

# Summary of Feedback

Community engagement - Round three  
Moolap Coastal Strategic Framework Plan



August 2019

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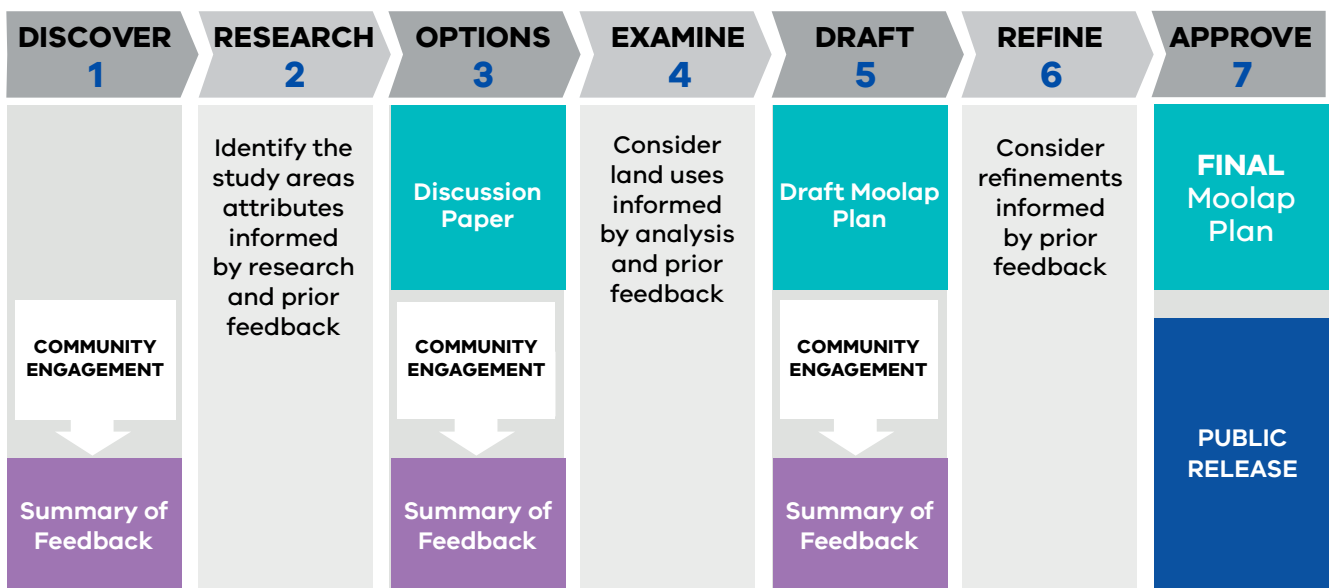
# INTRODUCTION

This *Summary of Feedback (Round three)* outlines the key messages we heard about the Draft Moolap Coastal Strategic Framework Plan (Draft Moolap Plan). This is the third and final round of community engagement for the preparation of the Moolap Plan. The Moolap Plan establishes the strategic direction of the study area including any potential land use changes over the long term. It will inform future development, clean-up, protection and improvement.

The community, including landowners, organisations, businesses and the general public, have been provided with multiple opportunities to have their say and inform the Moolap Plan (refer diagram below). Round one engagement provided an opportunity for the community to share their ideas for the future of the study area. Round two engagement asked the community for its views on the draft vision, principles and possible land use scenarios. Round three engagement sought feedback on the Draft Moolap Plan. This *Summary of Feedback* provides an overview of the feedback received on the draft land use directions and the potential implementation framework. It is not intended to capture every comment or reference comments to individuals or organisations.

All feedback received has been considered in the preparation of the final 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 City of Greater Geelong. The Geelong Authority is also being consulted to inform and provide independent advice to the Minister for Planning.

## PROJECT STAGES



# ENGAGEMENT CHANNELS

The third and final round of community engagement began with the launch of the Draft Moolap Plan by Minister Lisa Neville, Member for Bellarine, on 19 April 2017 on behalf of the Minister for Planning and the Minister for Energy, Environment and Climate Change. The engagement period ran until 31 May 2017.

The community and stakeholders were asked to consider and provide feedback on the draft set of land use directions and the potential implementation framework presented in the Draft Moolap Plan. All past participants in rounds one and two engagement were notified and invited to take part, as were the general public and stakeholders.

Methods of engagement included:



# ENGAGEMENT RESPONSE

150

STAKEHOLDERS AT  
LAUNCH EVENT/  
GROUP BRIEFINGS

70

PEOPLE  
ATTENDED  
OPEN HOUSES

55

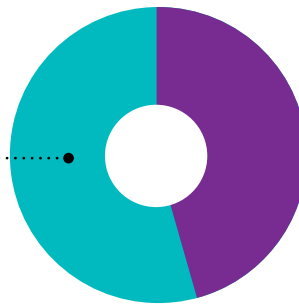
WRITTEN  
SUBMISSIONS

153

PEOPLE  
COMPLETED  
SURVEY

53%

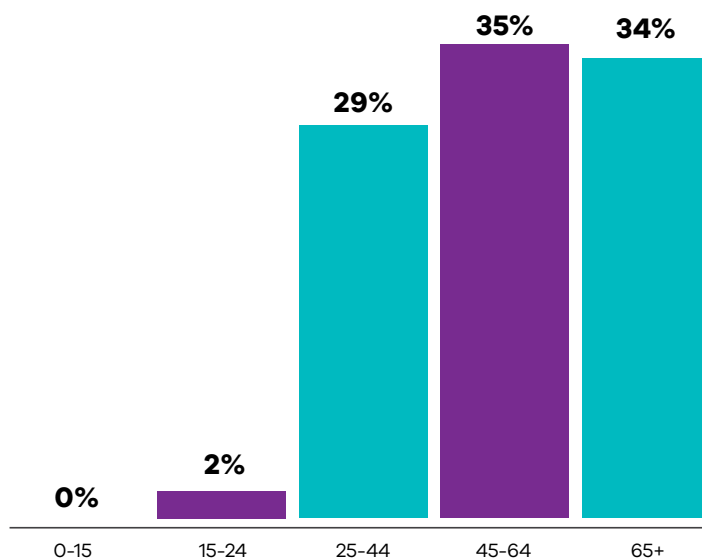
of survey respondents had been engaged in this project previously.



## Demographics

There was a fairly even spread of respondents in the 25-44, the 54-64 and 65+ age groups.

### AGE OF SURVEY RESPONDENTS



### WHERE THE SURVEY RESPONDENTS LIVE

The majority of survey respondents were from Geelong and the surrounding area.

Most respondents lived in the following postcode areas:

**3219: Breakwater, East Geelong, Newcomb, St Albans, Thomson and Whittington (18 per cent)**

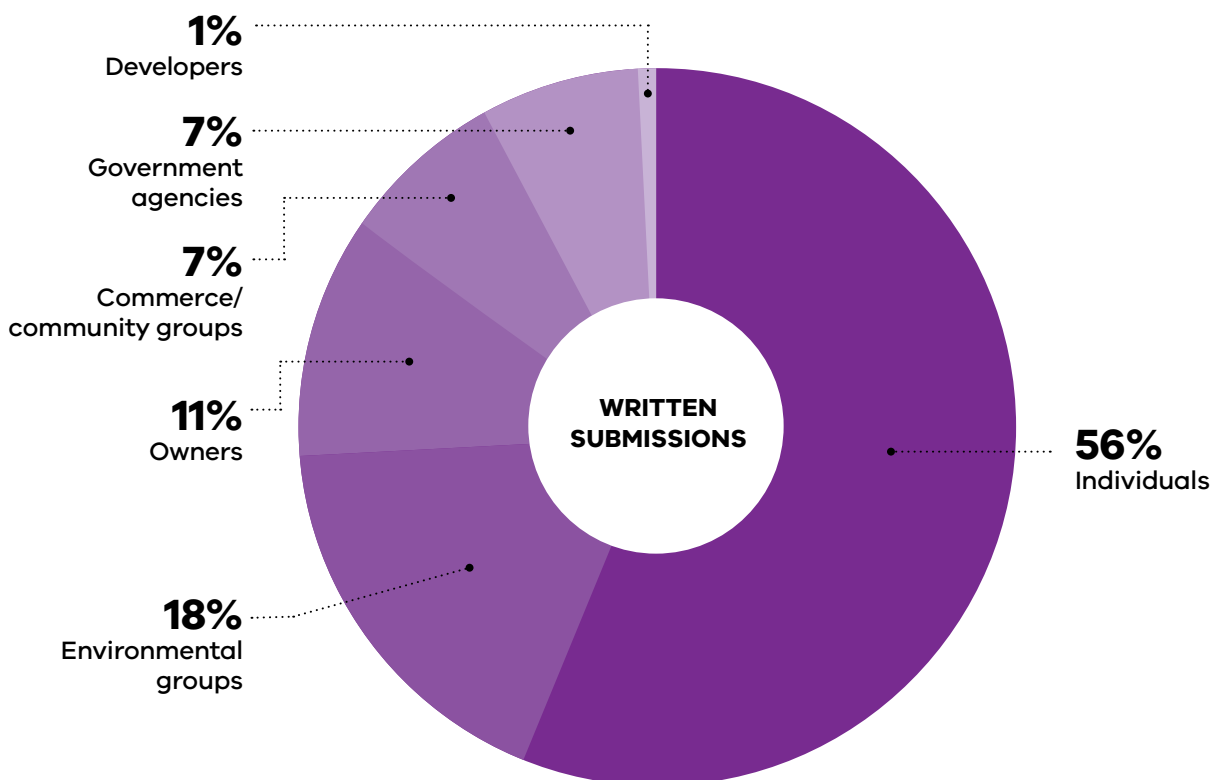
**3216: Grovedale, Belmont, Highton, Waurin Ponds, Wandana Heights (12.4 per cent)**

**3222: Clifton Springs, Curlewis, Drysdale, Mannerim, Marcus Hill (10.4 per cent)**

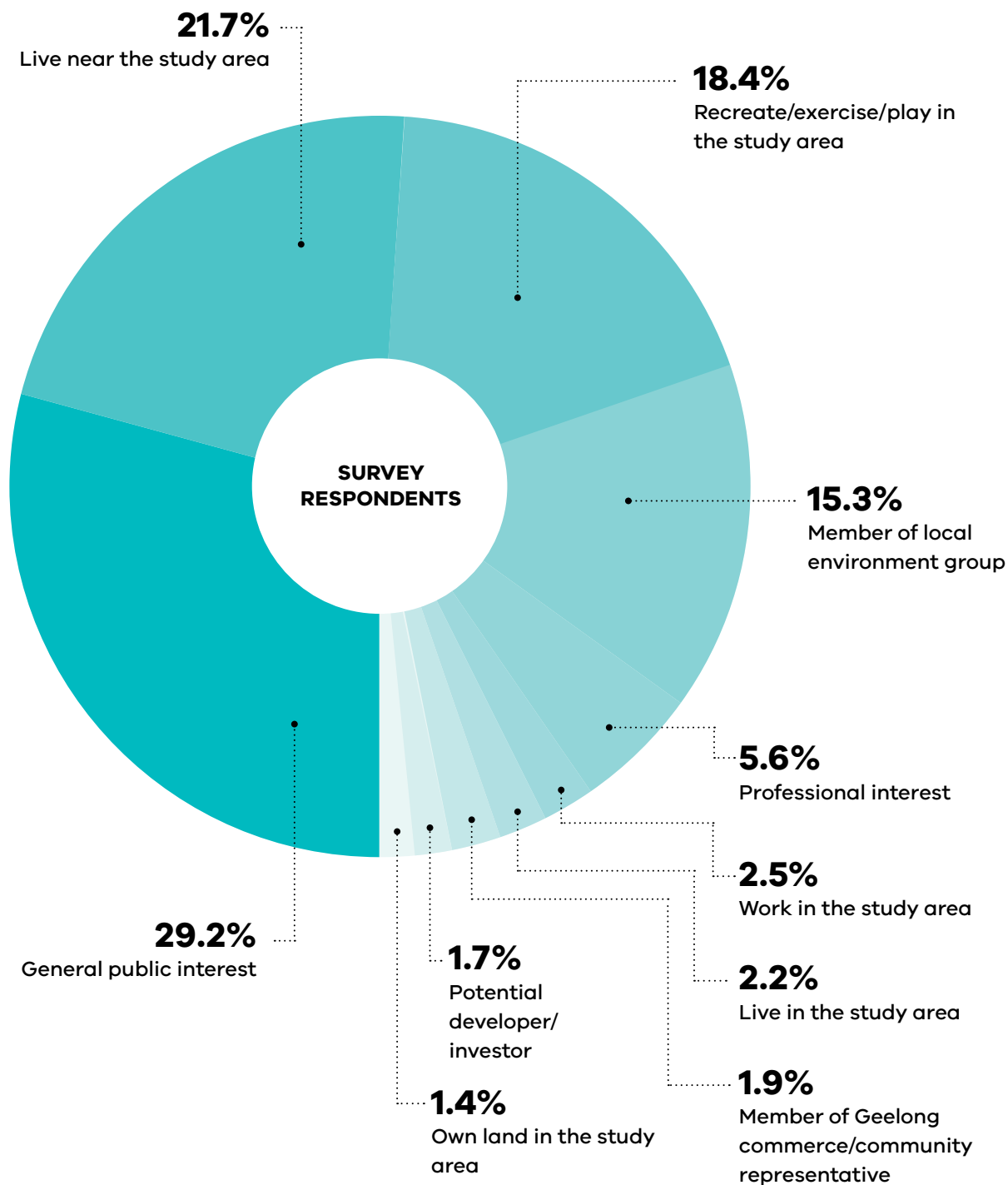
Replies were also received from survey respondents located in Leopold and Moolap, central Geelong, Geelong West, Herne Hill, on the Bellarine Peninsula, and from as far away as Queensland.

### CURRENT RELATIONSHIP TO THE STUDY AREA

Of the 55 written submissions received, the majority were from individuals, followed by members of environment groups and land/asset owners.



As per the Round two engagement, survey respondents were asked about their interest/relationship to the study area. The majority of respondents were members of the general public, those who lived near or recreated in the study area, or who were members of local environment groups.





# VISION AND PRINCIPLES

Point Henry and northern Moolap will transition to a future which benefits the Geelong economy, environment and community by taking advantage of its assets and opportunities while acknowledging its significant industrial, heritage, cultural and environmental values.

Survey respondents were asked how satisfied they were with the vision and principles - 76% per cent were satisfied/very satisfied. Some written submissions also made comment on this issue. Suggested improvements included:

- **Be visionary rather than a process statement.**
- **Be a clear statement of intent for the end point of the process.**
- **A simple statement is better.**





## WERE THE PRINCIPLES ACHIEVED IN THE DRAFT MOOLAP PLAN (SURVEY RESPONDENTS)

Principle	Yes	No	Did not respond
Plan for a safe, sustainable, integrated and prosperous community	65%	24%	11%
Be aspirational and feasible, responding to long term needs and opportunities	66%	23%	11%
Plan for a future that reflects Geelong's changing economy	65%	24%	11%
Prioritise uses that take advantage of the coastal location	65%	23%	12%
Facilitate increased public access to the coastal foreshore	75%	14%	11%
Plan for a predicted sea level rise of 0.8m by the year 2100	65%	24%	11%
Complement central Geelong and its role as Victoria's second largest city	72%	18%	10%
Create a unique and attractive destination	70%	19%	11%
Create a connected and accessible place	67%	19%	14%
Recognise and respond to areas of heritage and environmental value	67%	22%	11%
Avoid land use conflicts and manage the transition of existing land uses	61%	28%	11%
Provide appropriate interfaces to adjoining land uses	59%	27%	14%



# DETAILED FEEDBACK

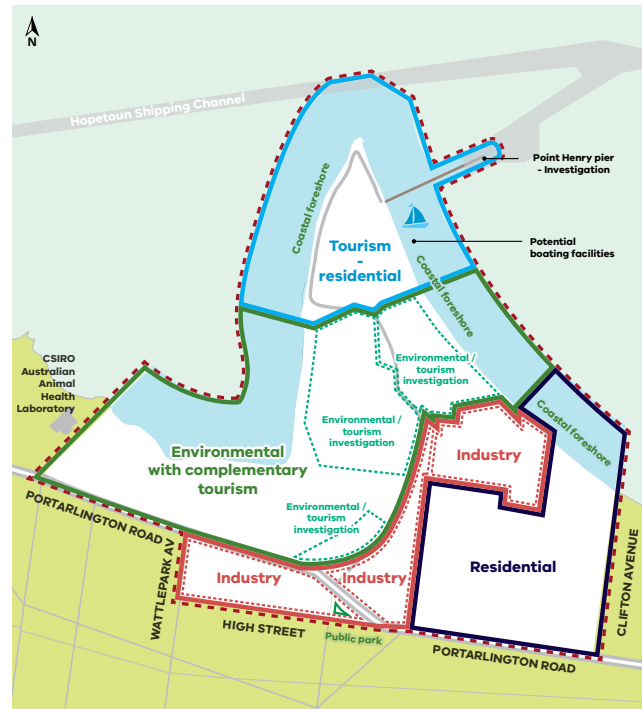
## Overall Plan

# 70%

SATISFIED/VERY SATISFIED

**WITH THE DRAFT  
DIRECTION FOR THE  
OVERALL STUDY AREA  
(Survey Respondents)**

**29% UNSATISFIED/VERY UNSATISFIED  
1% DID NOT RESPOND**



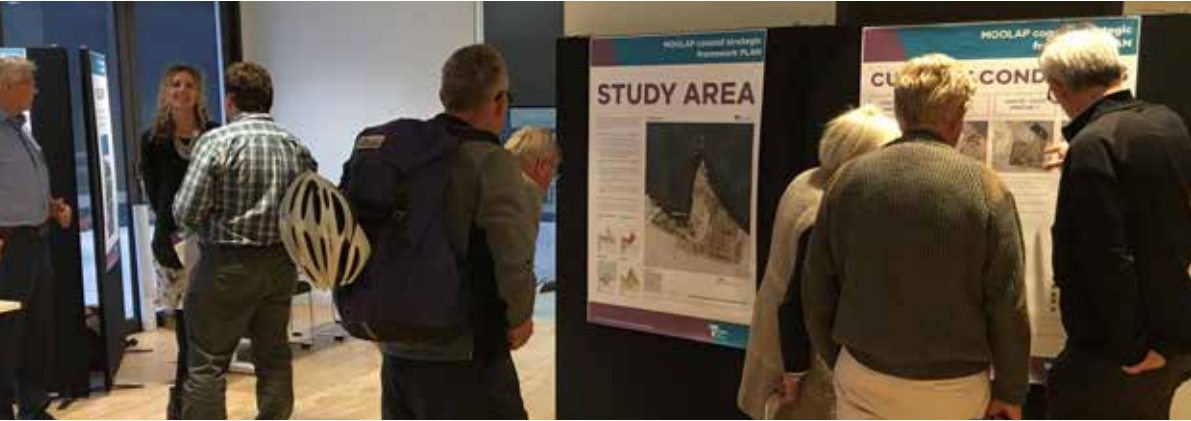
## TOP 5 COMMON ISSUES FROM ALL RESPONDENTS

- The Saltworks and Wetlands Precinct should be declared an international bird sanctuary.
- Development in adjacent precincts should not negatively impact bird habitat and marine seagrass.
- Active water management plan needed as soon as possible to protect the ecological values of the Saltworks and Wetlands Precinct.
- Question the justification for residential use in the South-East Precinct.
- Land use conflict exists between existing industry and proposed residential in the South-East Precinct.

**RELATIONSHIP TO STUDY AREA VS SATISFACTION WITH DRAFT LAND USE DIRECTION FOR OVERALL STUDY AREA (Survey Respondents)**

Apart from potential developers/investors, survey respondents were all generally satisfied with the draft land use direction for the overall study area, regardless of their relationship to the study area.

Interest / Relationship to Study Area	Satisfied	Unsatisfied	Didn't Respond
Work in the study area	67%	33%	
Own land in the study area	80%	20 %	
Live in the study area	63%	37%	
Live near the study area	73%	26%	1%
Potential developer / investor	50%	50%	
Recreate / exercise / play in the study area	74%	24%	2%
Member of local environment group	69%	31%	
Member of Geelong commerce / community representative group	57%	43%	
Professional interest	70%	30%	
General public interest	70%	29%	1%



# Point Henry Precinct

# 62%

SATISFIED/VERY SATISFIED

**WITH THE DRAFT  
DIRECTION FOR THE  
POINT HENRY PRECINCT  
(Survey Respondents)**

**35% UNSATISFIED/VERY UNSATISFIED  
3% DID NOT RESPOND**



## RELATIONSHIP TO STUDY AREA VS SATISFACTION WITH DRAFT LAND USE DIRECTION FOR THE POINT HENRY PRECINCT (Survey Respondents)

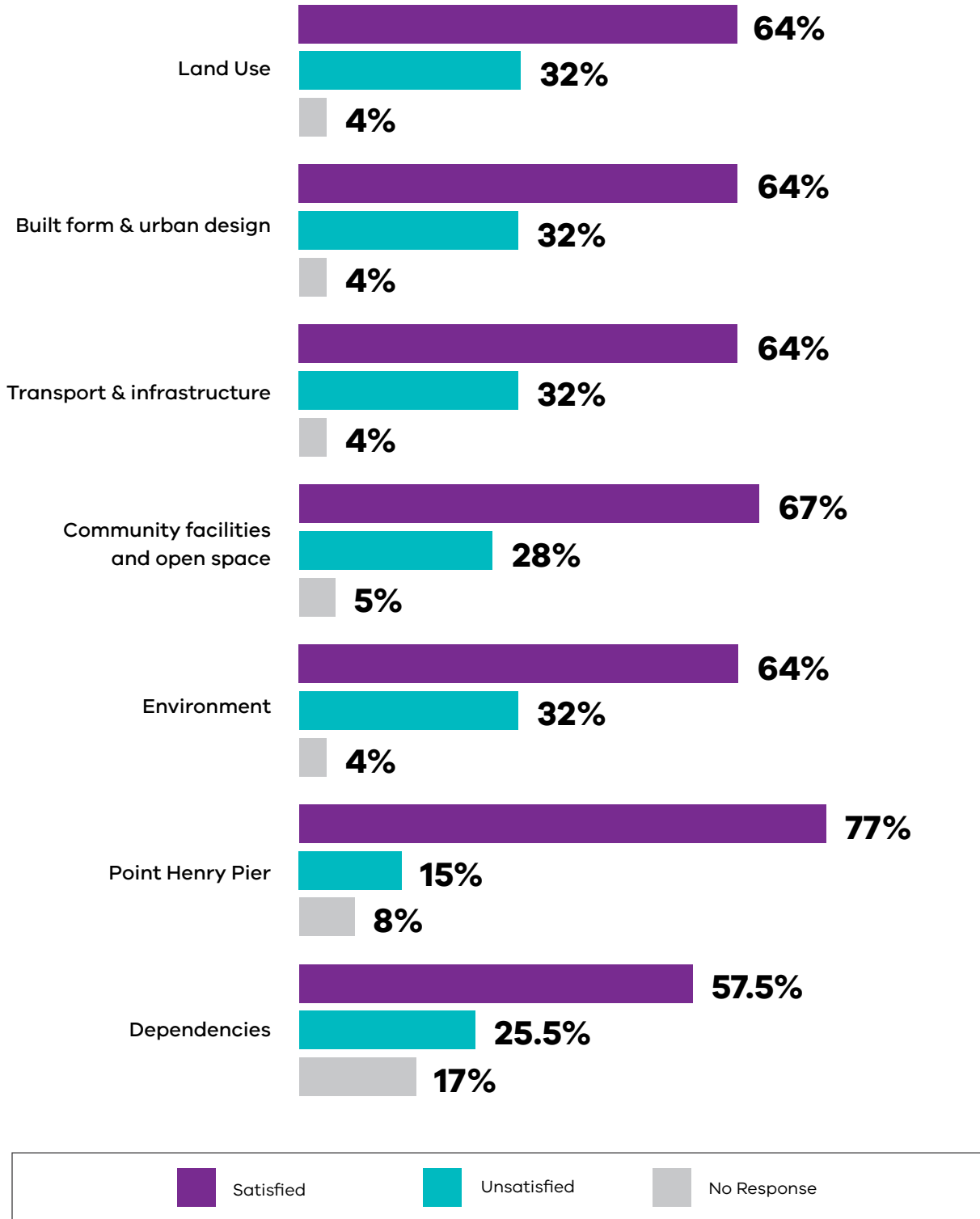
Apart from potential developers/investors, survey respondents were all generally satisfied with the draft land use direction for the Point Henry Precinct, regardless of their relationship to the study area.

Interest / Relationship to Study Area	Satisfied	Unsatisfied	Didn't Respond
Work in the study area	67%	33%	
Own land in the study area	60%	40%	
Live in the study area	63%	37%	
Live near the study area	63%	35%	2%
Potential developer / investor	50%	50%	
Recreate / exercise / play in the study area	64%	33%	3%
Member of local environment group	60%	36%	4%
Member of Geelong commerce / community representative group	71%	29%	
Professional interest	70%	30%	
General public interest	59%	37%	4%

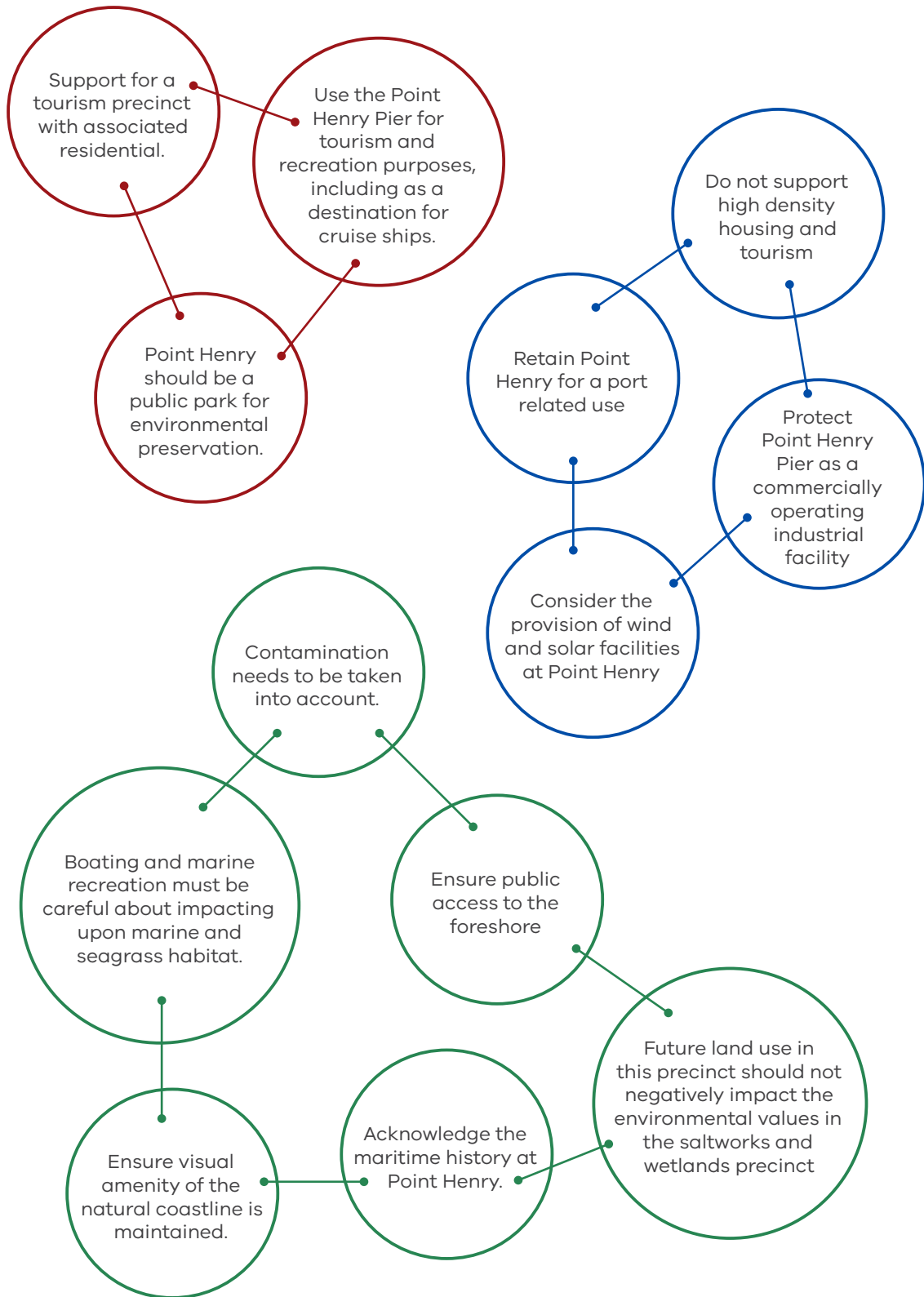


**SATISFACTION WITH THE DRAFT DIRECTIONS AND STRATEGIES FOR THE POINT HENRY PRECINCT (Survey Respondents)**

The majority of survey respondents were satisfied with the draft directions and strategies for the Point Henry Precinct. The strongest result was in relation to the directions and strategies for the Point Henry Pier. The least strongest result was in relation to the dependencies to realise the direction for the Point Henry Precinct.



**KEY ISSUES FROM ALL RESPONDENTS IN RELATION TO THE POINT HENRY PRECINCT**



# Industry Precinct

# 71%

SATISFIED/VERY SATISFIED

**WITH THE DRAFT  
DIRECTION FOR THE  
INDUSTRY PRECINCT  
(Survey Respondents)**

**23% UNSATISFIED/VERY UNSATISFIED  
6% DID NOT RESPOND**



## RELATIONSHIP TO STUDY AREA VS SATISFACTION WITH DRAFT LAND USE DIRECTION FOR THE INDUSTRY PRECINCT (Survey Respondents)

Regardless of their relationship to the study area, survey respondents were all generally satisfied with the draft land use direction for the Industry Precinct. All survey respondents who owned land in the study area were satisfied with the land use direction for the industry precinct.

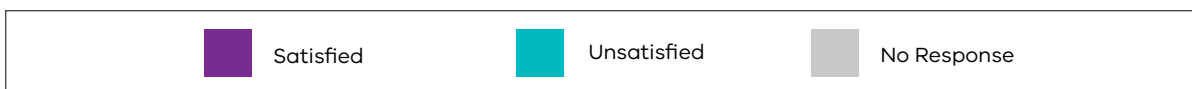
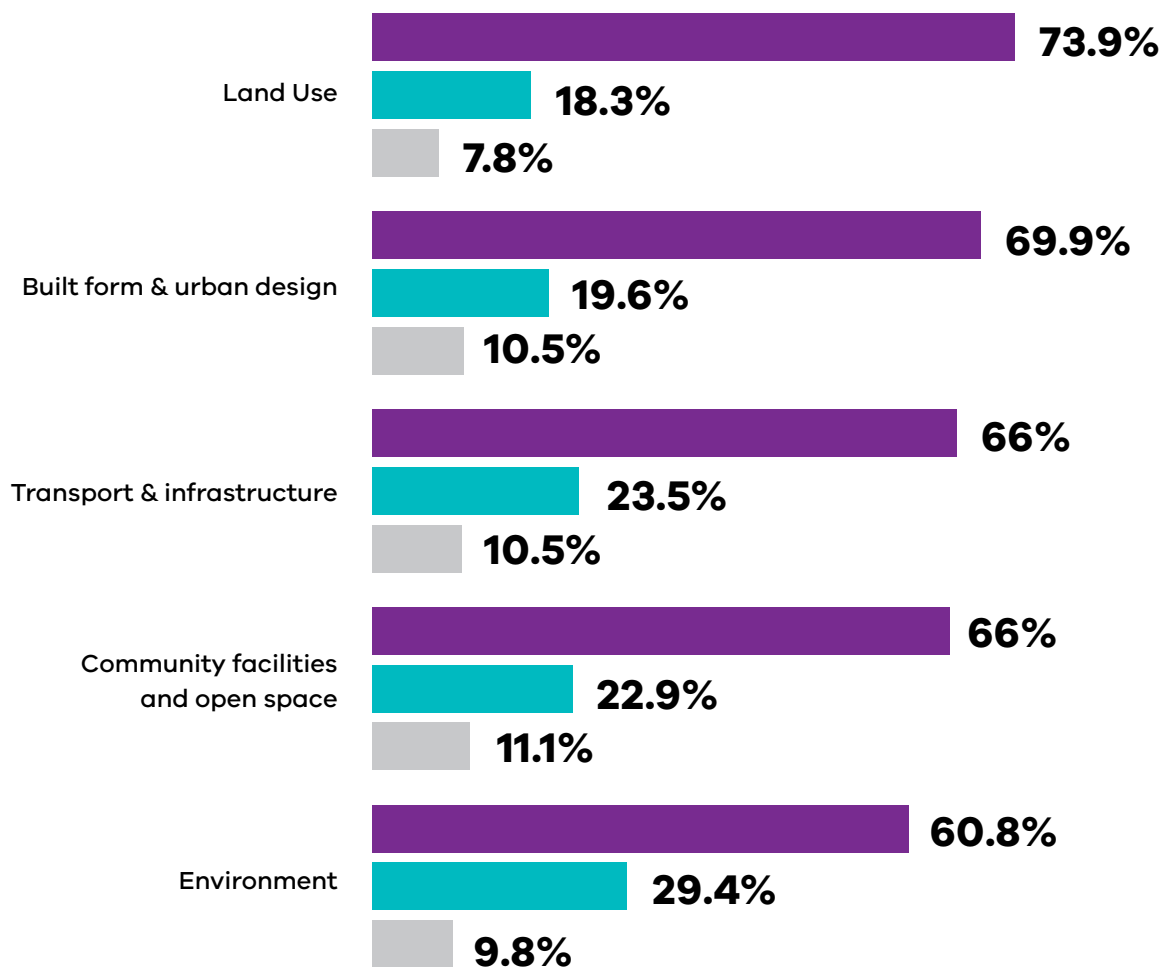
Interest / Relationship to Study Area	Satisfied	Unsatisfied	Didn't Respond
Work in the study area	67%	33%	
Own land in the study area	100%		
Live in the study area	75%	25%	
Live near the study area	64%	26%	10%
Potential developer / investor	67%	33%	
Recreate / exercise / play in the study area	67%	24%	9%
Member of local environment group	65%	24%	11%
Member of Geelong commerce / community representative group	71%	29%	
Professional interest	75%	25%	
General public interest	70%	21%	9%



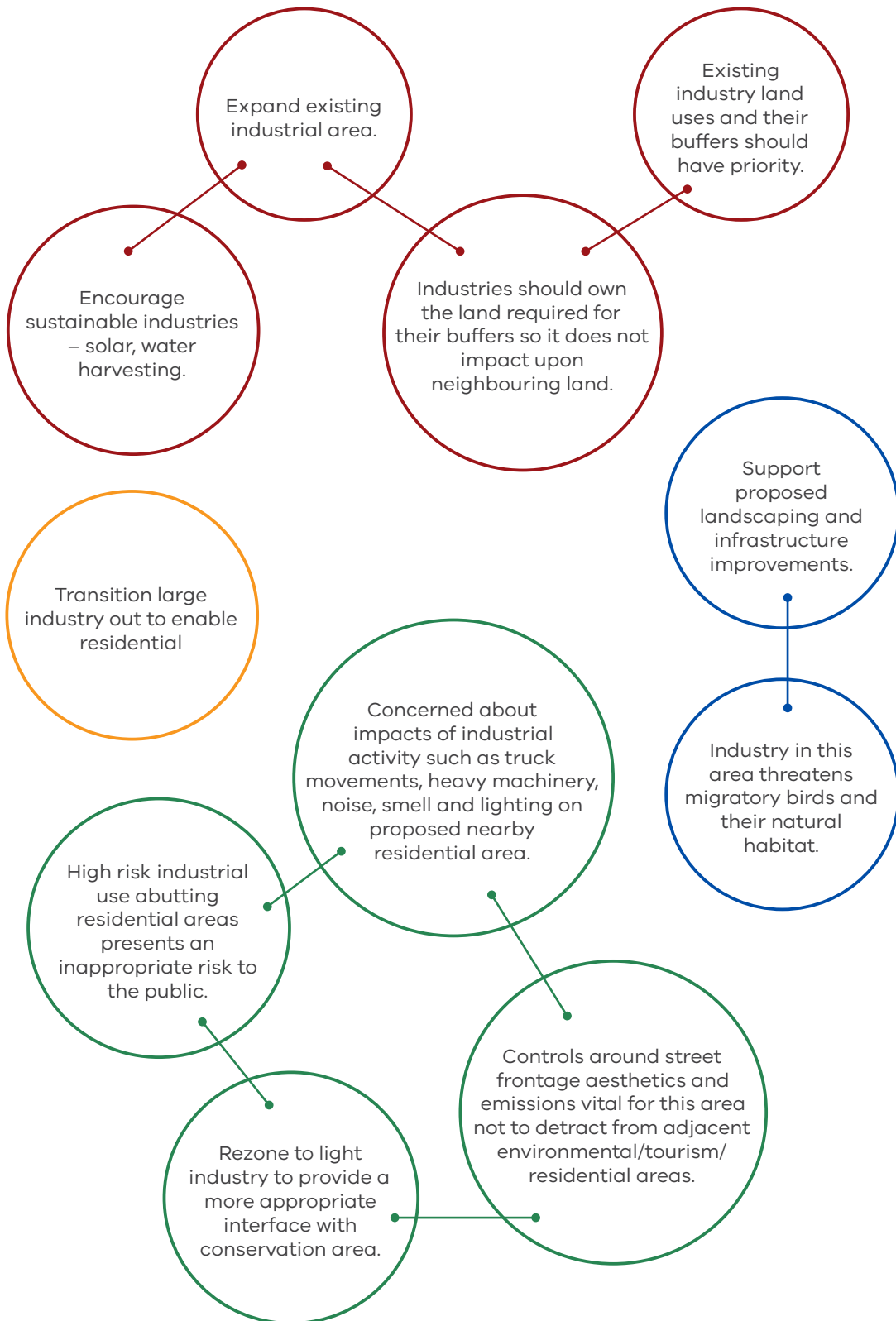


### SATISFACTION WITH THE DRAFT DIRECTIONS AND STRATEGIES FOR THE INDUSTRY PRECINCT (Survey Respondents)

In general, survey respondents were satisfied with the draft directions and strategies for the Industry Precinct. This included nearly 74% satisfaction with the directions and strategies relating to land use.



**KEY ISSUES FROM ALL RESPONDENTS IN RELATION TO THE INDUSTRY PRECINCT**



# South-East Precinct

# 55%

SATISFIED/VERY SATISFIED

**WITH THE DRAFT  
DIRECTION FOR THE  
SOUTH-EAST PRECINCT  
(Survey Respondents)**

**40% UNSATISFIED/VERY UNSATISFIED  
5% DID NOT RESPOND**



## RELATIONSHIP TO STUDY AREA VS SATISFACTION WITH DRAFT LAND USE DIRECTION FOR THE SOUTH-EAST PRECINCT (Survey Respondents)

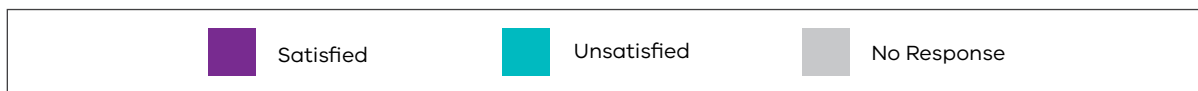
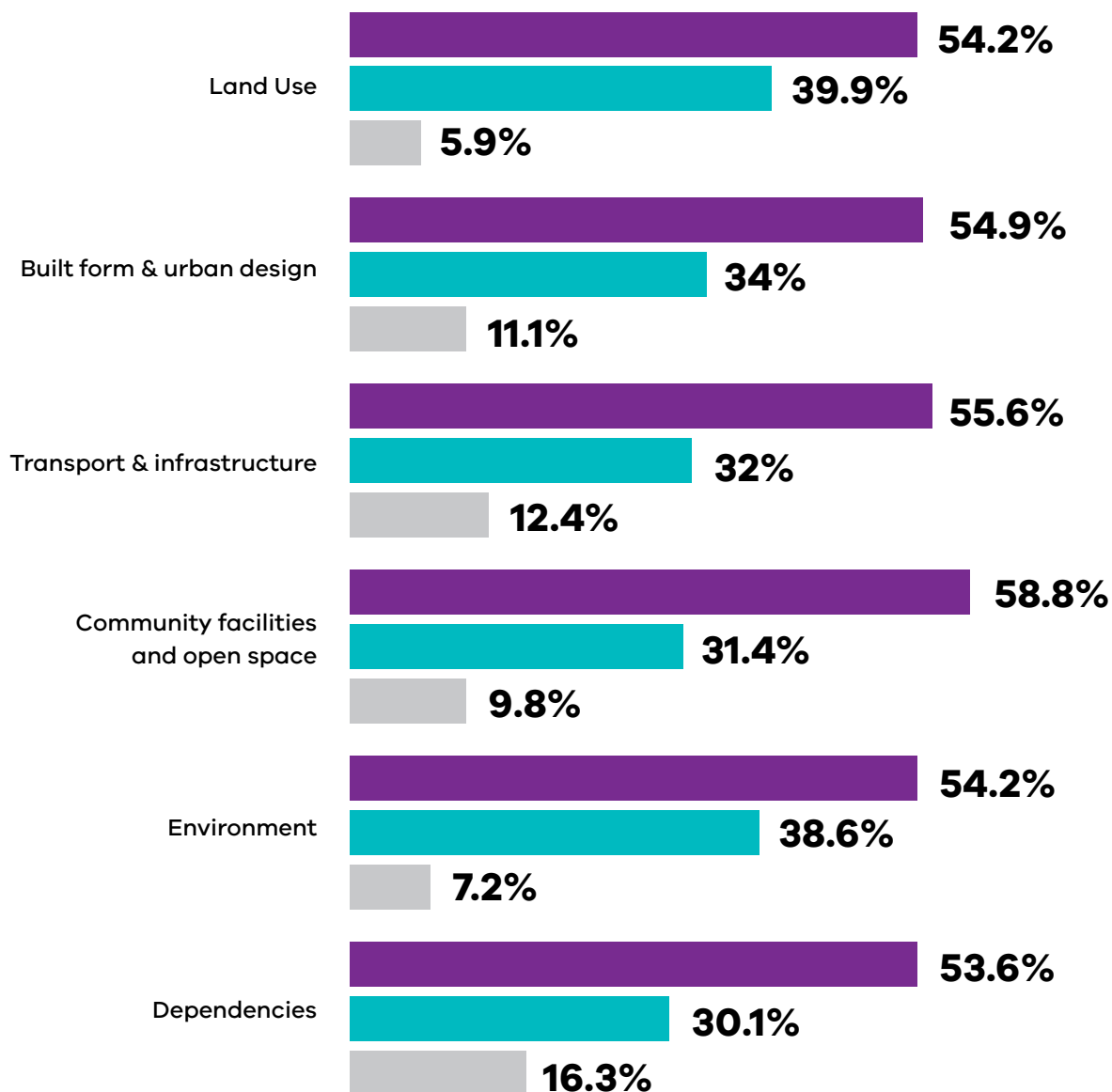
This precinct had the lowest levels of satisfaction with the draft land use direction. Fifty percent or less of all survey respondents who worked in the study area, owned land in the study area, were a potential developer/investor, or whom identified as a member of a local environment group, were satisfied with the land use direction for the South-East Precinct.

Interest / Relationship to Study Area	Satisfied	Unsatisfied	Didn't Respond
Work in the study area	44%	56%	
Own land in the study area	40%	60%	
Live in the study area	63%	37%	
Live near the study area	58%	36%	6%
Potential developer / investor	50%	50%	
Recreate / exercise / play in the study area	61%	35%	4%
Member of local environment group	42%	51%	7%
Member of Geelong commerce / community representative group	57%	43%	
Professional interest	55%	45%	
General public interest	51%	42%	7%

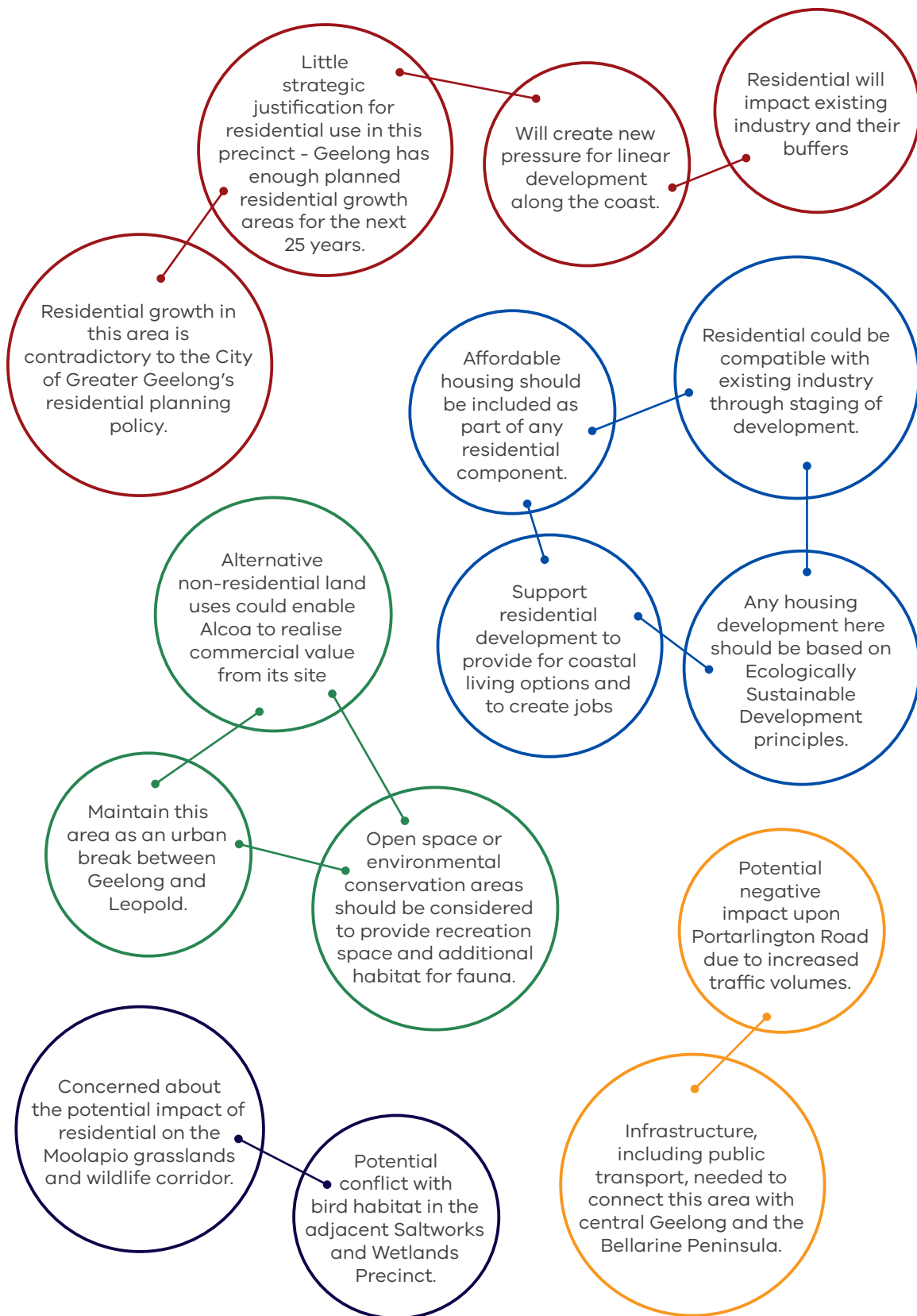


## SATISFACTION WITH THE DRAFT DIRECTIONS AND STRATEGIES FOR THE SOUTH-EAST PRECINCT (Survey Respondents)

Whilst survey respondents generally expressed satisfaction with the draft directions and strategies for the South-East Precinct, the levels of satisfaction were the lowest of all precincts. Satisfaction levels were in the fiftieth percentile, with dissatisfaction levels ranging between 30 and nearly 39 per cent. The majority of written submitters were dissatisfied with the proposed directions for the South-East Precinct.



**KEY ISSUES FROM ALL RESPONDENTS IN RELATION TO THE SOUTH-EAST PRECINCT**



# Saltworks & Wetlands Precinct

# 74.5%

SATISFIED/VERY SATISFIED

**WITH THE DRAFT DIRECTION FOR THE SALTWORKS & WETLANDS PRECINCT (Survey Respondents)**

**23% UNSATISFIED/VERY UNSATISFIED  
2.5% DID NOT RESPOND**



## RELATIONSHIP TO STUDY AREA VS SATISFACTION WITH DRAFT LAND USE DIRECTION FOR THE SALTWORKS AND WETLANDS PRECINCT (Survey Respondents)

In general, greater than 70% of all survey respondents were satisfied with the draft land use direction for the Saltworks and Wetlands Precinct, regardless of their relationship to the study area. The exception to this were those who identified as potential developers/investors with a 17% satisfaction rate. In real terms however, this group comprised of 6 survey respondents.

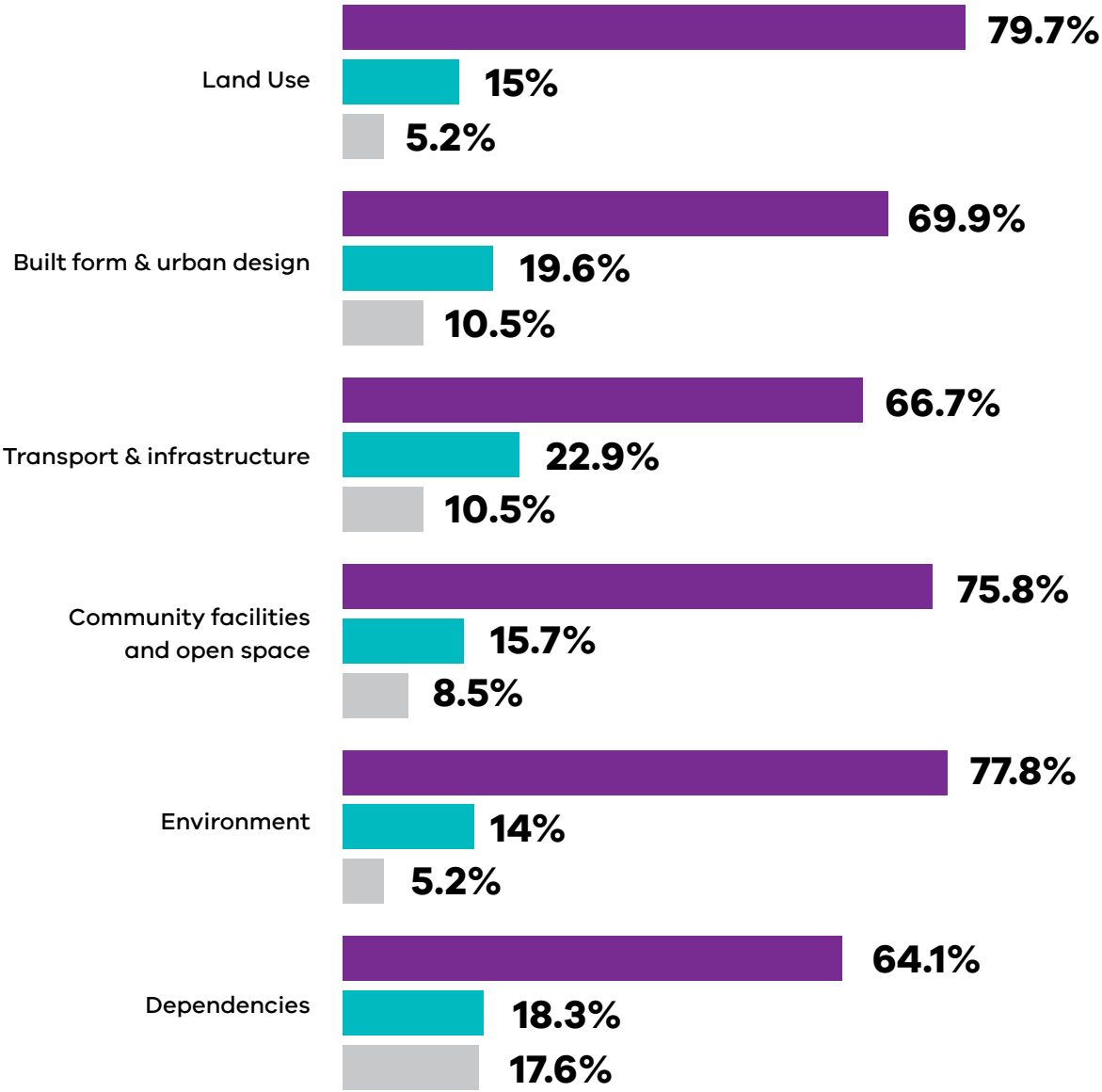
Interest / Relationship to Study Area	Satisfied	Unsatisfied	Didn't Respond
Work in the study area	89%	11%	
Own land in the study area	60%	40%	
Live in the study area	75%	25%	
Live near the study area	76%	21%	3%
Potential developer / investor	17%	83%*	
Recreate / exercise / play in the study area	74%	24%	2%
Member of local environment group	78%	20%	2%
Member of Geelong commerce / community representative group	71%	29%	
Professional interest	80%	20%	
General public interest	73%	22%	5%

\* Note: only 6 respondents identified as a potential developer/investor.



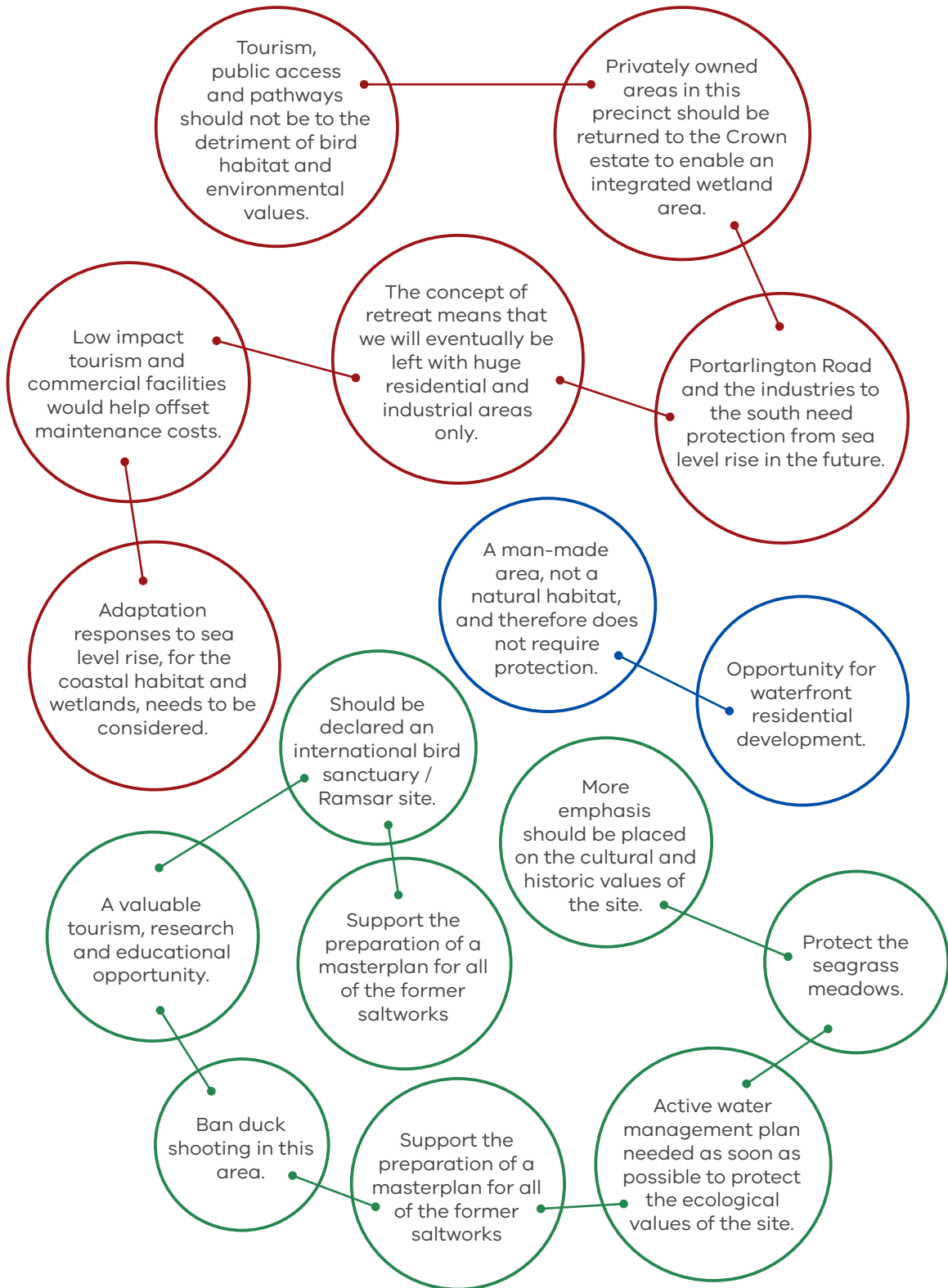
**SATISFACTION WITH THE DRAFT DIRECTIONS AND STRATEGIES FOR THE SALTWORKS AND WETLANDS PRECINCT (Survey Respondents)**

Survey respondents expressed the greatest satisfaction for the draft directions and strategies related to the Saltworks and Wetlands Precinct, ranging from 64 to nearly 80 per cent satisfied respondents.





**KEY ISSUES FROM ALL RESPONDENTS IN RELATION TO THE SALTWORKS AND WETLANDS PRECINCT**



# 71%

SATISFIED/VERY SATISFIED

**WITH THE DRAFT  
DIRECTION FOR THE  
COASTAL FORESHORE  
(Survey Respondents)**

**17% UNSATISFIED/VERY UNSATISFIED  
12% DID NOT RESPOND**



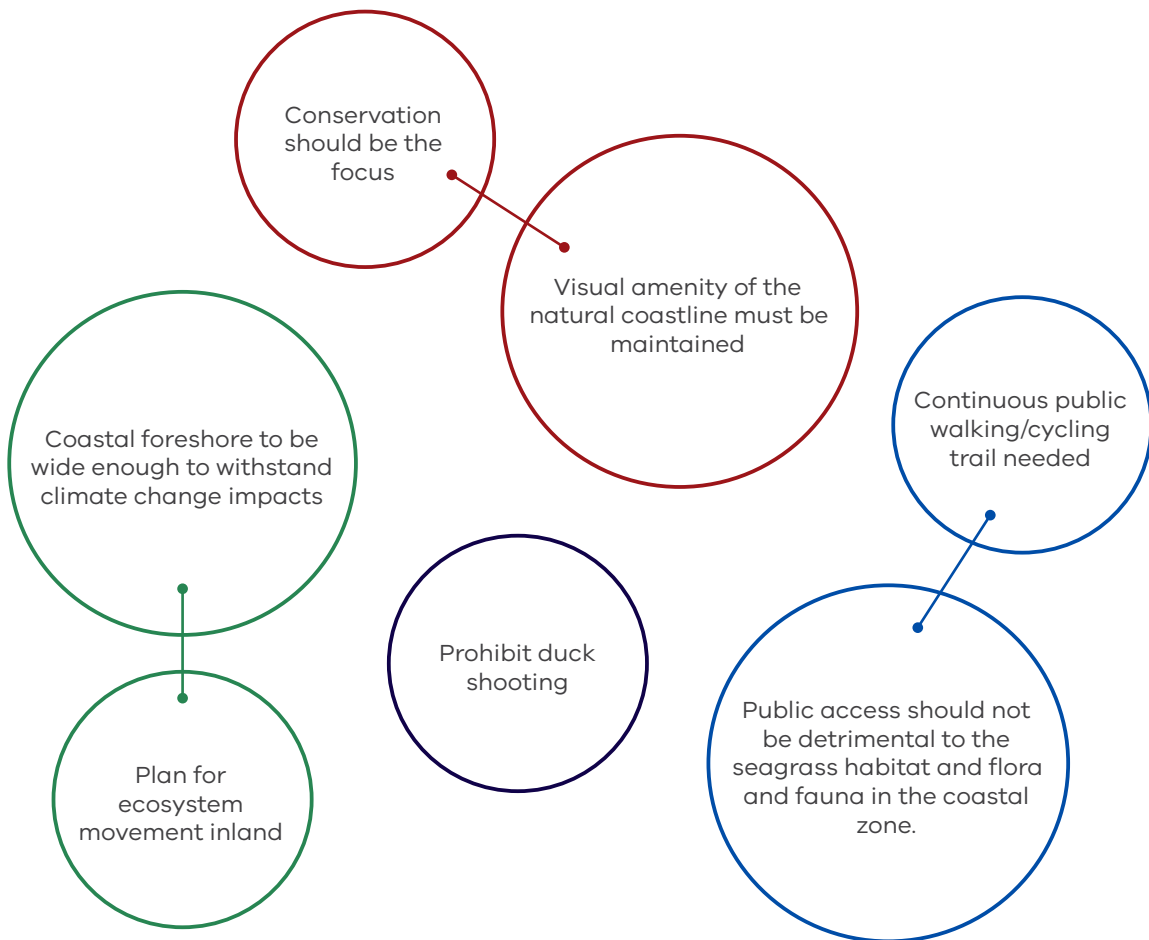
## RELATIONSHIP TO STUDY AREA VS SATISFACTION WITH DRAFT LAND USE DIRECTION FOR THE COASTAL FORESHORE (Survey Respondents)

All survey respondents who owned land or lived in the study area were satisfied with the draft land use direction for the coastal foreshore. Regardless of their relationship to the study area, the majority (67 per cent and greater) of survey respondents were satisfied with the land use direction for the coastal foreshore.

Interest / Relationship to Study Area	Satisfied	Unsatisfied	Didn't Respond
Work in the study area	67%	22%	11%
Own land in the study area	100%		
Live in the study area	100%		
Live near the study area	71%	15%	14%
Potential developer / investor	67%	33%	
Recreate / exercise / play in the study area	74%	14%	12%
Member of local environment group	67%	16%	17%
Member of Geelong commerce / community representative group	71%	29%	
Professional interest	75%	25%	
General public interest	67%	18%	15%



## KEY ISSUES FROM ALL RESPONDENTS IN RELATION TO THE COASTAL FORESHORE



## Implementation

# 64.7%

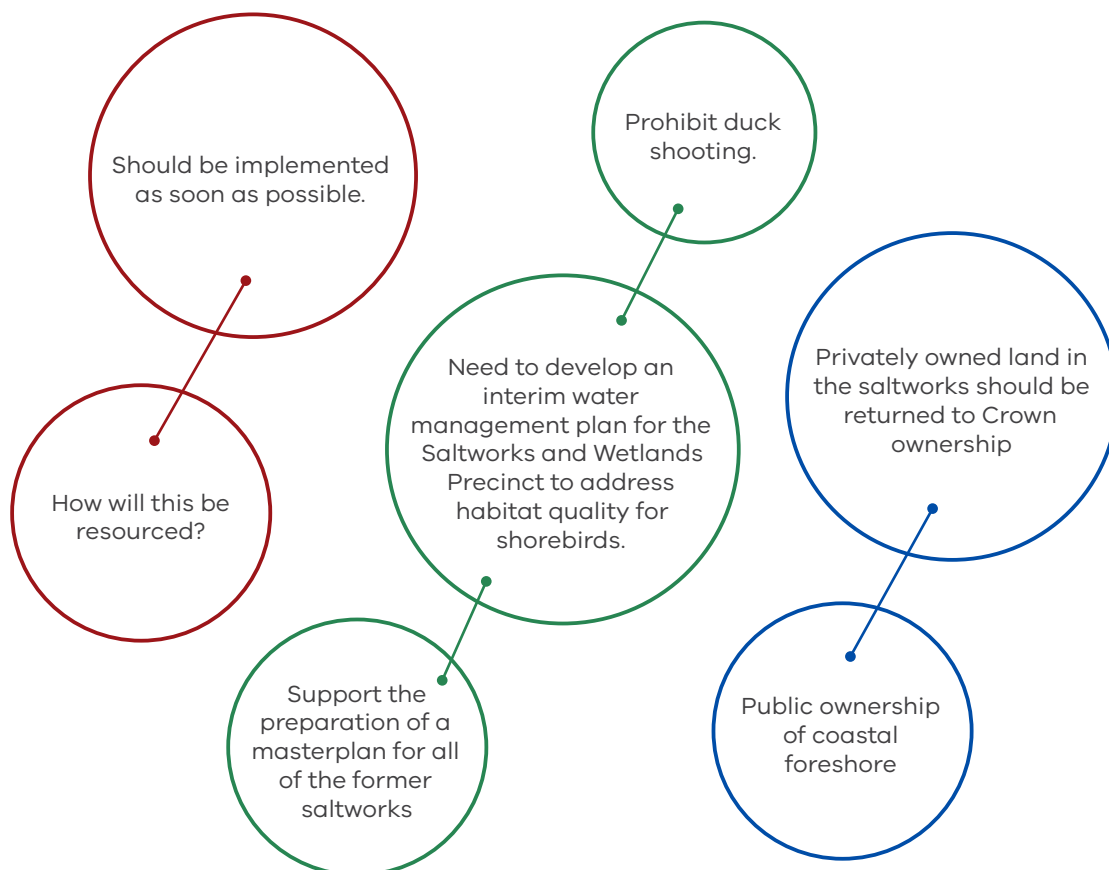
SATISFIED/VERY SATISFIED

**WITH THE DRAFT  
IMPLEMENTATION  
FRAMEWORK (Survey  
Respondents)**

**23.5% UNSATISFIED/VERY UNSATISFIED  
12% DID NOT RESPOND**



### KEY ISSUES FROM ALL RESPONDENTS IN RELATION TO THE POTENTIAL IMPLEMENTATION FRAMEWORK



## Informing the Moolap Coastal Strategic Framework Plan

The feedback received during round one and two of engagement has been used to shape the Draft Moolap Plan.

The feedback received during the Round three engagement has informed the final Moolap Plan.

Please refer to the project website for further information: [www.delwp.vic.gov.au/moolap](http://www.delwp.vic.gov.au/moolap)





