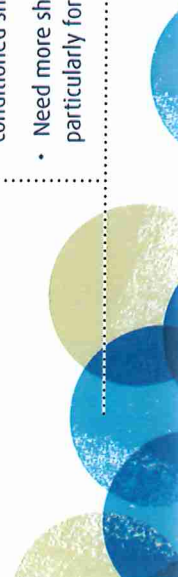
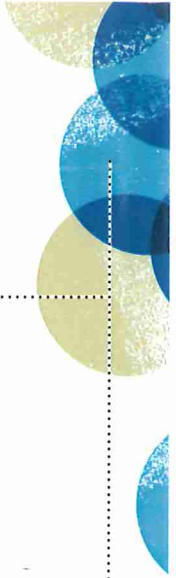


Appendix 1: Stakeholder Issues and Comments Matrix

| Stakeholder Group | Key issues / comments | Commentary relating to City Vibrancy Strategy | Reference |
|---|--|---|-------------------------------------|
| Mid West Chamber of Commerce and Industry | <ul style="list-style-type: none"> CGG's vision for city centre precinct is not clear The city centre would benefit from definition of strategic areas for activity <p>Retail trading hours</p> <ul style="list-style-type: none"> The issue of de-regulation of trading hours is important, but it won't facilitate city vibrancy on its own. Most retailers in the CBD can open now under current regulations and will open when it is viable for them to do so. A holistic approach to city vibrancy is needed. Extended trading during Christmas period is not profitable but is supported by MWCCI each year. Keen for CGG to support extended trading hours with activation initiatives and events – financial support and / or resourcing <p>Parking</p> <ul style="list-style-type: none"> If we don't provide adequate parking for customers in the CBD, we cannot effectively compete with shopping centres Current parking arrangements will impact on new businesses moving into the CBD Better management of parking and signage will improve parking issues in CBD MWCCI supports the Luxemoore Parking Strategy as long as it is implemented holistically and in its entirety <p>Shade, shelter and amenities</p> <ul style="list-style-type: none"> The issue of parking is closely linked to comfort and amenity Cruise ship traffic / tourists are all on foot – we need to make it as comfortable and pleasant for people to shop in the CBD as possible Staff feel unsafe walking to and from car parks at night Marine Terraces is hot and unpleasant during summer. People would rather be in air-conditioned shopping centre Need more shade, shelter, trees and seating. The lack of toilets in the CBD is a big issue – particularly for elderly and families with small children | <ul style="list-style-type: none"> Land use, Layout and Planning People and Destinations Marketing and Investment Attraction | <p>P22</p> <p>P17-18</p> <p>P14</p> |
| | | <ul style="list-style-type: none"> Marketing and Investment Attraction Programming and Public Realm | <p>P11</p> <p>P29-30</p> |
| | | <ul style="list-style-type: none"> People and Destinations Land use, Layout and Planning | <p>P18</p> <p>P24</p> |
| | | <ul style="list-style-type: none"> Programming and Public Realm Movement Corridors (safety issues) | <p>P22, P25-29</p> <p>P31</p> |



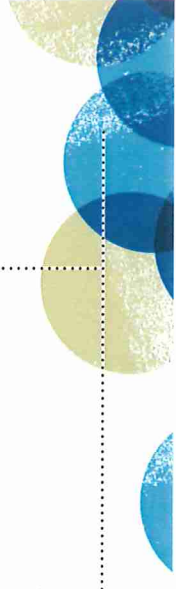
| Stakeholder Group | Key issues / comments | Commentary relating to City Vibrancy Strategy | Reference |
|---|--|---|----------------------------------|
| <p>Mid West Chamber of Commerce and Industry</p> | <p>Governance</p> <ul style="list-style-type: none"> • A Place Manager would be strongly supported • CGG representative attending Retail Committee • Meetings have been highly effective and will continue to improve communication and collaboration between MWCCT and CGG • The Economic Alliance is an effective forum but would be improved through support of an operational Governance group • Recent ongoing mergers between Councils have made continuity of strategies and communication with CGG difficult although this is expected to improve • Keen for strategies and actions to be implemented ASAP – lots of talking but need more tangible outcomes. There are simple things that can be done now to make a big difference | <ul style="list-style-type: none"> • Place Management and Governance | <p>P9</p> |
| <p>Geraldton Regional Art Gallery</p> | <p>Facilities, amenities and streetscape</p> <ul style="list-style-type: none"> • Art Gallery masterplan (out for public comment) looks to improve Gallery's facilities, amenity and integration with the public realm. Key focus on improving public space adjacent to Gallery to facilitate events • Traffic calming along Chapman Road is important for future | <ul style="list-style-type: none"> • Land use, Layout and Planning • Programming and Public Realm | <p>P24 P32</p> |
| | <p>Governance</p> <ul style="list-style-type: none"> • CGG is an enabler – makes things happen • Collaborative culture fostered by CGG, although by nature of governance of Art Gallery – we can be left out of the loop at times • Informal monthly meetings with other cultural institutions are beneficial but could be formalised | <ul style="list-style-type: none"> • Place Management and Governance | <p>P9</p> |
| | <p>Promotion, events and marketing</p> <ul style="list-style-type: none"> • Geraldton needs to be more strategic about clustering events and activities to improve overall activation • Strategic marketing and promotion of facilities, initiatives and events would be beneficial – tourists don't know about the gallery | <ul style="list-style-type: none"> • Marketing and Investment Attraction | <p>P11</p> |



| Stakeholder Group | Key issues / comments | Commentary relating to City Vibrancy Strategy | Reference |
|---|---|---|--------------------------|
| <p>Centro</p> | <p>Events and activities in CBD</p> <ul style="list-style-type: none"> • Loves foreshore for visits with grandson • Goes to mall for pub but there is nothing else there. Need to develop more interesting facilities and activities • Marina is pretty but nothing to do there <p>Redevelopment of Chapman Arcade</p> <ul style="list-style-type: none"> • In planning – concepts in development • Planned for completion next year <p>Centro as a vehicle for promotions</p> <ul style="list-style-type: none"> • Centro makes available space for promotion whenever possible. Opportunity to better promote what is happening in the City Centre to shopping centre patrons • Space is made available for free for community events | <p>• Programming and Public Realm</p> <p>N/A – Noted</p> <p>• Marketing and Investment Attraction</p> | <p>P29-30</p> <p>P11</p> |
| <p>Main street retailer – Bennetts</p> | <p>Governance</p> <ul style="list-style-type: none"> • Businesses need to run their own businesses – it's their responsibility • A CBD committee of local businesses used to exist but has fallen away. This was an excellent vehicle for getting things happening – events, banners, flags, pot plants, entertainment. • The CBD would benefit from a similar group again | <p>• Place Management and Governance</p> | <p>P9</p> |



| Stakeholder Group | Key issues / comments | Commentary relating to City Vibrancy Strategy | Reference |
|---|---|--|----------------------------------|
| <p>Main street retailer – Bennetts</p> | <p>Promotion, events and marketing</p> <ul style="list-style-type: none"> • The CBD is not advertised as a precinct • Some good operators being attracted to the CBD – Provincial • Strategic marketing and promotion of facilities, initiatives and events would be beneficial <p>Parking, transport and amenities</p> <ul style="list-style-type: none"> • It is unsafe for staff to walk to their cars at night • Limited transport to and from the CBD from suburbs means people are forced to drive their cars • Some good attractions and anchors – water playground, Library <p>Trading hours</p> <ul style="list-style-type: none"> • Bennetts open on Sundays consistently with mixed results. Generally not profitable. Store is manned by owners on Sundays who forego pay as staff on Sundays are expensive and business is not strong enough cover costs • Only return cruise ships spend money | <ul style="list-style-type: none"> • Marketing and Investment Attraction | <p>P11</p> |
| <p>The Pollinators</p> | <p>Governance and funding</p> <ul style="list-style-type: none"> • Geraldton would benefit from a more collaborative management and governance approach • CGG is an enabler however, innovative thinking would enable vibrancy to be achieved more quickly – too much regulation stifles creativity • Funding from MWDC and through Royalties for Regions is difficult to obtain • There is an energy for change in Geraldton • Physical landscape of CBD is lagging behind energy and aspirations of community <p>Empty spaces initiative</p> <ul style="list-style-type: none"> • City Hive rented from museum – vacant for 10 years • Phase 2 at 184 Marine Tce (Jan 2013) • Has researched empty spaces initiative and is ready to implement with support from CGG • Policies/conditions for vacant spaces need to be finalised | <ul style="list-style-type: none"> • People and Destinations • Land use, Layout and Planning | <p>P18 P24</p> |
| | <p>Governance and funding</p> <ul style="list-style-type: none"> • Geraldton would benefit from a more collaborative management and governance approach • CGG is an enabler however, innovative thinking would enable vibrancy to be achieved more quickly – too much regulation stifles creativity • Funding from MWDC and through Royalties for Regions is difficult to obtain • There is an energy for change in Geraldton • Physical landscape of CBD is lagging behind energy and aspirations of community | <ul style="list-style-type: none"> • Marketing and Investment Attraction | <p>P11,14</p> |
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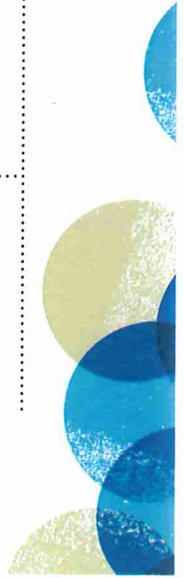
| Stakeholder Group | Key issues / comments | Commentary relating to City Vibrancy Strategy | Reference |
|-------------------|---|--|-----------|
| The Pollinators | <p>Activities and events</p> <ul style="list-style-type: none"> • There is some great stuff happening in Geraldton – example Open Your Eyes festival • Farmers market and railway markets are well received and should be built on | <ul style="list-style-type: none"> • Programming and Public Realm | P29 |
| WA Museum | <p>Facilities, amenities and streetscape</p> <ul style="list-style-type: none"> • The Museum is masterplanning to better integrate its facility with the Marina and with the city centre • The marina precinct struggles to attract investment – EOI for wine bar did not attract tenant – space remained vacant for many years • 9 – 5 economy at the Marina • Recent improvements to Foreshore have been well received but there is still work to be done to make Geraldton's CBD experience pleasant | <ul style="list-style-type: none"> • Programming and Public Realm | P29, 30 |
| | <p>Governance, marketing and promotion</p> <ul style="list-style-type: none"> • Collaboration and communication with CGG is good but there is an opportunity to work more closely to leverage cultural programming and promotion • Museum would be supportive of a retail outlet in the city centre as an opportunity to better promote programming and merchandise • Museum is keen to attract more events and activation to the marina precinct and position the Museum as an alternative special events venue in Geraldton | <ul style="list-style-type: none"> • Place Management and Governance • Marketing and Investment Attraction | P9 P11 |



| Stakeholder Group | Key issues / comments | Commentary relating to City Vibrancy Strategy | Reference |
|-----------------------------------|--|---|-------------------|
| <p>Us and Them Studios</p> | <p>Creative capital and industries</p> <ul style="list-style-type: none"> • Many world-class professionals are returning to Geraldton to make their home and set up business – challenge is for the city to harness this to its full potential • Us and Them Studios set up in Fitzgerald Street because Marine Terrace is unattractive • Geraldton needs more thoughtful art projects – i.e pencils outside the Library. This is a perfect example of relatively minimal input (resources and dollars) for maximum output – people now stop and take photos beside the artwork. | <ul style="list-style-type: none"> • Programming and Public Realm | <p>P29-30</p> |
| | <p>Events, marketing and promotion</p> <ul style="list-style-type: none"> • Geraldton should be better leveraging its assets and resources to develop authentic events that will put us on the world stage – Open Your Eyes Festival vs Sunshine Festival • Geraldton's brand could be more authentic – Geraldton Feel document was designed to capture the true essence of the place – we need to limit the touristy feel and get back to what Geraldton and its people are really about | <ul style="list-style-type: none"> • Marketing and Investment Attraction | <p>P11</p> |
| | <p>Governance</p> <ul style="list-style-type: none"> • Climate of consultation has delivered over-consultation. Too much talking and not enough outcomes • With funding support, small business could find creative solutions to vibrancy issues in the city centre. Town Square is an example space needing attention • For the same money spent on consultation programs Geraldton could be delivering wins for the community – need action | <ul style="list-style-type: none"> • Place Management and Governance • Quick Wins | <p>P9 P36</p> |



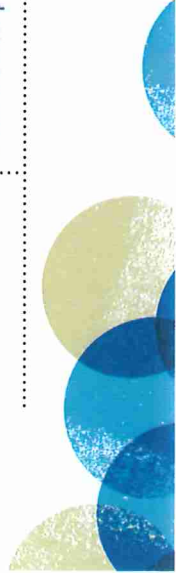
| Stakeholder Group | Key issues / comments | Commentary relating to City Vibrancy Strategy | Reference |
|--|---|--|----------------------------------|
| <p>Culinary HQ</p> | <p>Creative capital and industries</p> <ul style="list-style-type: none"> • Many world-class professionals are returning to Geraldton to make their home and set up business – challenge is for the city to harness this to its full potential • Culinary HQ is experiencing increased demand from locals and visitors – reputation is growing • Small team – challenge is to resource to utilise networks to full potential <p>Events</p> <ul style="list-style-type: none"> • Opportunity for Geraldton to develop more strategic, world-class events • Small businesses are keen to be involved and take ownership of future events but need adequate lead time and support from CGG to bring these to fruition • Need more professionally organised events and infrastructure to support programming in public spaces | <ul style="list-style-type: none"> • Programming and Public Realm | <p>P29-30</p> |
| <p>Humphrey Land Developments and Real Estate</p> | <p>Parking</p> <ul style="list-style-type: none"> • Discussions have been held with CGG re: utilising development site on Marine Terrace for interim parking. Supportive of the initiative if CGG funds construction of the car park • Car parking and perceived safety issues are a hot topic in relation to city vibrancy • Any future car parks should be located away from prime development land on the Foreshore <p>Increasing residential population in the city centre</p> <ul style="list-style-type: none"> • Mixed use development planned for old PTA site • Need to attract a diverse population to the city centre to increase vibrancy • Shop top housing should be considered by CGG in addition to new developments | <ul style="list-style-type: none"> • People and Destinations • Land use, Layout and Planning | <p>P18 P24</p> |
| | | <ul style="list-style-type: none"> • People and Destinations • Land use, Layout and Planning | <p>P18 P24</p> |



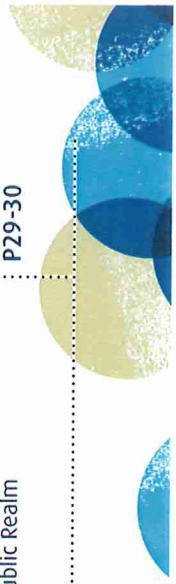
| Stakeholder Group | Key issues / comments | Commentary relating to City Vibrancy Strategy | Reference |
|--------------------|--|--|---------------|
| Geraldton Guardian | <p>Marketing and promotion</p> <ul style="list-style-type: none"> • Lots of information but the community doesn't take notice – need a more strategic approach to marketing and communications • Guardian keen to support CGG in getting Geraldton 'on the map' • Need to consider audience and them market to them appropriately – weekly CGG notices need an overhaul • Social media is emerging very quickly in Geraldton – strong Facebook following. Opportunity to better leverage this for city vibrancy • Keen to 'start the dialogue' on city vibrancy to get things moving | <ul style="list-style-type: none"> • Marketing and Investment Attraction | P11 |
| | <p>Retail trading hours</p> <ul style="list-style-type: none"> • Clearly a contentious issue but we need to consider our tourists – shops shut = nothing for tourists to do • Marketing support and events needed to support this initiative and get locals interested in shopping in the CBD too | <ul style="list-style-type: none"> • Marketing and Investment Attraction | P16 |
| | <p>Facilities and amenities</p> <ul style="list-style-type: none"> • Tailoring activities and facilities for youth needs to be a key focus • Need youth shuttle bus to operate throughout the city centre • Guardian has launched a junior journalist program for high school students to foster and nurture talent in Geraldton | <ul style="list-style-type: none"> • People and Destinations • Land use, Layout and Planning | P17-18 P22 |



| Stakeholder Group | Key issues / comments | Commentary relating to City Vibrancy Strategy | Reference |
|--|---|---|--|
| <p>Regional Development Australia</p> | <p>Ideas for improving vibrancy</p> <ul style="list-style-type: none"> • Utilise empty buildings, eg light show on or in the town tower on a regular basis, dress up the windows with local art and contact details of artists • Organise a best Christmas display for shops in the city • Busking competitions • More alfresco areas • Council to redevelop on a large scale along the foreshore area • Create a foodie zone to encourage restaurants and alfresco eating • Provide shade and other amenities to make it attractive for restaurants to take part. E.g along foreshore drive between Cathedral Ave and Derlacher St, close this to cars after 6pm? • Improve attractiveness of the groynes • Do we need security patrols to make people feel safer or do we keep the kids active with more stuff to do? • Corporate sporting events at lunch times | <ul style="list-style-type: none"> • People and Destinations • Programming and Public Realm • Land Use, Layout and Planning • Marketing and Investment Attraction | <p>P17, 18 P29, 30 P22 P14</p> |
| <p>CGG – Culture and Arts</p> | <p>Creative industries</p> <ul style="list-style-type: none"> • Business Plan will focus on relocating events back to CBD, leveraging creative capital and better integration / cross promotion of cultural facilities • Capacity building is required among emerging artists in the region • QPT attracts over 15,000 people per year and we need to find a way to better leverage this for promotion of other facilities / venues and vice versa <p>Branding and promotion</p> <ul style="list-style-type: none"> • Would like to see greater collaboration between arts facilities • Need better promotion and branding of the creative arts scene in Geraldton | <ul style="list-style-type: none"> • Programming and Public Realm • Land Use, Layout and Planning • Marketing and Investment Attraction <ul style="list-style-type: none"> • Marketing and Investment Attraction | <p>P29, 30 P22 P14 P14</p> |



| Stakeholder Group | Key issues / comments | Commentary relating to City Vibrancy Strategy | Reference |
|------------------------|---|---|-----------------------------|
| CGG – Culture and Arts | <p>Events and programming</p> <ul style="list-style-type: none"> Utilising empty spaces within CBD for cultural initiatives and studio spaces is a priority Clock Tower on Marine Terrace will be a focus for music activation initiatives. Programming will rotate between key sites within the CBD throughout the year | <ul style="list-style-type: none"> Programming and Public Realm | P29-30 |
| CGG - Tourism | <p>Visitor centre and tourist operators</p> <ul style="list-style-type: none"> Geraldton's Visitor Centre is not servicing needs appropriate – funding for feasibility required for purpose built facility. The Bill Sewell facility is cramped, has limited disabled access and is not conducive for retail trade Slightly out of town New facility to remain in CBD Tourist operators are aware grants are available for funding, however, processes are intensive and applications difficult to complete <p>Collaboration</p> <ul style="list-style-type: none"> Greater collaboration between tourist operators will improve vibrancy and coordinated image of the town <p>Cruise ships</p> <ul style="list-style-type: none"> Cruise ships key element of tourism for Geraldton. When cruise ships arrive on Sundays it's not ideal for all the shops in town to be closed. 2012 will see a 50% increase in cruise ships docking on Sunday Suggest music to greet cruise ships to bolster great work already being done by CGG Aligning events programming with cruise ship timetable will be beneficial for overall city vibrancy <p>Events and programming</p> <ul style="list-style-type: none"> Geraldton needs more events and activation which aren't solely focused on the beach. What do we do in winter when water playground is closed? | <ul style="list-style-type: none"> Marketing and Investment Attraction Land use, Layout and Planning Programming and Public Realm Tactical issue to be addressed through CGG Economic Development Strategies as per recommendations in this document. | P13-14 P22 P33 N/A |
| | | <ul style="list-style-type: none"> Place Management and Governance | P9 |
| | | <ul style="list-style-type: none"> Marketing and Investment Attraction Programming and Public Realm | P11 P29-30 |
| | | <ul style="list-style-type: none"> Programming and Public Realm | P29-30 |



| Stakeholder Group | Key issues / comments | Commentary relating to City Vibrancy Strategy | Reference |
|-------------------|---|--|----------------|
| CGG – Youth | <p>Activation infrastructure</p> <ul style="list-style-type: none"> Capacity of the foreshore is limited for youth events at night – need 3 phase power Lighting and amenity of the West End could be improved. Whilst basketball courts are lit it is unsafe outside of the court We need to anchor youth activities and create a precinct which responds to their needs and provides facilities. An average of 40 youths visit the Youth Bus each Thursday between 6 – 9pm. Priority to build on this and increase numbers | <ul style="list-style-type: none"> Programming and Public Realm | P29, 30 |
| | <p>Youth facilities</p> <ul style="list-style-type: none"> PCYC facilities is not utilised as it's too far out of town. Underutilised buildings in the CBD could be used for Youth Centre. A feasibility is planned for development of new Youth Centre | <ul style="list-style-type: none"> People and Destinations Land use, Layout and Planning | P17, 18 P22 |
| | <p>Events and activities</p> <ul style="list-style-type: none"> We need high energy activities to engage youth Do we as a Council assist the community to deliver safe, accessible events with our processes and requirements for bookings and permits or are we impeding the enthusiasm of volunteers in the community? | <ul style="list-style-type: none"> Programming and Public Realm | P29, 30 |

Note: The key issues and comments identified above have been distilled from a range of stakeholder discussions and meetings conducted by Place Match to support the development of this strategy. The findings are represented for general and summary purposes only and are not intended to be exhaustive.





