A VISION FOR GEELONG, AUSTRALIA

ELMS PARTNERS

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PREPARED BY: STEPHEN FLANAGAN, PARTNER

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In July 2012 Elms Partners presented its transformational vision for Geelong to the community, the City of Greater Geelong and the State Government.

The transformational plan prepared with CKD was designed as a catalyst to diversify the Geelong economy by creating an investment of more than $1.2 Billion, resulting in:

1. More than $450 million being injected into the local economy during construction,
2. 550 local construction jobs, and
3. 550 direct operational jobs and 800 indirect jobs when complete.
The transformational plan was designed to be a “zero” cost to Government as well as,

1. Fund the development of a multi purpose convention, exhibition and events facility,
2. Up-grade the adjacent public space into a formal gardens, and
3. Underpin the tourism industry with a new 5 star hotel and a serviced apartment building in an unmatched waterfront lifestyle precinct in Victoria.
The transformational plan was the first step in a bigger broader vision that would contribute to better utilization of Victoria's infrastructure as it relates to Geelong.

Simply put, the primary population growth in Melbourne is in the Western wedge - Geelong, Golden Plains, Werribee and Melton, creating unprecedented demand on the Westgate Bridge, as the West’s primary connection to Melbourne.
The Westgate Bridge was opened 35 years ago to carry 40,000 vehicles a day. It now carries more than 160,000 vehicles a day.

The Western Wedge population growth is accelerating and increasingly relies on the Westgate freeway and Westgate Bridge to connect to Melbourne, causing unprecedented congestion and severely constraining productivity and economic growth.
An investment in infrastructure to support improved productivity and economic growth boils down to only two choices, both of which deserve to happen.

• Build another Westgate Bridge or tunnel, and
• Create a reason for traffic generated in the Western Wedge to make Geelong the primary travel destination, rather than Melbourne.

In any event, time is against Geelong because to increase the capacity of traffic to Melbourne via a tunnel or double deck the Westgate bridge will take at least a decade or longer.
Geelong has all the essential infrastructure ingredients to support a positioning as the capital of western Victoria, including:

- Exceptional road connectivity to Melbourne and the rest of the State.
- A deep water port at the North Shore and North Geelong Industrial estate.
- Passenger and freight rail connecting the deep water port to the rail network, and
- Avalon Airport - an international gateway.

No other part of Melbourne or regional Australia has this complete infrastructure offer.
Geelong being positioned and referred to as the regional Capital of Western Victoria make sense because:

- It creates the catalyst for economic development and job creation.

- Supports Government policies of;
  - Decentralization
  - Productivity improvement and growth through better use of existing infrastructure
  - Enhancing regional Australia, and

- Geelong’s CBD offers significant scope for investment given the substantial redevelopment opportunities.
EVEN GREATER, GEELONG.

Geelong can go from good to great because:

- Recognizing Geelong as the Capital of Western Victoria changes perceptions and can happen immediately.
- It is a cost neutral outcome, either causing budget savings or redirecting budget allocations to support this strategy.
- The positioning would focus planning policy and highlight a region of accelerated growth.
- State and Commonwealth Government departments would seek to have an increased physical presence in Geelong to reflect the capital status.
- The investment community would recognize the potential of Geelong.
- It reconfirms Geelong’s CBD like function within the region and as the largest regional municipality in Victoria.
RISKS

Some of the challenges we will face

1. Political indecision

2. The risk of failing to attracting a champion, and

3. Lack of community, City, State and/or Commonwealth support/endorsement.

Innovation, with a capital Gee.
The solutions this strategy provides create a win for the community, a win for the City and State, and a win for Geelong.

Logistics, with a capital Gee.
NEXT STEPS

Elms Partners have developed this strategy with the support of CKD.

Whilst we believe it “ticks all the boxes” further development can only be effective if you are prepared to support it.
THANK YOU