



9th August 2013

G21 Regional Growth Plan Team
City of Greater Geelong
PO Box 104, Geelong 3220
Email: G21RGP@geelongcity.vic.gov.au

Geelong Chamber of Commerce G21 Implementation Plan Submission

The Geelong Chamber of Commerce congratulates G21 and its key stakeholders for developing the G21 Regional Growth Plan – Draft Implementation Plan. We support the broad vision of the Regional Growth Plan and consider that the Implementation Plan will be an important planning tool for the Geelong region.

We are pleased that key infrastructure projects, such as road and rail upgrades, are identified in the Draft Plan. The continued investment in critical infrastructure will undoubtedly enhance Geelong's position to be a premier location to do business. However, we emphasise the need for adequate public transport to be provided while new areas are developed, and not years later.

Many of our members are small businesses and whilst the 'big ticket' infrastructure items are identified in the Draft Plan, we are concerned there is little discussion about supporting small to medium sized businesses. Of course some of the infrastructure priorities will benefit smaller operators, such as the connection from the Geelong Ring Road to the Bellarine Peninsula which is expected to boost tourism business, so we seek changes to the Draft Plan to identify more opportunities for support to small business. Section 2.5.5 of the Draft Plan provides an opportunity to provide specific direction on how G21 can support small businesses in the urban precincts. This may be through the establishment of business hubs or more affordable accommodation options for business transitioning from a home-based – sole operator to employing a few people.

Geelong's economic base is changing and there are many success stories of new and emerging businesses. We also understand that this Draft Plan builds on the Draft G21 Economic Development Strategy.

The Draft Plan also aims to manage the future growth of Geelong. We are pleased that new areas for development have been identified which could support the housing and construction sector (mainly small businesses). We are concerned that the additional growth areas (or Further Investigation Areas) are designated for development in approximately

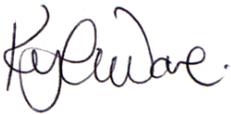
twenty years. We wish to see Geelong continue to grow and increased population will support existing and new business growth. We therefore request that the timelines for the FIA's be removed and a more flexible approach is applied.

We also note that the Draft Plan seeks to integrate with the Metropolitan Planning Strategy currently under development.

The Chamber acknowledges the importance and interdependence of the Metropolitan Planning Strategy to the G21 region and to our members. Strategies need to be put in place to ensure that the Draft Plan and Metropolitan Planning Strategy are not developed in isolation as the outcome of the Metropolitan Planning Strategy may have a significant impact upon the G21 region.

Thank you for the opportunity to submit our feedback on the Draft Plan.

Yours sincerely



Kylie Warne
President



Bernadette Uzelac
Executive Officer