This Community Bulletin #1 announces that work has begun on the preparation of the Avalon Corridor Strategy (the Strategy).

What is the Strategy?

The City of Greater Geelong, Wyndham City and the Department of Environment, Land, Water and Planning, as the project sponsors, have jointly appointed a consultant team to prepare a high-level strategy to guide the future use of the land that extends between Werribee and Lara – the ‘Avalon Corridor’.

The purpose of the Strategy is to establish a strategic land use framework for the Avalon Corridor. The area is facing change in the future, with plans for transport links such as the Outer Metropolitan Ring and the Avalon Rail Link and planned development around Avalon Airport. It’s important that we develop a plan to ensure we can respond to these changes. The Strategy will consider a number of themes including the environment and heritage, community aspirations, movement and access, flooding and drainage, and economics and employment.

The Strategy is seeking to prepare and develop a consistent vision for the study area that extends across the municipal boundaries of the Wyndham City and City of Greater Geelong. The Strategy will also bring together and build upon a wealth of existing State and Local Government strategic work which has previously been prepared.

During the development of the Strategy a range of options and opportunities for potential future employment landuse and economic development will be investigated. The final Strategy is likely to include a range of recommended actions and implementation initiatives to ensure that the long term opportunities for the Avalon Corridor are preserved and enabled.

What is the Study Area?

The extent of the study area which is the subject of the current project is shown on the figure to the right.

Whist the Strategy is predominately focused on land within the study area boundary, it will also consider the role and influence of the major current and future landuses within the peripheral areas surrounding the study area.

Who is Involved?

The appointed consultants includes an assembled team lead by Hansen Partnership in collaboration with Essential Economics, Pitt & Sherry (engineers) and Ecology & Heritage Partners. Each specialist consultant group is undertaking an analysis of the strategic policy and land use related issues and opportunities associated with the current and future development of the Avalon Corridor.
What is the Strategy Process

The Strategy is being developed over 6 discrete project stages. The 6 project stages are:

- **STAGE 1**: Project Inception (getting the project started)
- **STAGE 2**: Information Analysis and Stakeholder Engagement (learning about the place)
- **STAGE 3**: Preparation of Draft Framework Plan (documenting the vision)
- **STAGE 4**: Community Consultation (review community feedback)
- **STAGE 5**: Consultation on Draft Framework Plan (refining the framework plan)
- **STAGE 6**: Finalise the Strategy & Implementation (executing the framework plan)

We are at the beginning of the project, having completed Stage 1 and are currently at the commencement of Stage 2.

We need your input

As a community member with an interest in the area covered by the Strategy your input is valued and will assist in gaining a greater understanding of the opportunities and constraints that exist in the corridor, and help to ensure that the Avalon Corridor has a sound basis to guide land use planning into the future.

This project needs input from everyone who has an interest in the future of Avalon Corridor as the Strategy will draw on the thoughts, aspirations and ideas of the community.

Invitation to Community Drop-in Session

To ensure your views are heard, a series of Community consultation sessions will be held in the coming months. The first of these is planned for:

**Community Drop-in Session**
- **Date:** 10th November, 2016
- **Time:** Anytime between 4:00pm to 8:00pm
- **Venue:** Mechanics Institute Little River, 8 Rothwell Road, Little River
- **Event:** Community consultation ‘drop in session’ to discuss and confirm key influences and potential project directions before the draft Avalon Corridor Strategy Framework Plan is prepared.

If you are unable to attend the Drop in Session, but would still like to provide feedback, we would be happy to hear from you. A short survey is available on the internet at [http://www.geelongaustralia.com.au/yoursay/default.aspx](http://www.geelongaustralia.com.au/yoursay/default.aspx) Survey responses close on 25 November 2016. Further Community Drop in Sessions will be held in January/February 2017.

Like to know more?

We are committed to keeping the community informed about the progress of the Strategy. At various stages of the project, further Community Bulletins will be issued. You can register to receive further community bulletins and updates on the project and ensure you are notified directly of upcoming events by emailing: Avalon_Corridorstrategy@geelongcity.vic.gov.au

Website updates will also be posted.

Please contact:
- Heather Forsyth, Senior Strategic Planner
  City of Greater Geelong Ph: 5272 4988
  Email: HForSyth@geelongcity.vic.gov.au

- Andrew Bishop, Senior Strategic Planner
  Wyndham City Ph: 8734 5432,
  Email: andrew.bishop@wyndham.vic.gov.au

- Mark Gregory, Planning Coordinator, Barwon South West, Department of Environment, Land, Water and Planning
  Ph: 5226 4606, Email: mark.gregory@delwp.vic.gov.au