



PHASE ONE COMMUNITY ENGAGEMENT REPORT



A summary report: What the community told Alcoa during Phase One of the community engagement program for Point Henry 575.

DECEMBER 2015 – FEBRUARY 2016

INTRODUCTION

In 2014 Alcoa closed its Point Henry smelting and rolling facilities after 51 years of operating in Geelong. This marked the beginning of a comprehensive closure process, with one of the goals being to develop a Master Plan for Alcoa's 575 hectares of freehold land.

The Point Henry 575 Master Plan will consider remediation requirements, market data, the opportunities and the constraints of the land, supply and demand for land uses, and community aspirations. Alcoa needs to balance and consider all of these aspects with the goal to create a Master Plan that makes sense, to the community and stakeholders, and also commercially.

In keeping with Alcoa's long term commitment to community engagement, Alcoa launched a process in December 2015 to capture the community's views and aspirations for the future land use of Point Henry 575.

Phase One of the community engagement, undertaken between December 2015 and February 2016, enabled important community and stakeholder input into the creation of a Shared Vision incorporating themes and guiding principles to help inform the creation of the Point Henry 575 Master Plan. During Phase One participants learnt more about the decommissioning and remediation process currently underway by Alcoa, and were asked to contribute their ideas and views to five draft Shared Vision Themes.

PHASE ONE - DRAFT SHARED VISION THEMES

Based on Alcoa's knowledge of the site, long term association with the community and early feedback, five draft themes were created to form the basis of the 'Building the Shared Vision' conversation:



PHASE ONE: FEEDBACK SNAPSHOT



The economic prosperity of Geelong

Across all engagement forums (online, workshops, listening posts) there was a strong focus on the economy and what will replace the industrial and manufacturing base that has been part of the Geelong economy for so long. A significant number of participants referred to the need for jobs and employment opportunities. There were interesting discussions around whether tourism has the greatest economic potential for the Geelong region or whether the industrial elements of the Point Henry site should be preserved and re-purposed for use by an alternative industry. This focus on economic drivers permeated a significant proportion of the discussion in Phase One.



A development that leads by example and complements Geelong

A consistent theme within the feedback was that the development should lead by example. Comments often related back to economic drivers and showed that the participants in Phase One supported a thorough, considered and visionary approach to the master planning of Point Henry 575. The word “iconic” was used in varied ways, ranging from the development of new industries, including renewable energy facilities, through to theme parks that would create jobs and a spotlight on the region. The feedback included future uses that result in long-term, sustainable returns for the Geelong region.



Coastal location

The importance of taking advantage of the coastal location of the site was a consistent underlying theme. The discussion centered around the economic potential of harnessing the coastal landscape for tourism activities and the need to create public access to the coast for recreational purposes. The participants were conscious of the coastal and environmental attributes of the site. The location of the point was described as “iconic”, “a landmark site” and “a jewel in the crown of the Bay”.



Honouring the histories

Whilst honouring the histories of the site had the fewest comments made in relation to it, a range of people spoke passionately about the site’s histories in terms of the indigenous, settler and Alcoa histories. There was also support for potential adaptation or reuse of existing infrastructure and land forms.



Diverse future uses

Participants, generally, desired a balance between economic benefits and public access in the future use of the land. There is support for a master plan that incorporates a range of uses that achieve economic prosperity, coastal access, public spaces for recreational or environmental activities, and lifestyle choices.

PHASE ONE: SNAPSHOT OF ENGAGEMENT

Face to face engagement



2
Community listening posts



3
Community workshops



1
Community Advisory Board Workshop



30
Direct Participants (approx)



43
Participants



7
Participants

Online engagement



831
Visitors to project website



47
Registered participants on project website



73
Online brainstormer/post-it-note ideas



9
Email submissions

Print communication and media articles



FACT SHEETS AND POSTCARDS
Distributed at Launch, CAB Meetings, Listening Posts and Community Workshops



ABC
News coverage



PRESS ARTICLES

- 2x Geelong Advertiser
- 1x Business Life magazine



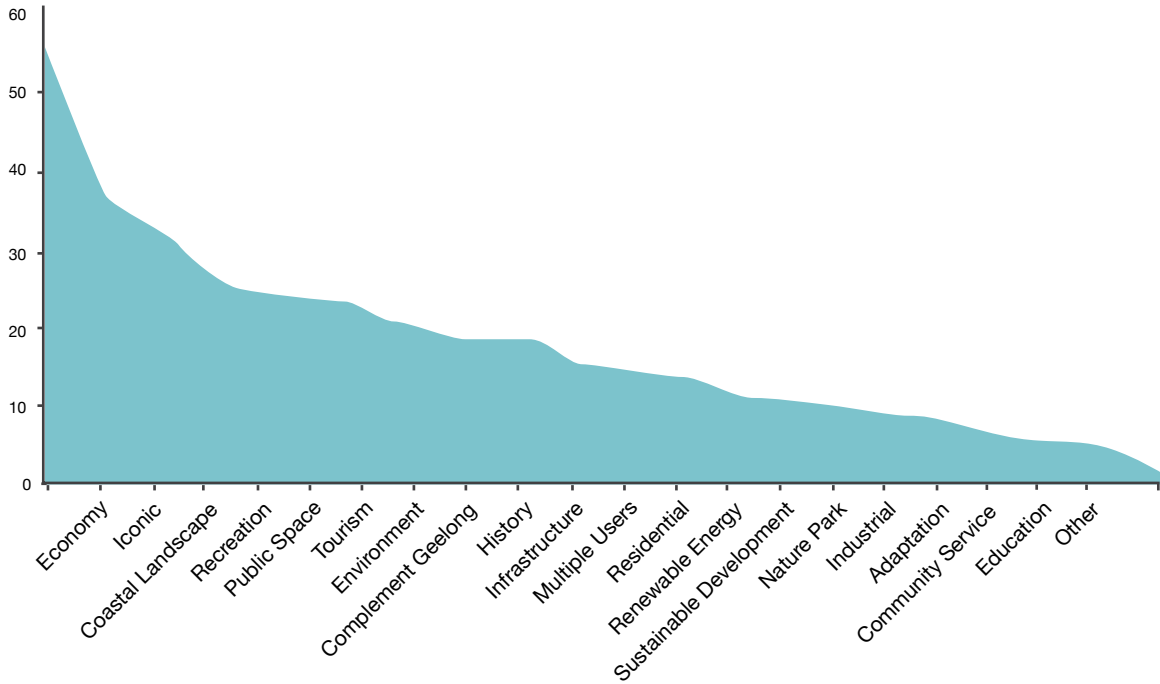
900+
Engaged members of the community



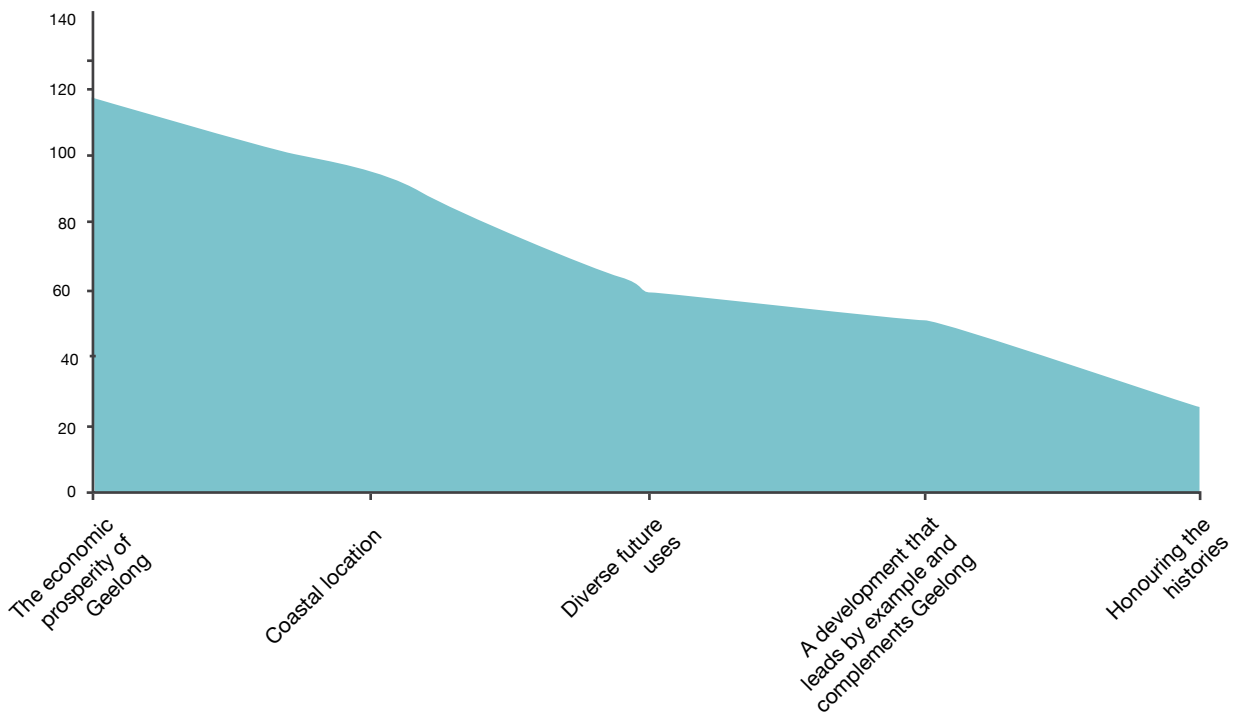
158
Total amount of feedback comments recorded

PHASE ONE: TOP LINE REVIEW OF FEEDBACK

Initial sorting of the feedback highlighted the ideas that arose.



Ideas were then further sorted into key themes.



WHAT PARTICIPANTS TOLD ALCOA ABOUT DRAFT SHARED VISION THEMES

All of the feedback received was further sorted and placed under each draft Shared Vision Theme. Key words that were stated are further highlighted in a word map for each theme.

1. EMBRACE AND CELEBRATE THE COASTAL LANDSCAPE

Participants told Alcoa that the site’s location and landscape are key attributes of any future land use. Public access for water sports and recreational activities to utilise the coastal and environmental attributes of the site was seen as important. Any outcome could support economic growth via tourism activities, continued industrial use or alternative mixed use.



2. BUILD UPON THE STRENGTHS OF THE EXISTING COMMUNITY

Participants told Alcoa that there should be a strong focus on creating new economic opportunities for the Geelong region, and a need to consider the economic viability of any future land uses. Any development needs to be appropriate for the region and therefore be considerate of the planning and strategic direction for Geelong.

3. CREATE A DIVERSE AND INCLUSIVE PLACE

Participants told Alcoa that there was a strong preference to explore multiple land uses for the site including land uses that create new opportunities for economic development in Geelong, while still retaining public access to the coast, and for recreational purposes. Conversations often outlined a mix of recreational/public access uses combined with ideas for economic activities.



4. HONOUR THE VARIOUS HISTORIES OF THE SITE

Participants told Alcoa that the site has a diverse history: from its indigenous history, its settler history, through to Alcoa's history on the site, and the collective impact of these histories in the wider region. There is a desire to explore the adaption and reuse of the existing infrastructure and built form on the site for alternative uses.



5. FOCUS ON THE FUTURE OF THE GEELONG REGION – A DEVELOPMENT THAT LEADS BY EXAMPLE

Participants told Alcoa that consideration should be given to an outcome that supports new jobs, a positive economic impact for the region and a long term sustainable future.



SHARED VISION:

REVISED SHARED VISION THEMES & GUIDING PRINCIPLES FOLLOWING PHASE ONE

Through Alcoa's engagement with the community during Phase One, Alcoa has refined the five draft Shared Vision Themes and developed a Shared Vision Statement.



Shared Vision

The Point Henry 575 site will be a diverse and inclusive place that celebrates its coastal location and supports the prosperity of the Geelong region, whilst recognising and honouring the site's natural landscape and history.



Support and build on the prosperity of the Geelong region

Guiding Principles

- » Create opportunities for jobs
- » Outcomes are economically sustainable



Complement the Geelong region

Guiding Principles

- » Be considerate of Geelong's broader planning and strategic direction
- » Create a place that's valued by the community



Embrace and celebrate the coastal landscape

Guiding Principles

- » Provide public access to the coast
- » Provide for recreational opportunities
- » Consider existing landscape attributes and landforms



Honour the various histories of the site

Guiding Principles

- » Recognise the significance of the indigenous, settler and Alcoa histories
- » Explore existing built form and infrastructure for adaptation and reuse



Create a diverse and inclusive place

Guiding Principles

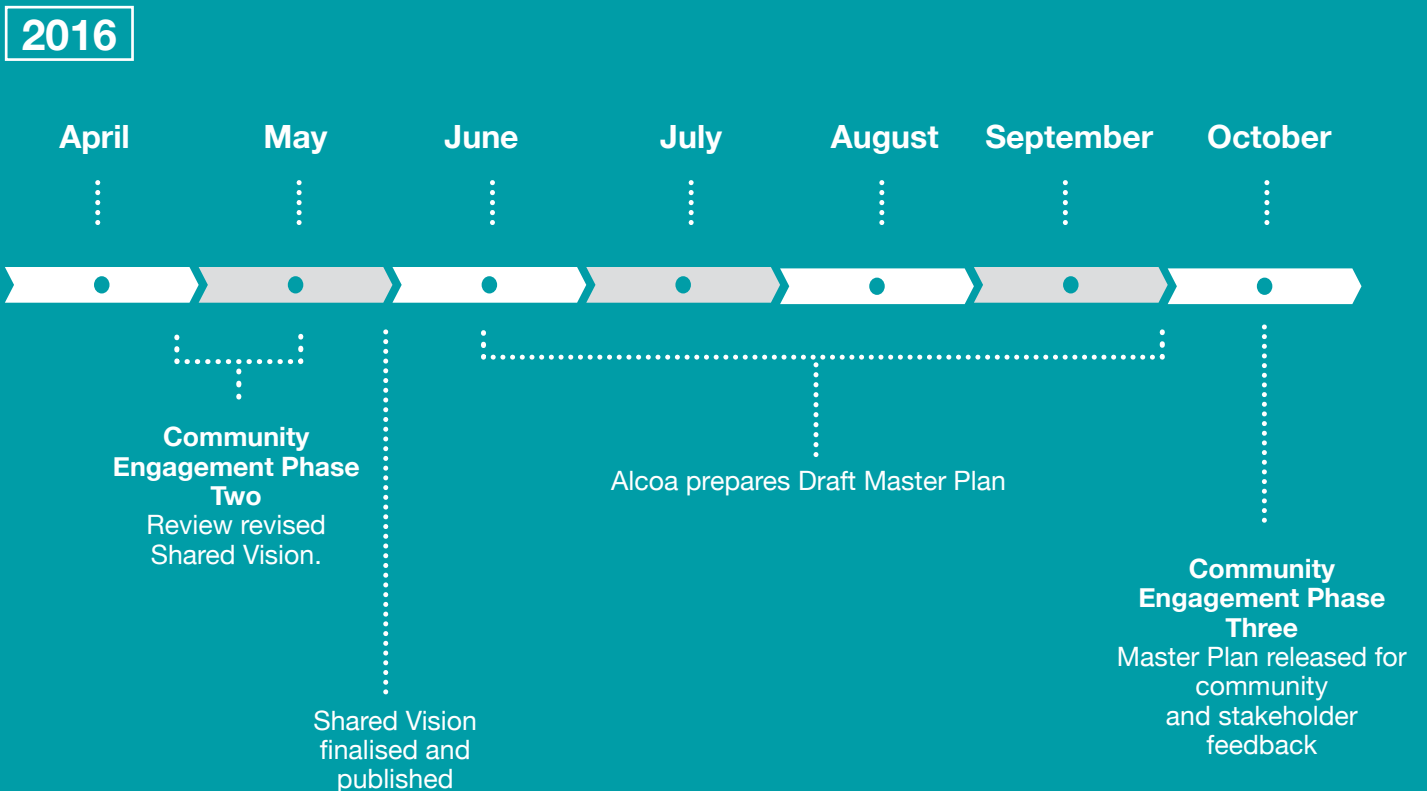
- » Offer a range of lifestyle and economic opportunities
- » Provide for a variety of connected public open spaces

NEXT STEPS

Alcoa is committed to engaging with the community about the future of Point Henry 575. During Phase Two of community engagement, Alcoa will provide opportunities for the community to consider and deliver feedback on the revised Shared Vision Themes and Guiding Principles. Alcoa will then publish the Shared Vision for the Point Henry 575 Master Plan.

From June to September 2016 Alcoa will work to create the draft Point Henry 575 Master Plan.

During Phase Three of community engagement, Alcoa will provide opportunities for the community to deliver feedback to Alcoa about the draft Master Plan.



Thank you to the participants who shared their ideas during Phase One of the community engagement for Point Henry 575.

Detailed summaries from all Phase One activities including Listening Posts, Online feedback and Workshops can be viewed on the Alcoa website.

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