This document outlines the Shared Vision for Point Henry 575, created in consultation with the local community and key stakeholders to help inform the development of the Point Henry 575 Master Plan.

In 2014, Alcoa closed its Point Henry smelting and rolling facilities after 51 years of operating in Geelong. Alcoa’s former industrial site and surrounding landholdings that spread across 575 hectares represent a significant footprint within the region, which could accommodate a variety of options for future land uses.

To better understand potential future land uses, and in keeping with Alcoa’s long term engagement with the community, Alcoa invited the community and key stakeholders to share their views and aspirations for the future use of the Point Henry site.

This Shared Vision is based on a framework of five themes that the community regards as important for Alcoa to consider in preparing the Point Henry 575 Master Plan.

Overall, the community shared the view that the site’s future land use needs to support the economic prosperity of the Geelong region, provide employment opportunities, and if possible, generate tourism to the area. It is important that a diverse range of future uses is considered which build upon the strengths of the Geelong region such as the coastal landscape, environmental attributes and the unique and various historical influences.

Alcoa will balance and consider multiple variables in order to create a Master Plan that makes sense to the community and stakeholders, and is commercially viable.

Alcoa thanks all those that participated in the process to build a Shared Vision for Point Henry 575.
In December 2015 Alcoa launched **POINT HENRY 575: THE NEXT GENERATION**, a process which sought the community’s input on the development of a Shared Vision for the future of Alcoa’s 575 hectares of freehold land.

The comprehensive community consultation process gave the community and key stakeholders the opportunity to learn about Alcoa’s land and enabled them to provide their ideas and aspirations for the site.

Community engagement activities for the site included listening posts, workshops, Community Advisory Board meetings, one on one stakeholder meetings, an engagement website, and the opportunity for the community to provide written submissions and feedback.

The community’s input guided the preparation of the Shared Vision for Point Henry 575, culminating in the Shared Vision Statement, Themes and Guiding Principles outlined in this document.

Alcoa’s comprehensive engagement process is regarded as crucial in ensuring the Point Henry 575 Master Plan considers community and key stakeholders’ views.

Alcoa is expected to release the draft Master Plan for community feedback in October 2016. Alcoa will be seeking input on the draft Master Plan to ensure that the Shared Vision and community’s input has been considered and helped shaped the Master Plan.

**MILESTONES**

- **December 2014:** Alcoa’s aluminum operations cease
- **December 2015:** Launch of Point Henry 575 consultation to ‘Build a Shared Vision’.
- **January 2016:** Alcoa’s aluminum operations cease
- **May 2016:** Point Henry 575 Shared Vision published.
- **June to September 2016:** Alcoa develops draft Master Plan.
- **October 2016:** Draft Master Plan released for community feedback.
- **Late 2016 Onwards:** Master planning and statutory planning phases. Ongoing consultation.
Informed by the Shared Vision, Alcoa will begin to develop the draft Point Henry 575 Master Plan that articulates the potential future uses for the site across the 575 hectares.

The Master Plan will seek to best balance the opportunities and limitations of the land, whilst also considering all relevant market data, population and demographic forecasts, and the anticipated supply and demand for specific land uses in the region.

The outcome of the Master Plan for Alcoa’s 575 hectares of freehold land at Point Henry will be economically feasible and deliverable.

The physical decommissioning of the industrial site includes recovering and selling scrap materials from inside the smelter and rolling mill, and removing and recycling equipment.

This work is being undertaken by small groups of highly experienced and specialised contractors utilizing specialised equipment, with the large buildings currently scheduled for removal last in the overall decommissioning program.

Remediation of the site, where required, is a key activity. Preliminary investigations of the site have been completed in line with the National Environmental Protection Measure (NEPM) by appropriately qualified consultants and reviewed by an independent auditor.

Further detailed investigations and risk assessments are being undertaken as part of the NEPM process to remediate the site for future use. This process has included the engagement of an independent EPA appointed environmental auditor to provide oversight. The remediation requirements will link into the anticipated future land uses.

Following the cessation of Alcoa’s aluminum operations at Point Henry in 2014, a comprehensive closure process began. Alcoa has embarked on a complex process that is expected to take a period of three to five years with physical decommissioning, environmental remediation, and long-term land use (master planning) being closely inter-related.

Alcoa’s strong commitment to its values of health, safety and environmental management remain unchanged, and are key priorities of Point Henry 575 together with the commitment to work with the local community and key stakeholders.
Alcoa owns 575 hectares of land at Point Henry. The site is located at the entrance of Corio Bay and around 7km east of the centre of Geelong. It is approximately bounded by Pt. Henry Road, Buckley Grove, Portarlington Road and Clifton Avenue.

The site has a myriad of land types and reflects the usage of an industrial site.

The former smelter and rolling mill industrial site account for approximately 75 hectares of the total site.

The site contains three landfills: the original general landfill established next to the industrial site during construction; a small landfill located on the southwest corner of the industrial site; and the Moolap landfill located to the south of the industrial site.

There is a significant amount of open space across the site. Farmland is located on the south of the site, most of which is currently used for crops and animals. The site’s environmental features include wetlands, former salt pans and grasslands.

The historically significant signal station is located at the site’s most northern point and the Point Henry Pier is located on the eastern shoreline. The pier structure is owned by Geelong Port and was used by Alcoa’s operations until 2014.

In addition to the 575 hectares of freehold land, Alcoa also manages four small areas of Crown Land in the form of a lease and three licences along the eastern shoreline between the Point Henry Pier and Windmill Lane.

To the north of the Alcoa site, and not on Alcoa’s land, is the Point Henry Foreshore Reserve area which is Crown Land, the majority of which is managed by the City of Greater Geelong.
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.

Guiding Principles

» Recognise the significance of the Indigenous, Settler and Alcoa histories
» Explore existing built form and infrastructure for adaptation and reuse

Support and build on the prosperity of the Geelong region

Guiding Principles

» Create opportunities for jobs
» Outcomes are economically sustainable

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

Embrace and celebrate the coastal landscape

Guiding Principles

» Retain public access to the coast
» Integrate existing landscape attributes and landforms

Complement the Geelong region

Guiding Principles

» Complement Geelong’s broader planning and strategic direction
» Create a place that’s valued by the community

Create a diverse and inclusive place
THEME ONE
SUPPORT AND BUILD ON THE PROSPERITY OF THE GEELONG REGION

There is a keen interest, by the community and other stakeholders, in the region’s economy and what will replace the industrial and manufacturing industry that has been an integral part of the Geelong identity and economy.

Any future use of the Point Henry site should consider the current economic climate and the need for future growth in the region, which is a basis for providing employment opportunities.

Supporting economic growth could be achieved through the facilitation of tourism activities or by preserving and repurposing the industrial elements for continued industrial use or alternative mixed use.

**Key Guiding Principles**

» Create opportunities for jobs

» Outcomes are economically sustainable

THEME TWO
EMBRACE AND CELEBRATE THE COASTAL LANDSCAPE

The site boasts natural beauty and is known for its unique coastal point and environmental attributes.

Celebrating the location of the site and retaining access to the coast is considered important to the community for recreational purposes or tourism activities.

The diverse environmental values and landforms of the area are valued by the community and should be integrated into the Master Plan.

**Key Guiding Principles**

» Retain public access to the coast

» Integrate existing environmental attributes and landforms
THEME THREE
CREATE A DIVERSE AND INCLUSIVE PLACE

The sizeable footprint of the site should incorporate multiple land uses, striking a balance between economic benefits, environmental outcomes and public access for the future use of the land.

Multiple uses could include coastal access, public spaces for recreational or environmental activities and lifestyle choices.

It is important that various users and stakeholders can access the area into the future.

Key Guiding Principles
» Offer a range of lifestyle and economic opportunities
» Provide for a variety of connected public open spaces and environmental outcomes

THEME FOUR
HONOUR THE VARIOUS HISTORIES OF THE SITE

Acknowledging Indigenous, Settler and Alcoa histories is important to ensure the site has meaning for the Geelong community and is valued in the future.

Future uses or landmarks should be considerate of the past to ensure historical influences of the region are recognised.

Exploring the adaption and reuse of existing built form on the site for alternative uses could ensure the site’s legacy is protected and celebrated.

Key Guiding Principles
» Recognise the significance of the Indigenous, Settler and Alcoa histories
» Explore existing built form and infrastructure for adaptation and reuse
The future use of the site should aim to support the integration of the region’s economy, the Geelong lifestyle and its communities. Linking these aspects has the potential to help facilitate a more connected and robust region.

Taking into consideration the region's strategic direction, the future use should aim to deliver sustainable economic returns for Geelong. The remediation and development of the site should attract a positive spotlight on the region and its potential.

The site offers the opportunity to build upon the strengths of the region and continue to be a valued part of the Geelong community.

**Key Guiding Principles**

» Complement Geelong’s broader planning and strategic direction

» Create a place that’s valued by the community
NEXT STEPS

This Shared Vision will be an integral consideration in the development of the Point Henry 575 Master Plan, expected to be released in October 2016.

As part of the community engagement process, Alcoa will seek input on the draft Master Plan to ensure that the Shared Vision and community's input has been considered.