



Great Ocean Road Coast Committee

Point Grey – Lorne Redevelopment Engagement Summary

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1. Introduction

Executive Summary

From 11 May – 25 August 2018, the Great Ocean Road Coast Committee gathered community feedback to test elements of the winning design for the Point Grey – Lorne Redevelopment Architectural Design Competition.

Consultation and feedback from the Lorne community and other stakeholders was strong, with over 300 individuals and groups contributing.

Support for the redevelopment was received including:

Ian Stewart, Chairman, Committee for Lorne, “Subject to finalising the design and addressing the detail, the CfL is excited to see the concept and looks forward to each of the stakeholders discussing and developing the specific aspect of the scheme with GORCC and their architects, and understanding how the functional design will include and address historic interpretation, the commercial strategy to achieve the goal of “stop, stay and spend” and the other specific needs of the community. This has been one heck of a journey over the past decade and we have never been closer, nor partnered with a stronger GORCC team, to deliver an outcome that all of Lorne can be proud of.”

Friends of Queens Park President John Wilson, “Point Grey is a valuable underutilized asset on the GOR which needs to be updated. Not only will it provide excellent facilities for the public, there’s the educative value, it will boost tourism with visitors stopping and staying contributing to the economy. The Government’s gain in revenue will also be significant.”

Point Grey Master Plan PCG member Tony Smith: “I’m pleased that the winning entry has respected the brief and added appropriate stylistic unity. I’m also pleased that the Creative Community Council has been established to add critical oversight. Obviously getting the balance right with respect to fishing co-op heritage remains a challenge. While I remain keen to see a reassembled crane and restored boat on the stub pier, the processing floor was central to those who worked there, so I wonder whether it might be feasible to retain part of it to serve as the core of the fish cleaning station.”

Specific feedback on elements of the design was sought through multiple channels including three Open Houses, one-on-one meetings with community groups, on site signage, public notices, letter drops and significant digital and media promotion.

In summary, the results highlight some key themes:

- **Heritage.** Respondents saw further opportunity to respect the pre and post-Settlement heritage of the area, reflecting the buildings currently on site. Retention of elements of existing buildings, and incorporating the original crane and cutaway boat in the design were examples cited.
- **Materials.** Respondents were concerned about the durability of the timber in an exposed coastal environment. Many respondents also noted the design, as depicted in concepts, overwhelmed the natural feel of the area.

- **Car parking.** While GORCC’s communications committed to no net loss of car parking the need to retain or improve car parking arrangements was mentioned by the majority of respondents.
- There was support for an expanded footprint of the Angling Club.
- There was support for the design’s open space (78%).
- In line with the design, there was support for protecting Shelly Beach as natural environment.

Specific elements required further communication and explanation as the consultation took place including:

- **The hearth and the chimney area.** When prompted the majority of respondents did not support this design element citing maintenance, up-keep and fire-risk as reasons.
 - When prompted the majority of respondents (57%) did not support this design element citing maintenance, up-keep and fire-risk as reasons. 30% supported this element of the design. 13% were undecided. Support for the chimney and hearth area increased during the consultation period when further contextual information was provided.
- **Amphitheatre.** The majority of respondents (57.4%) did not support the amphitheatre citing detracting from the Angling Club view and amenity, preferred locations on the foreshore, and potential lack of use as reasons:
 - yes (28.4%)
 - maybe – maintenance, how will it work (14.2%)
 - no - safety, preference for another location, aesthetics, maintenance, practicality, vandalism (57.4%)

Details, background, and key themes emerging from the consultation are explored in detail further in this report.

About this report

This report presents a broad range of ideas and aspirations provided by community members and stakeholders during the Point Grey – Lorne Redevelopment.

2. How we engaged

From 11 May – 25 August, Great Ocean Road Coast Committee undertook community consultation for the Point Grey – Lorne Redevelopment.

Consultation has been broadly promoted through media releases, public notices, letter drops in Lorne, advertising in the Surf Coast Times, Geelong Advertiser and, on site signage, Project Steering Group stakeholder networks, newsletters (over 10,000 email addresses).

Three boosted Facebook posts reached 3,068 people, with complementary posts on the Lorne, Anglesea and Torquay Caravan Park pages receiving a further 2,000 views.

Six Tweets 2692 impressions, directed an online audience a video (over 930 plays) and survey (254 responses).

LinkedIn posts received over 2,000 views

Here is a summary of the engagement approach as discussed with DELWP:

Approach and description	Engagement level	Tools and techniques
<p>1. General communications</p> <p>Communications released through media release, public notifications and via steering group members to create awareness of the project.</p>	Inform	<ul style="list-style-type: none"> • Website • Newspaper articles • Fact sheets • Social media – Boosted Facebook promotions, LinkedIn • Advertising • Newsletters • On-site signage
<p>2. Stakeholder engagement</p> <p>Activities focused on making key stakeholders aware of the survey and opportunity for feedback.</p>	Consult-involve	<ul style="list-style-type: none"> • Website • Project Steering Group • Semi-structured interviews • Personal briefings • Newsletters
<p>3. Community engagement</p> <p>A variety of techniques were used to capture experiences and expectations from community members, residents and volunteers</p>	Inform - involve	<ul style="list-style-type: none"> • Website • Open Houses • Listening posts • Fact sheets • Social media • Posters • Newsletters

3. Who was involved

Groups engaged during this process included:

<ul style="list-style-type: none"> • DELWP • Surf Coast Shire • VicRoads • Regional Development Victoria • Great Ocean Road Regional Tourism • Victorian Tourism Industry Council • Eastern Maar • CFA • Victoria Police 	<ul style="list-style-type: none"> • Lorne Aquatic and Angling Club • Friends of Lorne • Friends of Queens Park • LorneCare • Lorne Surf Life Saving Club • Lorne RSL • Lorne Hospital • Lorne Historical Society • Committee for Lorne
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<ul style="list-style-type: none"> • Local Member (State Government) – Richard Riordan • Local Member (Federal) – Sarah Henderson 	<ul style="list-style-type: none"> • Lorne Business and Tourism Association • Business and Tourism Anglesea • Tour companies (bus companies and other) • Regular visitors to the coast (campers at the Lorne, Anglesea and Torquay Foreshore Caravan Parks, holiday home owners, etc.) • Visitors (irregular) – day trippers and weekenders. • Business owners – Aireys Inlet • Business owners – Anglesea • Business owners - Lorne • Residents – Aireys Inlet • Residents – Eastern View • Residents – Lorne • Residents – Anglesea
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Targeted meetings

Targeted meetings were held with:

Eastern Maar CEO: Jamie Lowe

- Committee for Lorne: Ian Stewart, Graham Broun, Peter Spring, Clive Goldsworthy
- Lorne Traders: Bryce Newcombe, Chris Tutungi
- Lorne Angling and Aquatic Club: Keith Miller (Building and Finance Committees)
- Regional Development Victoria, Angie Nicolls
- Surf Coast Shire: Keith Baille, CEO, David Bell, Mayor
- Friends of Lorne, Ian Brown, Lawrie Baker
- Lorne Historic Society: Gary Allen
- Lorne Hospital: Kate Gillan, CEO
- Pier Restaurant: Sammy and Angelo Gazis
- Friends of Queens Park: John Wilson
- Outdoors Victoria: Andrew Knight, CEO

Politicians

- Member for Polwarth, Richard Riordan
- Opposition Member for Corangamite, Libby Coker
- Jadon Mintern, Advisor to Jaala Pulford, Minister for Regional Development

Email briefings for:

- Upper House Member for Western Victoria, Gayle Tierney
- Member for Corangamite, Sarah Henderson

Presentations

G21: CEO Presentation to the Economic Pillar of G21

- Lorne P-12 College: Tony Speed, Year 9 students

Advisory Groups

Creative Council

To provide advice as to how we celebrate the heritage of the site and surrounds, a Creative Council was formed including members of:

- Eastern Maar
- Lorne Historic Society
- Lorne Traders
- Friends of Lorne

Project Steering Group

Ongoing advice from:

Surf Coast Shire; Cr. Clive Goldsworthy; Ransce Salan (General Manager Environment & Development)

- Lorne Aquatic and Angling Club (LAAC); Keith Miller (Commodore)
- Committee for Lorne; Ian Stewart (President)
- Lorne Business Tourism and Traders Association; Bryce Newcombe (Secretary)
- Friends of Queens Park; John Wilson (President)
- Office of the Victorian Government Architect; Bronwen Hamilton (Manager Victorian Design Review Panel)
- Great Ocean Road Regional Tourism; Liz Price (General Manager)
- Department of Environment, Land, Water and Planning (DELWP). Greg Leece (Regional Manager, Land & Built Environment).

4. What we heard

Over 100 people attended Open Houses at the following times:

- Saturday 14 July 2018: 9am – 3pm, Lorne Community House
- Wednesday 18 July 2018: 6-8pm, 8 Nicholson St, East Melbourne (DELWP Offices)
- Saturday 11 August 2018: 9am– 12noon, Lorne Community House.

While asking questions about the design, people were encouraged to write down what they liked about the design and what were their areas of concerns to complement the formal survey responses. Below are some of the key themes from the Open Houses and some of the online discussion, complementing the findings of the online survey.

- Bold design
- Opportunity for historic interpretation
- Gathering place
- Celebrate natural beauty and do not to overwhelm the natural environment
- Will the design survive such and exposed position?
- Ensure structure can withstand strong winds and salt, yet not stand out like an eyesore
- Good to keep low storey
- Good that no large coach parking
- Community space
- Retain/enhance carparking
- Does the design sufficiently protect visitors from the prevailing south westerlies?

Analysis of key themes from the online survey

Over 300 responses were received, both hard copy and online.

The majority of the formal responses were from residents (53.94%). The next largest group was those who identified themselves as members of the Angling Club (29.53%). The remaining feedback came from combination of visitors and tour operators. All were Australian residents.

The majority of respondents were 49 and older (78.9%).

Heritage

A survey response: "Aboriginal history would be a priority for me, but also local history of the angling club. As a secondary importance, the recent European history including information on construction of Great Ocean Road and Whaling. It would be great to hear Aboriginal people telling their own stories their audio or video, perhaps even walks/talks with aboriginals with local knowledge."

Easter Maar CEO Jamie Lowe noted the benefit of having artist Vicki Cousins involved with the design as she is with the complementary Shipwreck Coast Master Plan.

Responses encouraged further exploration of interpretation ideas with fishing (35.64%) Aboriginal (19.9%) and logging (10.19%), and emerging as key themes.

Retention of elements of existing buildings, and incorporating the original crane and cuta boat in the design were examples cited (29 responders mentioned the crane, including a presentation and submission to GORCC by the Friends of Lorne).

Car parking

Survey response: "The site must cater for recreational fishing, both from the pier and from boats. This includes boat access, parking, wash down and fishing cleaning."

While GORCC's communications committed to "no net loss of car parking" the need to retain or improve car parking arrangements was mentioned by the majority of respondent (60.8%).

Response

Traffic engineers have been working with our architects to ensure there is not net loss of carparks. The concept design used for consultation was not the detailed design of the carpark. This is currently being done.

Materials

Respondents were concerned about the durability of the timber in an exposed coastal environment. Many respondents also noted the design, as depicted in concepts, overwhelmed the natural feel of the area.

Response

Our architects are working on finding the best possible materials for the site for both aesthetics and maintenance.

Expanded footprint of the Angling Club

There was majority support for an expanded footprint of the Angling Club (78%). 17% disagreed.

Area for boatwash

The Lorne Aquatic and Angling Club leadership team had been adamant about the need to retain a boat-wash / fish clean facility at the club.

The proposal to move it to near the boatramp behind the restaurant saw the majority agree (62%), no (33%) and 5% undecided.

Feedback regarding hygiene and odour was received by several attendees at the Open House.

The hearth and the chimney area

“Public chimney is something that could work but I would prefer that the large covered chimney and hearth space areas be decided on at a later date.”

When prompted the majority of respondents (57%) did not support this design element citing maintenance, up-keep and fire-risk as reasons. 30% supported this element of the design. 13% were undecided.

Distinctive entry sign

The proposal to replicate the Eastern View Arch was raised by 7% of respondents – half of those opposed the idea.

A variety of views were expressed with the one clear theme being natural, environmentally sensitive. Examples cited included: local stone, timber, subtle, or no sign at all.

Amphitheatre

The majority of respondents (57.4%) did not support the amphitheatre citing detracting from the Angling Club view and amenity, preferred locations on the foreshore, and potential lack of use as reasons:

- yes (28.4%)
- maybe – maintenance, how will it work (14.2%)
- no - safety, preference for another location, aesthetics, maintenance, practicality, vandalism (57.4%)

Shelly Beach

The major theme from respondents when asked about the Shelly Beach was for minimal intervention. Sitting (8.4%) and picnics (6.3%) and passive recreation is how people enjoy the site. There was a strong desire within the survey, Open Houses and through online commentary to keep Shelly Beach “natural” and “untouched”.

What events might you like to see?

When asked what events people might like to see no clear theme but suggestions included: fishing competitions (8.8%), markets (6%), music events (5.7%).

13.4% said no more events.

Other facilities?

When asked what other facilities they would like to see on site:

19% focused on the need to maintain a quality restaurant or café on site. Other respondents said toilets (8.9%), parking (8%), the Pier itself (8.9%)

Fishing heritage

When asked what people would like to see in terms of fishing heritage a variety of suggestion were made with 8.3% saying they wanted to see the crane/couta boat restored. Other examples included the current photo display by the Lorne Historic Society.