENTAGE OF RESPONDENTS THAT PREFERRED THE PRODUCTION IN MOOLAP SCENARIO:



THE RESPONDENTS WHO CHOSE THIS SCENARIO PREFERRED IT AS FOR THE FOLLOWING REASONS:



WHAT PEOPLE LIKED ABOUT THIS SCENARIO

The potential economic, tourist and employment opportunities created as a result of sustainable energy production including windfarm and solar energy.

A productive coast and the connection to the Geelong Ring Road.

Opportunity for the Alcoa site to be retained as a new industry.

Maintains settlement break and boundary.

Consistent with current policy context and planning including those relating to rural production and *Low Carbon Growth Plan*.

Maintains existing industry activities.

Allows for some level of continuance of biodiversity.

WHAT PEOPLE DIDN'T LIKE ABOUT THIS SCENARIO

The potentially adverse environmental, and heritage impacts on the study area, including the risk of pollution to the marine environment and impact of aquaculture, and effect of windfarms on bird life.

The potential increase in traffic flow that may result as a consequence of increased industry.

Limited consideration of mixed land use opportunities. Precludes opportunities to develop a site that includes an environmental/conservation overlay; tourism opportunities based on wild life and natural habitat (e.g. wetlands visitor centre), provision for public land use and access including parkland, walking and cycling opportunities, while protecting the wildlife and natural environment.

Loss of Crown land.

Suggested improvements from respondents

Tourist facility:

Create the site as a tourist precinct focused on the renewable energy industry with links to local university and consider funding local community and conservation restoration out of proceeds.

House a motor sports complex.

Protect, conserve, grow, build, live:

Incorporate recreational opportunities such as bike paths around the site for viewing each type of industry while retaining and protecting birdlife and natural habit sites.

Develop a more detailed scenario that combines conservation, restoration, and tourism with public access and recreational opportunities while integrating the history and heritage of the area. For instance integrate existing Moolapio grasslands and local Wathaurong culture and indigenous plantings.

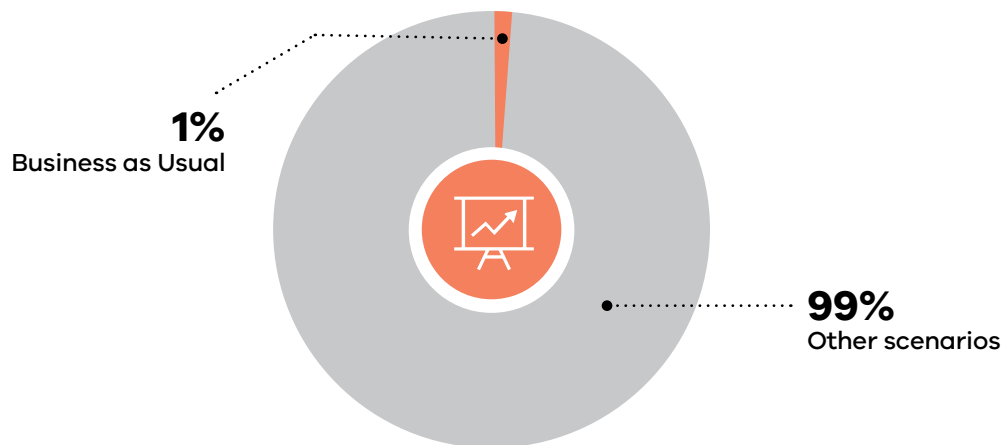
Production:

Broaden emphasis of production to include a diversity of industry including commercial opportunities for micro and small businesses. Point Henry represents an ideal opportunity.

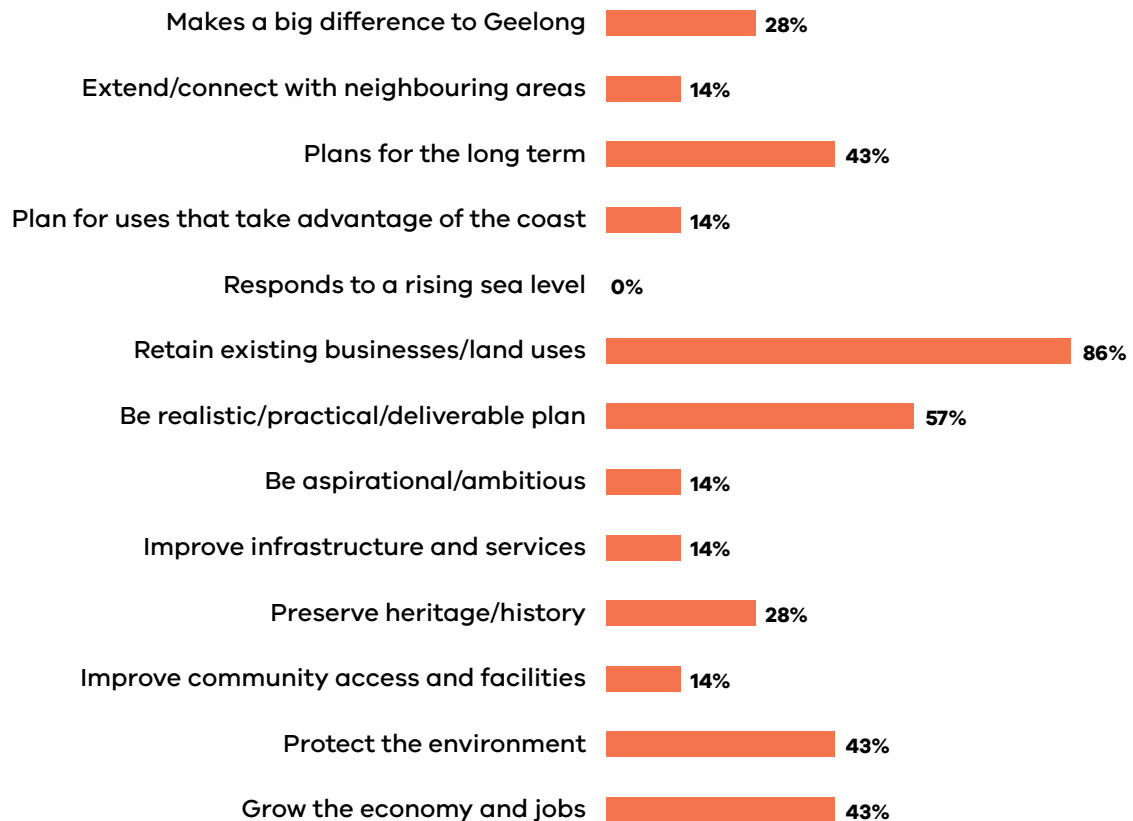
Detailed feedback

BUSINESS AS USUAL IN MOOLAP

THE PERCENTAGE OF RESPONDENTS THAT PREFERRED THE BUSINESS AS USUAL IN MOOLAP SCENARIO:



THE RESPONDENTS WHO CHOSE THIS SCENARIO PREFERRED IT AS FOR THE FOLLOWING REASONS:



WHAT PEOPLE **LIKED** ABOUT THIS SCENARIO

The potential to maintain environmental values of the area.

Supports and retains existing industry and businesses while accommodating new industrial uses including aquaculture.

Provides an opportunity for local business/ industry expansion, and reinvestment.

Limited if any planning scheme changes required.

The existing Alcoa site provides opportunities for other industrial uses.

WHAT PEOPLE **DIDN'T LIKE** ABOUT THIS SCENARIO

Fails to maximise the site's potential including the economic potential of the study site.

Potential continuation of commercial saltworks that is likely unviable.

Economic viability and adverse environmental impact of aquaculture industry an issue.

Limited recognition of coastal values and environmental considerations and opportunities.

Special use zone may not protect the environment and wildlife/habitat.

Potential economic costs and limitations of the site including low lying, flood prone site in addition to potential impact of a rising sea level and climate change.

Potential impact of long term 'industry retention' on the peninsula in situations where groundwater pollution and consequent damage to coastal and marine flora and fauna is a risk.

Suggested improvements from respondents

Production/industry:

Retain existing business as a part of a balanced mix of land uses that are innovative, build on future economic, residential, recreation and conservation opportunities while retaining and protecting the environment and wildlife.

Retain existing industry and rural land use especially along Portarlington Road.

Conservation:

Generate conservation, economic and employment opportunities for the study area and Geelong by managing the area as a world class wetland/wildlife sanctuary.

Productive land:

Greater emphasis on ecotourism and renewable energy / light industry expansion.

Parks and tourist facility:

Consider a conference centre at Point Henry and inclusion of more public parks.

Rural:

Develop eastern farming.

Coastal inundation:

Plan in response to a rising sea level and to manage industry in a flood prone area.

Other:

Traffic management (including heavy traffic) plan.

Consistent with current government policy and strategic directions and planning schedules.

Informing the MOOLAP coastal strategic framework PLAN

Feedback and submissions received during the second round of engagement provided:

- feedback on what issues are most important to the study area
- feedback on the draft vision and supporting principles and how they could be improved
- level of comfort across all scenarios
- an indication of participants preferred scenario and how they could be improved.

This feedback is informing the draft Moolap Plan.

The draft Moolap Plan is scheduled for release and engagement in late 2016.

For more information on the Moolap Plan please see the project website: **www.delwp.vic.gov.au/moolap**



