



PHASE THREE COMMUNITY ENGAGEMENT SUMMARY



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

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INTRODUCTION

After 51 years of operation, Alcoa's Point Henry operations were closed in 2014. Underpinned by a strong commitment to health, safety and environmental management, Alcoa has commenced the decommissioning, remediation and future land planning of the site. Community consultation and engagement continue to guide project activities.

In December 2015 Alcoa launched the process to develop the Point Henry 575 Concept Master Plan. In keeping with its long-term engagement with the Geelong community, Alcoa embedded community consultation in the master planning process.

The first two phases of community engagement focused on developing the Shared Vision for Point Henry 575. The Shared Vision themes, and their respective guiding principles, articulate the aspirations and outcomes the community is seeking in the delivery of Point Henry 575.

The third phase of community engagement followed the release of the draft Concept Master Plan and provided opportunities for the community to learn about and consider the draft plan, and provide feedback to Alcoa ahead of its finalisation.

Across the three phases of community engagement undertaken by Alcoa since December 2015, there were approximately 2400 community contacts across 16 community events, contributing more than 300 comments, ideas and submissions.

Alcoa thanks all those that who participated in the process to develop the Point Henry 575 Concept Master Plan.



SUPPORT AND BUILD
ON THE PROSPERITY
OF THE GEELONG
REGION



EMBRACE AND
CELEBRATE
THE COASTAL
LANDSCAPE



CREATE A DIVERSE
& INCLUSIVE PLACE



HONOUR
THE VARIOUS
HISTORIES OF
THE SITE



COMPLEMENT THE
GEELONG REGION



PURPOSE OF PHASE THREE ENGAGEMENT

The Point Henry 575 Draft Concept Master Plan was released in October 2016. A range of community engagement activities provided opportunities for the community and key stakeholders to consider the draft plan and provide feedback to Alcoa ahead of its finalisation.

This report summaries the feedback received by Alcoa during the engagement period.

The community and stakeholder feedback received during this phase of community engagement, together with the draft Moolap Coastal Strategic Framework Plan published in April 2017, have become important inputs in the finalisation of the Point Henry 575 Concept Master Plan.

WHAT WE DID IN PHASE THREE

On October 28 2016, Alcoa released the Point Henry 575 Draft Concept Master Plan exclusively to the Geelong Advertiser to maximize its reach to the Geelong community. This resulted in a front-page story and two pages of editorial, plus further articles in subsequent days.

In November 2016, Alcoa held four public events to seek community feedback including two open houses and two listening posts. An online engagement platform was also utilised. In addition, several advertisements were placed in local papers to promote the engagement activities.

Alcoa also briefed key stakeholders from Government and advisory groups.

PHASE THREE ENGAGEMENT SNAPSHOT



WHAT WE HEARD IN PHASE THREE

A SUMMARY

Feedback received was generally very positive and the Point Henry 575 Draft Concept Master Plan was seen as consistent with the guiding principles that had previously been established in phases one and two of the community engagement program.

There was strong acknowledgement that the integrated plan ticked many boxes in terms of eventual land use and responded well to the wide range of land use ideas put forward in earlier phases of engagement.

In addition to specific feedback on the plan, participants also used this phase to clarify aspects of the draft plan such as remediation, implementation strategy and how the plan will link with the surrounding landholdings and greater Geelong region.

The majority of participants acknowledged the allocation of land to the environment as appropriate inclusive of the wetlands, open spaces and coastal access. A small portion of participants indicated the plan did not go far enough in valuing the environment and cited that the open space was not sufficient.

Participants overwhelmingly recognised the potential of the site, as laid out in the Point Henry 575 Concept Master Plan, to become a landmark for Geelong, Victoria and Australia.

In summary, there was a low level of community feedback that proposed changes for further consideration in the finalisation of the plan despite considerable awareness and participation in the process, indicating general consensus and satisfaction held by the community with the draft Concept Master Plan.



KEY FEEDBACK THEMES

ENVIRONMENT

The environment was a consistent topic of interest. Participants were supportive of Alcoa's commitment to the environment, particularly of the integration of the wetlands component and the proposal to maintain and enhance the area.

There was broad consensus amongst participants that Alcoa had included an appropriate mix of environmental areas and open spaces in the plan that linked together well. Many participants also expressed support for a continuous coastal link, and supported suggestions to showcase the environmental attributes of the site such as a bird sanctuary, and an environmental education centre, citing examples from cities around the world.

A small portion of participants indicated the plan did not go far enough in valuing the environment and cited that the open space was not sufficient and some noted that renewable energy sites were not incorporated into the plan.

Some participants said that the environmental remediation of the industrial site is fundamental to the realisation of the Concept Master Plan and were keen to understand the ongoing remediation activities Alcoa is conducting.

COMMUNITY

Many participants expressed their satisfaction with the integration of community feedback from phases one and two into the draft Concept Master Plan. Many participants highlighted the 'potential' of the Point Henry 575 site to become a 'model community' and destination within Geelong, something that sets it apart from a regular housing development and suburb.

Participants expressed the need for accessibility and integration between Point Henry and central Geelong, and to ensure that open spaces, community hubs and exhibition space provide a place for the community to enjoy Point Henry and make the area a great place to both live and visit.

The potential for Point Henry as demonstrated in the Concept Master Plan has generated genuine excitement within the community. There was a strong view from participants that Point Henry presents a great opportunity for alternative community benefits and that through the Concept Master Plan, a community asset was being provided for the people of Geelong.

ECONOMY

Many participants discussed the potential benefits to the Geelong region from a job growth and economic perspective and wanted to understand the economic impact and job creation of the draft plan.

Some participants expressed concern that the area could be exploited for commercial purposes, however most participants recognised that the area needed to strike an appropriate balance between environmental priorities, opportunities for tourism, potential for residential and living options.

Others suggested that the Point Henry Pier (owned by GeelongPort) could generate economic benefit by allowing visiting cruise ships, commercial boating and fishing.

KEY FEEDBACK THEMES

TOURISM

Many participants expressed a desire to see Point Henry reach its full potential as an 'iconic landmark' for Geelong.

Use of open spaces at the Point and Point Henry Pier (owned by GeelongPort) headlined suggestions for how Point Henry could be used to capitalise on tourism opportunities such as restaurants, a museum, cafes, shops and playgrounds.

The retention and repurposing of some of Alcoa's buildings was welcomed by many as a way to recognise the industrial heritage of the area and be a unique tourism opportunity.

Participants also reflected on the need for good access to Point Henry to attract more tourists, and future residents. Some ideas to help achieve this were the establishment of light rail, cable car or ferry system to and from Point Henry.

RECREATION

There was a very positive response to the areas allowing for recreation, specifically recreational fishing, cycling trails, open parks, water-based recreation activities and activities for children.

The common theme was support for a walkable/cyclable place and community access to the Point, which was seen as crucial to attracting people to the area and creating the desired community amenity upon completion.

Participants were particularly receptive to the use of boardwalks and coastline based recreation activities, and there was great interest in a continuous link around the coastline connecting to Eastern Gardens and central Geelong.

HERITAGE

There was also clear indication that participants thought the character of Point Henry in the future should be imbued with all aspects of its history, from indigenous to settler to industry.

Suggestions included retention of the water tower, the creation of a commemorative museum, and an historical walking trail. Many participants were supportive of the proposal to repurpose some of Alcoa's existing infrastructure. Some participants were eager to ensure that heritage is actively conserved once Alcoa has left the site.

OTHER FEEDBACK

Alcoa also received feedback that did not specifically pertain to the Alcoa site. This included interest in the future of adjoining land, the location of the future Geelong ring road extension, and future use of the Point Henry Pier (owned by GeelongPort). Alcoa has forwarded this feedback onto the relevant organisations/ government departments.

TOP TEN KEY CONSIDERATIONS FOR THE CONCEPT MASTER PLAN

Feedback received was streamlined into ‘key considerations’ for the master planning team to deliberate on in the finalisation of the plan. These have been broken into elements of the draft plan that participants would like to remain in the updated plan and also elements that should be considered for inclusion. Below are the top ten considerations and Alcoa’s response.

CONTINUE TO	ALCOA RESPONSE
<p>Feature the environment as a key element.</p> <hr/> <p>Integrate environmental, community and economic outcomes for the Geelong region.</p> <hr/> <p>Incorporate tourism opportunities.</p> <hr/> <p>Recognise and enhance the potential of the area.</p>	<p>These elements have been retained in the updated Concept Master Plan.</p>
<p>Engage the community.</p>	<p>Alcoa is committed to ongoing community engagement through its Community Advisory Board, website, advertising, and other activities such as open houses.</p>
CONSIDER INCLUDING	ALCOA RESPONSE
<p>Information on implementation and updates on remediation</p>	<p>A new section has been added to the Concept Master Plan (section 11) detailing the proposed framework and phasing of bringing Point Henry 575 to fruition, subject to separation distances, over 20 to 30 years. The plan also outlines the potential economic benefits of the development.</p> <p>Alcoa is committed to keeping the community informed of its remediation activities through its community advisory board, website, advertising, and other activities.</p>
<p>Information on, and reference to, surrounding land and resources.</p>	<p>The Point Henry 575 Concept Master Plan is for Alcoa freehold land. References to other land and resources are included in section 7.</p>
<p>More commercial and recreational opportunities to maximise the coast.</p>	<p>Alcoa has included a range of commercial and recreational opportunities in the Concept Master Plan.</p>
<p>Transport and accessibility elements.</p>	<p>Existing ‘key connections’ are outlined in section 6 of the Concept Master Plan.</p> <p>The ‘envisaged Concept Master Plan Elements’ illustration outlines the proposed transport and accessibility elements. Until the plan is further developed, these elements will remain as presented in the draft.</p>
<p>More detail about the proposed sustainable living practices and appropriate plans for residential use.</p>	<p>Detail about these ‘urban’ elements are included in sections 3, 4, 9 and 10 of the Concept Master Plan.</p>



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