



# Port of Port Fairy Master Plan

## Strategic Directions Report

Version: FINAL July 2021



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## 1. INTRODUCTION

### 1.1 Acknowledgement of Country

The Port of Port Fairy is within the Country of the Eastern Maar peoples, Traditional Owners of south-western Victoria. The Port of Port Fairy master plan recognizes the role of the Eastern Maar peoples in the management of the Moyne River environs prior to European colonization.

### 1.2 The purpose of the master plan

The Port of Port Fairy (the port) master plan seeks to provide a clear vision for the development and maintenance of a reputable, sustainable and functional Port over the next 10 – 15 years. In doing so, the master plan outlines a number of projects and strategies to achieve the new vision.

The development of the master plan has been based on consultation with a wide variety of internal and external stakeholders.

The master plan response has the following key objectives:

- Identify opportunities to maximise the use of the port;
- Improve the image and community perception of the port;
- Conserve, protect and enhance the historic and environmental features and values of the port;
- Engage with land owners, boat owners and berth holders to improve the productivity and appearance of the port landscape and waterway;
- Respond to the issue of berthing of the new Marine Rescue Vessel and identify a preferred site and associated works;
- Improve gateways and entry points, open spaces and streetscapes to enhance the presentation, and accessible amenity for residents, businesses and visitors;
- Optimise economic development opportunities; and
- Consider the impact of climate change and sea level rise on Port assets and the development and use of the port.

This report provides an overview of the process undertaken in development of the master plan.



*Fig. 1 Port of Port Fairy*

## 2. PROJECT OVERVIEW

The historic Port of Port Fairy (the port) is an iconic asset within the township of Port Fairy providing maritime services and tourism and visitor experiences.

In terms of management, the port is a combination of Crown land and Council-owned freehold land, which influences overall management and strategy. The development of the master plan has sought to consider and balance these interests.

As a functioning local port, the port needs to provide for services into the future taking into account changing uses, climate change and its role in tourism in Port Fairy.

There is no current long term strategy for the port with the following obvious gaps that need addressing:

- Lack of detailed understanding of current and potential users needs and wants;
- Lack of planning for ageing port assets;
- Lack of planning for non-port assets and spaces;
- Lack of a long term shared vision for the port and how this translates to facilitating annual budget and work programs;
- No analysis of options to further expand permanent and/or itinerant berths.

As a result, in February 2020, the Moyne Shire issued a brief for the preparation of a master plan to address these and other issues.

The area addressed by the master plan is focussed on the land and waters of the port of Port Fairy, from the footbridge at the northern end of the port through to the eastern end of the training walls; including Battery Hill. The study area is outlined on Figure 1, and includes:

- The port area including wharfs, boat ramps and buildings
- Battery Hill
- King George Square
- Martins Point
- Charles Mills Reserve.





### 3. PROCESS

The preparation of the Port of Port Fairy master plan has taken the following approach:

#### Stage 1 Project Inception

- Inception meeting.
- Confirmation of consultation approach.
- Site inspection with Council officers.
- Review of background reports.

#### Stage 2 Site Analysis / Master Plan Opportunities

- Port activity
- Port buildings
- Vehicle access and circulation.
- Public spaces and pedestrian links
- Township pedestrian connections
- Master plan opportunities

#### Stage 3 Community and Stakeholder Consultation: Phase 1

- Meetings with key stakeholders (April 2020)
- Community survey (April / May 2020)
- Report on findings of meetings and survey responses.

#### Stage 4 Draft Master Plan

- Master plan and Strategic Directions report

#### Stage 5 Community and Stakeholder Consultation: Phase 2

- Display of draft report and plan / Community survey (September 2020)
- Report on findings of meetings and survey responses (December 2020 / January 2021).

#### Stage 6 Final Master Plan

- Final Master Plan and Strategic Direction Report
- Final Engagement Summary report



## 4. BACKGROUND

### 4.1 State Government Legislation

The Port of Port Fairy is subject to a range of State Government legislation and policy, including the approval processes which they outline.

These include:

- The Marine and Coastal Act 2018 (MACA) and
- The Victorian Marine and Coastal Policy 2020
- Siting and Design Guidelines for Structures on the Victorian Coast 2020
- Port Management Act 1994
- Crown Land (Reserves) Act 1978.

### 4.2 Moyne Planning Scheme

#### Zoning

Zoning applicable to the Port of Port Fairy and its surrounds, within the Moyne Planning Scheme, is shown on Figure 2.

As shown the port is subject to the following zones:

- Public Conservation and Resource Zone (PCRZ)
- Public Park and Recreation Zone (PPRZ)

#### Public Use Zone (PUZ4)

- General Residential Zone (GRZ1)

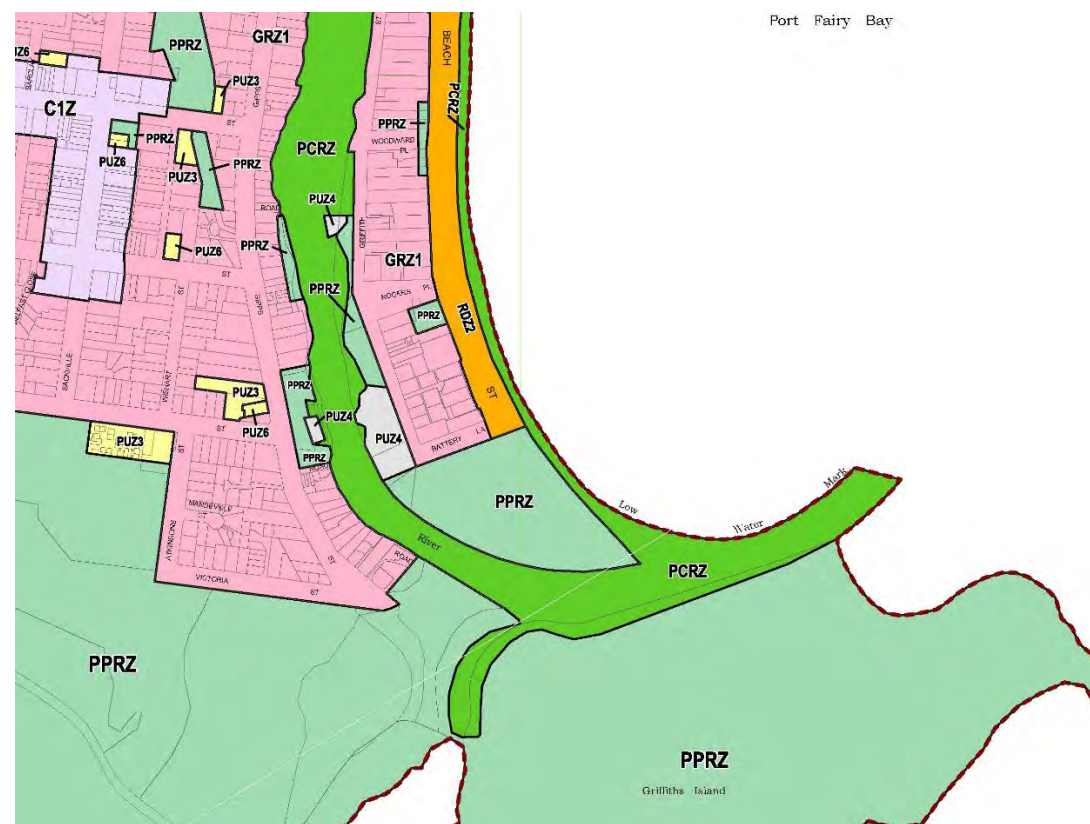


Fig. 2 Zoning



### **Public Conservation and Resource Zone (PCRZ)**

PCRZ has the primary objective of protecting and conserving the natural environment and natural processes for their historic, scientific, landscape, habitat or cultural values; providing facilities which assist in public education and interpretation of the natural environment with minimal degradation of the natural environment or natural processes; and providing for appropriate resource based uses.

A range of uses relevant to Port activity are allowed without a permit provided those uses are conducted by or on behalf of a public land manager or Parks Victoria under the relevant provisions of the Local Government Act 1989, the Reference Areas Act 1978, the National Parks Act 1975, the Fisheries Act 1995, the Wildlife Act 1975, the Forests Act 1958, the Water Industry Act 1994, the Water Act 1989, the Marine Act 1988, the Port of Melbourne Authority Act 1958 or the Crown Land (Reserves) Act 1978.

In terms of works, a permit is required to:

- Construct a building or construct or carry out works. This does not apply to:
  - A building or works shown in an incorporated plan which applies to the land.
  - A building or works specified in Clause 62.02-1 or 62.02-2 carried out by or on behalf of a public authority or municipal council, if the public authority or municipal council is carrying out functions, powers or duties conferred by or under the Local Government Act 1989, the Reference Areas Act 1978, the National Parks Act 1975, the Fisheries Act 1995, the Wildlife Act 1975, the Forests Act 1958, the Water Industry Act 1994, the Water Act 1989, the Marine Act 1988, the Port of Melbourne Authority Act 1958 or the Crown Land (Reserves) Act 1978.
  - A building or works carried out by or on behalf of a public land manager or Parks Victoria under the Local Government Act 1989, the Reference Areas Act 1978, the National Parks Act 1975, the Fisheries Act 1995, the Wildlife Act 1975, the Forests Act 1958, the Water Industry Act 1994, the Water Act 1989, the Marine Act 1988, the Port of Melbourne Authority Act 1958, the Crown Land (Reserves) Act 1978, or the Road Management Act 2004. Subdivide land.

### **Public Park and Recreation Zone (PPRZ)**

PPRZ recognises areas of public land that are designated as public recreation and open space, and encourages enhancement of the subject land in support of appropriate recreation uses and activities. It also seeks to protect and conserve areas of significance and provide for commercial areas where appropriate.

Under the zone a permit is required to:

- Construct a building or construct or carry out works. This does not apply to:
  - Pathways, trails, seating, picnic tables, drinking taps, shelters, barbeques, rubbish bins, security lighting, irrigation, drainage or underground infrastructure.
  - Playground equipment or sporting equipment, provided these facilities do not occupy more than 10 square metres of parkland.
  - Navigational beacons and aids.
  - Planting or landscaping.
  - Fencing that is 1 metre or less in height above ground level.
  - A building or works shown in an incorporated plan which applies to the land.
  - A building or works carried out by or on behalf of a public land manager or Parks Victoria under the Local Government Act 1989, the Reference Areas Act 1978, the National Parks Act 1975, the Fisheries Act 1995, the Wildlife Act 1975, the Forest Act 1958, the Water Industry Act 1994, the Water Act 1989, the Marine Act 1988, the Port of Melbourne Authority Act 1958 or the Crown Land (Reserves) Act 1978.
- Subdivide land.

### **Public Use Zone 4 (PUZ4)**

PUZ has the primary objective of recognising public land use for public utility and community services and facilities and for providing for associated uses that are consistent with the intent of the public land reservation or purpose.

PUZ4 applies specifically to transport as the public use.

Under PUZ4, a permit is required to:

- Construct a building or construct or carry out works for any use in Section 2 of Clause 36.01-1. This does not apply to navigational beacons and aids.
- Subdivide land

### **General Residential Zone (GRZ)**

The majority of non-public land adjoining the port area is in the General Residential Zone. GRZ is intended to encourage development that respects the neighbourhood character of the area, encourage a diversity of housing types and housing growth particularly in locations offering good access to services and transport, and to allow educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs in appropriate locations.

It is noted that under proposed Planning Scheme Amendment C69moyn, areas zoned GRZ adjoining the port are proposed to be re-zoned to Neighbourhood Residential Zone (NRZ). The key difference between the two residential zonings is greater control on the form and density of residential development. From the point of view of the port, this will tend to maintain a consistent residential character in areas adjacent the port and its public spaces. Controls on commercial development appear consistent within the two zones.

## Overlays

The Port of Port Fairy and its surrounds are subject to the following overlays within the Moyne Planning Scheme:

- Design and Development Overlays **DDO7 & DDO9** (refer figure 3).
- Heritage Overlays **HO25, HO26, HO44 & HO51** (refer figure 4).
- Land Subject to Inundation Overlay **LSIO2** (refer figure 5).
- Floodway Overlay **FO2** (refer figure 5).

### Design and Development Overlays DDO7 & DDO9

**DDO7** applies to GRIFFITH STREET SOUTH – PORT FAIRY DESIGN GUIDELINES CHARACTER AREA 2B

It applies primarily to new development, and has the following design objectives:

- To protect the river and coastal environment by ensuring dunes or tea trees remain the dominant skyline element when viewed from Griffith Street.
- To ensure the siting and design of new development respects the existing built character and scale of the area.
- To ensure that new development provides for shared views of the Moyne River estuary and does not dominate the dune backdrop.
- To protect existing native coastal vegetation and to encourage additional appropriate planting

**DDO9** applies to GIPPS STREET & MOYNE RIVER AREA (EAST RIVER SIDE) – PORT FAIRY DESIGN GUIDELINES CHARACTER AREA 3

It applies primarily to new development, and has the following design objectives:

- To ensure that new development retains the areas heritage qualities, allows glimpses through to the river and is visually subservient to the river the surrounding vegetation.
- To respect the historic built character of the area.
- To acknowledge the river environment.
- To protect the views of the river from adjoining properties.

- To allow for views of the river from the street and an equitable sharing of views between properties.
- To ensure that development does not visually overwhelm or compete with the river or the Norfolk Island Pines when viewed from the foreshore or the bridges.
- To protect the contribution made by the grass verges to this area.
- To minimise the detrimental impact of car parking



Fig. 3 Design and Development Overlay



### Heritage Overlays HO25, HO26, HO44 & HO51

**HO25** applies to the Guns and Gun Emplacements within Battery Hill. These are also included in the Victorian Heritage Register Ref. No. H1504.

**HO26** applies to the Former Lifeboat Station, 3 Griffiths Street. These are also included in the Victorian Heritage Register Ref No H1431 & part Ref No H2213.

**HO44** applies to the Moyne River Training Walls. These are also included in the Victorian Heritage Register Ref No H2213 & part Ref No H1431 & part Ref No H1659.

**HO51** applies to Gipps Street and Moyne River Precinct, including Bank Street, Campbell Street, Cox Street, Gipps Street, Griffith Street & Moyne River. It specially includes vegetation:

- 2 x Italian Cypress, 1 Bank Street;
- 2 x Cordyline australis and 1 x Norfolk Island Pine (at rear), 36 Gipps Street;
- Hedge and Canary Island Palm, 64 Gipps Street;
- Canary Island Palm, 88 Gipps Street;
- 24 x Norfolk Island Pines, Martins Point;
- 14 x Norfolk Island Pines, Battery Hill Reserve;
- all Norfolk Island Pine street trees

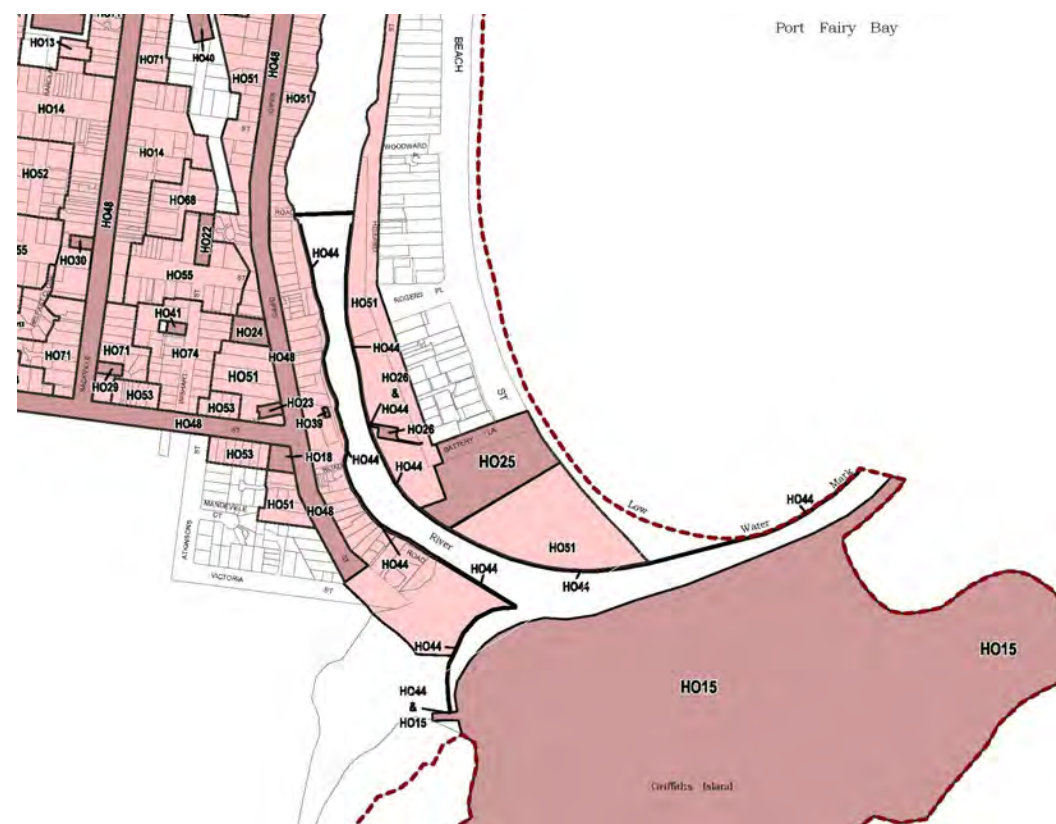


Fig. 4 Heritage Overlay

### Land Subject to Inundation Overlay LSI02

LSIO2 includes the following objectives:

- To identify land in a flood storage or flood fringe area affected by the 1 in 100 year flood or any other area determined by the floodplain management authority.
- To ensure that development maintains the free passage and temporary storage of floodwaters, minimises flood damage, is compatible with the flood hazard and local drainage conditions and will not cause any significant rise in flood level or flow velocity.
- To protect water quality in accordance with the provisions of relevant State Environment Protection Policies, particularly in accordance with Clauses 33 and 35 of the State Environment Protection Policy (Waters of Victoria).
- To ensure that development maintains or improves river and wetland health, waterway protection and flood plain health.

### Floodway Overlay FO2

FO2 includes the following objectives

- To identify waterways, major flood paths, drainage depressions and high hazard areas which have the greatest risk and frequency of being affected by flooding.
- To ensure that any development maintains the free passage and temporary storage of floodwater, minimises flood damage and is compatible with flood hazard, local drainage conditions and the minimisation of soil erosion, sedimentation and silting.
- To protect water quality and waterways as natural resources in accordance with the provisions of relevant State Environment Protection Policies, and particularly in accordance with Clauses 33 and 35 of the State Environment Protection Policy (Waters of Victoria).
- To ensure that development maintains or improves river and wetland health, waterway protection and flood plain health.

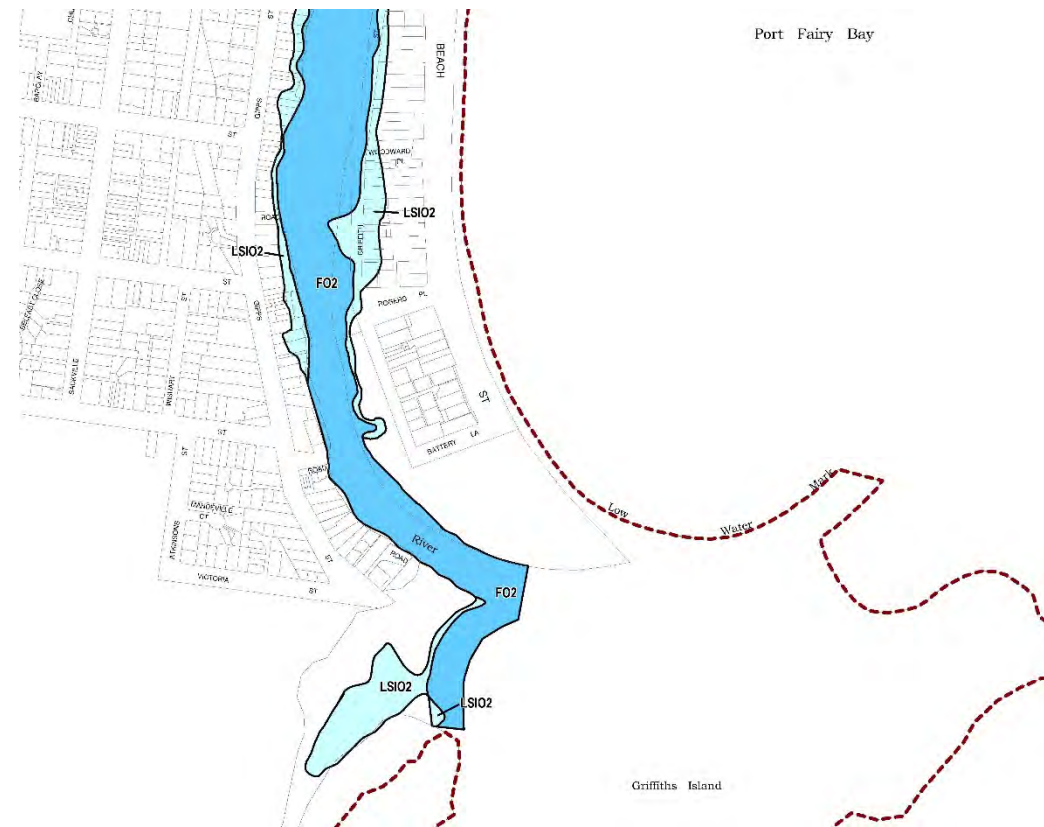


Fig. 5 Land Subject to Inundation and Floodway Overlays

### 4.3 Economic Analysis

As part of the background to the master plan, Ethos Urban undertook an economic analysis of Port activity, including a discussion of the role and function of the port, analysis of recreational and commercial users of the port, berth demand, and benchmarks of fees.

While the full assessment is outlined in the Background Paper included in Appendix A, the key findings of the background **economic overview** are as follows:

- The importance of the Port of Port Fairy is highlighted in the Port Fairy Destination Action Plan, Moyne Shire Economic Development Strategy and by Great Ocean Road Tourism and the Port Fairy Tourism Association. This includes providing new infrastructure at the port such as itinerant berths and recreational fishing assets.
- The Port of Port Fairy is a key economic driver for Moyne Shire Council supporting many businesses in the tourism, fishing and boat building/maintenance sectors.
- Moyne Shire attracted 600,000 visitors in 2019, generating \$135 million in local incomes with Port Fairy and its historic Port integral to this economic activity.
- Excluding one marina pen and the unloading mooring, the remaining 70 moorings/pens at the port are fully occupied, with most berths associated with residents and local businesses.
- Demand for berths at the port is high with a long waiting list of applicants (mainly local) from both recreation and commercial sectors. This indicates that should additional supply become available at the port; it is likely to be fully subscribed.
- Council derives an average \$125,000 pa through annual leasing of moorings/pens. A review of other regional marinas using relevant berth sizes indicates the Port of Port Fairy's leasing rates are relatively low and that additional annual revenue could be leveraged for Council, especially in view of the port's high amenity location.

### 4.4 Previous Consultation

As part of the background to the master plan, Ethos Urban also undertook a review of consultation related to the port undertaken in previous projects.

While the full assessment is outlined in the Background Paper included in Appendix A, the key findings are as follows:

- General community support for the port to be maintained as it is currently, in terms of character as well as the balance between a working port and public access
- Common themes include the need to balance the role of the port as a working port and the need to attract economic investment (small business) and tourism, as well as protecting the natural landscape
- Common suggestions to improve the port include increasing the number of berths and improvements to local amenities
- There has been some opposition to proposed fences, infrastructure and coastal paths

### 4.5 Previous Reports

As part of the background to the master plan, a number of previous reports were reviewed including:

- Moyne Shire Council Economic Development Strategy 2019 – 2029
- Port Fairy Coastal and Structure Plan 2018
- Port Fairy Coastal Climate Change Adaptation Plan 2018
- Port Fairy Local Coastal Hazard Assessment 2013
- Port of Port Fairy Draft Master Plan 2008
- Port of Port Fairy Safety and Environment Management Plan 2015
- Port of Port Fairy Condition Assessment 2019
- Port Fairy Breakwater Inspection 2012
- Martins Point Concept Plan 2017



## 5. EXISTING CONDITIONS / KEY ISSUES & OPPORTUNITIES

The port's existing conditions, and the key issues and opportunities associated with these, are summarised below. Existing conditions are also summarised on Figures 6 - 11, and key Master Plan Opportunities on Figure 12.

### 5.1 Waterway Infrastructure and Activity

The Port of Port Fairy comprises a range of infrastructure supporting waterway activity, including fixed and floating wharves, a public boat ramp, two slipways, and a specific access to the historic Lifeboat Shed on the east bank of the Moyne River.

The wharves provide permanent berths for both commercial and private boats, as well as itinerant berths and temporary mooring for recreational vessels. A detailed outline of the number of existing berths, their ownership and the fees and charges associated with them is outlined in the Background Report prepared by Ethos Urban and included in Appendix A to this report.

As well as regular commercial and private berths, there is a requirement for a permanent mooring for the Marine Rescue Vessel, managed by the Victorian Marine Rescue Service, as well as occasional mooring of "Sail-ability" vessels for all-abilities sailing.

The distribution of berths, infrastructure and activity on the waterway creates a number of loose "precincts" across the port, with a particular existing or potential focus for each. These are illustrated on Figure 7 and include:

- Potential non-powered craft focus near footbridge;
- Community use near Battery Hill, including Port Fairy Yacht Club, Port Fairy Marine Rescue Service, the Historic Life Boat Shed;
- Private yacht berths and itinerant berths on east bank upstream of the boat ramp;
- Private motor vessels on west bank upstream of the Wharf Restaurant;
- Commercial vessels in front of Wharf Restaurant;
- Mix of private and commercial vessels along South Wharf, with focus on commercial vessels;
- Maintenance and re-fuelling berths near the Port of Port Fairy depot.

All Port structures were reviewed as to their structural condition and integrity in February 2019. This review revealed that the port structures are in varying condition, with a number requiring urgent repair work, and with others requiring work to be undertaken in the foreseeable future. The report revealed the on-going need of appropriate monitoring and repair of Port structures.

In addition to formal wharves, both the east and west river banks are held by a "training wall" consisting of placed basalt boulders. The training walls are an old construction and sit behind other wharves and structures. While stable, the training walls require regular and on-going maintenance to ensure their durability. The training walls are subject to HO44 in the Moyne Planning Scheme and are included on the Victorian Heritage Register Ref No H2213 & part Ref No H1431 & part Ref No H1659

Review of the breakwater walls, including part of the training walls, in 2012 revealed that "the overall condition of the breakwater wall varied from good to poor. There were some cracking and holes that may require repair". A recommendation was made that "ongoing annual surveys are carried out on the breakwater wall to assess for any deterioration, especially if dredging works continue in certain areas."

Until 2019, the Port of Port Fairy owned a dredge, the "Cormorant". At this time dredging occurred on an ad hoc basis, as the dredge was continually available. With the decommissioning of the "Cormorant", dredging is procured on a commercial basis, arrangement, and is now occurs regularly, being scheduled for September – October each year.



### ***Waterway Infrastructure and Activity: Key Issues and Opportunities (refer Figure 6)***

- *A permanent mooring location for the Marine Rescue Vessel, at the floating pontoon on the east river bank, was defined during the preparation of the master plan. This location was shown to be acceptable to both the community and Port stakeholders.*
- *Excluding one marina pen and the unloading mooring, the remaining 70 moorings/pens at the port are fully occupied, with most berths associated with residents and local businesses.*
- *Demand for berths at the port is high with a long waiting list of applicants (mainly local) observed from both recreation and commercial sectors.*
- *There is potential to promote the “working port” character of the port, by allocation of fishing charter berths in a high profile single precinct associated with King George Square.*
- *With consolidation of commercial fishing berths in a single precinct, there is potential to promote fresh fish sails as an economic / tourism activity.*
- *The on-going review and repair of Port structures needs to continue and be appropriately funded to maintain and increase Port activity and character.*
- *The maintenance, repair and potential reconstruction of some sections of the existing training walls is an on-going issue into the future, particularly in the context of increasing storm surges and rising sea levels.*







PORT OF PORT FAIRY ANALYSIS | WATERWAY ACTIVITY

SCALE 1:1500 @ A1



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Fig. 6. Waterway Activity





- |  |                                    |  |  |
|--|------------------------------------|--|--|
| 1 NON-POWERED CRAFT LAUNCHING                  | 4 BOAT RAMP                        | 6 COMMUNITY USES:<br>- Port Fairy Yacht Club<br>- Marine Rescue Service<br>- Historic Life Boat<br>- Sea Scouts<br>- Rocket Shed | 8 PRIVATE BERTHS                                 |
| 2 YACHT BERTHS                                 | 5 MAINTENANCE / RE-FUELLING BERTHS | 7 PORT DEPOT   | 9 COMMERCIAL BERTHS                              |
| 3 ITINERANT / RECREATIONAL / TEMPORARY MOORING |                                    |  | 10 COMMERCIAL BERTHS (PRIORITY) / PRIVATE BERTHS |
|  |                                    |  | 11 TEMPORARY / RECREATIONAL MOORING              |

# PORT OF PORT FAIRY | PROPOSED WATERWAY ACTIVITY PRECINCTS

SCALE 1:1500 @ A1



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Fig.7. Waterway Precincts



## 5.2 Port Buildings

The Port of Port Fairy comprises a number of existing buildings supporting Port and waterway activity. These include:

- The Wharf Restaurant
- The Bait Shed (contains a public toilet)
- The Sea Scouts building
- The Port of Port Fairy office and depot
- The Lifeboat Station
- The Rocket Shed
- The Moyne Shire Parks and Gardens Shed
- The Marine Rescue Service office
- The Port Fairy Yacht Club building
- The Martins Point toilet block
- Battery Hill cannon shelters

All existing buildings are in active use for their designated purpose. While the Port Fairy Sea Scouts operate from Bank Street Port Fairy, the Sea Scouts building located in Charles Mills Reserve is an annex (built in the 1950's) which is currently used for boat and equipment storage and is also leased to a commercial operator.

The historic Lifeboat Station is subject to Heritage Overlay HO26 in the Moyne Planning Scheme and is included on the Victorian Heritage Register Ref No H1431 & part Ref No H2213.

While the entire Port area is subject to Heritage Overlay HO51 or HO25 under the Moyne Planning Scheme, no other buildings are specifically listed in the Planning Scheme or on the Victorian Heritage Register.

### *Port Buildings: Key Issues and Opportunities (refer Figure 7)*

- *There is the opportunity to remove the Sea Scouts building in Charles Mills Reserve, to enhance the open space of the reserve. Consideration will need to be given to relocation of the operation of the current commercial tenant.*

- *The Moyne Shire Parks and Gardens shed is noted as not being a port or coastal dependent activity and as having a form which is not sympathetic to the character of the port. The relocation of this use would provide the opportunity for increased community use of this sub-precinct.*
- *Existing public buildings, particularly the existing Martins Point toilet block, should comply with current DDA requirements and AS1428.*








 PORT BUILDINGS

PORT OF PORT FAIRY ANALYSIS | PORT BUILDINGS

SCALE 1:1500 @ A1 

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Fig. 8. Port Buildings 17



### 5.3 Port Car Parking and Vehicle Access

Port buildings and activities are supported by a range of car parks and access ways, as illustrated on Figure 8. The car parking areas vary from formal sealed pavements with line marking to unsealed and unformed spaces. Car parking also occurs on lawn areas at peak times and when all designated parking areas are full

Car parking areas and their key characteristics are as summarised below:

- Wharf Restaurant Car Park (King George Square) – sealed and line-marked
- Griffiths Street Footbridge Car Park – sealed and line marked
- Griffiths Street roadside – un-sealed and un-marked
- Rogers Place – un-sealed and un-marked
- Boat Ramp Car Park – sealed and un-marked
- Port of Port Fairy Depot car park – sealed and un-marked
- Slipway Car Park – un-sealed and un-marked
- Little East Beach Car Park – un-sealed and un-marked
- Battery Hill / Yacht Club Car Park – un-sealed and un-marked
- Martins Point Car Park – Sealed and un-marked
- Griffiths Island Car Park – Sealed and line-marked

#### ***Port Car Parking and Vehicle Access: Key Issues and Opportunities (refer Figure 8)***

- *The boat ramp car park is heavily used at peak times, with inadequate formal parking space, leading to uncontrolled parking in undesignated areas;*
- *Access into and out of the boat ramp car park lacks direction;*
- *Formalisation of some informal car parks will generally lead to more efficient use of the space for car parking and clearer definition of where visitors should park;*
- *Lack of definition of pedestrian access on the eastern side of the Moyne River leads to potential conflict between vehicle and pedestrian movement;*







CAR PARK BOUNDARY



CAR PARK ENTRY/EXIT



VEHICULAR CIRCULATION  
BETWEEN PARKING

## PORT OF PORT FAIRY ANALYSIS | PORT CAR PARKING/VEHICLE ACCESS

SCALE 1:1500 @ A1



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Fig. 9. Parking / access 19



## 5.4 Key Public Spaces and Pedestrian Links

The Port of Port Fairy is closely associated with a number of public spaces which contribute greatly to the attraction of the precinct as a visitor and tourist destination, as well as enhancing the amenity of the precinct for local residents.

Key public spaces and their key characteristics include:

- Battery Hill – a significant landscape space forming the conclusion of the long promontory which separates the Moyne River from Port Fairy Bay. The landscape has an informal “native” character which has been enhanced in recent times through revegetation and weed control initiatives. Battery Hill includes a number of heritage elements including magazine remnants and placed cannons. The northern section of Battery Hill is subject to Heritage Overlay HO25 within the Moyne Planning Scheme. The Guns and Emplacements are included on the Victorian Heritage Register Ref No H1504. Battery Hill contains a range of informal walking tracks providing access and views to Port Fairy Bay and to the Moyne River mouth.
- Charles Mills Reserve – a low key reserve located on the east bank of the Moyne River, immediately north of the boat ramp car park. The landscape is predominantly open lawn from Griffiths Street to the river bank, informally defined by a group of mixed small trees and large shrubs. Charles Mills Reserve includes barbecues, picnic tables, shelters and a fish cleaning table.
- Small Slip area – a small open grassed area with no open space development or formal use.
- King George Square – a high profile open space recognised primarily as the setting for the Wharf Restaurant and also as the public “gateway” to the port precinct. The area has extensive car parking, as well as an open grassed space which has little open space development. This has been the site for summer markets, but since these have moved to the Railway Reserve the area has little formal use, despite its prominence.
- Martins Point – a popular and high profile open space with car parking, picnic facilities, barbecues, shelters, a playground and a fixed jetty. Martins Point is a

popular space for recreational fishing, viewing river activity, and beginning walks to Griffiths Island. Preliminary design has recently been undertaken for an upgrade to the existing playground and its surrounds.

Pedestrian linkages to the port and the open spaces on the west bank of the Moyne River (King George Square and Martins Point) are well defined, with the formal jetties contributing to easy access along the river bank. On the western side of the river, however, pedestrian linkages between open spaces, buildings and the river are poorly defined and identified, and conflict in some areas with vehicle movement.

There is little signage to key open spaces and other pedestrian destinations on the eastern side of the river.

### ***Key Public Spaces and Pedestrian Links: Key Issues and Opportunities (refer Figure 9)***

- *There is opportunity to further enhance Battery Hill through on-going environmental initiatives such as weed control and revegetation; through protection and interpretation of heritage elements; and through improved access and amenity for visitors.*
- *Removal of the Sea Scouts building would provide for further enhancement of visitor amenity at Charles Mills Reserve.*
- *The open nature of the small slip area provides the opportunity for launching and retrieval of non powered craft such as kayaks, canoes and stand-up paddleboards.*
- *Improvement of landscape, public amenity and signage at King George Square would enhance its role as a “gateway” to the port.*
- *There is opportunity to provide a general upgrade of Martins Point to enhance its current role as a focal open space for visitors and tourists.*
- *The lack of clarity of pedestrian and vehicle circulation on the eastern side of the Moyne River leads to potential conflicts between vehicles and pedestrians, and a lack of direction for pedestrians to visitor destinations.*





OPEN SPACE



PEDESTRIAN ACCESS



VIEW POINT



PEDESTRIAN ENTRY/EXIT  
NODE

## PORT OF PORT FAIRY ANALYSIS | KEY PUBLIC SPACES/PEDESTRIAN LINKS

SCALE 1:1500 @ A1



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## 5.5 Township Connections

The Port of Port Fairy is well connected with other tourist and visitor destinations within Port Fairy, for both drivers and pedestrians.

One of the great strengths of Port Fairy from a tourism and visitor point of view is the easy “walkability” of the township, with a range of heritage, open space and commercial destinations within close distance of each other, with general flat topography, connected via formed paths, particularly on the western side of the Moyne River.

This strength provides not only easy connection between attractions, but allows for the use of car parking located away from the immediate Port vicinity, thereby reducing the pressure for parking in the sensitive port and foreshore areas.

There is however a general lack of signage, which means that first time or infrequent visitors may not be able to take full advantage of the “walkable” and connected nature of the port and township.

The pedestrian footbridge provides a connection across the Moyne River, linking the town centre to the various attractions on the east side of the river. However, there is no provision for universal access across the footbridge.

### ***Township Connections: Key Issues and Opportunities (refer Figure 10)***

- *The provision of a coordinated pedestrian signage system, along with clear pedestrian access on the eastern side of the Moyne River, would supplement and enhance general “walkability” of the Port Fairy township.*
- *The provision of clear signage throughout the town would also support the use of parking remote from the port and foreshore environs.*





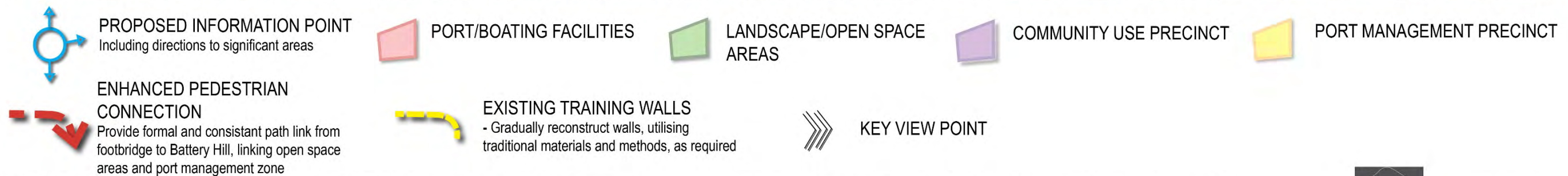
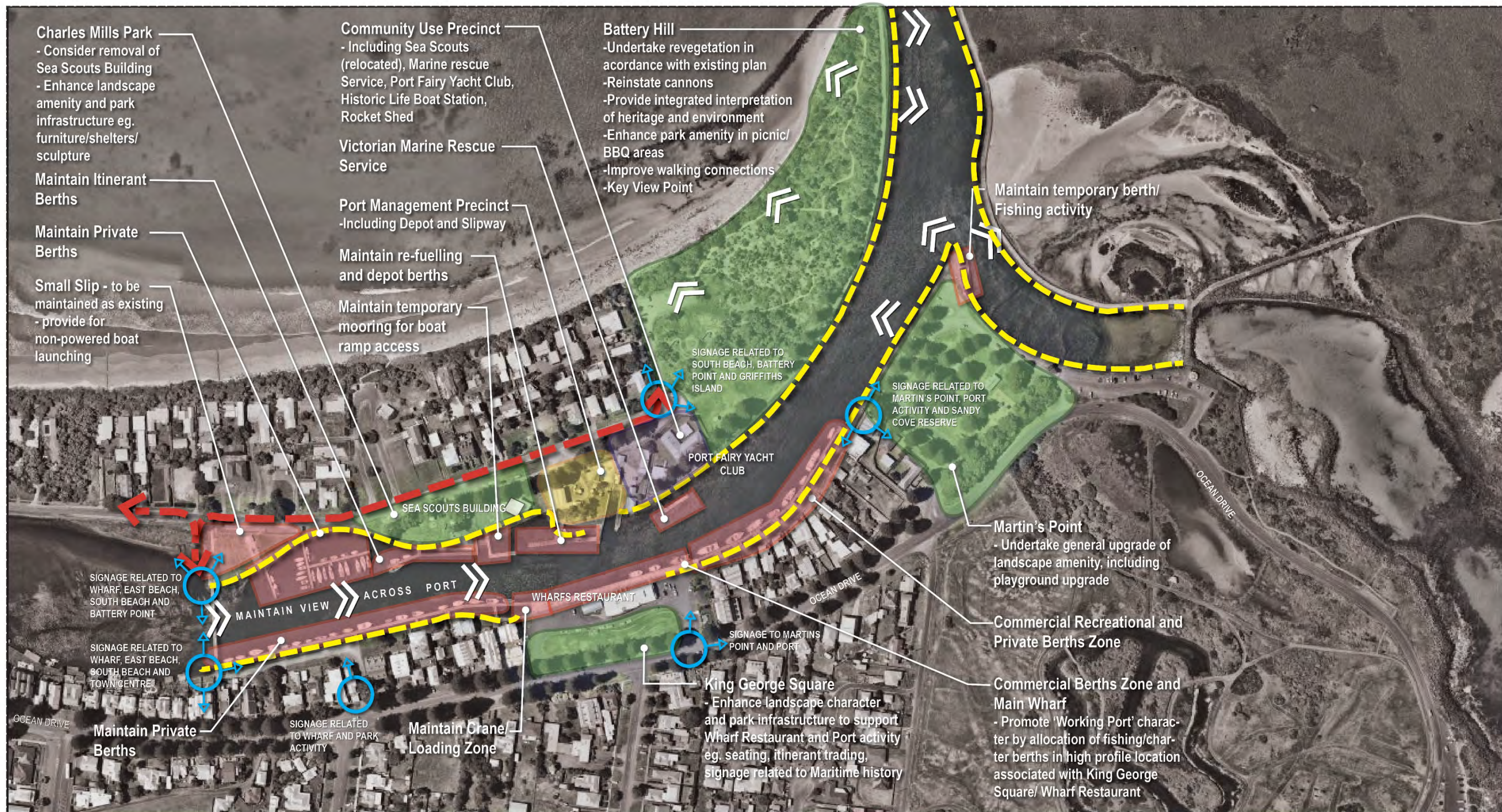
## PORT OF PORT FAIRY ANALYSIS | TOWNSHIP CONNECTIONS

SCALE 1:2000 @ A1



Fig. 11. Connections 23





## PORT OF PORT FAIRY ANALYSIS | MASTERPLAN OPPORTUNITIES

SCALE 1:1500 @ A1



## 6. COMMUNITY ENGAGEMENT

### 6.1 Phase 1 Engagement

Phase 1 of community engagement to inform the master plan was undertaken following the review of the site and the economic and tourism context. A comprehensive outline of the process and outcome of the community engagement, prepared by Ethos Urban can be found in Appendix B of this report. These are summarised below.

The engagement process was limited to on-line surveys and phone / video meetings due to COVID-19 restrictions during the engagement period.

The following objectives guided the Phase 1 community engagement:

- Inform key stakeholders of the project;
- Build an understanding of the general key issues and opportunities for existing (and potential) users of the port and key stakeholder groups, including targeted consultation to understand issues associated with preferred site (and associated works) of new Marine Rescue Vessel;
- Inform the general community of the master plan and seek their responses to understand what's working well about the port and what needs improvement.

#### Summary of Participation

Significant effort was made to promote the project and gain broad community involvement. Over 400 people were directly contacted and invited to participate in the consultation process including adjacent residents, berth owners and local community groups. This included letters distributed to local residents (241), emails to various stakeholder groups and organisations (141) and phone messages (40). The project was also promoted broadly on social media – one post on Council's Facebook post received 1,800 views.

Across Phase 1, activities were open to the general community and a total of 152 people participated in the consultation process and provided feedback. More detailed interviews with key stakeholders were also undertaken.

	Phone Meetings	Online Survey	Hard Copy Survey
Total	6	66	80

Table 1: Phase 1 Participants

#### Key findings

The key findings from the survey and phone interviews have been summarised below in terms of key areas of support and key issues and areas for improvement.

#### Key areas of support:

1. **Local heritage:** Participants number one priority for the port is to preserve its heritage. Several responses recognised heritage preservation as an issue and the opportunity for preservation and celebration of the port to increase tourism opportunities.
2. **Active working port:** Respondents overwhelmingly noted that their second highest priority for the port was to retain its use as a working Port and to expand the facilities. The ability to access the boat ramp and fish either commercially or recreationally nearby is something that should be protected and capitalised on to increase tourism opportunities.
3. **Location close to town:** Respondents listed the location of the town, in proximity to the working Port and all the amenities associated with it as one of their favourite things about Port Fairy.
4. **Seaside setting:** The ambience, views, natural beauty and seaside town character were highly valued by respondents. Maintaining the existing character was a common theme and requests to protect the area from "over development".
5. **Safe harbour:** A common theme amongst participants was that they appreciated the safety of the port. The port was recognised as being clean, accessible, and safe for yachts and larger boats and importantly, protected from dangerous weather.



## Key issues and areas for improvement:

Key aspects raised in Phase 1 of the consultation, and, where appropriate, the final master plan recommendation responding to that issue are summarised below.

### 1. Improvement to waterway activity:

- **Marine Rescue Vessel site:** Respondents identified that rapid deployment, easy access, security and necessary amenities were critical issues in providing a location for the Marine Rescue Vessel (MRV). Respondents indicated preferences from a range of locations, including floating pontoon near the Marine Rescue Service building, the port depot jetty and Martins Point. The overwhelming consensus supported a preference for the floating jetty near the Marine Rescue building.

*Response: Floating jetty location for MRV confirmed (refer recommendation*

- **Berth capacity:** The majority of participants identified a lack of permanent and itinerant berths as a major issue for the port. Suggestions for sites to locate additional berths included the south end of the western side of the port up to Martins Point, a floating wharf on the north side of the river and an additional wharf parallel to the yacht berths. There were a number of comments requesting more efficient use of the berths and in particular the number of unsafe vessels occupying berths that are not being used.

*Response: Investigation of northern port area (near yacht berths) revealed that additional berths in this area were problematic due to shallow bedrock.*

*Consideration of extension of berths towards Martins Point indicated loss of public riverbank fishing opportunities. Further, Phase 2 consultation revealed a community priority to enhance recreational use of the port.*

*On this basis, the recommendation is to maintain and consider strategic allocation of current berths, consider improvements to their management, and investigate extension of Martins Point jetty for itinerant and temporary moorings, while providing for recreational uses such non-power craft launching and fishing (refer recommendations 17, 19, 20, 21 and 22)*

- **Dredging:** The consensus was that the current dredging program is ineffective and that the port could provide additional mooring if dredging methods were improved. Suggestions also focused on increasing the depth of the dredging process to improve safety.

*Response: Dredging is now scheduled and regular, occurring on an annual basis. Dredging is required to achieve a minimum channel depth of 2.5m, and aims at 4.0m depth, although this varies due to refs and bedrock.*

- **General maintenance:** Common responses identified that general maintenance was a major issue at the port. Ageing infrastructure has displayed signs of deterioration and there is a lack of funds to prioritise restoration. Common concerns were the maintenance of the pylons, footpaths, footbridges and the rock wall.

*Response: Maintenance and upgrade of existing infrastructure is recommended as a high priority to be achieved before considering the development of new infrastructure (refer recommendation 14 and 15)*

- **Safety:** Major safety concerns focused on flooding, speeding in the river, the slipway, pathways and a lack of lighting along the eastern side of the river. Regarding safety equipment, it was suggested that there be an increase in the provision of boat hooks, life rings, ladders, steps and lighting. Whilst there are cameras in place, theft has been a recurring issue on the eastern side of the river.

*Response: Safety concerns, as listed, to be considered in the on-going maintenance and upgrade of port infrastructure (refer recommendations 14 and 15)*

### 2. Improvements to the broader area

- **Car parking:** Most car parks are rarely fully occupied, except for the summer period and other occasional busy periods. Requests were made for more delineated car and trailer parking and signage, particularly in the area near the boat ramp and yacht club.

*Response: Existing sealed car arks are recommended to be linemarked in order to achieve more efficient and ordered use (refer recommendation 2 and 3)*

- **Boat ramp:** Several participants commented on the safety concerns and capacity of the boat ramp. Common suggestions included widening the existing ramp, line marking, and dedicated unloading zones for commercial operators.

*Response: There is limited capacity to expand the existing ramp and such expansion is liable to exacerbate current congestion at busy times. Line marking and signage of the existing boat ramp access and parking is recommended (refer recommendation 2). In addition, investigation is recommended into a future second boat ramp, potentially in the south-west passage, south of Martins Point (refer recommendation 23)*

- **Underutilised assets:** A recurring theme was that the Sea Scouts building, the Bait Shed and King George Square are underutilised assets and opportunities to revitalise these areas should be considered.

*Response: The Sea Scouts building is recommended to be removed and the use relocated (refer recommendation 7)*

*The Bait Shed is recommended to be developed for cultural interpretation (refer recommendation 8)*

*It is recommended to retain the informal open space amenity of King George Square to support community activity such as markets, displays or occasional performance, and to provide simple infrastructure such as seats and historic interpretive signage, as well as informal lawn. (refer recommendation 8)*

- **Pedestrian access on the eastern side:** There was a high level of support for improved pedestrian access, particularly along the eastern side of the port. Comments focused on conflicts between pedestrians and vehicles, associated with the discontinued footpath. Suggestions included introducing a path from the footbridge and behind the slipway to the boat ramp and a path from the footbridge to Battery Hill.

*Response: Development of a continuous path from the footbridge to Battery Hill, , between the western bank of the river and Griffiths Street is recommended (The Sea Scouts building is recommend to be removed and the use relocated (refer recommendation 1)*

- **Battery Hill** The heritage preservation of Battery Hill was a priority for several participants who identified that the cannons need to be replaced, as well as more regular maintenance of the reserve.

*Response: The reinstatement of the cannons was underway during the preparation of the master plan. It is further recommended that the landscape and amenity of Battery Hill be enhanced (refer recommendation 6)*

### 3. Increased tourism opportunities

- **Local food and dining:** A key request by both locals and visitors was that fresh fish and seafood be available for sale from fishermen at the boat ramp or at King George Square. Dining opportunities were key drawcards for tourists and while there were some respondents who wanted no more restaurants to open, there was support for new eateries in the area, in particular a new local fish and chip shop.

*Response: On-going support for general itinerant trading in the port area, (which may include fresh fish sales) is recommended (refer recommendation 16)*

- **Heritage:** Concerns were raised that while Port Fairy receives high numbers of heritage visitors, visitor numbers are down. Opportunities to leverage heritage include celebrating the fishing heritage of the port, increasing the visibility of heritage vessels, educational tools and signage.

*Response: On-going protection of recognised heritage elements is provide for in the Moyne Planning Scheme. Promotion of the heritage of the port is recommended through strategic allocation of berths for commercial vessels (refer recommendation 21 and 22); protection, repair and enhancement of existing port infrastructure (refer recommendation 14 and 15); and enhanced signage (refer recommendation 24).*

### 4. Enhancing the natural environment

- **Enhancing the natural environment** was identified as an important issue by participants, who suggested that Port Fairy could be improved by keeping the waterway clean, retaining all parks and open space and adapting to climate change.

*Response: Retention and enhancement of existing open spaces is recommended (refer recommendations 6, 7, 8, 9, 10, 11).*



## 6.2 Phase 2 Engagement

Phase 2 of community engagement was undertaken in August - October 2020, to receive feedback on the draft Port of Port Fairy master plan.

The following objectives guided the community engagement process throughout Phase 2:

- Promote the draft master plan and request feedback
- Demonstrate how feedback from Phase 1 has been incorporated into draft master plan
- Understand feedback on draft master plan regarding long term vision and strategic directions for the Port

### Summary of Participation

Significant effort was made to promote the project and gain broad community involvement. Council promoted the opportunities for stakeholders to provide feedback through a media release, website updates and on their social media channels.

During Phase 2, the community was invited to provide their feedback through an online survey or written submission, and a total of 75 responses were received.

Method of Participation	Participation Rate
Survey Responses	54
Written Submissions (Individual)	13
Written Submissions (Based on template)	8
<b>Total</b>	<b>75</b>

Table 2: Phase 2 Participants

### Snapshot: Survey Responses

The key findings from the surveys have been summarised below according to theme, reflecting the percentage of respondents that rated the action as *moderately* (50-70% support) or *extremely* (71%+ support) important.

*Response: The level of support for each draft recommendation was used to guide either removal, refinement or retention of the draft recommendations in the final master plan.*



	High Priority (71% +)	Moderate Priority (50% - 70%)	Lower Priority (less than 50%)
<b>Access and Circulation</b>			
Establish a pedestrian path along the eastern side of Moyne River to create a better connection to the footbridge, East Beach/ Port Fairy Botanic Gardens and Battery Hill.  <i>Response: Action retained</i>		X	
Introduce line-marking of car parking spaces to improve traffic movement and safety and utilise available spaces more efficiently.  <i>Response: Action refined – line marking existing sealed parking areas only</i>			X
<b>Landscape and Open Space</b>			
Enhance Battery Hill (through path maintenance and management, ongoing revegetation with indigenous species, weed control, seating and wayfinding signage).  <i>Response: Action retained</i>	X		
Remove the Sea Scouts building on the eastern side of Moyne River and develop a new riverside open space (with potential for overflow carparking at peak times).  <i>Response: Action retained</i>	X		
Improve amenity of King George Square to support the Wharf Restaurant and port activity through actions such as planting, seating, interpretative signage and creation of informal lawn. <i>Response: Action retained</i>		X	
Improve the quality and appearance of Martins Point through actions such as planting, seating, shelters, picnic facilities and playground upgrade  <i>Response: Action retained</i>	X		

	High Priority (71% +)	Moderate Priority (50% - 70%)	Lower Priority (less than 50%)
<p>Improve the quality and appearance of Charles Mills Reserve with actions such as park furniture, shelters, planting and formal perimeter path along the river edge.</p> <p><i>Response: Action retained</i></p>		X	
<p>Improve picnic/barbeque area with actions such as planting, shelters and signage explaining Battery Hill and Moyne River history</p> <p><i>Response: Action refined – less emphasis on shelter structures</i></p>		X	
<p>Develop and implement an integrated signage strategy to direct visitors to key Port features and points of interest</p> <p><i>Response: Action retained</i></p>		X	
<b>Port and Waterway</b>			
<p>Undertake an assessment of port infrastructure and assets (such as jetties, boat ramp, underwater pylon) and prepare a management plan to ensure the durability and sustainability of the assets.</p> <p><i>Response: Action retained</i></p>	X		
<p>Reconstruct rock training walls as required, utilising traditional materials and methods</p> <p><i>Response: Action retained</i></p>		X	
<p>Investigate fresh fish sale area</p> <p><i>Response: Action refined to address itinerant trading generally</i></p>		X	
<p>Maintain the existing numbers of private berths and investigate opportunities for additional private mooring</p> <p><i>Response: Action refined in response to concern regarding maintenance of existing infrastructure. Existing berths to be retained and better maintained and managed.</i></p>		X	

	High Priority (71% +)	Moderate Priority (50% - 70%)	Lower Priority (less than 50%)
Investigate extension of the Martins Point Jetty to provide additional temporary recreational mooring and recreational fishing <i>Response: Action retained</i>		X	
Redirect and prioritise secure active commercial berths in the area immediately adjacent to King George Square <i>Response: Action retained</i>			X

Table 3: Key Findings Snapshot: Survey Responses



## Snapshot: Individual Submissions

There were 21 individual submissions received in this phase of the project. They have been categorised according to access and circulation, heritage and tourism, surrounding area and port activity.

### Access and Circulation

- Many of the submissions raised concerns with the high volumes of boat and vehicle traffic, car parking capacity and pedestrian safety.

*Response: Pedestrian safety to be enhanced by definition of pedestrian access on eastern side of river (refer recommendation 1)*

*Car parking capacity enhanced by provision of grassed overflow parking area on site of Sea Scouts building (refer recommendation 7)*

*Car movement to be managed through line marking and clear signage in boat ramp car park (refer recommendation 2)*

### Heritage and Tourism

- There were a number of suggestions to strengthen the tourism (particularly revenue-generating) opportunities of the port and to focus less on the use, and more on the character and appeal of the river.

*Response: Character of port to be retained and enhanced through protection, repair and upgrade of existing port infrastructure (refer recommendation 14 and 15), retention and enhancement of existing open spaces (refer recommendations 6, 7, 8, 9, 10, 11) and interaction with commercial fishing activity (refer recommendation 22).*

### Surrounding Area

- Sea Scouts Building:** The proposal to remove the Sea Scouts building was identified as a major issue, and removal was supported, however there was no further direction in the use of the space it occupies.

*Response: Remove Sea Scout building and enhance area for open space amenity and overflow car parking (refer recommendation 7); co-locate Sea Scouts activity with Port Fairy Yacht Club and Historic Lifeboat Station (refer recommendation 12).*

- King George Square and Fresh Fish Market:** There was very strong support to retain King George Square as it is currently used as a large open space. The proposal in the master plan to sell fresh fish was supported, however it was felt that it should be contained within the existing wharf buildings.

*Response: Retain King George Square and undertake simple amenity upgrades (refer recommendation 8) while also supporting itinerant trading (refer recommendation 16).*

### Port Activity

- Berth Capacity:** Whilst a lack of permanent and itinerant berths was identified as a key issue for the port, many respondents felt that this did not necessarily translate to the need for additional berths, but greater efficiency and management of existing berths.

*Response: Maintain and consider strategic allocation of current berths, consider improvements to their management, and investigate extension of Martins Point jetty for itinerant and temporary moorings, (refer recommendations 20, 21 and 22)*

- Marine Rescue Vessel and the Floating Pontoon:** One response was concerned that the proposal to locate the Marine Rescue Vessel at the existing floating pontoon would compromise access for community members with limited mobility issues.

*Response: It is recommended to maintain a permanent mooring at the floating pontoon, while considering upgrade to provide security and ease of access, and ensuring the mooring is available for Sail-ability and other periodic users (refer recommendation 18).*

### Outcome of Phase 2 engagement

The results of this second (and final) phase of community engagement were used to inform the final master plan.

## 7. MASTER PLAN RECOMMENDATIONS

### 7.1 Access / Circulation Recommendations

#### Strategic Direction

While circulation for both pedestrians and vehicles is clear and direct on the western side of the Moyne River, the eastern side is characterised by uncontrolled parking and lack of direction for both pedestrians and drivers. Clear and safe circulation and direction to key points of visitor interest is key to a positive visitor experience of not only the port but Port Fairy generally

To support this direction, future works in the port area should focus on:

- the efficient use of existing parking areas on the eastern side of the Moyne River;
- the designation of defined overflow parking area during peak times;
- the formalisation of clear pedestrian movement, coordinated with vehicle movement routes;

#### Recommendations

1. *Provide a formal pedestrian path along the eastern side of the Moyne River, connecting the Moyne River footbridge with East Beach, Port Fairy Botanic Gardens and Battery Hill. Through the main Port Management Precinct, this path would occur along the service road on the western side of Griffiths St.*
2. *Provide formal marking of parking spaces within the boat ramp car park and clear direction of traffic flow for access and egress.*
3. *Encourage use of the Rogers Place car park through provision of line marked parking spaces on existing pavement (to utilise available space efficiently) and provision of clear direction to the port, Battery Hill and Little East Beach.*
4. *Retain the Port Fairy Yacht Club / Battery Hill car park at the end of Griffiths Street as an unsealed surface, and provide signage to indicate entrance to Battery Hill, including walking paths and park amenities.*
5. *Investigate provision of universal access to footbridge from Smale Lane.*





## 7.2 Landscape and Open Space Recommendations

### Strategic Direction

From a visitor and tourist point of view, the integration of the “working port” character of the Port of Port Fairy with a landscape setting of high amenity, and with easily walkable connections to the main township features, creates a destination with a diverse range of attractions.

In this regard, future works and management of both the urban and natural landscape surrounding the port should focus on achieving this integration, while not impacting upon the important functional and commercial aspect of Port activity.

Recommendations to support this overall direction are outlined below.

### Recommendations

6. *Enhance the Battery Hill landscape and amenity through path maintenance and management; on-going revegetation with indigenous species; weed control; seating, shelters and signage at key points of interest along path systems;*
7. *Remove the Sea Scouts building and relocate the Sea Scouts to the area of the existing Moyne Shire Parks and Garden shed (refer recommendation 12) to further activate the community use areas between the Lifeboat Station and Battery Hill. Retain the area of the current Sea Scouts building as grassed open space, with seating and picnic tables (to activate the space for community use) as well as the potential for overflow parking at peak times.*
8. *Retain the informal open space amenity of King George Square to support community activity such as markets, displays or occasional performance. Provide simple infrastructure such as seats and historic interpretive signage, as well as informal lawn. Support the use of the bait shed for historic and cultural interpretation.*
9. *Prepare a landscape concept plan for upgrade of the Martins Point landscape amenity including enhancement of toilet facilities for all abilities access, upgrade of the existing playground, improved traffic control and provision of new seats.*
10. *Enhance the landscape amenity of Charles Mills Reserve, following removal of the Sea Scouts building, with upgraded park furniture, shelters, tree management and access to the river edge. Provide a fish weighing facility near the boat ramp.*
11. *As demand increases, enhance the picnic/barbecue area near the Port Fairy Yacht Club / Battery Hill car park, with shelters, seats, amenity planting and signage explaining Battery Hill and the Moyne River history and environment.*
12. *Remove existing Moyne Shire Parks and Gardens sheds to provide additional space around the Yacht Club and Lifeboat Station. Redevelop area of existing sheds to accommodate Sea Scouts and Lifeboat Station committee in new structure of appropriate character and aesthetic.*
13. *Make provision for art installations throughout the port precinct.*



## 7.3 Port and Waterway Recommendations

### Strategic Direction

The Port of Port Fairy weaves together a number of threads which have been critical to the development and on-going vitality of the Port Fairy township and community. These include maritime recreation and commercial activity, heritage, the natural landscape; and tourism. Importantly, the port is a living precinct where each of these themes continues to interact with the others.

A key new direction for the port reflecting its active status is the provision of a permanent location for the Marine Rescue Service vessel, as described in section 6.1 above.

As a result of detailed consultation with both the community and a wide range of stakeholders including those directly impacted, the most appropriate location for the berthing of the Marine Rescue Service vessel was determined to be at the floating pontoon near the Marine Rescue Service building.

The key strengths of the floating pontoon, according to stakeholders, included:

- Being located close to the Marine Rescue Service base for quick response to calls;
- Discrete and quick access to ambulance for the injured;
- Floating pontoon closer to vessel, making vessel access and transfers of the injured easier;
- Greater potential for vessel security;
- Enhanced radio contact between vessel and base.

Weaknesses identified included:

- Conflict with “Sail-ability” activity (resolved through relocation of vessel during conflict times).

To reflect the living “working Port” character, the overall direction of future management and works should seek to maintain and, where possible, extend Port activity, safety and accessibility, integrating these with the nearby context (as described in section 7.2 above).

Primary in this will be the management and upgrade of existing port infrastructure including jetties, training walls and boat launching facilities. As noted in infrastructure audits in 2012 and 2019, there is a significant need for expenditure associated with these assets.

The potential for additional private mooring and berth opportunities should be seen as secondary to asset maintenance and management. The direction is therefore to better manage existing berths, rather than establish new berths until all existing asset management is complete.

In relation to the placement of commercial berths, a series of criteria to assess and guide such provision of additional commercial berths would include placing commercial berths in locations with proximity to support infrastructure such as vehicle parking and access; high visual profile and connection to public spaces to develop a synergy between fishing operations and tourism visitation; and the creation of a distinct commercial berth precinct to reinforce the “working port” character. In this regard, the location of commercial berths advancement King George Square and the Wharf Restaurant, and along South Wharf, is preferred.

In relation to boat launching opportunities, the existing boat ramp, while busy at peak times, is seen as suitable for current demand. There is limited capacity to expand the existing ramp and such expansion is liable to exacerbate current congestion at busy times. In future, as demand increases, and as repair of existing infrastructure is completed, a location for a second boat ramp could be investigated, potentially in the south-west passage, south of Martins Point.

Phase 2 community consultation identified the port as lacking the opportunity to launch non-powered, recreational craft, such as canoes, kayaks and stand-up paddleboards. The provision of such a location, along with retention of river bank fishing, would further enhance informal and inclusive recreational opportunities at the port.

Dredging of the Moyne River in the port area is important in the on-going function of the port. As noted above, dredging activity was previously intermittent and ad hoc, but has become regular and scheduled, ensuring that the navigability of the River is maintained in a pro-active manner.



## Recommendations

14. *Review the existing training walls, undertake an asset assessment and management plan and gradually reconstruct training walls and required, utilising traditional methods. Note the requirements of the Victorian Heritage Register as required.*
15. *Prepare an asset management plan for all constructed port infrastructure and budget for on-going repair as required.*
16. *Support itinerant trading opportunities, including fresh fish sales.*
17. *Provide infrastructure for launching and retrieval of non powered craft (such as canoes, kayaks and stand-up paddleboards) on the east bank near the Moyne River footbridge.*
18. *Maintain a permanent mooring for the Marine Rescue Service vessel. Ensure the mooring is available for Sail-ability and other periodic users, such as the Historic Lifeboat Committee.*
19. *Maintain capacity for river bank fishing as an inclusive, accessible recreational activity adjacent Martins Point.*
20. *Investigate extension of the Martins Point jetty to provide additional temporary recreational moorings and improved recreational fishing opportunities.*
21. *Maintain existing private berths north of King George Square.*
22. *Focus active commercial berths in the area adjacent to King George Square and give priority to commercial vessels along South Wharf, giving a high profile to this activity, encouraging community interaction with it.*
23. *Monitor, schedule, and budget for, regular dredging of the Moyne River to maintain required draft and therefore Port activity.*
24. *In future, as demand increases, and as repair of existing infrastructure is completed, a location for a second boat ramp could be investigated, potentially in the south-west passage, south of Martins Point.*



## 7.4 Signage and Wayfinding Recommendations

### Strategic Direction

As noted above, the township of Port Fairy is remarkably “walkable” with a diverse range of easily accessible features, activities and environments within close proximity of each other.

There is, however, limited direction to, or interpretation of, these features for the first time or occasional visitor to Port Fairy. The provision of an integrated signage system is therefore a key strategic direction which can assist in encouraging a longer stay in the township for tourists, and greater awareness of the local history and environment for visitors and residents alike.

### Recommendations

25. *Develop and implement an integrated signage system promoting key Port features and directing visitors to other points of interest including Battery Hill, East Beach, Port Fairy Botanic Gardens, the boat ramp, the Town Centre, and Griffiths Island.* Suggested signage locations are outlined on the master plan (Figure 12), and are summarised below.

Sign	Location	Directing to
1	Eastern side of Moyne River footbridge	East Beach, Town Centre, Battery Hill Port Fairy Botanic Gardens
2	Western side of Moyne River footbridge	East Beach, Town Centre, Martins Point, The Wharf, Battery
3	Corner Gipps Street and Cox Street	Town Centre, East Beach, The Wharf, Martins Point
4	King George Square	Martins Point, East Beach, Battery Hill, Toilets
5	North-east corner Martins Point	Griffiths Island, Toilet, Picnic Area, Playground, Battery Hill, Town Centre
6	Battery Hill	Battery Hill, Magazine, Cannons, East Beach, River path, Toilets
7	Griffiths Street car park	Battery Hill, East Beach, Toilets, Town Centre
8	Rogers Place car park	East Beach, Battery Hill, Town Centre



## 7.5 Economic and Tourism Implications

### Strategic Opportunities

The directions and recommendations outlined above, and embodied in the master plan present a number of opportunities to support and stimulate the local economy.

These include:

- New landside and water-based investment projects (subject to technical studies and planning approval) which will generate new construction-related employment and business opportunities for the Shire and broader region.
- Increased number of visitor/itinerant berths which will support the tourism sector through increasing opportunities for recreational boaters from other regions to visit Port Fairy and explore the township and its attractions. These visitors will bring new spending to the local economy associated with:
  - food and beverage
  - retail / gifts
  - water-based activities
  - historical points of interest
  - local tours
  - festivals
  - markets
- Increased parking capacity (through more efficient use of space and potentially through the removal of the Sea Scouts Building), which will facilitate an increase in boat launching and general visitation to the port (recognizing current parking constraints). This will support recreational fishing during peak seasons (e.g. tuna) and tourism more broadly with the new area also providing an attractive riverside open space when not in use for overflow parking.
- Improved amenity of the port (including new BBQ and picnic areas, upgraded playground, new seating and shelters etc.) and better connections with the town (e.g. improved signage and wayfinding) which will enhance the visitor experience and contribute to an increase spending yield (e.g. longer stays)
- Provision and support for itinerant trading opportunities across the port and particularly in King George Square. Such opportunities may include fresh fish sales which, align with loading and unloading activities, would enhance the working port 'feel' and will represent an added attraction from a tourism perspective.
- Allocation of additional commercial berths/moorings will support, and potentially expand, fishing tours operating out of the port. An uplift in fishing tour activity will be beneficial to Port Fairy through increased spending in the town by day trip and overnight visitors.
- Increased confidence for recreational and commercial boat users through improved safety provided by a permanent location for the Marine Rescue Service vessel at the port. This may have positive outcomes in attracting future commercial and recreational water-based activities to the port.

### Implementation Considerations

After finalisation of the master plan, and in the subsequent development of an Implementation Plan, the following factors should be considered:

- The need to identify priority investment projects noting a staged approach will likely be required due to technical analysis, planning approvals, funding etc. In terms of economic and tourism benefits, providing additional berths/moorings (especially itinerant moorings) could deliver the best return on investment through early prioritisation.
- The mix of berths/moorings allocated to recreational and commercial boats will be an important factor in maximizing economic and tourism outcomes derived from the port. Determining the optimum allocation of berths will need to consider whether existing recreational berths are being appropriately used (e.g. active use) and berthed boats well maintained, identify/confirm commercial fishing and tour operator needs (e.g. what requests have been received by the Shire) and align mooring/berth composition with key Council policies (e.g. Economic Development Strategy).

- Applying an appropriate level of fees and charges commensurate with the improved amenity of the port to ensure sufficient revenue is generated by the port to support ongoing operations and maintenance. This study has previously identified that from a benchmarking perspective, the port's existing fees and charges are low indicating scope for immediate increases given the port's unique location and high demand for berths/moorings. As further investment takes place within the port, through projects identified in the master plan, fees and charges will need to be regularly reviewed to ensure they reflect changing conditions.





# PORT OF PORT FAIRY | MASTER PLAN

Scale 1:1500 @ A1



## ACCESS/CIRCULATION RECOMMENDATIONS

- 1** Provide formal pedestrian path along eastern side of Moynes River, connecting to footbridge with East Beach/Port Fairy Botanic Gardens and Battery Hill
- 2** Provide formal marking of parking spaces and clear direction of traffic flow
- 3** Provide line marked parking spaces on existing pavement to utilise available space efficiently and provide clear direction to the Port, Battery Hill and Little East Beach
- 4** Retain car park at end of Griffiths St as an unsealed surface, and provide signage to indicate entrance to Battery Hill including walking paths and park amenities
- 5** Investigate provision of universal access to footbridge from Smale Lane

## LANDSCAPE AND OPEN SPACE RECOMMENDATIONS

- 6** Enhance Battery Hill landscape and amenity through path maintenance and management, on-going revegetation with indigenous species, weed control, seating and signage at key points of interest along path systems etc
- 7** Remove Sea Scouts Building and retain the area as grassed open space with seating, picnic tables and shelters and with the potential for overflow parking at peak times
- 8** Retain the informal open space amenity of King George Square to support community activity such as markets, displays or occasional performance through provision of planting, seats and historic interpretive signage, as well as informal lawn. Support the use of the bait shed for historic and cultural interpretation.

- 9** Prepare a landscape concept plan for upgrade of Martins Point landscape amenity including enhancement of toilet facilities for all abilities access, upgrade of the existing playground, improved traffic control and provision of new seats.
- 10** Enhance the landscape amenity of Charles Miller Reserve with park furniture, shelters, planting and a formed perimeter walking track linked to river edge. Provide fish weighing facility near the boat ramp.
- 11** As demand increases, enhance the picnic/barbecue area near the Port Fairy Yacht Club / Battery Hill car park with shelters, seats, amenity planting and interpretive signage
- 12** Remove existing Shire of Moynes Parks and gardens sheds to provide additional space around the Yacht Club and Historic Life Boat Station. Replace existing sheds with new sheds in the Port Depot or at the James St Depot.
- 13** Make provision for art installations throughout the port precinct

## PORT AND WATERWAY RECOMMENDATIONS

- 14** Prepare asset assessment and management plan and gradually reconstruct training walls as required, utilising traditional materials and methods
- 15** Prepare an asset management plan for all constructed port infrastructure and budget for ongoing repair as required
- 16** Support itinerant trading opportunities, including fresh fish sales
- 17** Investigate provision of canoe launching infrastructure on the east bank
- 18** Provide permanent mooring for Marine Rescue Service vessel, consider upgrading of floating pontoon to provide security and ease of access. Mooring to be available for Sail-ability and other periodic users.

- 19** Maintain capacity for river bank fishing as an inclusive, accessible recreational activity adjacent to Martins Point
- 20** Investigate extension of fixed jetty to provide additional temporary recreational moorings and recreational fishing.
- 21** Maintain private berths north of King George Square
- 22** Focus active commercial berths in the area immediately adjacent to King George Square.
- 23** Schedule and budget for regular dredging of the Moynes River to maintain required draft and Port activity
- 24** Investigate a location for a second boat ramp.

— Pedestrian Path links



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## 8. IMPLEMENTATION PLAN

Recommendations outlined in Section 7 above are prioritised below, along with an indication of potential cost. Priorities have been based not on the importance of the project alone, but on a combination of strategic importance to the port, and the physical achievability and affordability of the project. Recommendations are listed using the reference number in Section 7. In each case, where appropriate, costs include assumed design fees and other costs associated with developing the plan to implementation stage.

The long timeframe for implementation of the full range of recommendations will mean that the full impacts of climate change upon an implementation project cannot be predicted. However, the implementation of all projects must take full account of the implications of current State Government legislation and guidelines at the time, such as the *Climate Change Act 2017*, *Victoria's Climate Change Framework*, *Victoria's Climate Change Adaptation Plans 2017 – 2021*, and local policies such as the *Port Fairy Coastal Climate Change Adaptation Plan 2018*. Marine and Coastal Act approvals will be sought on a project by project basis

Priorities assume the following timeframes:

High Priority: Year 2021/22 – 2025/26

Medium Priority: Year 2026/27 – 2030/31

Low Priority Year 2032/33 – 2036/37

RECOMMENDATION	PRIORITY	OPINION OF PROBABLE COST
<b>Access and Circulation</b>		
1. Provide a formal pedestrian path along the eastern side of the Moyne River, connecting the Moyne River footbridge with East Beach, Port Fairy Botanic Gardens and Battery Hill. Through the main Port Management Precinct, this path would occur along the service road on the western side of Griffiths St.	High	\$ 130,000
2. Provide formal marking of parking spaces within the boat ramp car park and clear direction of traffic flow for access and egress.	High	\$ 1,500
3. Encourage use of the Rogers Place car park through provision of line marked parking spaces on existing pavement (to utilise available space efficiently) and provision of clear direction to the port, Battery Hill and Little East Beach.	Low	\$1,500
4. Retain the Port Fairy Yacht Club / Battery Hill car park at the end of Griffiths Street as an unsealed surface, and provide signage to indicate entrance to Battery Hill, including walking paths and park amenities.	Low	\$ 1,000
5. Investigate the provision of universal access to the footbridge from Smale Lane	High	\$ 15,000

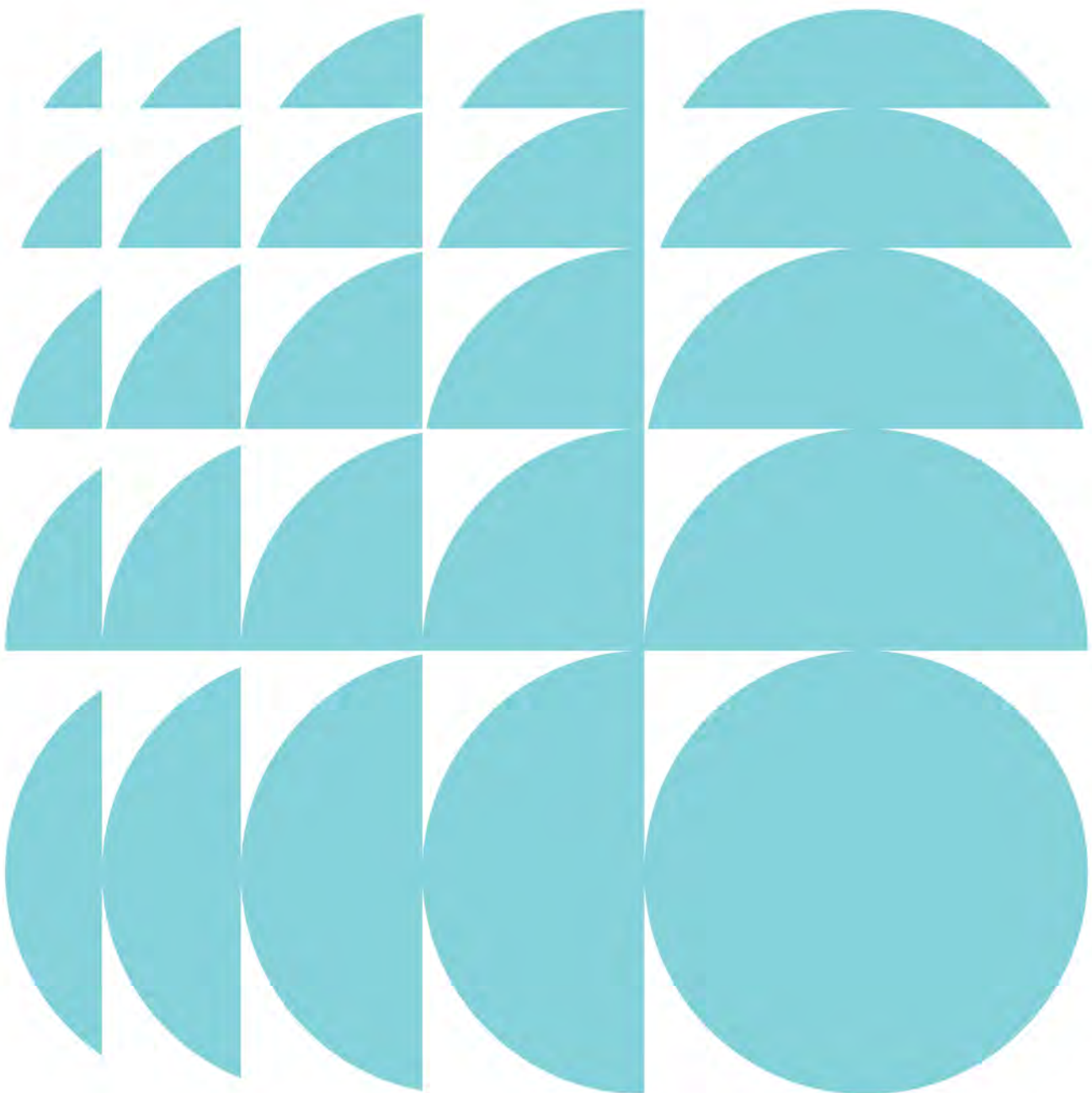


Landscape and Open Space		
6. Enhance the Battery Hill landscape and amenity through path maintenance and management; on-going revegetation with indigenous species; weed control; seating and signage at key points of interest along path systems.	Medium	\$10,000 /year \$ 100,000
7. Remove the Sea Scouts building and retain the area as grassed open space, with seating, picnic tables, as well as the potential for overflow parking at peak times	Medium	\$ 70,000
8. Retain the informal open space amenity of King George Square to support community activity such as markets, displays or occasional performance. Provide simple infrastructure such as seats and historic interpretive signage, as well as informal lawn. Support the development of the Bait Shed for cultural interpretation.	Low	\$ 50,000
9. Prepare a landscape concept plan for upgrade of the Martins Point landscape amenity including enhancement of toilet facilities for all abilities access, upgrade of the existing playground, improved traffic control and provision of new seats.	High	\$ 20,000
10. Enhance the landscape amenity of Charles Mills Reserve, following removal of the Sea Scouts building, with upgraded park furniture, shelters, tree management and access to the river edge.	Medium	\$ 50,000
11. As demand increases, enhance the picnic/barbecue area near the Port Fairy Yacht Club / Battery Hill car park, with shelters, seats, amenity planting and signage explaining Battery Hill and the Moyne River history and environment.	Medium	\$ 100,000
12. Remove existing Moyne Shire Parks and Gardens sheds and redevelop to provide additional space around the Yacht Club and Historic Lifeboat Station.	Medium	\$ 300,000
13. Make provision for art installations throughout the port precinct.	On-going	TBC

Port and Waterway		
14. Review the existing training walls, undertake an asset assessment and management plan and gradually reconstruct training walls as required, utilising traditional methods. Note requirements of the Victorian Heritage Register.	High	\$ 75,000 \$3,000,000 – 5,000,000
15. Prepare an asset management plan for all constructed port infrastructure and budget for on-going repair as required.	High	\$ 10,000
16. Provide for itinerant trading opportunities.	Low	\$ 5,000
17. Investigate provision of non-powered craft infrastructure on the east bank near the Moyne River footbridge.	Medium	\$ 20,000
18. Provide a permanent mooring for the Marine Rescue Service vessel. Consider upgrading of the floating pontoon to provide security and ease of access. Ensure the mooring is available for Sail-ability and other periodic users.	High	Completed
19. Maintain / enhance capacity for riverbank fishing as an inclusive, accessible recreational activity adjacent Martins Point.	Medium	\$ 20,000
20. Investigate extension of the Martins Point jetty to provide additional temporary recreational moorings and improved recreational fishing opportunities.	High	\$ 250,000
21. Retain existing private berths north of King George Square.	-	-
22. Focus active commercial berths in the area adjacent to King George Square and along South Wharf, giving a high profile to this activity and encouraging community interaction with it.	-	-
23. Monitor, schedule and budget for regular dredging to maintain required draft for port activity	On-going	TBC
24. In future, as demand increases, and as repair of existing infrastructure is completed, investigate a location for a second boat ramp, potentially in the south-west passage, south of Martins Point.	Low	\$ 20,000
Signage and Wayfinding		
25. Develop and implement an integrated signage system promoting key Port features and directing visitors to other points of interest including Battery Hill, East Beach, Port Fairy Botanic Gardens, the boat ramp, the Town Centre and Griffiths Island.	Medium	\$ 70,000



## APPENDIX A BACKGROUND PAPER





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VERSION NO.	DATE OF ISSUE	REVISION BY	APPROVED BY
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**Figure 2: Applicant Waiting List by Location, as at March 2020**



## 1.0 Introduction

### 1.1 Purpose of this report

This document has been prepared by Ethos Urban to inform the preparation of the Background Report by Land Design Partnership. This forms part of the broader Port Fairy Masterplan Project for the Moyne Shire Council.

This document includes the following two inputs:

- Economic Analysis including a discussion of the role and function of the port, analysis of recreational and commercial users of the port, berth demand, benchmarks of fees.
- Summary of previous community and stakeholder engagement for the Port.

## 2.0 Key findings

The key findings of the background **economic overview** are as follows:

- The importance of the Port of Port Fairy is highlighted in the Port Fairy Destination Action Plan, Moyne Shire Economic Development Strategy and by Great Ocean Road Tourism and the Port Fairy Tourism Association. This includes providing new infrastructure at the Port such as itinerant berths and recreational fishing assets.
- The Port of Port Fairy is a key economic driver for Moyne Shire Council supporting many businesses in the tourism, fishing and boat building/maintenance sectors.
- Moyne Shire attracted 600,000 visitors in 2019, generating \$135 million in local incomes with Port Fairy and its historic Port integral to this economic activity.
- Excluding one marina pen and the unloading mooring, the remaining 70 moorings/pens at the Port are fully occupied, with most berths associated with residents and local businesses.
- Demand for berths at the Port is high with a long waiting list of applicants (mainly local) observed from both recreation and commercial sectors. This indicates that should additional supply become available at the Port; it is likely to be fully subscribed.
- Council derives \$125,600 pa (on average over last four years) through annual leasing of moorings/pens. A review of other regional marinas using relevant berth sizes indicates the Port of Port Fairy's leasing rates are relatively low and that additional annual revenue could be leveraged for Council, especially in view of the Port's high amenity location.

The key findings of the background **community engagement review** are as follows:

- General community support for the port to be maintained as it is currently, in terms of character as well as the balance between a working port and public access
- Common themes include the need to balance the role of the port as a working port and the need to attract economic investment (small business) and tourism, as well as protecting the natural landscape
- Common suggestions to improve the port include increasing the number of berths and improvements to local amenities
- There has been some community opposition to the proposition of fences, increased infrastructure and coastal paths.

## 3.0 Economic Analysis

### 3.1 Role and Function of the Port

The Port of Port Fairy is a key attraction for visitors to the region and also supports a number of commercial operators including fishing vessels, charter cruises and boat maintenance/builders. The Port is also home to a number of recreational clubs including the Port Fairy Yacht Club.

The scenic outlook over the River Moyne supports the visitor accommodation sector through short stay B&B and rentals, while landside facilities such as The Wharf@ Port Fairy, boat ramp, Rotary Park and Battery Hill enhance the visitor experience. Importantly, the Port of Port Fairy is within walking distance of Port Fairy's historic town centre and nearby beaches, including East Beach.

Moyne Shire attracted approximately 330,000 visitors in 2019, according to Tourism Research Australia (TRA). Although no specific data is available at a local level, it is likely most of these visitors spent time in Port Fairy which is the Shire's main tourism attractor. The TRA data shows a high proportion of overnight visitors (54% domestic and 7% international) to the Shire, with the remaining 39% of visitors' day-trippers. The tourism sector generated approximately 600,000 visitor nights in 2019, and all visitors (overnight and day-trippers) generating an estimated \$135 million in revenues for Moyne Shire businesses.

This tourism data highlights the importance of the sector to Moyne Shire's economy, with the Port of Port Fairy integral to the success of the tourism sector. In order to maintain a strong local visitor economy, Great Ocean Road Tourism in conjunction with Port Fairy Tourism Association have identified the following strategic priorities for Port Fairy's tourism sector:

- Ensuring a strong and sustainable local tourism association that continues to drive cooperation and positive outcomes from the visitor economy of Port Fairy.
- Improve seasonal and geographic dispersal.
- Develop and maintain infrastructure, product & experiences to match visitor demand, and complement the brand positioning of Port Fairy.
- Drawing on iconic landscapes, sites and buildings to embed the rich history and stories into the narrative, new products and experience development.
- Build visitor servicing tools to support a whole of community, connected approach to, growing length of stay, dispersal and visitor satisfaction.
- Foster a sustainable and environmentally conscious approach to growing the visitor economy.



The Port Fairy Destination Action Plan 2019-2021 (Executive Summary, p3) identifies the following short-term focus for the local visitor economy:

1. Supporting development and investment in new and diverse product experiences that supports seasonal dispersal and overnight stays.
2. Preserving the historic assets and stories that distinguish Port Fairy and region.
3. Balancing growth to ensure congruence with community values, sustainability and retention of our village feel.
4. Developing and maintaining a year-round calendar of events.
5. Promoting industry and organisation collaboration, connections and alliances.

The Moyne Shire Economic Development Strategy 2019-2024, identifies the following actions of relevance to Port Fairy and its Port:

- Support infrastructure investment in the Port of Port Fairy and recreational fishing assets of the Shire to support growth of ocean and riverine fishing
- Support the implementation of the Shipwreck Coast Master Plan, Great Ocean Road Action Plan, Port of Port Fairy and East Beach Master Plans and other site-specific master plans for coastal destinations
- Provide adequate temporary berths at the Port of Port Fairy to promote pleasure cruising overnight stays in Moyne
- Investigate ways for Council to directly engage in and grow business development, including the Port of Port Fairy.

### 3.2 Recreational Boating Activity

The Port of Port Fairy has 72 pens/moorings available for use, current users comprise 61 private boats (including three itinerant berths for temporary visitors) and 9 commercial boats. Additionally, there is a mooring reserved for unloading at the dock. Supporting both recreational and commercial activities, the recreational boats are generally moored south of The Wharf at Port Fairy restaurant parking lot or north towards the front of mouth of the river. Table 1 outlines the different activities, boat sizes, moor sizes and current occupancy at the Port.

**Table 1: Port Activity Overview, as at March 2020**

	Vessels	
	no.	Proportion
<b>Use type</b>		
Charter vessel	1	1.4%
Fishing	6	8.3%
Tour Boat	1	1.4%
Commercial Other	2	2.8%
<b>Commercial Total</b>	<b>10</b>	<b>13.9%</b>
Private	61	84.7%
Private (boat builder)	1	1.4%
<b>Private Total</b>	<b>62</b>	<b>86.1%</b>
<b>Total</b>	<b>72</b>	<b>100.0%</b>
<b>Moor size</b>		
Up to 7 meters	3	7.1%
7 to 10 meters	12	28.6%
10 to 12 meters	10	23.8%
13 to 15 meters	4	9.5%

Vessels		
15+ meters	13	31.0%
<b>Total</b>	<b>42</b>	<b>100.0%</b>
<b>Boat size</b>		
Up to 7 meters	16	22.2%
7 to 10 meters	22	30.6%
10 to 12 meters	15	20.8%
13 to 15 meters	9	12.5%
15+ meters	8	11.1%
Vacant	2	2.8%
<b>Total</b>	<b>72</b>	<b>100.0%</b>
<b>Occupancy</b>		
Marina Pens	96.7%	
Alongside Moorings	97.6%	
<b>Total</b>	<b>97.2%</b>	

Source: Port of Port Fairy

Note: Moor size only applies to alongside moorings, assumes unloading mooring can accommodate boats of 15+ meters.

The vast majority of those storing boats at the Port of Port Fairy are locals, primarily living in the Moyne and Warrnambool Local Government Areas (LGAs). As Figure 1, there are a small number of Port users located in the broader region.

**Figure 1: Current Port Users, as at March 2020**





Source: Port of Port Fairy, Ethos Urban  
Note: Map extent does not include all user locations.

### **3.3 Commercial Boating Activity**

As outlined in Table 2, there are six commercial fishing vessels and two charter vessels operating out of Port Fairy. The fishing vessels target a range of species including squid, cray fish and shark. The catch brought into Port Fairy is unloaded adjacent to The Wharf and distributed to local and regional suppliers, noting a significant volume also gets shipped internationally.

Charter businesses (Southern Coast Charters and Salty Dog Charters) provide reef fishing, deep sea fishing, and sight-seeing trips, including to King Island and Lady Julia Percy Island.

The Port also supports a boat builder, and boat building/maintenance businesses. The boat maintenance yard adjacent to the Port Fairy Yacht Club gives the Port a competitive advantage, and unlike other maintenance yards, boat owners are able to haul their vessels out of the water and perform maintenance themselves or by marine mechanics of their choosing.

### **3.4 Commercial landside Operations**

Currently, only one Food & Beverage business operates at the Port, The Wharf at Port Fairy, which is a fish and chips/seafood restaurant. Renovated in 2018, the restaurant has a function space, bar and outdoor dining area. As the only restaurant at the Port, The Wharf at Port Fairy offers patrons the only waterside dining option in Port Fairy, and with the unloading mooring right next to the restaurant it is able to leverage the experience of a working port.

There are approximately eight short-term rental accommodation businesses located along the banks of the Port.

### **3.5 Demand for Berths**

The Port of Port Fairy has experienced strong demand for berths over many years. As Table 2 shows, there are 40 applicants on the current waiting list comprising 29 private applicants and 11 commercial applicants. Applications span all available mooring/pen sizes and many applicants have been on the waiting list for 5-10 years (some much longer). This highlights the attractiveness of the Port as a wet storage option.



**Table 2: Berth Waiting List Summary, as at March 2020**

Vessels		
	no.	%
<b>Use type</b>		
Commercial	11	26.2%
Private	31	73.8%
<b>Total</b>	<b>42</b>	<b>100.0%</b>
<b>Boat size</b>		
Up to 7 meters	12	28.6%
7 to 10 meters	9	21.4%
10 to 12 meters	8	19.0%
12 to 15 meters	5	11.9%
15+ meters	7	16.7%
Not provided	1	2.4%
<b>Total</b>	<b>42</b>	<b>100.0%</b>
<b>Application date</b>		
2005 - 2010	5	12.5%
2011 - 2015	17	42.5%
2016 - 2020	18	45.0%
<b>Total</b>	<b>40</b>	<b>100.0%</b>

Source: Port of Port Fairy

As Figure 2 highlights, the majority of applicants are locally based i.e. live in the Moyne or Warrnambool LGAs, although there is a wide disbursement of applicants in the broader region and further afield including South Australia and the Ballarat area, but noting these are small in numbers.

**Figure 2: Applicant Waiting List by Location, as at March 2020**

Source: Port of Port Fairy, Ethos Urban

### 3.6 Overview of Council Revenue from the Port

Moyne Council derives approximately \$125,600 per year (on average over the last four years) from the Port, with the majority of revenue generated by mooring fees. Supplementary income comes from slipway fees, leases/rentals and other income. Table 3 provides a summary of Port of Port Fairy operational revenue between 2015/16 and 2019/20 (year to date). The sharp dip in slipway fees revenue in 2018/19 is due to closure of one of the slipways (smaller of the two) for part of that year.

Total revenue from itinerant berths in the 2019/20 financial year up to March 2020 was \$2,780, users stay duration ranged between one and nine days with an average stay of up to 2.5 days.

Note, this data excludes fuel, sales.

**Table 3: Port of Port Fairy Operations Revenue**

	2015/16	2016/17	2017/18	2018/19	2019/20 YTD*
Mooring Fees	\$99,100	\$96,010	\$101,470	\$104,650	\$80,220
Slipway Fees	\$28,740	\$28,080	\$26,800	\$15,340	\$24,330
Leases/Rental	\$520	\$300	\$0	\$0	\$1,080
Other Income	\$90	\$1,360	\$0	\$160	\$0
<b>Total Port of Port Fairy Operations</b>	<b>\$128,450</b>	<b>\$125,750</b>	<b>\$128,270</b>	<b>\$120,150</b>	<b>\$105,630</b>

Source: Port of Port Fairy

Note: \*month up to



## Port Fees Benchmarking

Benchmarking analysis has been undertaken of berthing fees at selected Ports identified by Moyne Shire. This high-level analysis focuses in permanent annual berthing fees for moorings/pens in the 1-10 metre, 10-15 metre and 15+ metre categories. These categories are used to provide a like for like comparison against the fees charged at other ports, and all berths at the Port.

The data, which is included in Table 4 indicates berthing fees at Port Fairy are relatively low compared to the benchmarked facilities especially with regard to Lakes Entrance, Portland and Queenscliff. Port Fairy's fees are similar to smaller facilities, such as Mallacoota, Nicholson and Port Albert.

While factors such as the service offer (and other fees and charges) also need to be factored in at each facility; there does appear to be potential for the Port of Port Fairy to increase its mooring/pen leasing fees for both permanent and itinerant berths given the high amenity of the location compared to other benchmarked marinas. Note the other ports generally have a flat fee for each berth, while the Port's fee is charged on a per metre basis.

**Table 4: Annual Permanent Berthing fees**

	Less than 10 metres	10 to 15 metres	15+ metres
<b>Port of Port Fairy</b>			
Alongside Moorings	\$120-\$1,370	\$1,080-\$2,130	\$1,680-\$2,130
Marina Pen	\$1,220	\$1,220	\$1,430
<b>Gippsland</b>	<b>\$1,780</b>	<b>\$1,760</b>	<b>\$3,430</b>
Lakes Entrance	\$2,020	\$2,150	\$3,610
Mallacoota Inlet	n.a.	\$1,450	\$1,510
Metung	n.a.	\$200	\$460
Nicholson	\$1,000	\$1,400	n.a.
Nungurner	n.a.	\$1,010	n.a.
Paynesville	\$2,490	\$1,790	\$3,200
Port Welshpool	n.a.	\$1,770	\$3,270
Port Albert	\$1,630	\$1,540	n.a.
<b>Portland</b>	<b>\$2,750</b>	<b>\$3,540</b>	<b>\$4,050</b>
Old Marina Pens	n.a.	n.a.	n.a.
Swing Mooring	n.a.	n.a.	n.a.
Trawler Wharf	n.a.	n.a.	n.a.
Marina	\$2,750	\$3,540	\$4,050
Itinerant Fishing	n.a.	n.a.	n.a.
Itinerant Commercial (non-fishing)	n.a.	n.a.	n.a.
<b>Queenscliff</b>	<b>\$4,870</b>	<b>\$9,110</b>	<b>n.a.</b>
Queenscliff	\$4,870	\$9,110	n.a.

Source: Ethos Urban Research

Note: Figures for each port are weighted averages based on fees and number of berths.  
Figures have been rounded.

Itinerant berth fees at the Port are particularly low compared to other ports, so there is potential to increase these fees.

**Table 5: Daily Itinerant Berthing fees**

	Itinerant berths
<b>Port of Port Fairy</b>	
Moorings	Commercial \$40, yachts \$32
<b>Portland</b>	
Itinerant Fishing <20 meters	\$73
Itinerant Commercial (non-fishing) < 20 meters	\$180
<b>Queenscliff</b>	
10 to 15 meters	\$68
15+ meters	\$110

Source: Ethos Urban Research

## 4.0 Summary of previous community and stakeholder engagement for the Port

This chapter provides a summary of recent previous community and stakeholder consultation that has occurred to provide an understanding of key community issues and priorities.

### 4.1 Previous community consultation

This table summaries three key policies and outlines the background and purpose of the consultation, and key themes identified.

The three policies identified and reviewed are:

- Port Fairy Coastal and Structure Plan (July 2018)
- Port of Port Fairy Draft Masterplan (2008)
- Economic Development Strategy 2019-2029 (2019)

**Table 6: Summary of previous community and stakeholder engagement relevant to the Port**

	Background and purpose of the consultation	Response to key themes
<b>Strategy</b>		
<b>Port Fairy Coastal and Structure Plan (July 2018)</b>	<p><u>Purpose</u></p> <ul style="list-style-type: none"> <li>• The purpose of consultation was to inform the preparation of the Port Fairy Coastal and Structure Plan (2018).</li> <li>• Consultation was undertaken in two stages of the project:             <ul style="list-style-type: none"> <li>• Stage 3 which sought feedback on the background documents as part of the Issues and Opportunities Analysis.</li> <li>• Stage 4 which sought feedback on the Draft Structure Plan.</li> </ul> </li> <li>• There were a range of internal and external stakeholders including:             <ul style="list-style-type: none"> <li>• Project Control Group with representatives from Council, Glenelg Hopkins Catchment Management Authority, DELWP and VicRoads.</li> </ul> </li> </ul>	<p><i>Economic: Commercial Activity and Tourism</i></p> <ul style="list-style-type: none"> <li>• Extension of the commercial area eastward (towards Princes Street and Bank Street) was unanimously supported.</li> <li>• Enhance natural environment attributes ('land and water') of the wharf precinct and enhance tourism objectives such as events, public art and commercial activity.</li> </ul> <p><i>Urban Character</i></p> <ul style="list-style-type: none"> <li>• General support to simplify the current planning scheme provisions for neighbourhood character however any amendments should not compromise height and character outcomes for the town.</li> </ul> <p><i>Natural (coastal) environment</i></p>

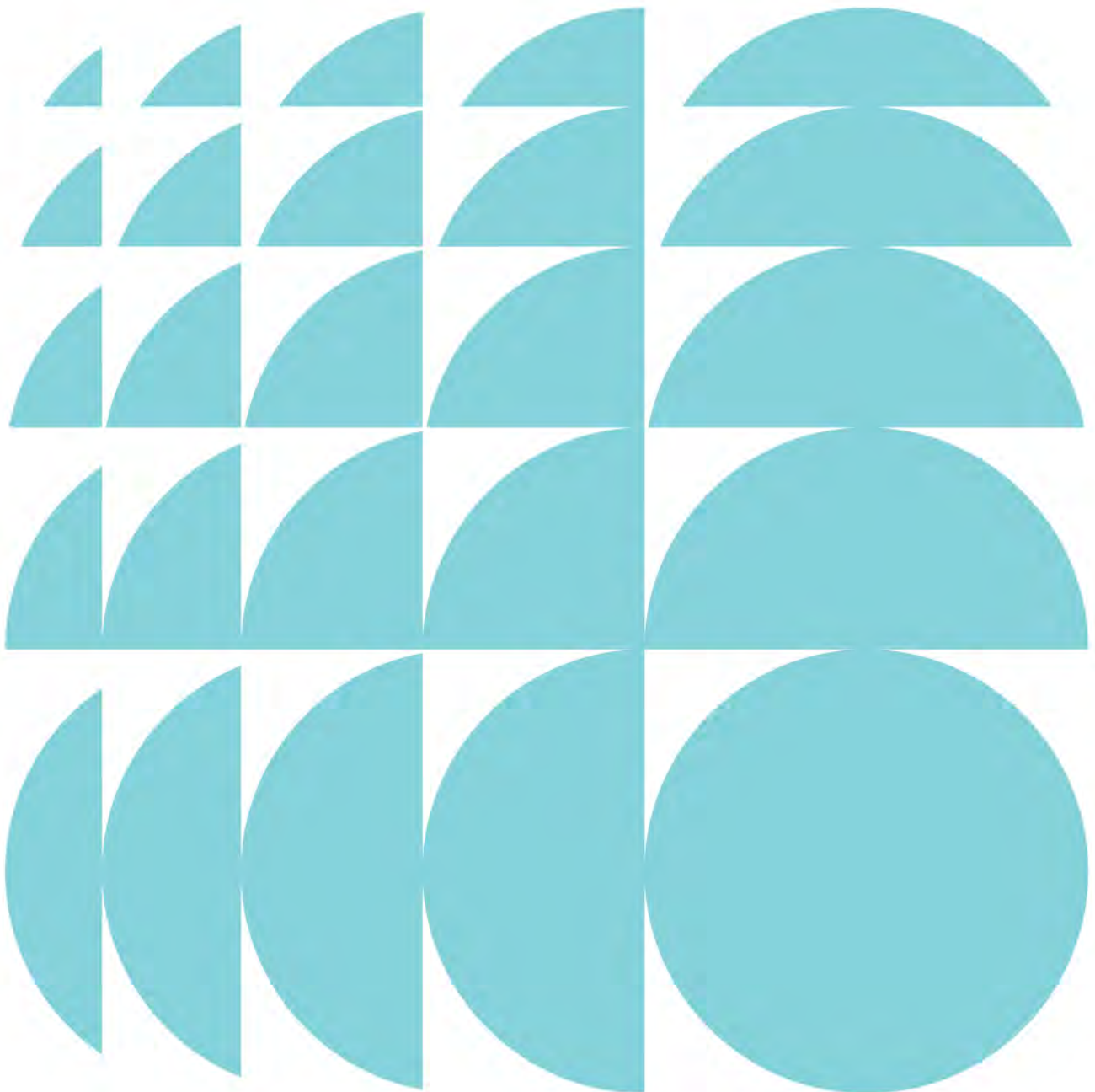


Strategy	Background and purpose of the consultation	Response to key themes
	<ul style="list-style-type: none"> <li>Steering Committee with representatives from various Council departments.</li> <li>Key stakeholder groups including Council officers, VicRoads, Wannon Water, Western Water, EPA, PowerCor, Gunitjmara Aboriginal Corporation, Eastern Maar Aboriginal Corporation and more.</li> <li>General community</li> </ul> <p><u>Methods</u></p> <ul style="list-style-type: none"> <li>Consultation methods were broad and included:             <ul style="list-style-type: none"> <li>Drop-in sessions</li> <li>Workshops</li> <li>Direct mailouts to all residents</li> <li>Broad promotion in print and social media</li> </ul> </li> <li>The overall feedback from the community was Council should leverage the existing assets, maintain the existing urban character and avoid exposing future development to environmental risk.</li> </ul>	<ul style="list-style-type: none"> <li>Strong desire to avoid exposing any future development and infrastructure to known coastal erosion and inundation risk areas. Continued mitigation measures within and around the township were considered important.</li> <li>Written submissions questioned the use of a 1.2m sea level rise in comparison to the current 0.8m sea level rise prescribed in the Planning Scheme. General consensus was that Council should apply the best available science to inform the Plan.</li> <li>Strong community support for any initiatives that protect and maintain natural and coastal areas, including recommendations to apply overlay controls over the Lough area.</li> <li>Partial support to improve coastal paths with fencing and planting. Increasing areas of planting would require Council and volunteer resources that are currently unable to manage existing areas. Fencing is not supported in natural and coastal areas.</li> <li>Wetlands considered an effective way to manage detention and treatment of water in the urban areas and acting as complimentary open space areas throughout the township</li> </ul>
<p><b>Port of Port Fairy Draft Masterplan (2008)</b></p>	<p><u>Purpose</u></p> <ul style="list-style-type: none"> <li>The purpose of consultation was to work with the port users to develop a master plan and provide the Port Board with information regarding the historic port and its status within the wider community.</li> <li>Community consultation was undertaken from late May to early June 2008.</li> <li>There were a range of internal and external stakeholders, including:             <ul style="list-style-type: none"> <li>Board Members and Associates.</li> <li>The broader community who identified themselves as one of the following: berth holders, recreational users, professional fishermen, charter fishermen, recreational fishermen, anglers, on the berth waiting list, those who didn't use the port, boat owners and those who live on the port.</li> </ul> </li> </ul> <p><u>Methods</u></p> <ul style="list-style-type: none"> <li>Consultation methods included:             <ul style="list-style-type: none"> <li>One-on-one interviews</li> <li>Direct surveys mailed out to all residents with a 3284 postcode</li> <li>Phone interviews</li> </ul> </li> <li>Overall feedback from the community focused on maintaining the status quo. Top responses for suggested improvements related to basic public amenities, more berthing/floating piers and maintaining present characteristics ('aesthetics').</li> </ul>	<p><i>Economic: Commercial Activity and Tourism</i></p> <ul style="list-style-type: none"> <li>A common response was the need to upgrade existing dining opportunities.</li> </ul> <p><i>Heritage</i></p> <ul style="list-style-type: none"> <li>A new committee of management with experience in conservation and heritage would be beneficial.</li> </ul> <p><i>Community Activity</i></p> <ul style="list-style-type: none"> <li>Most respondents used the port for walking, recreational fishing, recreation, dining, mooring and boat launching.</li> <li>There was general support for boardwalks, wharfs and capital works at the port.</li> </ul> <p><i>Safety</i></p> <ul style="list-style-type: none"> <li>Vehicle safety and parking was raised as a safety issue.</li> <li>Major safety concerns identified were walkways, traffic/parking, speeding in the river and lighting.</li> </ul> <p><i>Natural Environment</i></p> <ul style="list-style-type: none"> <li>Major environmental concerns included rubbish, foxes, dog destruction and spills into the river.</li> </ul> <p><i>Waterway Activity (Fishing, charter boats)</i></p> <ul style="list-style-type: none"> <li>The balance between a working port and public access, the historical elements and more modern components, the number of berths - should not be altered.</li> <li>Several respondents requested dredging of the river to a greater depth and on a more frequent basis.</li> </ul>

Strategy	Background and purpose of the consultation	Response to key themes
		<ul style="list-style-type: none"> <li>• The top response for suggestions for the port was to 'leave it as is', followed by 'more berthing'.</li> <li>• Lack of available moorings at Battery Hill</li> <li>• It was recommended that no additional moorings be included, as this could severely compromise the port's aesthetics and its "vista" reputation.</li> <li>• In terms of berth capacity, only a small number of respondents (3/8 indicated that they thought the port should extend the number of berths on offer. A small number of berth holders who had been on the waiting list for the longest time indicated they did not have boats ready to berth at the port, should a position become available now.</li> <li>• Potential visits by tall ships attracted positive feedback.</li> </ul>
<b>Economic Development Strategy 2019-2029 (2019)</b>	<p><u>Purpose</u></p> <ul style="list-style-type: none"> <li>• The purpose of consultation was to research the values and aspirations of the people who live and work in Port Fairy and to obtain information about the local economy to generate ideas for how the Shire can achieve their goals.</li> <li>• The consultation process occurred throughout 2018, as the Strategy was developed.</li> <li>• There were a range of internal and external stakeholders, including               <ul style="list-style-type: none"> <li>• Business owners</li> <li>• Industry representatives</li> <li>• The broader community</li> <li>• Tourists</li> </ul> </li> </ul> <p><u>Method</u></p> <ul style="list-style-type: none"> <li>• Consultation methods included:               <ul style="list-style-type: none"> <li>• Phone interviews</li> <li>• Face-to-face workshops</li> <li>• Community and tourism surveys</li> </ul> </li> <li>• Overall feedback from the community showed that overall the communities and businesses care about the environment and want to protect the existing character from over development.</li> </ul>	<p><i>Economic: Commercial Activity and Tourism</i></p> <ul style="list-style-type: none"> <li>• Challenge is to ensure services and facilities stay intact and that local shops continue to operate, and community groups are empowered to deliver arts, sports and other activities.</li> <li>• Opportunities are emerging for tourism and renewable energy to generate greater economic benefit. The growth of tourism (specifically accommodation and food services) is important in delivery export income to the region.</li> <li>• Build on, utilise and showcase existing assets, products and services of the Shire. Tourism assets include food, natural landscapes and wildlife, Indigenous sites, arts and events.</li> <li>• Council to support the economic development of the Shire by: leveraging Council assets, pro-actively supporting programs and strengthening the community to manage impacts of adverse economic events, driving and advocating economic development initiatives and establishing a strong business and commercial culture</li> </ul>



## APPENDIX B      COMMUNITY ENGAGEMENT SUMMARY





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VERSION NO.	DATE OF ISSUE	REVISION BY	APPROVED BY
2.0	160620		JC

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## Executive Summary

Moyne Shire Council has engaged Land Design Partnership and Ethos Urban to develop a Masterplan for the Port of Port Fairy. The Port requires in-depth analysis and planning to be undertaken to ensure it is resilient and adaptable to evolving uses, climate change and tourism demand.

This document reports the findings from the Phase 1 of community engagement undertaken in March - May 2020 to support the preparation of the draft Port Fairy Masterplan. Its purpose is to provide a summary of key feedback and insights received.

The following objectives guided the community engagement process throughout Phases 1 and 2:

- To engage a range of stakeholder groups that represent the diversity of the Port community, including residents and visitors, as well as commercial operators.
- To reflect community ideas and aspirations for the Port, as well as ensuring the commercial viability and operation of the Port.
- To strengthen community capacity and access to participate in the masterplanning process.

### Summary of Participation

Significant effort was made to promote the project and gain broad community involvement. Over 400 people were directly contacted and invited to participate in the consultation process including adjacent residents, berth owners and local community groups. This included letters distributed to local residents (241), emails to various stakeholder groups and organisations (141) and phone messages (40). The project was also promoted broadly on social media – one post on Council's Facebook post received 1,800 views.

Across Phase 1, activities were open to the general community and a total of 152 people participated in the consultation process and provided feedback. More detailed interviews with key stakeholders were also undertaken.

**Table 1: Phase 1 Participants**

	Phone Meetings	Online Survey	Hard Copy Survey
<b>Total</b>	6	66	80

### Key findings

The key findings from the survey and phone interviews have been summarised below in terms of key areas of support and key issues and areas for improvement.

#### Key areas of support:

1. **Local heritage:** Participants number one priority for the Port is to preserve its heritage. Several responses recognised heritage preservation as an issue and the opportunity for preservation and celebration of the Port to increase tourism opportunities.
2. **Active working port:** Respondents overwhelmingly noted that their second highest priority for the Port was to retain its use as a working Port and to expand the facilities. The ability to access the boat ramp and fish either commercially or recreationally nearby is something that should be protected and capitalised on to increase tourism opportunities.
3. **Location close to town:** Respondents listed the location of the town, in proximity to the working Port and all the amenities associated with it as one of their favourite things about Port Fairy.
4. **Seaside setting:** The ambience, views, natural beauty and seaside town character were highly valued by respondents. Maintaining the existing character was a common theme and requests to protect the area from "over development".
5. **Safe harbour:** A common theme amongst participants was that they appreciated the safety of the Port. The Port was recognised as being clean, accessible, safe for yachts and larger boats and importantly, protected from dangerous weather.

## Key issues and areas for improvement:

### 1. Improvement to waterway activity:

- **Marine Rescue Vessel site:** Respondents identified that rapid deployment, easy access, security and necessary amenities were critical issues in providing a location for the Marine Rescue Vessel (MRV). Respondents indicated preferences from a range of locations, including floating pontoon near the Marine Rescue Service building, the current location (which is viewed as temporary) and Martin's Point. The overwhelming consensus supported a preference for a floating jetty near the Marine Rescue building.
- **Berth capacity:** The majority of participants identified a lack of permanent and itinerant berths as a major issue for the Port. Suggestions for sites to locate additional berths included the south end of the western side of the port up to Martins Point, Cape Martin, a floating wharf on the north side of the river and an additional wharf parallel to the yacht marina. There were a number of comments requesting more efficient use of the berths and in particular the number of unsafe vessels occupying berths that are not being used.
- **Dredging:** The consensus was that the current dredging program is ineffective and that the Port could provide additional mooring if dredging methods were improved. Suggestions also focused on increasing the depth of the dredging process to improve safety.
- **General maintenance:** Common responses identified that general maintenance was a major issue at the Port. Ageing infrastructure has displayed signs of deterioration and there is a lack of funds to prioritise restoration. Common concerns were the maintenance of the pylons, footpaths, footbridges and the rock wall.
- **Safety:** Major safety concerns focused on flooding, speeding in the river, the slipway, pathways and a lack of lighting along the eastern side of the river. Regarding safety equipment, it was suggested that there be an increase in the provision of boat hooks, life rings, ladders, steps and lighting. Whilst there are cameras in place, theft has been a recurring issue on the eastern side of the river.

### 2. Improvements to the broader area

- **Car parking:** Most car parks operate at full capacity, particularly over the summer period. Requests were made for more delineated car and trailer parking and signage, particularly in the area near the boat ramp and yacht club.
- **Boat ramp:** Several participants commented on the safety concerns and capacity of the boat ramp. Common suggestions included widening the existing ramp, line marking, and dedicated unloading zones for commercial operators.
- **Underutilised assets:** A recurring theme was that the Sea Scouts Hall, the Bait Shed and King George Square are underutilised assets and opportunities to revitalise these areas should be considered.
- **Pedestrian access on the eastern side:** There was a high level of support for improved pedestrian access, particularly along the eastern side of the Port. Comments focused on conflicts between pedestrians and vehicles, associated with the discontinued footpath. Suggestions included introducing a path from the footbridge and behind the slipway to the boat ramp and a path from the footbridge to Battery Hill.
- **Battery Hill** The heritage preservation of Battery Hill was a priority for several participants who identified that the cannons need to be replaced, as well as more regular maintenance of the reserve.

### 3. Increased tourism opportunities

- **Local food and dining** A key request by both locals and visitors was that fresh fish and seafood be available for sale from fishermen at the boat ramp or at King George Square. Dining opportunities were key drawcards for tourists and while there were some respondents who wanted no more restaurants to open, there was support for new eateries in the area, in particular a new local fish and chip shop.
- **Heritage:** Concerns were raised that while Port Fairy receives high numbers of heritage visitors, visitor numbers are down. Opportunities to leverage heritage include celebrating the fishing heritage of the Port, increasing the visibility of heritage vessels, educational tools and signage.

### 4. Enhancing the natural environment

- **Enhancing the natural environment** was identified as an important issue by participants, who suggested that Port Fairy could be improved by keeping the waterway clean, retaining all parks and open space and adapting to climate change.



## 1.0 Introduction

Moyne Shire Council has engaged Land Design Partnership to develop a Masterplan for the Port of Port Fairy. The Port requires in-depth analysis and planning to be undertaken to ensure it is resilient and adaptable to evolving uses, climate change and tourism demand.

### 1.1 Project Context

Council's vision for the Port of Port Fairy is that it be a high-quality, multi-purpose, working port that accommodates a range of commercial and recreational activities to meet the needs of the community. The masterplan for the Port will be based on an understanding of the community issues and opportunities of the port area, and the aspirations of the community.

The objectives of the masterplan project as outlined in the brief are to:

- Identify opportunities to maximise the use of The Port;
- Improve the image and community perception of The Port;
- Conserve, protect and enhance heritage features and places;
- Engage with landowners, boat owners and berth holders to improve the productivity and appearance of The Port landscape and waterway;
- Respond to the issue of berthing of the new Marine Rescue Vessel and identify a preferred site and associated works;
- Improve gateways and entry points, open spaces and streetscapes to enhance the presentation, and accessible amenity for residents, businesses and visitors;
- Optimise economic development opportunities; and
- Consider the impact of climate change and sea level rise on Port assets and the development and use of the Port.

The table below shows the project timeline.

**Table 2: Project Timeline**

Project Stage	Timing	Engagement
Project Inception	March 2020	Phase 1 Engagement
Stage 1: Review Existing Conditions	March 2020	
Stage 2: Issues and Opportunities	April – June 2020	
Draft Masterplan	June – August 2020	Phase 2 Engagement
Stage 3: Final Masterplan	August – October 2020	

### 1.2 Purpose of this Report

This document reports on Phase 1 of community and stakeholder engagement undertaken from March - May 2020 to support the Issues, Constraints and Opportunities Analysis. Its purpose is to provide a summary of key feedback and insights received throughout this phase.

## 2.0 Engagement Overview

The project's engagement framework is detailed in the Port Fairy Masterplan Engagement Strategy document.

### 2.1 Engagement Objectives

Design and execution of community and stakeholder engagement for the Port of Port Fairy Masterplan is underpinned by the following objectives:

- To engage a range of stakeholder groups that represent the diversity of the Port community, including residents and visitors, as well as commercial operators.
- To reflect community ideas and aspirations for the Port, as well as ensuring the commercial viability and operation of the Port.
- To strengthen community capacity and access to participate in the masterplanning.

### 2.2 Engagement Approach

The table below provides an overview of the overall engagement program for the Port of Port Fairy Masterplan, summarised in Table 3 below, including timing and objectives.

**Table 3: Summary of Engagement Approach**

Timing	Purpose	Promotion	Engagement Activities
<b>Phase 1</b> (March – May 2020)	<ul style="list-style-type: none"> <li>• To inform key stakeholders about the project.</li> <li>• To build an understanding of the general key issues and opportunities for existing port users.</li> <li>• To test potential locations for Marine Rescue Boat.</li> <li>• To launch project and create excitement within the broader community.</li> </ul>	<ul style="list-style-type: none"> <li>• Website updates</li> <li>• Social media updates</li> </ul>	<ul style="list-style-type: none"> <li>• Online survey</li> <li>• Hard copy survey</li> <li>• Correspondence with local stakeholder groups</li> <li>• Detailed phone interviews</li> </ul>
<b>Phase 2</b> (June – August 2020)	<ul style="list-style-type: none"> <li>• To promote the draft report and request feedback.</li> <li>• To demonstrate how feedback has been incorporated into draft masterplan.</li> <li>• To understand feedback on draft masterplan in terms of vision, strategic directions, implementation plan.</li> <li>• To make alterations to the draft masterplan based on community feedback.</li> <li>• To promote and enable the community to be involved in the planning process and why it is important.</li> </ul>	<ul style="list-style-type: none"> <li>• Social media updates</li> </ul>	<ul style="list-style-type: none"> <li>• Submissions via Council's website</li> <li>• EMT Briefing</li> <li>• Councillor workshop</li> <li>• Council meeting</li> </ul>

### 2.3 The Impact of COVID 19

At the time of writing this report, we are experiencing an unprecedented disruption to community engagement events as a result of the COVID- 19 virus. The health of our clients and the communities they serve are our biggest priority. As Phase 1 community engagement was set to commence, social distancing restrictions were announced. With this in mind, we needed to revise the engagement approach to allow for broad community reach, at the same time as allowing space for detailed conversation to reach key user groups and stakeholders.

We knew that several of the community members that we would be targeting as part of the Port Fairy Masterplan engagement program might have higher health needs and could be more vulnerable. We were also aware that Council had to cancel most of their public programs and gatherings due to COVID-19 restrictions. As a result, most of the activities we had planned were changed to online formats, like surveys or video conferencing, or via telephone. For members of the community that did not have access to a computer, hard copy surveys were developed.

## 2.4 Key Stakeholders

A stakeholder mapping exercise was undertaken at the Inception Meeting to identify priority stakeholders for the project and to align them with the most appropriate tools and techniques.

Key users and stakeholders groups are identified in Table 4 below.

**Table 4: User and Stakeholder Groups**

	User Groups	Other Stakeholder Groups
<b>Priority Stakeholders</b>	<ul style="list-style-type: none"> <li>• Coordinator Port of Port Fairy</li> <li>• Port Assistants of Port of Port Fairy</li> <li>• Port of Port Fairy Committee</li> <li>• Port of Port Fairy Users Forum</li> <li>• Berth holders</li> <li>• Commercial fishermen</li> <li>• Port Fairy Marine Rescue Service</li> <li>• Port Fairy Yacht Club</li> <li>• Port Fairy Lifeboat Committee</li> <li>• Adjacent residents</li> </ul>	<ul style="list-style-type: none"> <li>• Aboriginal Victoria</li> <li>• Eastern Maar</li> <li>• Port Fairy Historical Society</li> </ul>
<b>Secondary Stakeholders</b>	<ul style="list-style-type: none"> <li>• Port Fairy Oars &amp; Rowers Club</li> <li>• Port Fairy Angling Club</li> <li>• Port Fairy Sea Scouts</li> <li>• Apollo RW Pty Ltd (Wharf Restaurant)</li> <li>• Visitors</li> <li>• Other recreational users</li> </ul>	<ul style="list-style-type: none"> <li>• Glenelg Hopkins Catchment Management Authority</li> <li>• Port Fairy Traders Association</li> <li>• Regional Development Victoria</li> <li>• Seafood Industry Victoria</li> <li>• Transport Safety Victoria</li> <li>• Great Ocean Road Regional Tourism</li> <li>• Department of Environment, Land, Water &amp; Planning</li> <li>• Department of Transport</li> <li>• Environmental Protection Authority</li> <li>• Fisheries VIC</li> <li>• Friends of Griffith Island</li> <li>• Heritage Victoria</li> <li>• Utility authorities</li> <li>• Western Abalone Divers Association</li> </ul>



### 3.0 Summary of Phase 1 Engagement Activities

The key purpose of Phase 1 engagement was to build an understanding of the general issues and opportunities for existing users, and of what is working well and what needs improvement at the Port.

Phase 1 was open to community comment from April – May 2020.

Significant effort was made to promote the project and gain broad community involvement. Over 400 people were directly contacted and invited to participate in the consultation process including adjacent residents, berth owners and local community groups. This included letters distributed to local residents, emails to various stakeholder groups and organisations, and phone messages. The project was also promoted broadly on social media – one post on Council's Facebook post received 1,800 views.

Details regarding the reach of promotional activities and number of participants in engagement activities are provided in the following sections.

- Online and hard copy community survey
- Interviews with key stakeholder groups (as identified in Section 3.3)

#### 3.1 Phase 1 Promotional Activities

On April 20, 2020, the Shire made a Facebook post with a link to the online survey. This post received 20 shares and the video received 1,800 views. The comments related mostly to the boat ramp and dredging, which will be discussed in later sections of this report.

On 1 May 2020, the Shire made a second post with a link to the survey. This post received 11 likes and no shares.

**Table 5: Promotional Components of Phase 1**

Component		Reach
Social media updates	Views	1,800
	Shares	20
	Likes	11 over two Facebook posts (April 20 & May 1, 2020).
Media release		1
Letters sent to residents (and some organisations) with a link to the survey		241
Phone messages to invite survey responses		40
Emails with a link to the survey		141

#### 3.2 Phase 1 Engagement Activities

This section reports on rates of participation and respondent profiles, limitations/challenges, and other observations from the engagement activities undertaken in Phase 1.

A total of approximately 152 participants contributed to this Phase. Participation is summarised below in Table 6.

**Table 6: Summary of Phase 1 Participation**

Activity	Participants
Online survey	66
Hard copy survey	80
Phone interviews	6
<b>Total</b>	<b>152</b>

### 3.2.1 Online and Hard Copy Survey

The online survey was distributed by Council via email (41); phone messages with a link to the survey (40); and, internal distribution to Council staff (100) (shown in Figure 5 above). These methods received a total of 66 responses. To replace the originally planned drop-in sessions, Council distributed 241 hard copy surveys via post with reply paid envelopes to residents living nearby the Port. The hard copy survey was mailed out on 20 April 2020 and received a total of 80 responses.

In total, 146 responses to the survey were received. The responses have been analysed in Section 5 of this report. The survey asked eight (8) closed questions and three (3) open questions.

The methodology undertaken for the survey analysis included the following steps

- The dataset was read through
- The responses were grouped into broad themes.
- An excel spreadsheet was designed to search key words for each theme.
- The data was collated, and more detailed analysis was undertaken.

A detailed list of the themes and coded key words is included in Appendix B.

Whilst the coding of the data provides a clear qualitative analysis of the comments provided by respondents, the same comment might be counted under a variety of themes for instance the comment “Historic and aesthetic values – coast, river, town.” Which be captured under the theme of History and Heritage Value and Natural Beauty and Seaside Setting.

### 3.2.2 Phone Meetings

Due to the volume and range of potential stakeholders for this project and the limitations of COVID-19, the initially planned small group discussions with stakeholder groups were replaced with phone calls and video conferences. These conversations provided an opportunity to engage in targeted, meaningful dialogue around issues and ideas for the Port to generate early project input from key voices.

Six phone interviews (lasting approximately 1 hour each) were conducted over the period of April and May 2020, with the following groups.

- Marine Rescue Service (MRS)
- Port Operations Staff
- Yacht Club,
- Lifeboat Historical Society Committee,
- Aboriginal Victoria and
- Western Abalone Divers Association

## 3.3 Methodology Limitations

This report identifies a number of limitations or barriers to the engagement program, which are discussed briefly below. Further consideration will need to be given during the next phase of engagement to ensure that these limitations are managed as is appropriate.

### The impact of COVID- 19 on the method of engagement

Due to social distancing restrictions as a result of the coronavirus, a number of the proposed engagement techniques were amended to be conducted online, via the post or telephone. Whilst these were all successful alternatives to one- on- one meetings, the process did not allow for broad community engagement or opportunities to exchange ideas with others, in a way that informal pop ups or drop in sessions can.

### Limited cross section of ages and port users

A significant proportion (59%) of survey respondents were from older age cohorts (60-79 years old) and there was a relatively limited number of responses from younger age cohorts (<10% of 18-39 age cohort). Further consideration should be given during the next phase of engagement on how to best engage with a broader cross-section of age groups.

Similarly, nearly two thirds of survey respondents were Port Fairy residents. Whilst this was to be expected, given the broader role that the Port has from a commercial and tourism perspective, attempts to engage with a range of broader range of port users, in particular commercial operators and visitors from a range of locations should be explored.

### **Project timeframes**

In some instances, the project timeframes, made it difficult to engage with some groups. For example, Eastern Maar were identified as key stakeholder group however were not available for a phone interview. It will be critical to gain their input for further development of the masterplan. Additionally, the survey analysis does not include any feedback forms received after the advertised closing date.



## 4.0 Analysis of Feedback

### 4.1 Summary of Findings

This chapter provides a summary of feedback by each activity. Key themes that have been identified overall for this phase of engagement are summarised below in terms of areas of support and key issues and areas for improvement.

Key areas of support:

- **Local heritage:** The number one response to the survey question about priorities for the Port was to preserve its heritage. Several responses recognised heritage preservation as an issue and the opportunity for preservation and celebration of the Port to increase tourism rates. There were many requests to maintain the 'quaint' town and to resist the modernisation of existing infrastructure.
- **Active working port:** Respondents overwhelmingly noted that their second highest priority for the Port was to retain its use as a working Port and to expand the facilities. Many visitors noted the value of watching fisherman unload their catch and the tourism opportunities this presents.
- **Location close to town:** Respondents listed the location of the town, in proximity to the working Port and all the amenities associated with it as one of their favourite things about Port Fairy. The ability to access the boat ramp and fish either commercially or recreationally nearby is something that should be protected and capitalised on to increase tourism rates.
- **Seaside setting:** The ambience, views, natural beauty and seaside town character were highly valued by respondents. Maintaining the existing character was a common theme and there were requests made to protect the area from "over development". The appearance was consistently regarded as very attractive and well-maintained, with 83% of survey respondents rating the current appearance of the Port as 'good' or 'very good'.
- **Safe harbour:** A common theme amongst participants was that they appreciated the safety of the Port in terms of providing important protection from dangerous weather. The Port was recognised as being clean, accessible, safety for yachts and larger boats.

### 4.2 Key issues and areas for improvement:

There were four main issues and areas of improvement raised through the engagement process.

#### 1. Waterway Activity:

- **Marine Rescue Vessel (MRV) site:** The critical issues in providing a location for the MRV focused on safety, response times and accessibility. A consensus of participants highlighted a preference for a floating jetty near the Marine Rescue Building. Other considered locations included the current location (which is viewed as temporary) or at Martin's Point. The key advantages of the floating pontoon according to stakeholders included quick response time, discrete and secure access to the vessel, and easier access for transferring injured passengers to waiting ambulance.
- **Berth capacity:** A significant proportion of participants identified a lack of permanent and itinerant berths as a major issue for the Port. Suggestions for sites to locate additional berths included the south end of the western side of the port up to Martins Point, Cape Martin, a floating wharf on the north side of the river and an additional wharf parallel to the yacht marina. There were a number of comments requesting more efficient use of the berths and in particular the number of unsafe vessels occupying berths that are not being used.
- **Dredging:** There is a consensus that the current dredging program is ineffective and that the port could provide additional mooring if dredging methods were improved. Suggestions also focused on increasing the depth of the dredging to improve safety.
- **General maintenance:** Common responses identified that general maintenance was a major issue at the Port. Ageing infrastructure has displayed signs of deterioration and there is a lack of funds to prioritise restoration. Common concerns were the maintenance of the pylons, footpaths, footbridges and the rock wall. Another recurring concern was the corrosion of the launching slipway, causing safety issues for launching into the river at low tide in summer.
- **Safety:** Major safety concerns focused on flooding, speeding in the river, the slipway, pathways and a lack of lighting along the eastern side of the river. Regarding safety equipment, it was suggested that there be an increase in the provision of boat hooks, life rings, ladders, steps and lighting. Whilst there are cameras in place, theft has been a recurring issue on the eastern side of the river. There is a lack of lighting along the eastern side

of the river, causing safety concerns for pedestrians. Some comments related to navigation lights at the river mouth being difficult to discern.

## 2. Surrounding Area

- **Car parking:** Most car parks operate at full capacity, particularly over the summer period. Requests were made for more delineated car and trailer parking and signage, particularly in the area near the boat ramp and yacht club. Car parking was also raised as an issue at Apex Park Reserve and King George Square.
- **Boat ramp:** Several participants commented on the safety concerns and capacity of the boat ramp. Common suggestions included widening the existing ramp, line marking, and dedicated unloading zones for commercial operators.
- **Underutilised assets:** A recurring theme was that the Sea Scouts Hall, the Bait Shed and King George Square are underutilised assets and opportunities to revitalise these areas should be considered. Suggestions included repurposing car parks into community and visitor spaces or hosting a regular farmers market at King George Square.
- **Pedestrian access on the eastern side:** There was a high level of support for improved pedestrian access, particularly along the eastern side of the Port. Comments focused on conflicts between pedestrians and vehicles, associated with the discontinued footpath. Suggestions included introducing a path from the footbridge and behind the slipway to the boat ramp and a path from the footbridge to Battery Hill.

**Battery Hill** The heritage preservation of Battery Hill was a priority for several participants who identified that the cannons need to be replaced, as well as more regular maintenance of the reserve.

## 3. Tourism

- **Local food and dining** A key request by both locals and visitors was that fresh fish and seafood be available for sale from fishermen at the boat ramp or at King George Square. Dining opportunities were key drawcards for tourists and while there were some respondents who wanted no more restaurants to open, there was support for new eateries in the area. There were overwhelming appeals for fish markets in summer and for a new local fish and chip shop.
  - **Heritage:** Concerns were raised that while Port Fairy receives high numbers of heritage visitors, visitor numbers are down. Opportunities to leverage heritage include celebrating the fishing heritage of the Port, increasing the visibility of heritage vessels, educational tools and signage.
4. **Natural environment:** Enhancing the natural environment was stressed as an issue by participants, who suggested that Port Fairy could be improved by keeping the waterway clean, retaining all parks and open space and adapting to climate change.

## 4.3 Survey Results

The key issues and opportunities for the Port of Port Fairy Masterplan that were identified in the responses to the online and hard copy surveys have been summarised below. It should be noted that not every participant answered every question, however, no question received fewer than 140 responses from the 146 participants.

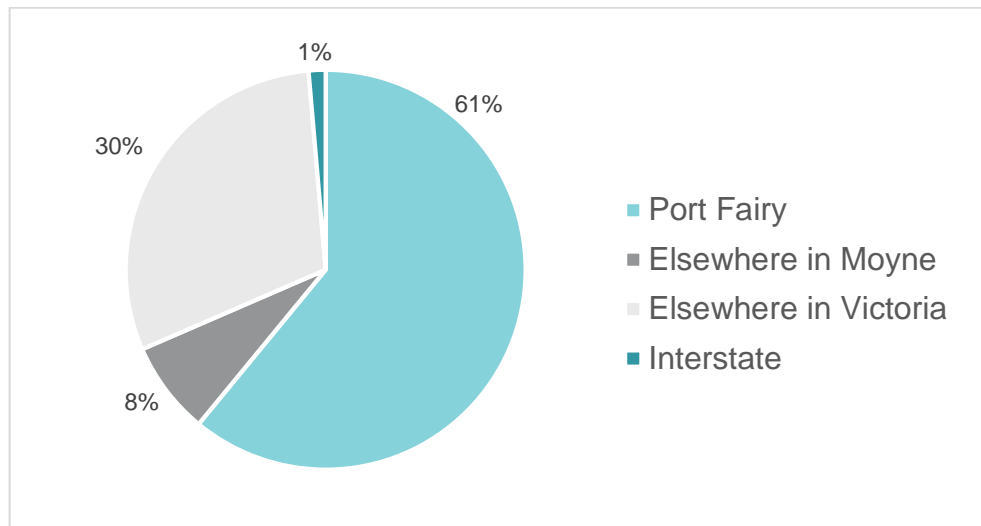
**Table 7: Surveys - Issues and Opportunities**

Key Issues	Key Opportunities
<ul style="list-style-type: none"> <li>• <b>Boating infrastructure:</b> Lack of available berths and inefficient dredging.</li> <li>• <b>Open space:</b> Lack of public open space.</li> <li>• <b>Existing character:</b> Maintain the character of the Port.</li> <li>• <b>Access:</b> Lack of footpaths for pedestrians.</li> <li>• <b>Traffic and car parking:</b> Better management needed.</li> <li>• <b>Safety:</b> Lack of lighting and safety infrastructure.</li> <li>• <b>Battery Hill:</b> Maintenance and infrastructure upgrades.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Working Port:</b> Expand the working Port facilities.</li> <li>• <b>Access:</b> Facilitate better access in and out of the Port.</li> <li>• <b>Environmental impacts:</b> Reduce impacts of the Port.</li> <li>• <b>Heritage:</b> Stronger heritage preservation and tourism focus on history of Port Fairy.</li> <li>• <b>Fish market:</b> Sell freshly caught seafood at the Port.</li> <li>• <b>Eastern side of the Port:</b> Currently underutilised.</li> </ul>

Key Issues	Key Opportunities
<ul style="list-style-type: none"> <li><b>Marine Rescue Vessel:</b> Tension around location.</li> </ul>	

In total, 146 responses to the survey were received and have been analysed as outlined below.

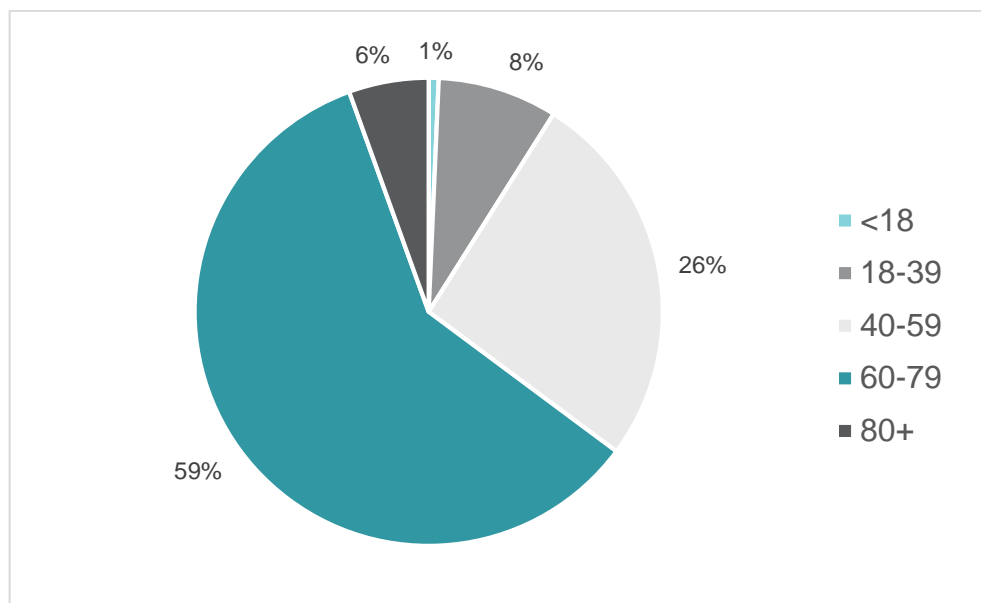
**Figure 1: Q1. Where do you live?**



Of all respondents:

- most lived in Port Fairy (61%)
- within the Shire of Moyne (8%)
- or elsewhere in Victoria (30%)

**Figure 2: Q2. How old are you?**

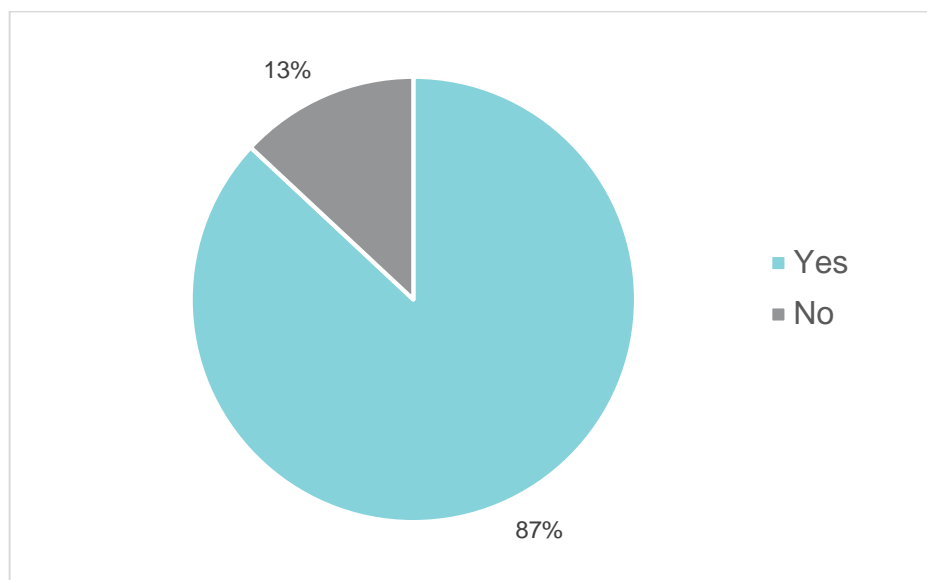


Respondents were primarily aged:

- between 60-79 age group (59%)
- between 40-59 age group (26%)
- between 18-39 age group (8%)



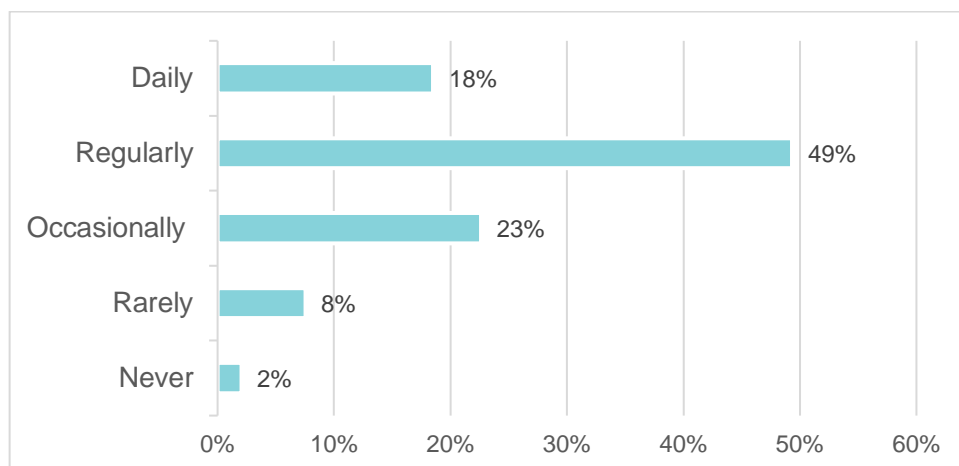
**Figure 3: Q3. Do you use the Port for your job?**



In terms of workers,

- approximately 15% of respondents work at the Port
- approximately 85% of respondents do not work at the Port

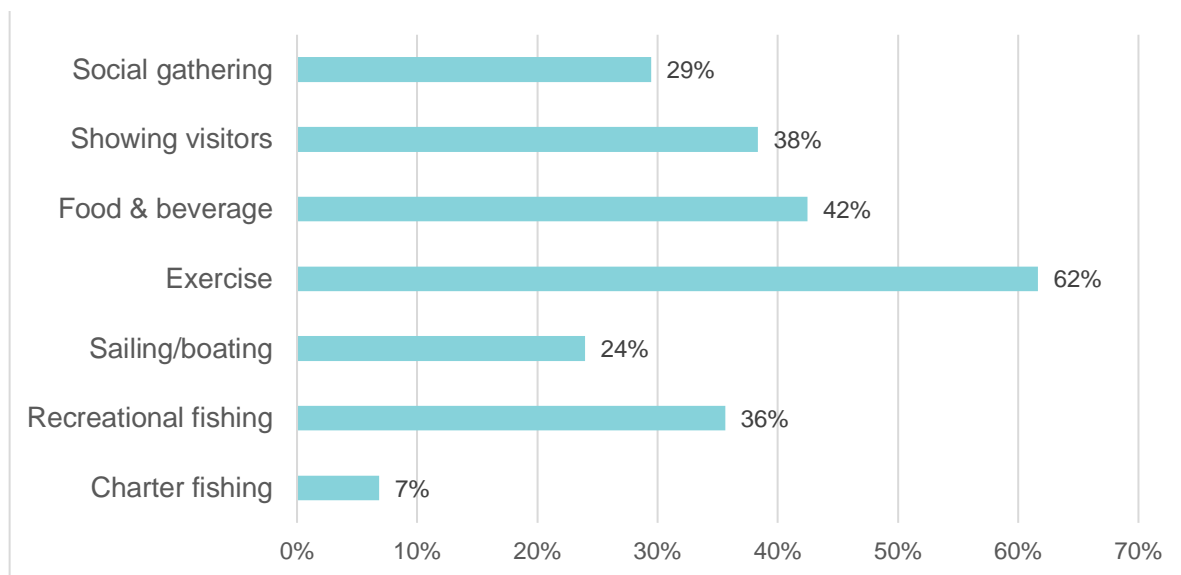
**Figure 4: Q4. How often do you use the Port?**



Most respondents use the Port:

- regularly (50%)
- occasionally (23%)
- Daily (19%)

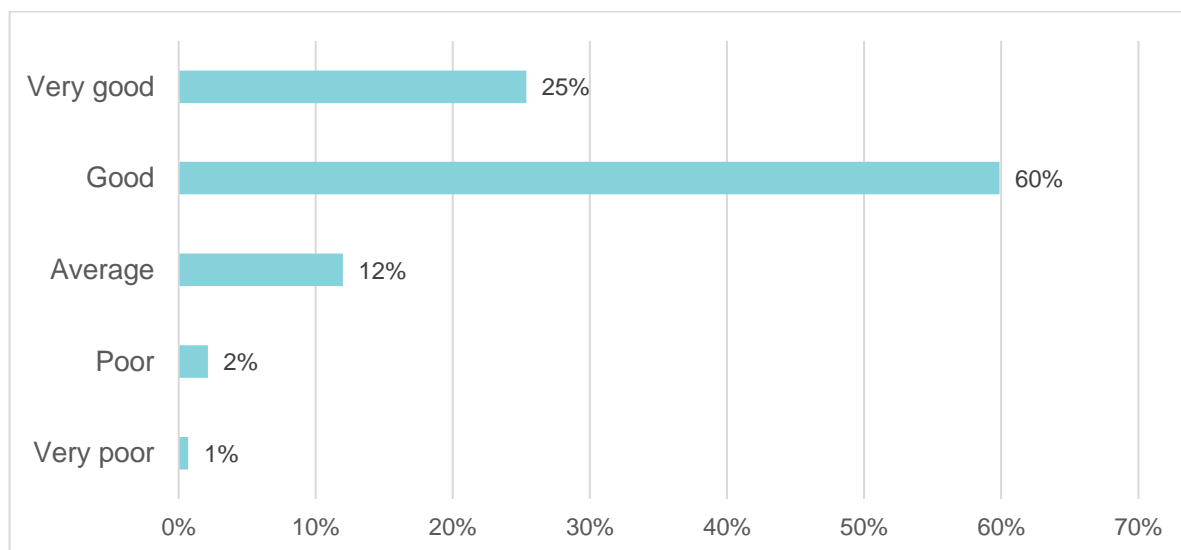
**Figure 5: Q5. What do you use the Port for?**



Participants are most likely to use the Port for

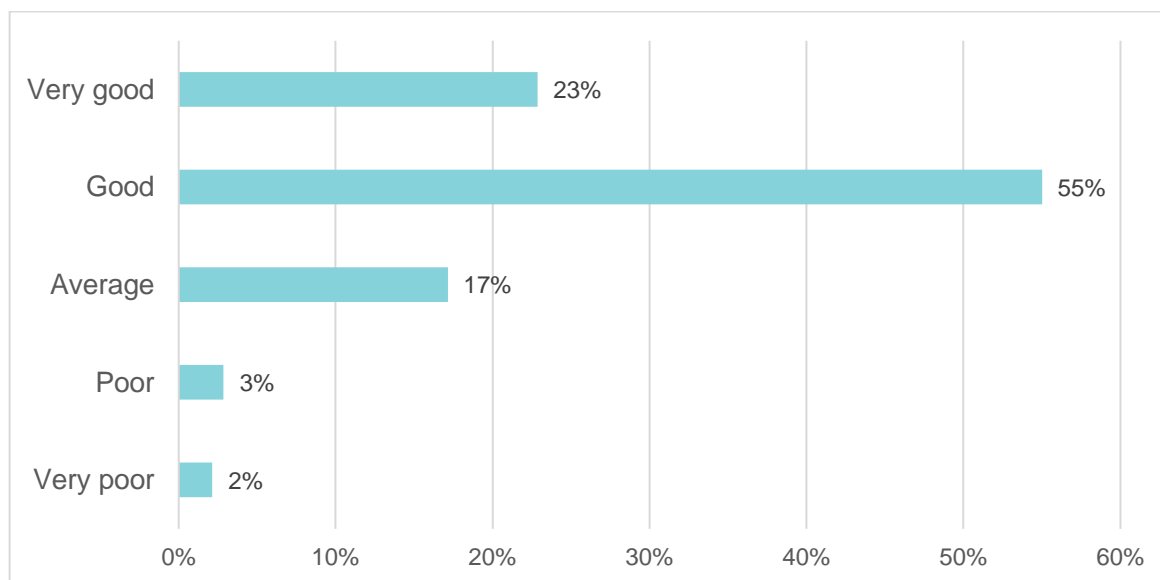
- exercise (62%)
- food and beverage (42%)
- showing visitors (38%)
- Water related activities such as charter fishing and sailing/boating received comparably low rates of responses.

**Figure 6: Q6. How would you rate the current appearance of the Port?**



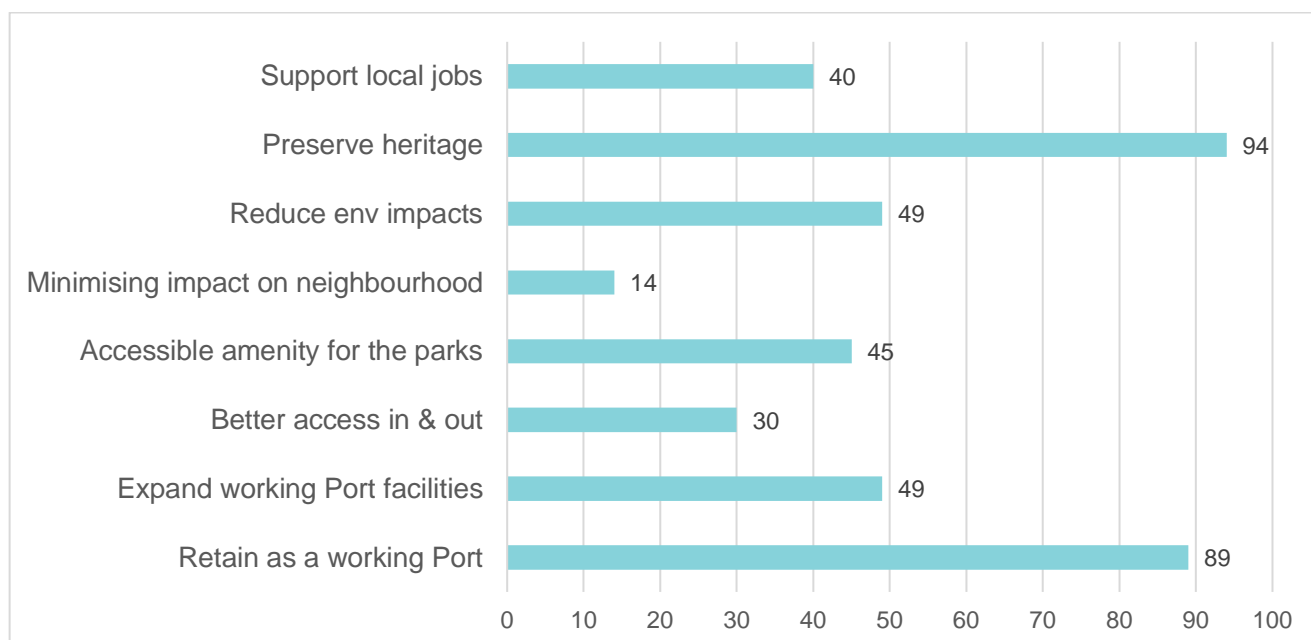
Participants were asked to rate the current appearance of the Port.

- 85% rated the appearance as 'good' or 'very good'
- 3% rated the appearance as 'poor' or 'very poor'

**Figure 7: Q7. How would you rate the current safety of the Port?**

Participants were asked to rate the current safety of the Port.

- 78% rated the appearance as 'good' or 'very good'
- 5% rated the appearance as 'poor' or 'very poor'

**Figure 8: Q8. What are your top 3 priorities for the Port?**

Respondents overwhelmingly noted that their top priorities for the Port were:

- to preserve the existing heritage value (94 votes)
- to retain its use as a working Port (89 votes)
- Other notable mentions included reducing environmental impacts, expanding the working Port facilities, and increasing the accessibility to and amenity of existing parks.



The survey included three open questions.

- What are your 3 favourite things about the Port?
- What are 3 improvements that could be made to the Port?
- Are there any other issues and comments you'd like to discuss?

#### Q9. What are your three favourite things about the Port?

The responses were grouped into seven broad themes and coded using relevant key words, which are presented in appendix B. The themes were active port; pedestrian movement; location close to town; history and heritage value; natural beauty and seaside setting; safety; and, cafes and restaurants. These themes have been listed in order of prevalence below, with the addition of quotes from participants.

**Table 8: Summary of Survey Responses to Question 9: what are your three favourite things about the Port?**

Themes	Direct quotes from participants	Mentions
<b>Active or 'working' Port</b>	<i>"Love watching the fishermen and boats."</i> <i>"Authentic working Port."</i> <i>"It's a working Port and should be encouraged."</i>	57
<b>Pedestrian Movement</b>	<i>"Good pedestrian access on both sides of the river."</i> <i>"Easily accessible."</i> <i>"Very attractive and accessible for pedestrians."</i> <i>"Being able to walk &amp; enjoy the beautiful Moyne River"</i>	53
<b>Location Close to Town</b> <i>Proximity to Port Fairy, working Port and access to launch boat close to Town</i>	<i>"Proximity to town centre."</i> <i>"Proximity to sea/river."</i> <i>"Closeness and proximity to services and infrastructure."</i>	50
<b>History and Heritage Value</b>	<i>"Heritage aspect has been kept intact e.g. Bait Shed."</i> <i>"Historic and aesthetic values – coast, river, town."</i> <i>"Heritage buildings and infrastructure."</i> <i>"Unique and quaint site."</i>	50
<b>Natural Beauty and Seaside Setting</b>	<i>"Natural beauty and serenity."</i> <i>"Clean river and wildlife."</i> <i>"Wildlife sightings."</i>	38
<b>Safety</b>	<i>"Very safe harbour, great access."</i> <i>"Safety for vessels."</i> <i>"Easy and safe access to the open ocean."</i> <i>"Safe and practical mooring activities"</i>	22
<b>Local Food and Restaurants</b>	<i>"Tourist attraction with food/dining available."</i> <i>"Having somewhere to buy lunch."</i> <i>"Availability of restaurants and cafes."</i> <i>"Buying fish and chips"</i>	17

### Q10. What are 3 improvements that could be made to the Port?

The responses to question 10 ranged from maintain the port as is to major changes and were categorised into twelve themes using the same methodology as the previous question.

A review of the responses identified two major tensions:

- Location of the Marine Rescue Vessel: Martins Point vs. Floating Jetty**

Key requirements were for a location that allows for rapid deployment, easy access, security and the necessary amenities. Whilst responses indicated preferences for each location, the overwhelming consensus supported relocating the MRV to a floating jetty.

- Retaining the Port 'As Is' vs. Expansion and Commercialisation**

Participants seemed to either prefer the Port maintain its current activities or further capitalise on commercial opportunities. The parties that wanted to maintain the existing size and use of the Port warned about the risk of over-commercialisation and the potential that it could lead to inappropriate residential development along the riverfront. In contrast, responses that wanted to grow the Port focused on new restaurant and café offerings, business opportunities, expanding port infrastructure and offering new tourist experiences.

**Table 9: Summary of Survey Responses to Question 10**

Themes	Direct quotes from participants	Mentions
<b>Boating Infrastructure</b> <ul style="list-style-type: none"> <li>- <b>Berth capacity</b></li> <li>- <b>Dredging</b></li> </ul>	<i>"Increase permanent berthing."</i> <i>"create more berths for recreational use"</i> <i>"Maintain full occupancy in all pens/berths and maintain standards for boats in pens/berths."</i> <i>"maintain regular dredging to prevent sand bars in river"</i> <i>"better dredging of river mouth"</i>	74
<b>Local Food and Restaurants</b>	<i>"Get a good fish and chip shop and restaurant up and running."</i> <i>"Ability to purchase fish and seafood from the fishermen."</i> <i>"Availability of fresh local fish to buy."</i> <i>"Seafood co-op (sale of fresh seafood) a constant request from visitors."</i>	39
<b>Parks and Open Space</b>	<i>"Retain all parks and open space."</i> <i>"More green areas, less bitumen public parking."</i> <i>"Playground grass near the wharf restaurant"</i> <i>"Tier the sloping green surface at KG Square for seating for open air concerts and markets."</i> <i>"Develop the grassy area – garden beds"</i>	37
<b>Maintain Existing Character and Heritage</b>	<i>"Keep our heritage."</i> <i>"Any development needs to be in keeping with the character/history – not overdone in size."</i> <i>"No more building development – don't spoil what is a great asset to the town."</i> <i>"More historic events celebrating role of Port Fairy"</i>	36
<b>Pedestrian Movement</b>	<i>"create footpath between the footbridge and boat ramp area and up to Battery Lane." And "ramp access onto footbridge"</i>	34

Themes	Direct quotes from participants	Mentions
	<i>"Ban bike riding on the boardwalk."</i>	
<b>Car Parking</b>	<i>"Better management of parking vehicles and trailers near the ramp."</i> <i>"Car and trailer parking area at boat ramp."</i> <i>"Dedicated unloading area for commercial operators that use the boat ramps."</i> <i>"Traffic management/car parking."</i>	32
<b>Safety and Security</b>	<i>"Upgrade lighting."</i> <i>"More security for boats and safety."</i> <i>"Pedestrian safety"</i>	25
<b>Battery Hill</b>	<i>"Battery Hill access road and car park should be sealed."</i> <i>"Toilets at Battery Hill."</i> <i>"More improvements to Battery Hill."</i>	9
<b>Signage</b>	<i>"Signage from wharf to other tourism and general areas in town."</i> <i>"Signs with a brief history of the workings of the Port and some signs about the history of the Norfolk pines."</i> <i>"Better signage of speed restrictions."</i>	9
<b>Marine Rescue Vessel (MRV)</b>	<i>"Permanent berthing for Marine Vessel at floating jetty."</i> <i>"Dedicated wharf for Marine Rescue."</i> <i>"Permanent mooring for Rescue Boat on the Yacht Club side of the river."</i>	5
<b>Eastern Side of the Port</b>	<i>"Need better access to ocean side, something for people to go to (café, reception centre)."</i> <i>"More seating on east side of the river."</i> <i>"Investigate the impact current port is having on east beach (deposition of sand)."</i>	4
<b>Natural Environment</b>	<i>"Keeping the waterway clean."</i> <i>"Adapt to climate change. Port Fairy is in trouble is sensible steps are not taken."</i> <i>"Plant more trees along eastern end of Battery Lane"</i>	3



## Q11. Identify other issues

The responses have been grouped into seven themes: existing character; Marine Rescue Vessel; pedestrian movement; local food, restaurants and tourism; boating infrastructure; general maintenance, and; car parking and traffic. These themes were largely addressed in the analysis of responses to question 10 and did not uncover major issues not previously identified.

**Table 10: Summary of Survey Responses to Question 11**

Themes	Direct quotes from participants	Mentions
<b>Maintain Existing Character</b>	<p><i>"To further commercialise it with take away food and dining would be a mistake."</i></p> <p><i>"Keeping character, history of the Port is crucial to the towns identity."</i></p> <p><i>"Maintain an environment compatible with seaside village."</i></p> <p><i>"Keep the view lines as open as possible – limit any new structure that impedes the view of, and along, the river."</i></p> <p><i>"Do not modernise- this would be the death of the port- retain the old-style charm."</i></p>	34
<b>Marine Rescue Vessel (MRV)</b>	<p><i>"Move the rescue boat to Martins Point and build heritage style infrastructure at site."</i></p> <p><i>"Need a floating jetty for our new rescue boat."</i></p> <p><i>"Find a mooring for rescue vessel not Martins Point."</i></p> <p><i>"The rescue boat could be berthed at the martins point jetty with their own headquarters based there."</i></p> <p><i>"Allocate a mooring to marine rescue that is as close as possible to their HQ for rapid deployment, has easy access for stretcher and patient transfer, is secure from public access and has services, power, water and security surveillance."</i></p>	19
<b>Pedestrian Movement</b>	<p><i>"it is too rough for prams and wheelchairs"</i></p> <p><i>"Maintain a relaxing place to have a walk and a chat."</i></p>	17
<b>Local Food, Restaurants and Tourism</b>	<p><i>"Ability to purchase fresh seafood from the boats."</i></p> <p><i>"Could be more commercial interests: fish market in summer, riverside amenities and business opportunities."</i></p> <p><i>"Restaurant and fish and chip shop to be open at least 5 evenings and days per week at least between Dec and May"</i></p>	19
<b>Boating Infrastructure</b> <ul style="list-style-type: none"> <li><b>Berth capacity</b></li> <li><b>Dredging</b></li> </ul>	<p><i>"Space is available for an increase in berths. Only requires some capital and foresight."</i></p> <p><i>"Need more berths in the river but not for tuna fishing and game fishing boats. More room for yachts and heritage boats."</i></p> <p><i>"Build a second ramp near causeway."</i></p> <p><i>"Leave martins point berth for tourist activities, such as fishing and itinerant berthing."</i></p>	16
<b>General Maintenance</b>	<p><i>"More effort in maintenance, such as lighting, rusty steps."</i></p> <p><i>"Overall cleanliness."</i></p> <p><i>"Make sure that lawns are mowed at BBQ areas over summertime."</i></p>	9
<b>Car Parking and Traffic</b>	<p><i>"Parking around Rogers Place and boat ramp."</i></p> <p><i>"Not enough car parks at the moment and on the busier days, the wait time etc at the ramp is hindered by the inability to park and creates long wait times."</i></p>	6

#### 4.4 Phone Meetings

The key issues and opportunities for the Port of Port Fairy Masterplan that were identified by the interviewees have been summarised below.

**Table 11: Phone Meetings – Issues and Opportunities**

Stakeholder	Key Issues	Key Opportunities
<b>Marine Rescue Service (MRS)</b>	<ul style="list-style-type: none"> <li>• <b>Ageing infrastructure:</b> The wharf is in poor condition and it is unclear where funding for maintenance will come from.</li> <li>• <b>Operating at capacity:</b> Moorings and the boat ramp are operating at full capacity.</li> <li>• <b>Car parking:</b> Lack of parking around the boat ramp.</li> <li>• <b>Dredging:</b> Existing program is inadequate.</li> <li>• <b>Safety:</b> Lack of safety equipment at the Port.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Martins Point:</b> Capacity on the south end of the west side up to Martins Point for new berths to be located.</li> <li>• <b>Sea Scout Hall:</b> The front of the Scout Hall is underutilised and could fit 8-10 small boats.</li> <li>• <b>Boat ramp:</b> Potential to dig out around the launch ramp and floating jetty to provide additional mooring.</li> <li>• <b>Berth capacity:</b> Potential to install temporary moorings for itinerant berths.</li> <li>• <b>Floating jetty:</b> requires less maintenance.</li> </ul>
<b>Port Operations Staff</b>	<ul style="list-style-type: none"> <li>• <b>Ageing infrastructure:</b> Port infrastructure is ageing and requires maintenance.</li> <li>• <b>Funding</b></li> <li>• <b>Operating at capacity:</b> Need more space for commercial boats (larger vessels).</li> <li>• <b>Car parking:</b> Parking and use of the boat ramp and Apex Park Reserve is inefficient.</li> <li>• <b>Dredging:</b> Needs to be more regular, increase the channel depth and dredge outside the river mouth.</li> <li>• <b>Safety:</b> Lack of safety equipment at the Port.</li> <li>• <b>Lighting:</b> Lack of lighting (Battery Hill and eastern side of the river).</li> <li>• <b>Access:</b> Difficulty accessing King George Square.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Marine Rescue Vessel:</b> Floating jetty could be located towards Martins Point, most practical option for MRV.</li> <li>• <b>Sea Scout Hall:</b> Sea Scout building and BBQ area at Charles Mills Reserve are both currently being underutilised. Potential to dredge this area and locate additional, itinerant smaller berths.</li> <li>• <b>Bait Shed:</b> Area around the Bait Shed is underutilised and prioritises parking. Potential to be used as a community or visitor space.</li> <li>• <b>Battery Hill:</b> Upgrade Battery Hill Reserve.</li> <li>• <b>Berth capacity:</b> The area behind the depot wharf and floating pontoon at the boat ramp could be excavated for extra moorings.</li> </ul>
<b>Yacht Club</b>	<ul style="list-style-type: none"> <li>• <b>Operating at capacity:</b> Lack of available berths makes it difficult to attract new members and potential members are travelling to Geelong.</li> <li>• <b>Car parking:</b> Disorganised, unclear and reaches capacity over summer.</li> <li>• <b>Dredging:</b> Needs to be maintained regularly.</li> <li>• <b>Tourism:</b> Visitor numbers are down.</li> <li>• <b>Navigation lighting:</b> Can be difficult to see.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Marine Rescue Vessel:</b> Potential to locate the MRV at the south end of the Yacht Club or if dredged, north of the pontoon. If located near the yacht club, conflict with “sail-ability” activity could be managed during peak times.</li> <li>• <b>Tourism:</b> Could utilise local knowledge for tourism purposes.</li> <li>• <b>Battery Hill:</b> Reserve could be better preserved.</li> <li>• <b>Berth capacity:</b> Potential for another jetty at Griffiths Street or at the Marina to double the capacity for smaller boats.</li> </ul>
<b>Lifeboat Historical Society Committee</b>	<ul style="list-style-type: none"> <li>• <b>Operating at capacity:</b> Existing infrastructure reaches capacity in summer.</li> <li>• <b>Ageing infrastructure:</b> Significant deterioration of the launching slipway,</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Battery Hill:</b> Potential to preserve/restore Battery Hill could increase tourism.</li> </ul>

Stakeholder	Key Issues	Key Opportunities
	<p>causing safety issues. Issues launching and recovering the lifeboat as a result.</p> <ul style="list-style-type: none"> <li>• <b>Access and safety:</b> Members want to operate more frequently in summer, however due to access and safety issues are unable to.</li> <li>• <b>Heritage management:</b> Port buildings overseen by Heritage Victoria and some issues with providing 'like for like' repairs.</li> <li>• <b>Pontoon extension:</b> MRS want to add another segment to the north pontoon; however, this would cause riverside issues and make the whaleboat impossible to manoeuvre.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Heritage and tourism:</b> Opportunities to have wooden boats and increase river access. Heritage vessels are a big tourist attraction and they are currently moored offshore, relocation to an accessible location could increase tourism.</li> <li>• <b>Eastern side of the river:</b> Is underutilised and needs activation.</li> <li>• <b>Slipway:</b> Should be redesigned and reconstructed.</li> <li>• <b>King George Square:</b> Could be used as a meaningful heritage space.</li> </ul>
<b>Western Abalone Divers Association (WADA)</b>	<ul style="list-style-type: none"> <li>• <b>Boat ramp:</b> Needs to be widened to three lanes due to safety issues, especially during low tide.</li> <li>• <b>Unloading area:</b> Needs to be a designated unloading area for fishermen.</li> <li>• <b>Car parking:</b> Rules are unclear, chaotic and an overflow carpark is required.</li> <li>• <b>Dredging:</b> Needs to occur more often.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Marine Rescue Vessel:</b> Ideal location would be where it is now or in front of the restaurant. Martins Point is an unsafe location.</li> <li>• <b>Heritage and tourism:</b> Retain and celebrate fishing heritage. Opportunity to sell fish off the boat or at King George Square to activate the eastern side of the Port.</li> <li>• <b>Battery Hill:</b> Could be improved to increase tourism.</li> <li>• <b>King George Square:</b> Underutilised and could increase usage with a regular market.</li> </ul>
<b>Aboriginal Victoria</b>	<ul style="list-style-type: none"> <li>• <b>Cultural Heritage:</b> Discussed cultural heritage requirements, in particular Cultural Heritage Management Plans.</li> <li>• <b>Further consultation with Eastern Maar:</b> AV are able to provide technical advice, however ongoing discussions to occur with Eastern Maar as registered RAP. Further consultation will be required once masterplan has been prepared.</li> <li>• <b>Cultural Heritage Management Plan (CHPMP) requirements</b> <ul style="list-style-type: none"> <li>– It can be difficult to capture cultural heritage early in the process as it is important to understand the depth and extent of work required to undertake due diligence assessment. This will be an important consideration for the implementation of the masterplan process.</li> <li>– Works identified in the implementation of the master plan will need to consider timeframes for cultural heritage approval process. For example, if a place needs to be registered this can add several months to process.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Consideration needs to be given to cultural heritage management at all stages of the process. Ongoing consultation with Eastern Maar and Aboriginal Victoria required.</li> </ul>



#### 4.5 Additional Feedback

There were four comments made on Council's Facebook page.

- Two of which related to the capacity and safety issues of the boat ramp.
- A third comment argued that a more efficient dredging program would create room for additional berths east of the foot bridge and at the mouth of the river.
- A final comment stated that the money collected from recreational fishing should be used to maintain boating infrastructure that has experienced significant degradation. It argued that the Port needs additional berths and that the wharf, pylons, ladders and safety equipment are unsafe and inefficient. It further stated that deeper dredging needs to occur, and the Marine Rescue Boat should not be located at Martins Point.

#### 5.0 Next Steps

The findings of this first phase of community engagement will be used to inform the preparation of the Port of Port Fairy Masterplan.

Next steps include:

- Continue to incorporate community feedback into the Draft Port of Port Fairy Masterplan. It should demonstrate how feedback has been incorporated into the draft masterplan.
- Undertake Phase 2 engagement as outlined in the agreed Engagement Strategy.

## Appendix A. Survey Responses

Question in survey	Detail	Number
<b>Number of Responses</b>	Online	66
	Hardcopy	80
	<b>Total</b>	<b>146</b>
<b>Q1. Where do you live?</b>	Port Fairy	89
	Elsewhere in Moyne	11
	Elsewhere in Victoria	44
	Interstate	2
	International	0
	Did not say	0
	<b>Total</b>	<b>146</b>
<b>Q2. How old are you?</b>	Under 18	1
	18-39	12
	40-59	38
	60-79	86
	80 +	8
	Did not say	1
	<b>Total</b>	<b>146</b>
<b>Q3. Do you use the Port for your job?</b>	Yes	19
	No	125
	Did not say	2
	<b>Total</b>	<b>146</b>
<b>Q4. How often do you use the Port?</b>	Daily	27
	Regularly	72
	Occasionally	33
	Rarely	11
	Never	3
	<b>Total</b>	<b>146</b>
<b>Q5. What do you use the Port for? (respondents may select more than one)</b>	Charter fishing	10
	Recreational fishing	52
	Sailing / boating	35
	Exercise	90
	Food & beverage	62

Question in survey	Detail	Number
	Showing visitors	56
	Social gathering	43
	Other	28
	<b>Total</b>	<b>348</b>
<b>Q6. How would you rate the current appearance of the Port?</b>	Very poor	1
	Poor	3
	Average	17
	Good	85
	Very Good	36
	Did not say	4
	<b>Total</b>	<b>146</b>
<b>Q7. How would you rate the current safety of the Port?</b>	Very poor	3
	Poor	4
	Average	24
	Good	77
	Very good	32
	Did not say	6
	<b>Total</b>	<b>146</b>
<b>Q8. What are your top 3 priorities for the Port? (respondents may select up to 3)</b>	Retain as a working Port	89
	Expand working Port facilities	49
	Better access in and out	30
	Accessible amenity for the parks	45
	Minimising impact on neighbourhood	14
	Reduce environmental impacts	49
	Preserve heritage	94
	Support local jobs	40
	Other	21
	<b>Total</b>	<b>431</b>



## Appendix B. Coded Survey Responses (Questions 9-11)

Q9. What are your three favourite things about the Port?

Themes	Key words
History & heritage value of area	History
	Heritage
	Character
	Old
	Historic
	Bait Shed
	Total
Active Port	Working
	Commercial
	Marine
	Fishing
	Fisherman
	Wharf
	Recreational fishing
Natural beauty & seaside setting	Total
	Beach
	Peaceful
	Beauty
	Serenity
	Picturesque
	Nature
	Wildlife
	View
	Biodiversity
Cafes and restaurants	Total
	Tourism
	Tourists
	Café
	Dining
	Chips
	Eating

Themes	Key words
Active	Coffee
	Food
	Drinking
	Total
	Walking
	Walk
	Path
	Boardwalk
	Park
	Cycle
	Promenade
	Movement
	Wander
	Total
Location close to town (Range of ways – proximity to PF, working Port and access to launch boat close to town)	Town
	Access
	Total

**Q10: What are three improvements that could be made to the Port?**

Themes	Key words
<b>Retain existing heritage and character</b>	Leave it
	Keep
	Retain
	No more
	No changes
	Preserve
	No improvements
	Maintain
	Heritage
	Building development
	Density
	<b>High rise</b>
	Charm
	Old
	Total
<b>Berth capacity</b>	More berths
	Additional berths
	Capacity
	Expansion
	Permanent berths
	Semi-permanent
	Itinerant
	Not being used
	Unused
	Total
<b>Boat ramp</b>	Ramp
	Boat ramp
	Busy
	Capacity
	Full capacity
	Wait times
	<b>Traffic</b>



Themes	Key words
Car parking	Total
	Parking
	Car parking
	Line marking
	Trailer
	<b>Traffic</b>
General maintenance	Total
	Pylons
	<b>Jetty</b>
	Total
East/ocean side of the Port	East side
	<b>Ocean side</b>
	East port
	Total
Trees	<b>Pines</b>
	Trees
	Vegetation
	<b>Natives</b>
	Total
Signage	Signs
	Signage
	Total
Slipway/Slip lane	Slip way
	Slip lane
	Total
Dredging	Sand
	Sand bars
	Silt
	Deposition
	Total
Battery Hill	Cannons
	<b>Battery hill</b>
	Total
Pedestrian Movement	Footpath

Themes	Key words
<b>Marine Rescue</b>	Walkway
	Footbridge
	Path
	Walking track
	Cycling track
	Prams
	Wheelchairs
	Pedestrian
	Skateboarding
	Rail trail
	Walk ways
	Bridge
	<b>Pedestrian bridge</b>
	Accessibility
	<b>Total</b>
	Rescue boat
	Emergency
	Marine rescue vessel
	Marine safety boat
	Total
<b>Restaurants</b>	Food
	Eating
	Chips
	<b>Drinking</b>
	Beverage
	Total
<b>Safety and security</b>	CCTV
	Surveillance
	Secure
	Safety
	Speed
	Speeding
	Fast

Themes	Key words
	Camera
	Total
	Playground
	Square
	<b>Park</b>

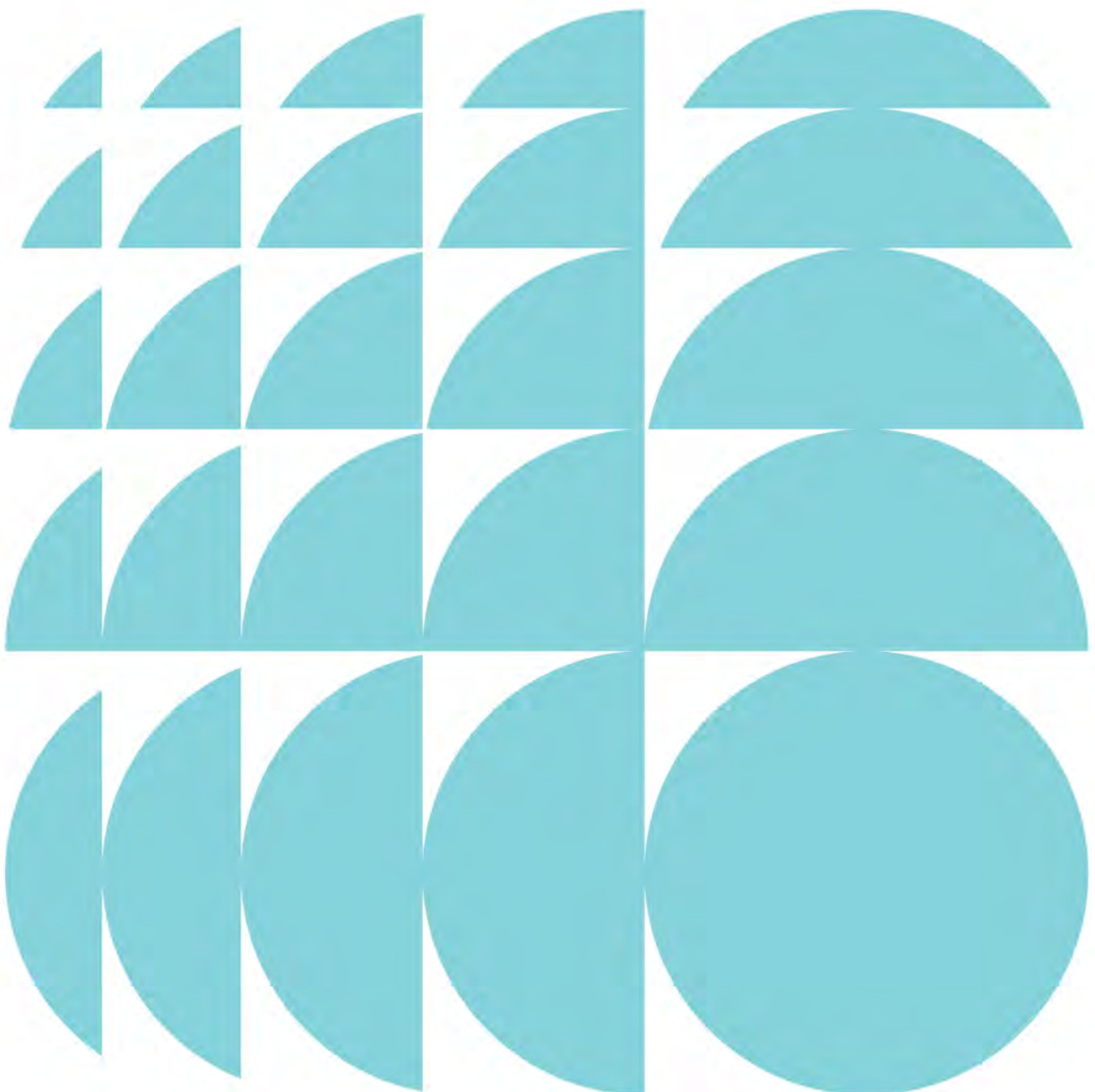
#### Q11. What are other improvements that could be made to the Port?

Themes	Key words
<b>Berth capacity</b>	Extend wharf
	Yacht
	Berths
	Itinerant
	Capacity
	Total
<b>Accessibility</b>	Cyclists
	<b>Wheelchair</b>
	Pram
	Scooter
	Footpath
	Walking
	Path
	Access
	Connection
	Total
<b>Maintain character</b>	History
	Character
	Identity
	Maintain
	Heritage
	Historic
	<b>Heritage boat</b>
	Seaside village
	Sensitive



Themes	Key words
	Old
	Charm
	<b>Integrity</b>
	Total
<b>Insensitive development</b>	Insensitive
	Development
	Residential development
	Total
<b>Marine Rescue</b>	Marine rescue
	<b>Rescue boat</b>
	Rescue vessel
	Martins Point
	Floating jetty
	<b>Mooring</b>
	Total
<b>Tourism</b>	Tourist
	Tourism
	Fresh seafood
	Fish market
	Amenities
	Visitors
	Local produce
	<b>Total</b>
<b>Food and beverage</b>	Restaurant
	Café
	Chip
	Food
	Total
<b>Boat ramp</b>	Boat ramp
	Traffic
	Launching fee
	Total
<b>General maintenance</b>	Maintain
	<b>Maintenance</b>







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VERSION NO.	DATE OF ISSUE	REVISION BY	APPROVED BY
1.0	09/11/2020		JC

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## 1 Executive Summary

The Historic Port of Port Fairy ("The Port") is an iconic asset within the township of Port Fairy providing maritime services and enhanced tourism and visitor experiences. As a functioning local port, The Port needs to provide for services into the future considering changing uses, climate change, ageing infrastructure and its role as a tourism destination.

Moyne Shire Council has engaged Land Design Partnership and Ethos Urban to develop a masterplan for the Port of Port Fairy. The Draft Masterplan provides a clear vision for the development and maintenance of a reputable, sustainable and functional Port. The Draft Masterplan covers the land and waters of the Port of Port Fairy from the footbridge at the northern end of The Port through to the eastern end of the training walls; including Battery Hill.

This document reports the findings from the Phase 2 of community engagement undertaken in August - October 2020, to receive feedback on the Draft Port of Port Fairy Masterplan prepared by Land Design Partnership. Its purpose is to provide a summary of key feedback and insights received.

The following objectives guided the community engagement process throughout Phase 2:

- To engage a range of stakeholder groups that represent the diversity of the Port community, including residents and visitors, as well as commercial operators.
- To reflect community ideas and aspirations for the Port, as well as ensuring the commercial viability and operation of the Port.
- To strengthen community capacity and access to participate in the masterplanning process.

### Summary of Participation

Significant effort was made to promote the project and gain broad community involvement. Council promoted the opportunities for stakeholders to provide feedback through a media release, website updates and on their social media channels.

During Phase 2, the community was invited to provide their feedback through an online survey or written submission, and a total of 75 responses were received.

**Table 1: Phase 2 Participants**

Method of Participation	Participation Rate
Survey Responses	54
Written Submissions (Individual)	13
Written Submissions (Based on template)	8
<b>Total</b>	<b>75</b>



## Snapshot: Survey Responses

The key findings from the surveys have been summarised below according to theme, reflecting the percentage of respondents that rated the action as *moderately* (50-70% support) or *extremely* (71%+ support) important.

**Table 2: Key Findings Snapshot: Survey Responses**

	High Priority (71% +)	Some Support (50% - 70%)	Lower Priority (less than 50%)
<b>Access and Circulation</b>			
Establish a pedestrian path along the eastern side of Moyne River to create a better connection to the footbridge, East Beach/ Port Fairy Botanic Gardens and Battery Hill.		X	
Introduce line-marking of car parking spaces to improve traffic movement and safety and utilise available spaces more efficiently.			X
<b>Landscape and Open Space</b>			
Enhance Battery Hill (through path maintenance and management, ongoing revegetation with indigenous species, weed control, seating and wayfinding signage).	X		
Remove the Sea Scouts building on the eastern side of Moyne River and develop a new riverside open space (with potential for overflow carparking at peak times).	X		
Improve amenity of King George Square to support the Wharf Restaurant and port activity through actions such as planting, seating, interpretative signage and creation of informal lawn.		X	
Improve the quality and appearance of Martins Point through actions such as planting, seating, shelters, picnic facilities and playground upgrade	X		
Improve the quality and appearance of Charles Mills Park with actions such as park furniture, shelters, planting and formal perimeter path along the river edge.		X	
Improve picnic/barbeque area with actions such as planting, shelters and signage explaining Battery Hill and Moyne River history.		X	
Develop and implement an integrated signage strategy to direct visitors to key Port features and points of interest		X	
<b>Port and Waterway</b>			
Undertake an assessment of port infrastructure and assets (such as jetties, boat ramp, underwater pylon) and prepare a management plan to ensure the durability and sustainability of the assets.	X		
Reconstruct rock training walls as required, utilising traditional materials and methods		X	
Investigate fresh fish sale area		X	
Maintain the existing numbers of private berths and investigate opportunities for additional private mooring		X	
Investigate extension of the Martin's Point Jetty to provide additional temporary recreational mooring and recreational fishing		X	
Redirect and prioritise secure active commercial berths in the area immediately adjacent to King George Square			X

## Snapshot: Individual Submissions

There were 21 individual submissions received in this phase of the project. They have been categorised according to access and circulation, heritage and tourism, surrounding area and port activity.

### Access and Circulation

- Many of the submissions raised concerns with the high volumes of boat and vehicle traffic, car parking capacity and pedestrian safety.

### Heritage and Tourism

- There were a number of suggestions to strengthen the tourism (particularly revenue-generating) opportunities of the Port and to focus less on the use, and more on the character and appeal of the river.

### Surrounding Area

- **Sea Scouts Building:** The proposal to remove the Sea Scouts building was identified as a major issue and there was not clear consensus about what the building or the land it occupies should be used for.
- **King George Square and Fresh Fish Market:** There was very strong support to retain King George Square as it is currently used as a large open space. The proposal in the masterplan to sell fresh fish was supported, however it was felt that it should be contained within the existing wharf buildings (rather than a new location or building).

### Port Activity

- **Berth Capacity:** Whilst a lack of permanent and itinerant berths was identified as a key issue for the Port, many respondents felt that this did not necessarily translate to the need for additional berths, but greater efficiency and management of existing berths.
- **Marine Rescue Vessel and the Floating Pontoon:** One response was concerned that the proposal to locate the Marine Rescue Vessel at the existing floating pontoon would compromise access for community members with limited mobility issues.

## Next Steps

The results of this second (and final) phase of community engagement will be used to inform the Final Masterplan for the Port of Port Fairy. Next steps include integrating community feedback into the final Port of Port Fairy Masterplan. It should be clear how feedback has been incorporated into the final Masterplan.

## 2 Introduction

Moyne Shire Council has engaged Land Design Partnership to develop a masterplan for the Port of Port Fairy. The Port requires in-depth analysis and planning to be undertaken to ensure it is resilient and adaptable to evolving uses, climate change, ageing infrastructure and tourism demand.

### 2.1 Project Context

Council's vision for the Port of Port Fairy is that it be a high-quality, multi-purpose, working port that accommodates a range of commercial and recreational activities to meet the needs of the community. The Draft Masterplan for the Port has been based on an understanding of the community issues and opportunities of the port area, and the aspirations of the community. The Draft Masterplan:

- Identifies opportunities to maximise the use of The Port;
- Improves the image and community perception of The Port;
- Conserves, protects and enhances heritage features and places;
- Engages with landowners, boat owners and berth holders to improve the productivity and appearance of The Port landscape and waterway;
- Responds to the issue of berthing of the new Marine Rescue Vessel and identify a preferred site and associated works;
- Improves gateways and entry points, open spaces and streetscapes to enhance the presentation, and accessible amenity for residents, businesses and visitors;
- Optimises economic development opportunities; and
- Considers the impact of climate change and sea level rise on Port assets and the development and use of the Port.

The table below shows the project stages and timeline.

**Table 3: Project Timeline**

#	Stage	Timing	Purpose / Detail
1	Background Report	March 2020	Review of existing conditions
2	Stakeholder Consultation Phase 1	April – May 2020	Understanding the key issues, opportunities and aspirations
3	Draft Masterplan	July 2020	Developing the Masterplan and presenting the draft to Council
4	Stakeholder Consultation Phase 2	August – October 2020	Draft Masterplan for public comment
5	Final Masterplan and Five-Year Action Plan	December 2020	Project complete

### 2.2 Purpose of this Report

This document reports on Phase 2 of community and stakeholder engagement (Project Stage 4) undertaken from August - October 2020 to receive public feedback on the draft masterplan. Its purpose is to provide a summary of key feedback and insights received throughout this phase.



### 3 Engagement Overview

The project's engagement framework is detailed in the Port Fairy Masterplan Engagement Strategy document.

#### 3.1 Engagement Objectives

Design and execution of community and stakeholder engagement for the Port of Port Fairy Masterplan is underpinned by the following objectives:

- To engage a range of stakeholder groups that represent the diversity of the Port community, including residents and visitors, as well as commercial operators.
- To reflect community ideas and aspirations for the Port, as well as ensuring the commercial viability and operation of the Port.
- To strengthen community capacity and access to participate in the masterplanning process.

#### 3.2 Engagement Approach

The table below provides an overview of the overall engagement program for the Port of Port Fairy Masterplan, summarised in Table 3 below, including timing and objectives.

**Table 4: Summary of Engagement Approach**

Timing	Purpose	Promotion	Engagement Activities
<b>Phase 1</b> (March – May 2020)	<ul style="list-style-type: none"> <li>• To inform key stakeholders about the project.</li> <li>• To build an understanding of the general key issues and opportunities for existing port users.</li> <li>• To test potential locations for Marine Rescue Boat.</li> <li>• To launch project and create excitement within the broader community.</li> </ul>	<ul style="list-style-type: none"> <li>• Website updates</li> <li>• Social media updates</li> </ul>	<ul style="list-style-type: none"> <li>• Online survey</li> <li>• Hard copy survey</li> <li>• Correspondence with local stakeholder groups</li> <li>• Detailed phone interviews</li> </ul>
<b>Phase 2</b> (August - October 2020)	<ul style="list-style-type: none"> <li>• To promote the draft report and request feedback.</li> <li>• To demonstrate how feedback has been incorporated into draft masterplan.</li> <li>• To understand feedback on draft masterplan in terms of vision, strategic directions, implementation plan.</li> <li>• To make alterations to the draft masterplan based on community feedback.</li> <li>• To promote and enable the community to be involved in the planning process</li> </ul>	<ul style="list-style-type: none"> <li>• Website updates</li> <li>• Social media updates</li> </ul>	<ul style="list-style-type: none"> <li>• Submissions via Council's website</li> <li>• Online survey</li> <li>• EMT Briefing</li> <li>• Councillor workshop</li> <li>• Council meeting</li> </ul>

A summary of the results from Phase 1 engagement are contained in Appendix B of this report.

It should be noted that the one of the key issues during Phase 1 engagement related to the preferred location for the Marine Rescue Vessel. Whilst responses from the community indicated preferences for a range of locations, there was overwhelming consensus for a floating jetty near the Marine Rescue Building. Due to the urgency of finding an appropriate site to berth the vessel, this location was presented and endorsed by the Port Board on 11 June 2020.

## 4 Summary of Phase 2 Engagement Activities

The key purpose of Phase 2 engagement was to receive public feedback on the Draft Masterplan prepared by Land Design Partnership. Phase 2 was open to community comment from August – October 2020. Details regarding the reach of promotional activities and number of participants in engagement activities are provided in the following sections.

### 4.1 Phase 2 Promotional Activities

On August 14, 2020 the Shire made a Facebook post with a link to the online survey and a video requesting community feedback on the Draft Masterplan. This post received 14 likes and 7 shares. There was only one comment, where a viewer tagged another Facebook user. A media release was published on August 14, 2020 on the Shire website promoting Phase 2 of community consultation and requesting feedback until the closure date of 12 October 2020.

**Table 5: Promotional Components of Phase 1**

Component	Reach	
	Shares	Likes
Social media updates	7	14
Media release	1	

### 4.2 Phase 2 Engagement Activities

This section reports on rates of participation and respondent profiles, limitations/challenges, and other observations from the engagement activities undertaken in Phase 2. A total of approximately 75 participants contributed to this Phase. Participation is summarised below in Table 6.

**Table 6: Summary of Phase 1 Participation**

Activity	Participants
Survey	54
Submissions	21
<b>Total</b>	<b>75</b>

#### 4.2.1 Community Survey

The online survey was distributed by Council via links accessible from website updates, social media posts and a media release. In total, 54 responses to the survey were received. The responses have been analysed in Section 5 of this report. The survey asked eight (8) closed questions and four (4) open questions.

#### 4.2.2 Individual Submissions

There was a total of 21 individual submissions received. Of these, 8 used the same template letter which also included a total of 55 signatures. Most of the submissions were from local residents, however there were also a small number of community groups that provided feedback including Port Fairy Sea Scouts, Port Fairy Lifeboat Committee, Port Fairy Historical Boats, Port Fairy Lifesaving Club and Port Fairy Coastal Group.

## Methodology Limitations

This report identifies several limitations to the second phase of engagement, which are discussed briefly below.

- ***The impact of COVID- 19 on the method of engagement:*** Due to social distancing restrictions as a result of the coronavirus, the survey was delivered entirely online. Instead of using hard copy surveys such as in Phase 1 of engagement, the Shire distributed the survey via links on their website and social media accounts.
- ***Limited cross section of ages and port users:*** A significant proportion (59%) of survey respondents were from older age cohorts (60-79 years old) and there was a relatively limited number of responses from younger age cohorts. Similarly, nearly two thirds of survey respondents were Port Fairy residents.
- ***Project timeframes:*** In some instances, the project timeframes, made it difficult to engage with some groups and the closing date of the community survey was extended to October 12. Additionally, the survey analysis does not include any individual submissions or survey responses received after the advertised closing date.

## 5 Analysis of the Survey Responses

The methodology undertaken for the survey analysis included the following steps: the dataset was read through, responses were grouped into broad themes. The data was then collated, and more detailed analysis was undertaken.

The survey grouped questions under the three themes used in the Draft Masterplan. These are as follows.

### **Access and Circulation**

While circulation for both pedestrians and vehicles is clear and direct on the western side of the Moyne River, the eastern side is characterised by uncontrolled parking and lack of direction for both pedestrians and drivers. Clear and safe circulation and direction to key points of visitor interest is key to a positive visitor experience of not only the Port but Port Fairy generally.

### **Landscape and Open Space**

From a visitor and tourist point of view, the integration of the “working port” character of the Port of Port Fairy with a landscape setting of high amenity, and with easily walkable connections to the main township features, creates a destination with a diverse range of attractions. In this regard, future works and management of both the urban and natural landscape surrounding the Port should focus on achieving this integration, while not impacting upon the important functional and commercial aspect of Port activity.

### **Port and Waterway**

The Port of Port Fairy weaves together several threads which have been critical to the development and on-going vitality of the Port Fairy township and community. These include maritime recreation and commercial activity, heritage, the natural landscape; and tourism. Importantly, the Port is a living precinct where each of these themes continues to interact with the others.

### **Summary of Findings**

This chapter provides a summary of feedback received from the survey responses by each theme, in terms of general levels of support, and specific comments made in response to the open question.

### **Access and Circulation**

- *General Support:*

Respondents were generally supportive of the establishment of a pedestrian path on the eastern side of the river. Responses to the open question focused on the introduction of footpaths (ensuring they are accessible) and traffic and car parking. Several respondents proposed a reduction of speed limits along Griffiths and Gippsland Streets, imposing time limits at car parks and surfacing to existing parking bays. A common theme was the request to maintain a natural seaside/working “wharf” feel, while still upgrading the access to recreational boats, canoes, kayaks and Stand Up Paddle boards (SUPs).

- *Other Comments:*

The introduction of line-marking car spaces for space efficiency and traffic management received a less supportive response and can be interpreted as less of a priority for participants of the survey. Some respondents supported the removal of the old Scout building and use the land for additional grassed parking area, however there was no consensus on this issue.

### **Landscape and Open Space**

- *General Support:*

The actions that received overwhelming support (over 74% of respondents rating them as ‘extremely’ or ‘moderately important’) were: enhancing Battery Hill, removal and redevelopment of the Sea Scouts building as a new riverside open space, and improving the quality and appearance of Martins Point through planting, seating, shelters, and playground upgrades. However it should be noted that in other feedback received there was not clear consensus regarding the Sea Scouts building. Suggestions for improvement focused on ensuring new open spaces are accessible to the public, clear signage, new nature play elements and a stronger presence of Aboriginal culture in the form of dual naming and signage.



- *Other Comments:*

Actions that received mixed responses were developing and implementing an integrated signage strategy to direct visitors and improving the amenity of King George Square. Some respondents mentioned that they did not want the Port to “change too much” and not to “further destroy the character of the Port area.” Concern was raised that all decisions should consider the social and cultural values to ensure what makes Port Fairy unique is maintained.

## Port and Waterway

- *General Support:*

An overwhelming 83.3% of respondents supported an assessment of port infrastructure and assets and a management plan. Other actions that received a consensus of support was the establishment of a standard dredging program, better security in the area, upgrades and extension of the boat ramp, construction of an amenity block on the eastern side of the river and maintaining the presence of the historic wooden boats and character of Port Fairy.

- *Other Comments:*

The investigation of a fresh fish sale area received some contention, with a few respondents vocalising their opinion that the action is not necessary. Other issues without consensus was the demolition of the Sea Scouts building, increasing mooring fees, additional commercial berths and the extension of the jetty at Martins Point.

## 5.1 Survey Results

In total, 54 responses to the survey were received and have been analysed by question below.

### Q1. Where do you live?

Respondents are overwhelmingly Port Fairy residents. Of all respondents:

- Most lived in Port Fairy (68.5%)
- Within the Shire of Moyne (81.5%)
- Or elsewhere in Victoria (16.7%)

### Q2. How old are you?

Respondents were aged between 18-80. 31 (57.4%) participants came from the 60-79 age group.

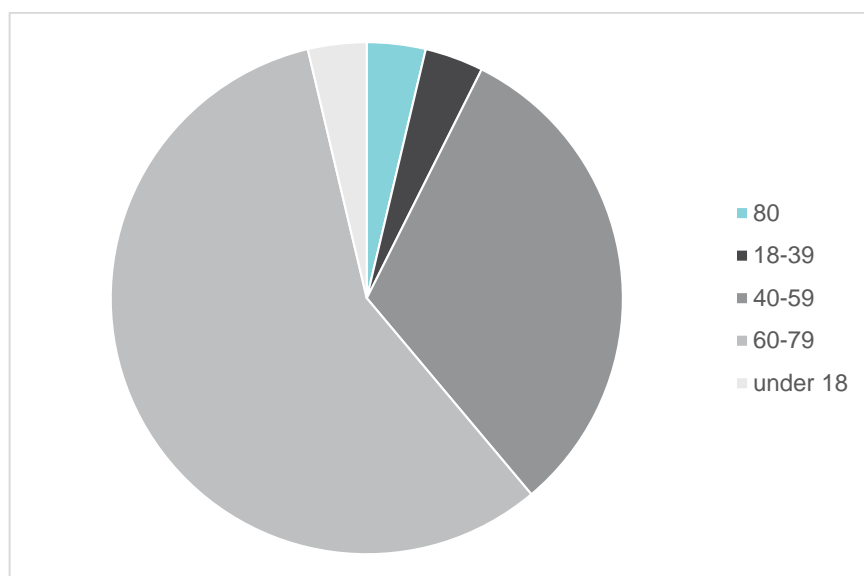


Figure 1. Respondent age groups

### Q3. Do you use the Port and its facilities as part of your job?

Approximately 90.7% of respondents do not use the Port for work.

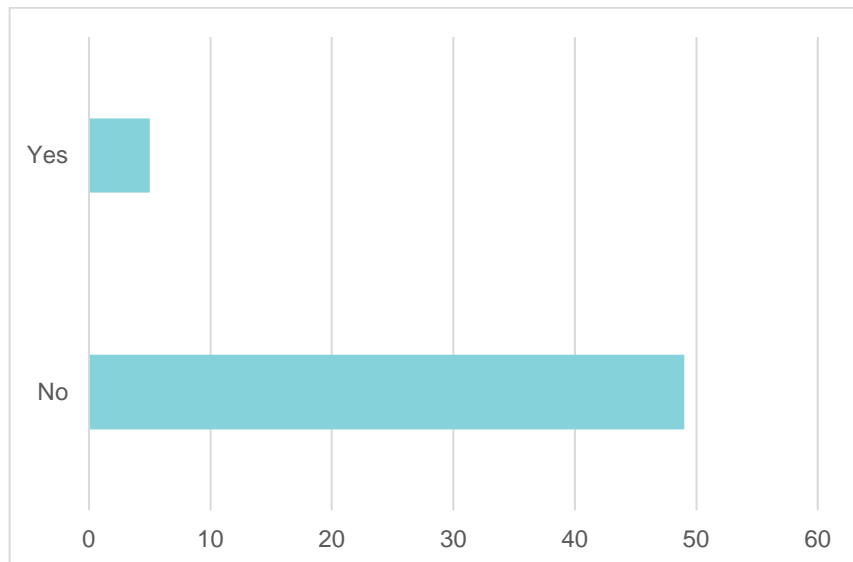


Figure 2. Use of the Port for work

### Q4. How often do you use the Port and its facilities?

37.0% of respondents are most likely to use the port 'monthly', 35.2% 'daily' and 16.7% 'weekly'.

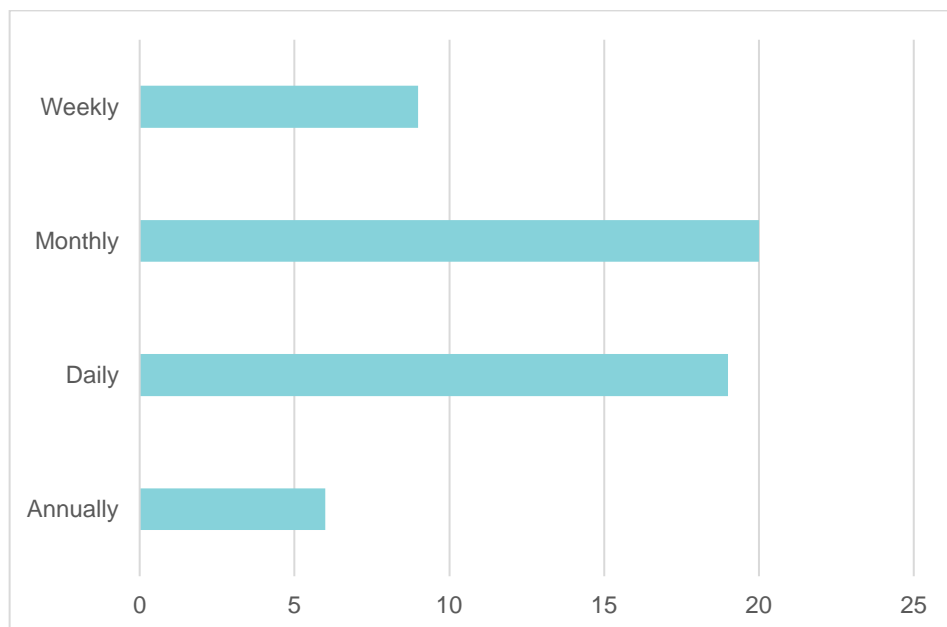


Figure 3. How often do respondents use the Port

### Q5. What do you use the Port for?

Users were able to choose as many answers as were applicable for this question. The most common use of the Port was 'exercise' (72.2%), followed by 'showing visitors' (57.4%) and 'food and beverage' (46.3%). The least common use was 'charter fishing' with 1.9%.

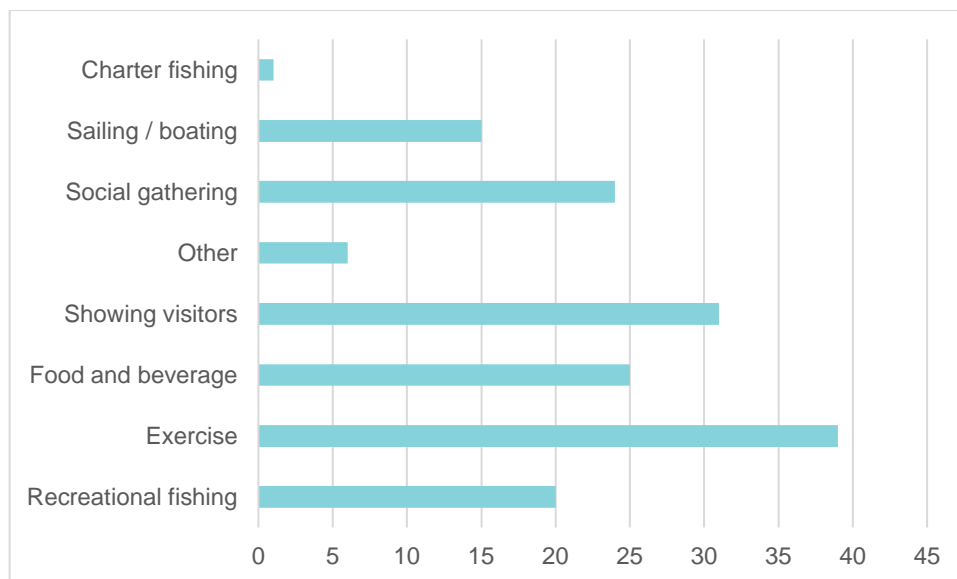


Figure 4. Respondent uses of the Port

### Q6a. When thinking about the Draft Port Fairy Masterplan in terms of Access and Circulation, how important are the following Draft Masterplan actions?

***Establish a pedestrian path along the eastern side of Moyne River to create a better connection to the footbridge, East Beach/ Port Fairy Botanic Gardens and Battery Hill.***

An overwhelming 27 people (50%) rated the path as 'extremely important' and 11 people (20.4%) rated the path as 'slightly important' or 'not at all important'.

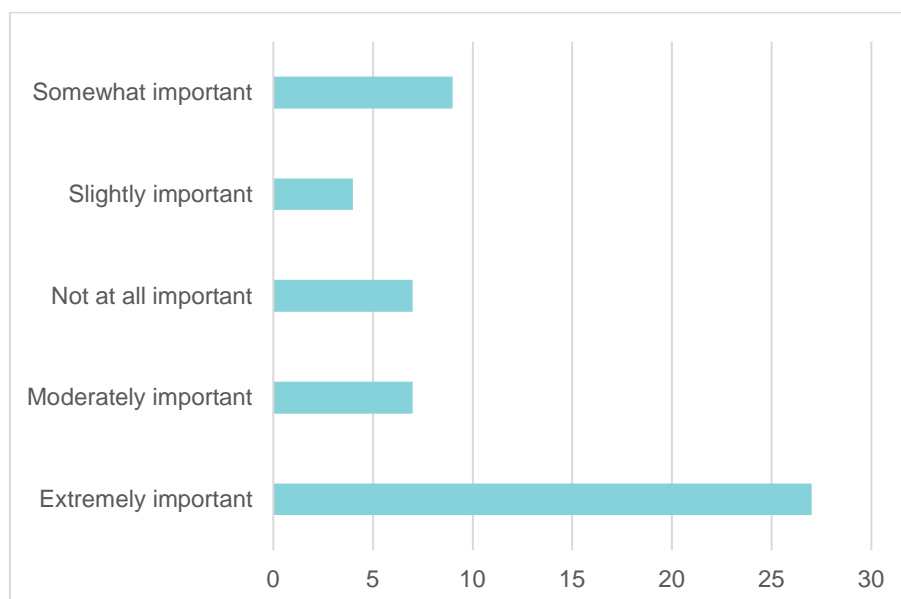
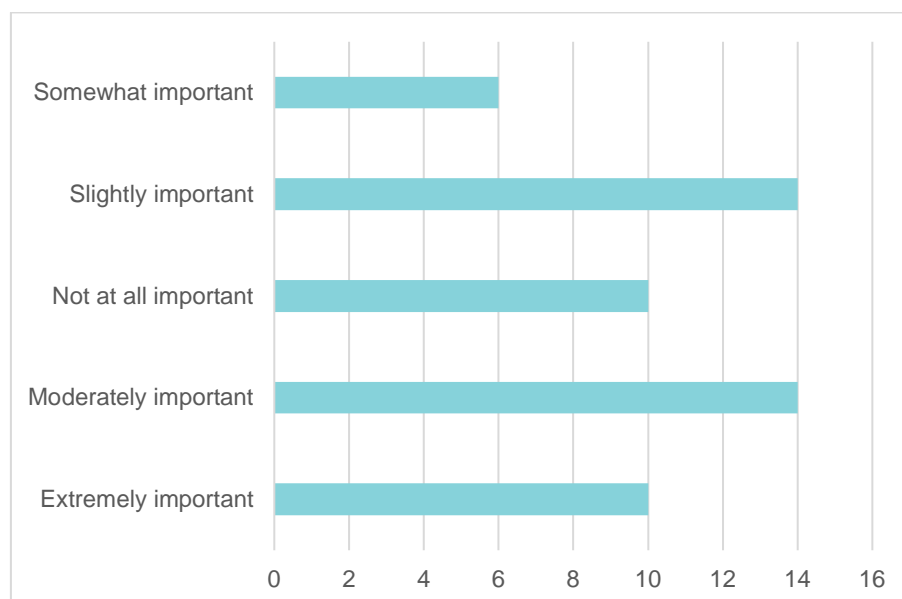


Figure 5. Importance of a pedestrian path along the eastern side of Moyne River

***Introduce line-marking of car parking spaces to improve traffic movement and safety and utilise available spaces more efficiently.***

Participants were split down the middle in their rating of line-marking of car parking spaces. 24 people (44.4%) rated line-marking as 'extremely important' or 'moderately important'. 24 people (44.4%) rated line-marking as 'slightly important' or 'not at all important'.



**Figure 6. Importance of line-marking car parking spaces**

**Q6b. Are there any other improvements relating to entering/exiting and moving around the Port area that you would like to see included?**

This open question resulted in suggestions primarily focused on upgrading footpaths, car parking and the reduction of speed limits and car parking time limits. Specific improvements included the following list:

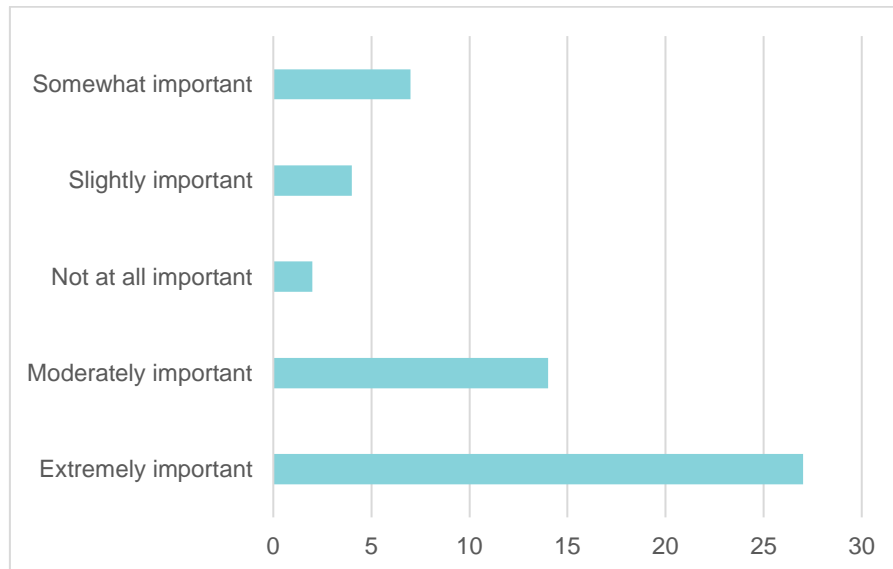
- Construct a footpath on the eastern side of Griffiths Street to Battery Hill.
- Construct a footpath from the footbridge to Mills Reserve on the western side of Griffith Street.
- The staircase from the footbridge to the western side of the river should be redeveloped to include a ramp and increase accessibility.
- The proposed pedestrian path on the eastern side of the river should include cycling, wheelchair and scooter access.
- Several respondents suggested a reduction of speed limits along Griffiths Street and Gippsland Street.
- Surface the existing car park at the beach, near the cannons.
- Resurface the access road to the wharf from King George Square towards Martins Point.
- Reduce parking on Gippsland Street, so that the area becomes a pedestrian zone.
- Impose car parking time limits, to prevent all day use.
- Remove the old Scout building and use the land for additional grassed parking area.
- Maintaining a natural seaside/working "wharf" feel.
- Upgrade and widen recreational boat access.
- Designated places for launching canoes and kayaks.



**Q7a. When thinking about the Draft Port Fairy Masterplan in terms of Landscape and Open Space, how important are the following Draft Masterplan actions?**

***Enhance Battery Hill (through path maintenance and management, ongoing revegetation with indigenous species, weed control, seating and wayfinding signage).***

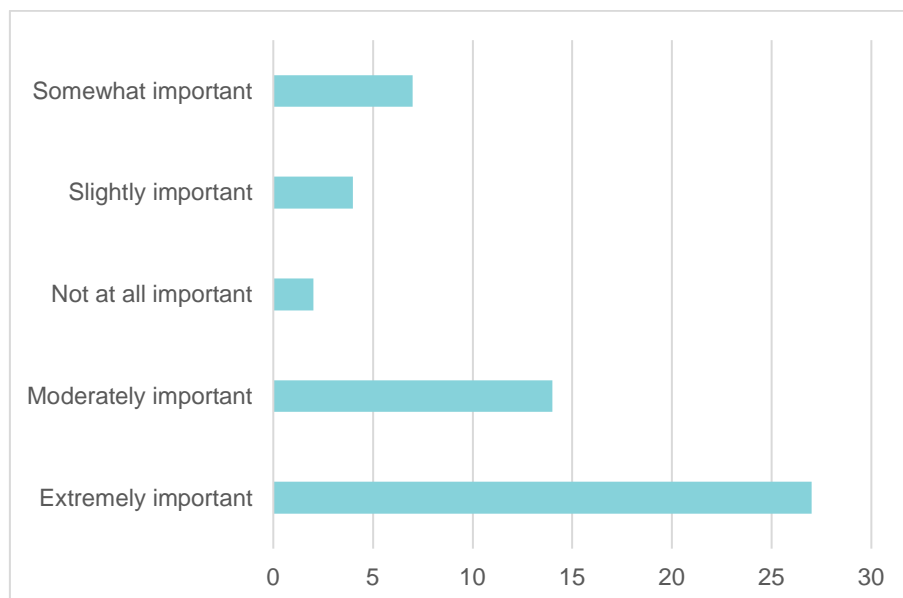
The response rating the importance of enhancing Battery Hill was generally in agreement, with 75.6% of participants rating it as 'extremely important' or 'moderately important'. Based on this data, it is assumed that enhancement is not a contentious topic and is supported within the community.



**Figure 7. Importance of enhancing Battery Hill**

***Remove the Sea Scouts building on the eastern side of Moyne River and develop as new riverside open space (with potential for overflow carparking at peak times).***

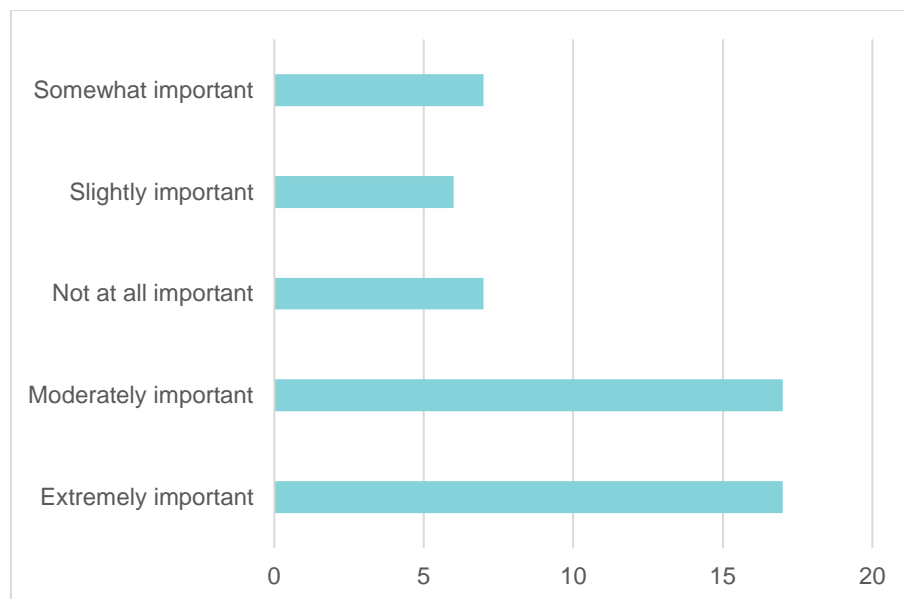
Removal of the Sea Scouts building was overwhelmingly rated as 'extremely' or 'moderately important', with 75.6%. Only 11.1% rated its redevelopment as 'not at all' or 'slightly important'.



**Figure 8. Importance of removing the Sea Scouts building**

***Improve amenity of King George Square to support the Wharf Restaurant and port activity through planting, seating, interpretative signage and creation of informal lawn.***

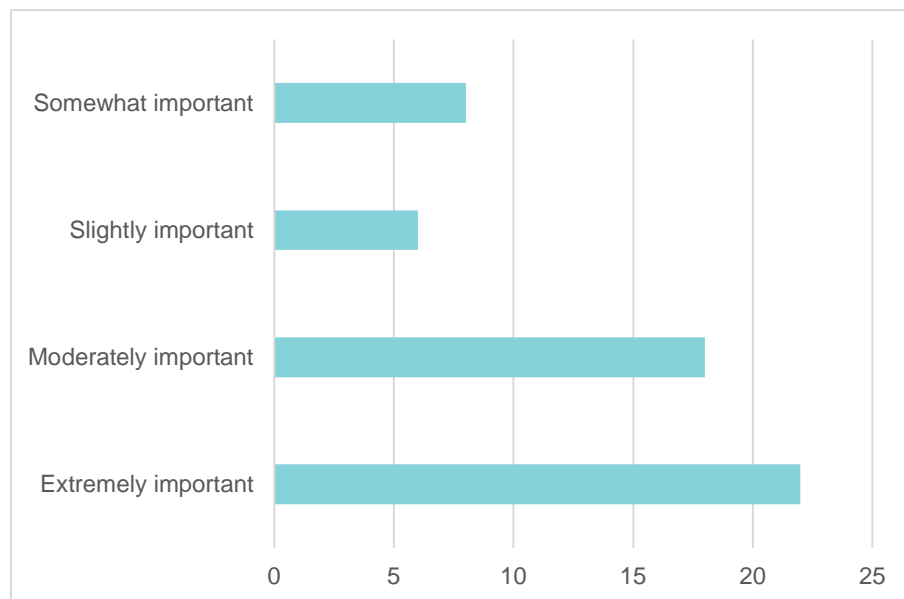
63% of the respondents rated the importance of improving amenity at King George Square as 'extremely' or 'moderately important'. 13% of participants rated the improvements as 'not at all important'.



**Figure 9. Importance of improving the amenity at King George Square**

***Improve the quality and appearance of Martins Point through planting, seating, shelters, picnic facilities and playground upgrade (in accordance with draft design).***

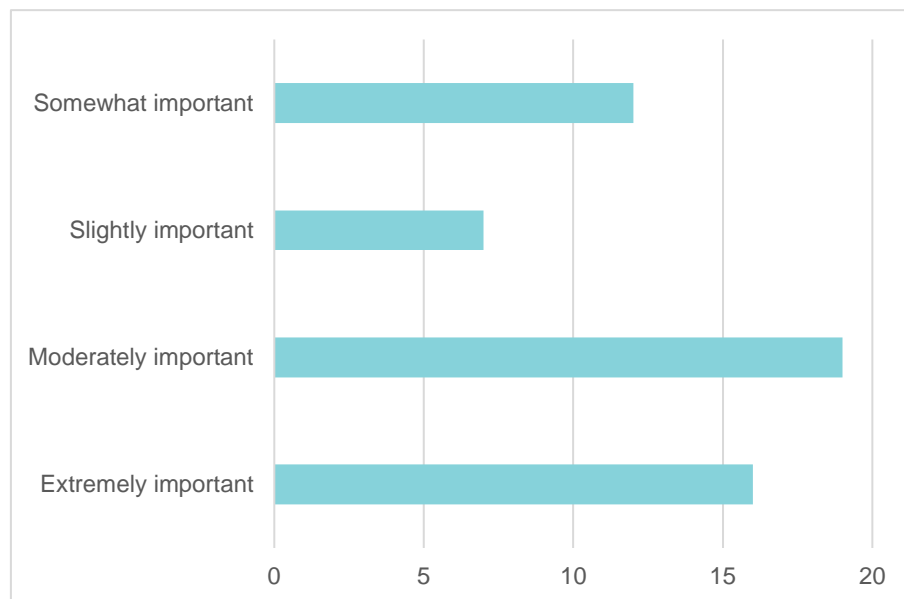
The response to rating the improvement of Martins Point was extremely supportive with 74% of participants rating it as 'extremely' or 'moderately important'. Not a single responder rated improvements as 'not at all important'.



**Figure 10. Importance of improving the quality and appearance of Martins Point**

***Improve the quality and appearance of Charles Mills Park with actions such as park furniture, shelters, planting and formal perimeter path along the river edge.***

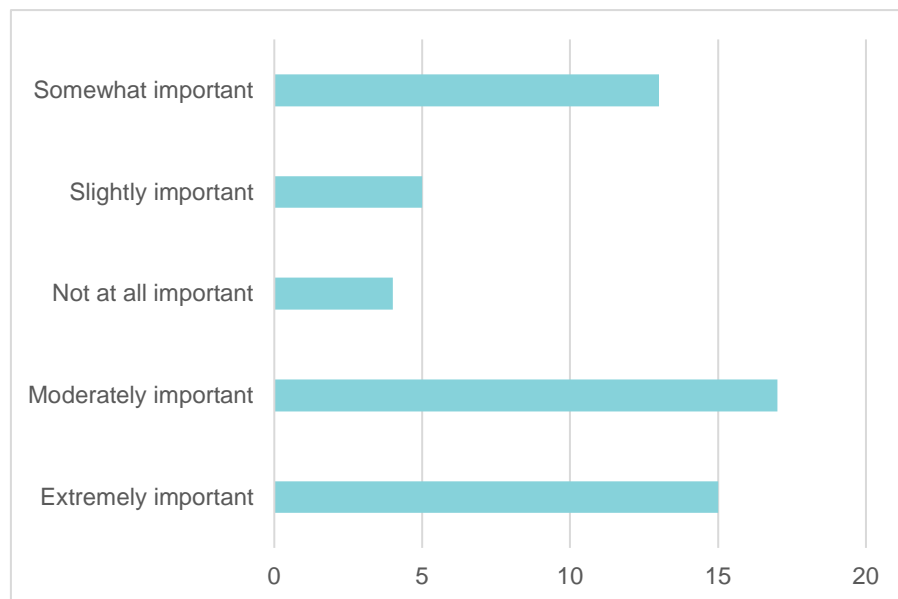
64% of respondents rated improving the quality and appearance of the park as 'extremely' or 'moderately important'. 22.2% of participants rated this action as 'somewhat important' and not one person rated it 'not at all important'.



**Figure 11. Importance of improving the quality and appearance of Charles Mills Park**

***Improve picnic/barbeque area with actions such as planting, shelters and signage explaining Battery Hill and Moyne River history.***

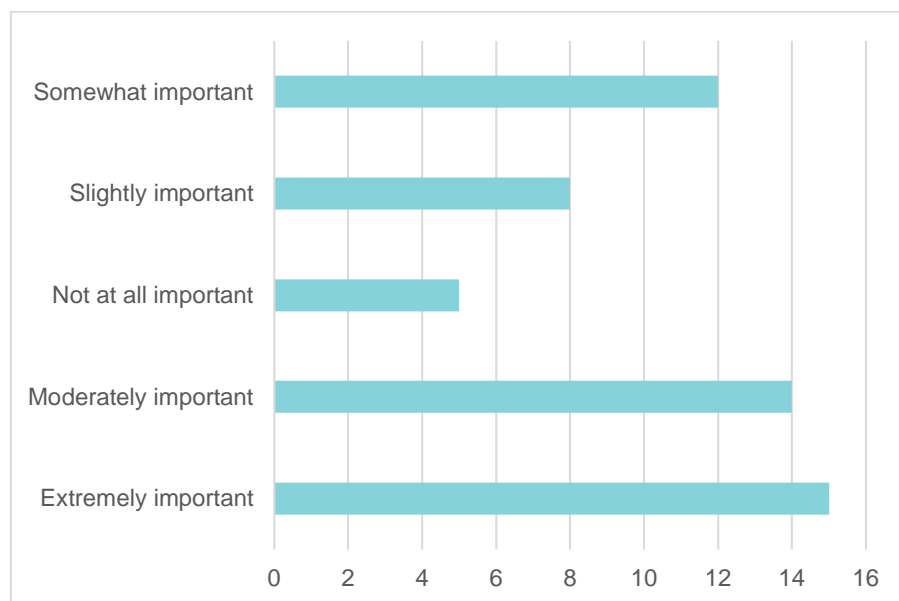
Improving the picnic and barbeque area was fairly agreed upon, with only 16.7% rating it as 'not at all' or 'slightly important'. Due to the clear support, there is little debate about this action.



**Figure 12. Importance of improving the picnic and barbeque area**

***Develop and implement an integrated signage strategy to direct visitors to key Port features and points of interest.***

The responses to this were divided, with 53.7% rating an integrated signage strategy as 'extremely' or 'moderately important'. In comparison, 24% rated the strategy as 'not at all' or 'slightly important'. This is the Landscape and Open Space action from the masterplan which received the lowest level of support.



**Figure 13. Importance of developing an integrated signage strategy**

**Q7b. Are there are other improvements relating to Landscape and Open Space that you would like to see included?**

Responses to question 7b were generally in agreement and focused on Indigenous planting, improved grasses areas and landscaping. Suggestions included the following.

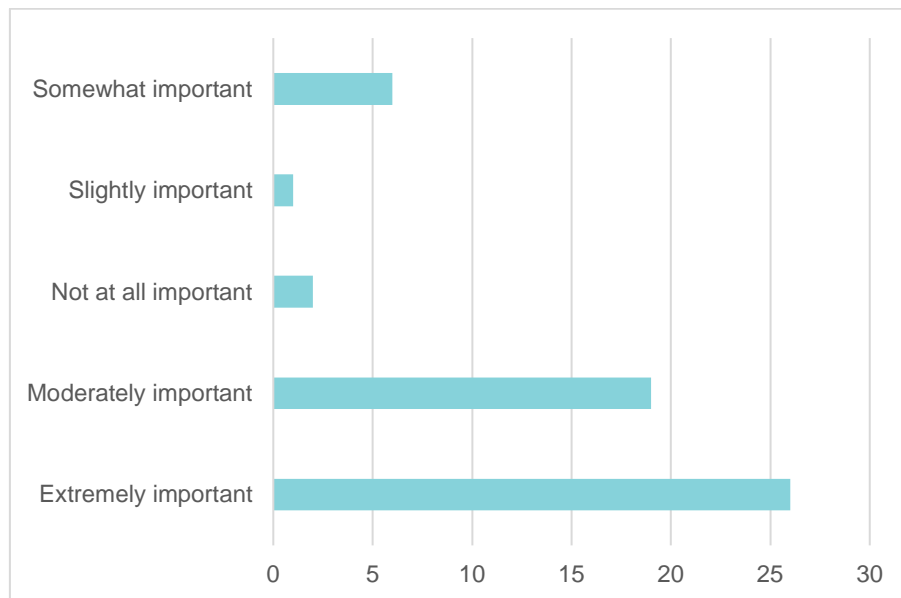
- A stronger presence of Aboriginal culture, including dual naming and signage.
- Nature play elements, improvements to the grassed area and installation of additional picnic tables at Martins Point.
- Removal of all non-Indigenous plants and weeds.
- Ensure all new open spaces are easily accessible to the public.
- Ban cyclists in the vulnerable areas of the Griffiths Island Walk (particularly the sand dunes).
- Clearer signage required to direct visitors to the Apex Park and Rodgers Place.
- Removal of the Council green storage sheds next to the Yacht Club. Suggests this area could be developed into a lawned picnic area.
- Requests for the Sea Scouts building be removed and landscaped, with the option for an outdoor gym at the site (this suggestion was made by several respondents).



**Q8a. When thinking about the Draft Port Fairy Masterplan in terms of Port and Waterway, how would you rate your level of support for the following Draft Masterplan actions?**

***Undertake an assessment of port infrastructure and assets (such as jetties, boat ramp, underwater pylon) and prepare a management plan to ensure the durability and sustainability of the assets.***

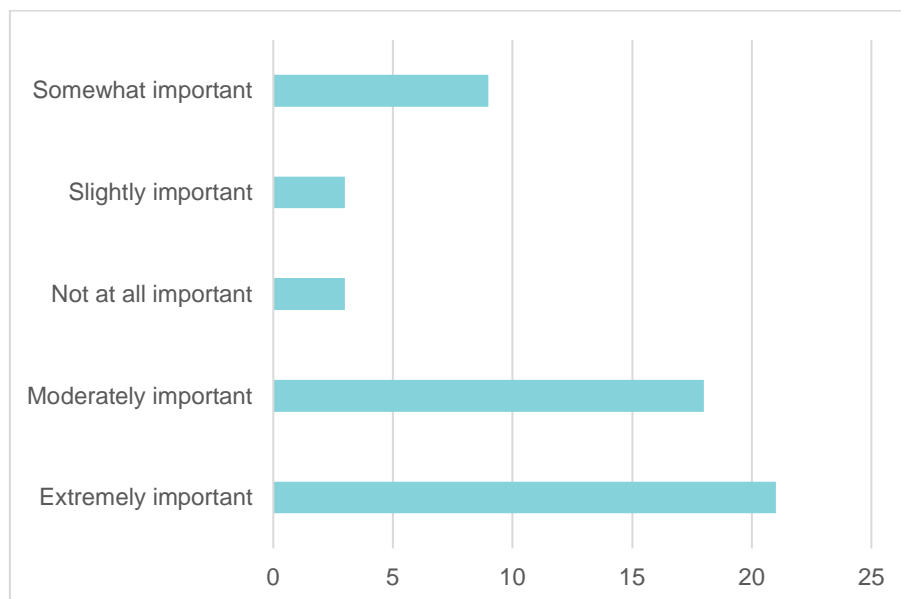
An overwhelming 83.3% of respondents want an assessment of port infrastructure and assets and a management plan, rating the action as 'extremely' or 'moderately important'. Only a small percentage (5.6%) rated the assessment and plan as 'not at all' or 'slightly important'.



**Figure 14. Importance of assessing port infrastructure and assets**

***Reconstruct rock training walls as required, utilising traditional materials and methods.***

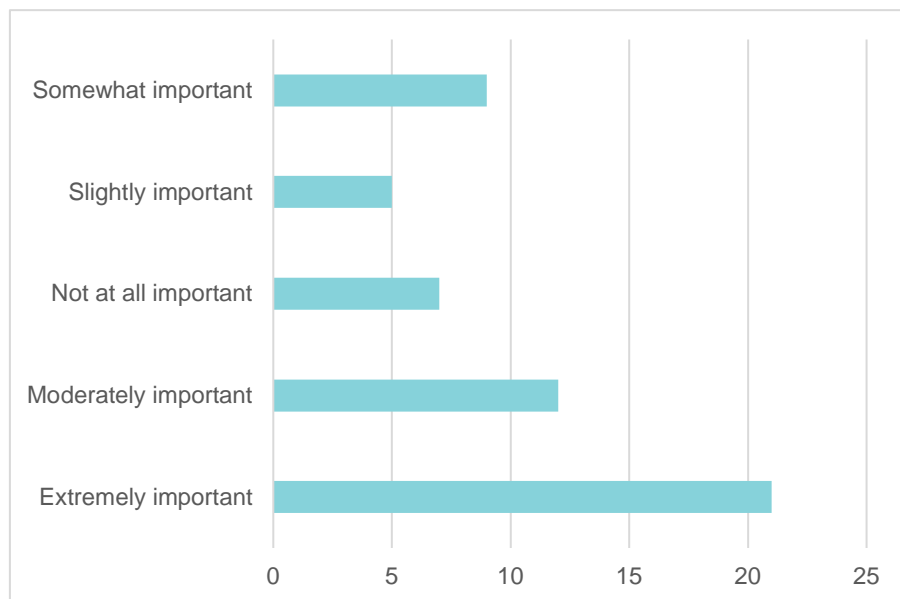
Reconstruction of rock training walls was also supported by respondents, with 61.1% rating the action as 'extremely' or 'moderately important'. 5.6% rated the action as 'not at all important'.



**Figure 15. Importance of reconstructing rock training walls**

***Investigate fresh fish sale area.***

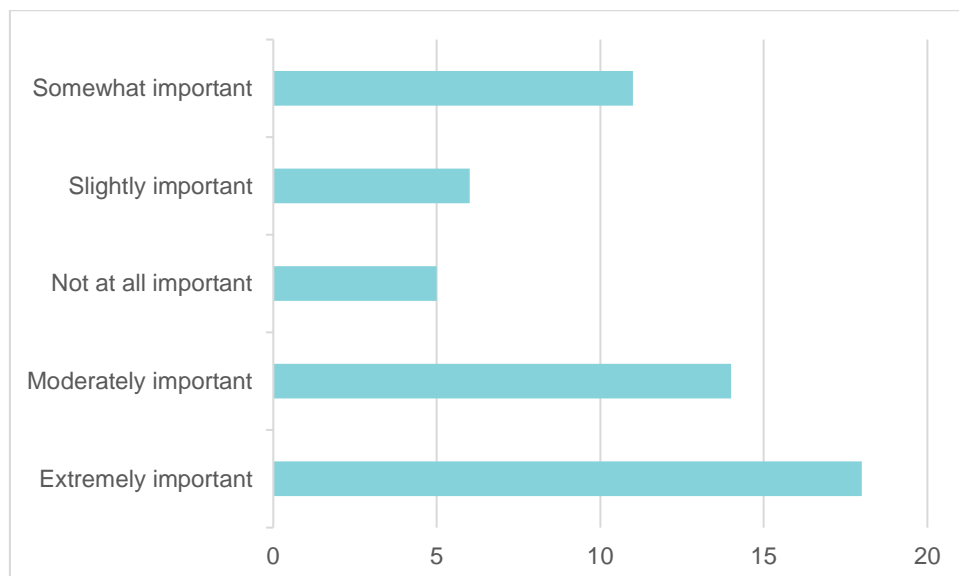
The investigation of a fresh fish sale area has faced a bit of contention, with a few respondents using question 8b to vocalise their opinion that the action is not necessary. However, 61.1% of respondents supported the investigation, rating it as 'extremely' or 'moderately important'. 22.2% rated the fresh fish sale as 'not at all' or 'slightly important'.



**Figure 16. Importance of a fresh fish sale area**

***Maintain the existing numbers of private berths and investigate opportunities for additional private mooring.***

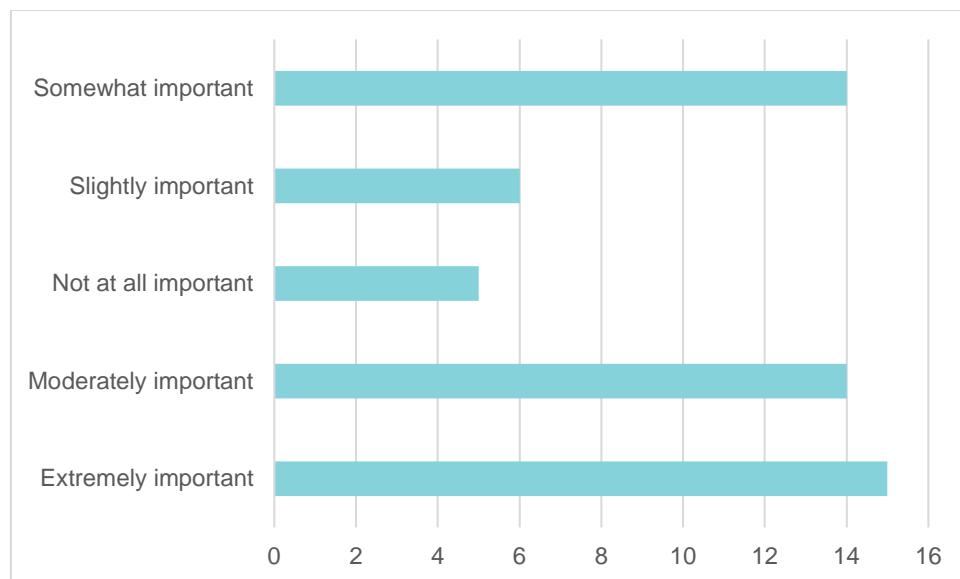
59.2% of participants rated this action as 'extremely' or 'moderately important'. While it has support, maintaining the existing private berths and looking into additional moorings was not rated 'extremely important' by as many participants as some other actions under the heading of Port and Waterway.



**Figure 17. Importance of maintaining existing private berths**

***Investigate extension of the Martin's Point Jetty to provide additional temporary recreational mooring and recreational fishing.***

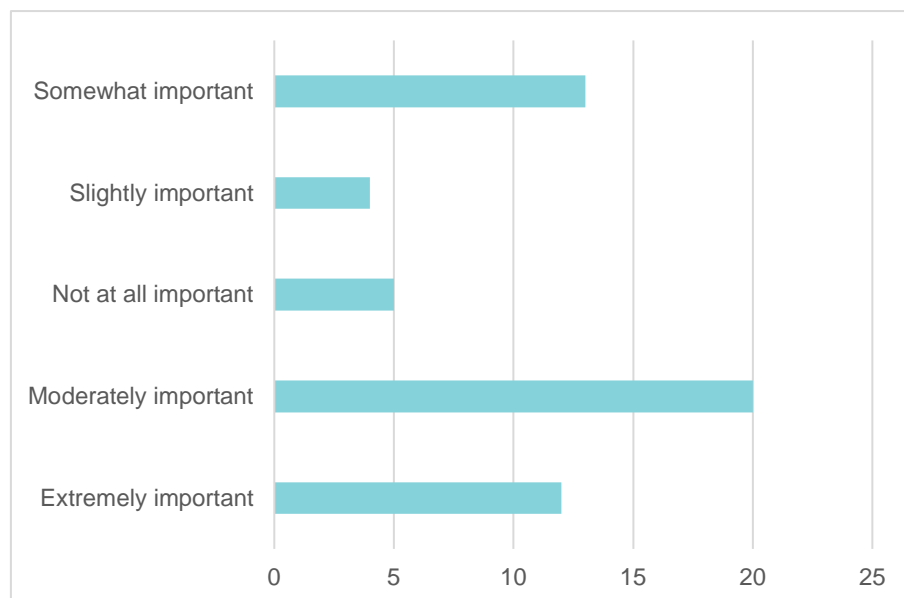
53.7% of respondents prioritised the extension of the jetty as 'extremely' or 'moderately important'. 25.9% voted the action as 'somewhat important'.



**Figure 18. Importance of investigating the extension of the Martins Point Jetty**

***Redirect and prioritise secure active commercial berths in the area immediately adjacent to King George Square.***

There was minor support for the redirection of active commercial berths adjacent to the Square, with 40.7% of respondents rating the action as 'extremely' or 'moderately important'. This is a step that should potentially be discussed further to ensure adequate support from stakeholders.



**Figure 19. Importance of secure active commercial berths**

**Q8b. Are there any other improvements relating to the Port and Waterway that you would like to see included?**

This theme received an array of suggestions for improvement, not all of them in agreement. They have been categorised according to their level of support.

**Table 7. Improvements to the Port and Waterway**

Agreed Upon Suggestions	Debated Suggestions
<ul style="list-style-type: none"> <li>• A standard dredging program should be established.</li> <li>• Better security in the area, e.g. through the installation of security cameras.</li> <li>• More frequent emptying and cleaning of the fish waste bin.</li> <li>• Upgrade and extend the boat ramp.</li> <li>• Construct an amenity block on the eastern side of the river.</li> <li>• Access to the water for non-motorised recreational vessels, such as kayaks and SUPs.</li> <li>• Develop the Yacht Club to offer a kiosk or café facilities.</li> <li>• Remove boats in poor condition and not in use.</li> <li>• Maintain the presence of historic wooden boats, which contribute to character.</li> <li>• Signage indicating no cycling is allowed on the wharf.</li> </ul>	<ul style="list-style-type: none"> <li>• Support for a fresh fish sales area.</li> <li>• Suggestion there is no need for an additional fresh fish shop, as it would result in overdevelopment.</li> <li>• Requests for the retention of the Sea Scouts building, not to be used for temporary car parking.</li> <li>• Increase mooring fees to be in line with comparable areas.</li> <li>• Request for mooring fees to maintain current rates as it would result in small boats being displaced by motor cruisers.</li> <li>• Support for additional mooring options and securing active commercial berths.</li> <li>• Concern about additional mooring as some sites are currently underutilised and some boats only go out once a year. Suggests the consideration of an offside storage area towards Bamstone to store yachts and bring them down when required.</li> <li>• Commercial berths should be secure, and no additional new berths are required.</li> <li>• Implement a permit system to limit the number of vehicles used for tuna fishing.</li> <li>• Request not to extend the jetty at Martins Point.</li> </ul>

**5.1.1 Conclusion****Q9. Do you have any other comments that you would like to add?**

This open question received a wide range of comments. There were several participants who vocalised their support for the Draft Masterplan and others who used the opportunity to provide further suggestions. The comments have been quoted below.

**Access and Circulation**

- “More footpaths, better pedestrian links are needed.”
- “Pedestrian connection and signage throughout the Port and connection to the retail precinct will lead to increased demand for further economic opportunities.”
- “The road behind the wharf restaurant should be “two-way”.”
- “I would not like to see formalised parking or lines marked at Battery Hill... part of the joy of the Port area is the informal nature of this space and place.”
- “Martins Point Playground is not universally accessible.”
- “Investigate allocating small parking areas at Martins Point, Griffiths Island car park, King George Square and the boat ramp area for suitable mobile food and beverage vans.”
- “Proper accessible toilets are vital (e.g. automatic sliding doors).”
- “Bicycle access to all points should be considered a priority.”

**Landscape and Open Space**

- “Do not further destroy the character of the Port area. Look at better utilisation of the area south of the Yacht Club.”



- “All decisions should consider the social and cultural values to ensure what makes Port Fairy different is maintained.”
- “Don’t change too much – our combination of an accessible working, but not industrial, Port is charming and unique.”

### **Port and Waterway**

- “The river needs to be dredged.”
- “Visiting boats using the boat ramp should contribute by paying a reasonable fee.”
- “I am concerned about the rock and reef on the south side of the footbridge. The first 4 berths should be reserved for shallow draft boats.”
- “Would like to see more security for moorings and berths in the marina.”
- “Important to keep mooring costs to sustainable levels to keep the number of boats up.”
- “We disagree with any ideas of boat launching fees.”
- “Excited by the prospect of a potential fresh local seafood retail outlet at King George Square.”

## 6 Analysis of the Individual Submissions

This section identifies the key issues raised across the individual submissions received. They have been categorised according to access and circulation, heritage and tourism, surrounding area and port activity. Appendix A provides a summary table of the key themes and topics amongst each of the individual submissions.

### Access and Circulation

Many of the submissions raised concerns with the high volumes of boat and vehicle traffic, car parking capacity and pedestrian safety.

- **Car Parking:** Several submissions commented on the capacity issues of the car park however there was not clear agreement on how it should be resolved. The proposal to remove the Sea Scouts building for overflow car parking and to line- mark and seal the car park, was not supported by some for fear that it would alter the character of the Port riverscape. One submitter was especially concerned with these measures because they felt that the capacity problem was only an issue during peak periods. Others requested designated parking areas for cars, boats and trailers as well as non-fishing port users. There were also some comments relating to car parking issues at Gipps Street and potential harmful impacts to heritage- listed Norfolk Pines.
- **Boat and vehicle traffic:** A number of submissions expressed concern about the high volumes of boat and vehicle traffic and car parking issues in the Port precinct and its impact on the amenity of the surrounding residential areas of the Township. During peak periods when most of the car parking areas were full, cars with boats and trailers were using available on street parking spaces in the adjoining residential streets (Griffiths Street, Battery Hill Reserve and Rogers Place). It was suggested that the Masterplan should provide greater clarity regarding the appropriate volume of car, boat and trailer parking required whilst still retaining the historic character of the Port precinct and the amenity of the adjoining residential areas.
- **Pedestrian safety:** There was a high level of concern regarding pedestrian safety on the eastern side of the river. These comments related to existing and potential future conflicts between pedestrians and high volumes of vehicle traffic during peak periods (e.g. fishing season, canon firing at Battery Hill). Suggestions included relocating the depot (to a more compatible industrial area), introducing a path behind the slipway to the boat ramp and away from the boat washing area to Battery Hill Reserve, along the east side of Griffiths Street, with a marked crossing to Charles Mills Reserve.

### Heritage and Tourism

There were a number of suggestions to strengthen the tourism (particularly revenue-generating) opportunities of the Port and to focus less on the use, and more on the character and appeal of the river.

- **Maritime Heritage:** Leveraging the maritime heritage of the Port was identified as a key opportunity for local tourism. Suggestions included increasing the visibility and access to heritage vessels through permanent berthing, renovation to an existing facility (the Scouts Hall or Bait Shed) or the construction of a purpose- built facility. Other suggestions to attract tourists included a viewing platform at Battery Hill, celebrating the unique geological heritage of the Port as a Pleistocene Epoch landscape.

### Surrounding Area

- **Amenity impacts and conflicting uses:** Many of the responses highlighted an ongoing tension between the various uses of the Port precinct between the surrounding residential area, depot operations, recreational activities (walking, picnickers, sailing and fishing), and charter and commercial fishing. This was expressed in comments relating to pedestrian safety, landscaping treatment, berth capacity and amenity concerns relating to the car parking capacity issues and proximity of the fish cleaning station (to the nearby residential area in Griffiths Street).
- **Sea Scouts Building:** The proposal to remove the Sea Scouts building was identified as a major issue and there was not clear consensus about what the building or the land it occupies should be used for. The Sea Scouts and Go Surf (surfing school) requested for the building to retain its current use as providing important storage, meeting space, as well as safe and easy access to the river. Other suggestions for the Sea Scouts building included for it to be repurposed for storage and display of the maritime heritage vessel, or for use as a multipurpose community space. The proposal in the Masterplan to demolish the Sea Scouts building for both overflow car parking and recreational open space/ pedestrian access was found to be unclear and conflicting by some respondents.

- **King George Square & the selling of fresh fish:** There was very strong support to retain King George Square as it is currently use as a large open space. The proposal in the Masterplan to sell fresh fish was supported, however it was felt that it should be contained within the existing wharf buildings (rather than a new location or building).

#### **Port Activity**

- **Berth capacity:** Whilst a lack of permanent and itinerant berths was identified as a key issue for the Port, many respondents felt that this did not necessarily translate to the need for additional berths, but greater efficiency and management of existing berths. Many felt that the berth capacity issues were a result of the low users fees, which exacerbated management issues with berths being occupied but not being used and as a result deteriorating. Suggestions included an increase in fees or user pay arrangements which subsidise the cost to users that use their boats more frequently.
- **Marine Rescue Vessel & the Floating Pontoon:** One response was concerned that the proposal to locate the Marine Rescue Vessel at the existing floating pontoon would compromise access for community members with limited mobility issues.

## 7 Next Steps

The results of this second (and final) phase of community engagement will be used to inform the Final Masterplan for the Port of Port Fairy. Next steps include integrating community feedback into the final Port of Port Fairy Masterplan. It should be clear how feedback has been incorporated into the final Masterplan.



## Appendix A. Themes from the Individual Submissions

The table below summaries the common themes and topics amongst each of the individual submissions.

**Table 8. Individual Submission Topics Categorised by Theme**

Submission		Heritage & Tourism		Access & Circulation			Surrounding Area					Port Activity					Other		
#	Submitter	Heritage	Tourism	Pedestrian Safety	Line marking, seal	Car parking (capacity, traffic)	Boardwalk	Battery Point	Sea Scouts	King George Square	Martins Point	Signage	Fish cleaning	Fresh Fish	Dredging	Rock wall	Berth Capacity	Marine Rescue Vessel, Floating Pontoon	
1	Community Group – Maritime Heritage	X	X					X	X		X								
2	Statutory Authority	X	X					X										X	
3	Statutory Authority																		X
4	Business		X						X										
5	Community Group – Maritime Heritage	X	X	X					X										
6	Community Group - Surf Life Saving		X												X				
7	Community Group - Sea Scouts								X										
8	Resident																		X
9	Resident																		X

Submission		Heritage & Tourism		Access & Circulation			Surrounding Area					Port Activity					Other	
10	Resident	X	X															
11	Resident	X	X															
12	Resident	X	X															
13	Resident	X	X	X	X	X		X	X	X		X					X	
Subtotal (1-14)		7	9	2	1	1		3	5	1		1			1		1	1
14	Resident			X		X	X		X	X			X	X			X	X
15	Resident			X		X	X		X	X			X	X			X	X
16	Resident			X	X	X	X		X	X			X	X			X	X
17	Resident			X		X	X		X	X			X	X			X	X
18	Resident			X		X	X		X	X			X	X			X	X
19	Resident	X		X		X	X		X	X			X	X			X	X
20	Resident			X		X	X		X	X			X	X			X	X
21	Resident			X		X	X		X	X			X	X			X	X
Subtotal (14-21)		1		8		8	8		8	8			8	8			8	8
Total		8	9	10	1	9	9	3	13	9		1	8	8	1		9	9

## Appendix B. Key Findings from Phase 1 Engagement

Across Phase 1, activities were open to the general community and a total of 142 people participated in the consultation process. More detailed interviews with key stakeholders were also undertaken.

Table 9: Phase 1 Participants

	Phone Meetings	Online Survey	Hard Copy Survey
<b>Total</b>	6	66	70

### Key Findings

The key findings from the survey and phone interviews have been summarised below in terms of key areas of support and key issues and areas for improvement.

#### Key Areas of Support

- **Local heritage:** The number one response to the survey question about priorities for the Port was to preserve its heritage. Several responses recognised heritage preservation as an issue and the opportunity for preservation and celebration of the Port to increase tourism rates.
- **Active working port:** Respondents overwhelmingly noted that their second highest priority for the Port was to retain its use as a working Port and to expand the facilities. The ability to access the boat ramp and fish either commercially or recreationally nearby is something that should be protected and capitalised on to increase tourism rates.
- **Location close to town:** Respondents listed the location of the town, in proximity to the working Port and all the amenities associated with it as one of their favourite things about Port Fairy.
- **Seaside setting:** The ambience, views, natural beauty and seaside town character were highly valued by respondents. Maintaining the existing character was a common theme and there were requests made to protect the area from “over development”.
- **Safe harbour:** A common theme amongst participants was that they appreciated the safety of the Port. The Port was recognised as being clean, accessible, safe for yachts and larger boats and importantly, protected from dangerous weather.

#### Key Issues and Areas for Improvement

- **Waterway Activity:**
  - **Marine Rescue Vessel site:** The critical issues in providing a location for the Marine Rescue Vessel (MRV) were for a location that allows for rapid deployment, easy access, security and necessary amenities. Whilst responses indicated preferences for a range of locations, including floating pontoon near the Marine Rescue Service building, the current location (which is viewed as temporary) or at Martin's Point. The overwhelming consensus supported a preference for a floating jetty near the Marine Rescue building.
  - **Berth capacity:** The majority of participants identified a lack of permanent and itinerant berths as a major issue for the Port. Suggestions for sites to locate additional berths included the south end of the western side of the port up to Martins Point, Cape Martin, a floating wharf on the north side of the river and an additional wharf parallel to the yacht marina. There were a number of comments requesting more efficient use of the berths and in particular the number of unsafe vessels occupying berths that are not being used.
  - **Dredging:** The consensus was that the current dredging program is ineffective and that the port could provide additional mooring if dredging methods were improved. Suggestions also focused on increasing the depth of the dredging to improve safety.
  - **General maintenance:** Common responses identified that general maintenance was a major issue at the Port. Ageing infrastructure has displayed signs of deterioration and there is a lack of funds to prioritise restoration. Common concerns were the maintenance of the pylons, footpaths, footbridges and the rock wall.

- **Safety:** Major safety concerns focused on flooding, speeding in the river, the slipway, pathways and a lack of lighting along the eastern side of the river. Regarding safety equipment, it was suggested that there be an increase in the provision of boat hooks, life rings, ladders, steps and lighting. Whilst there are cameras in place, theft has been a recurring issue on the eastern side of the river.

- **Surrounding Area**

- **Car parking:** Most car parks operate at full capacity, particularly over the summer period. Requests were made for more delineated car and trailer parking and signage, particularly in the area near the boat ramp and yacht club.
- **Boat ramp:** Several participants commented on the safety concerns and capacity of the boat ramp. Common suggestions included widening the existing ramp, line marking, and dedicated unloading zones for commercial operators.
- **Underutilised assets:** A recurring theme was that the Sea Scouts Hall, the Bait Shed and King George Square are underutilised assets and opportunities to revitalise these areas should be considered.
- **Pedestrian access on the eastern side:** There was a high level of support for improved pedestrian access, particularly along the eastern side of the Port. Comments focused on conflicts between pedestrians and vehicles, associated with the discontinued footpath. Suggestions included introducing a path from the footbridge and behind the slipway to the boat ramp and a path from the footbridge to Battery Hill.
- **Battery Hill:** The heritage preservation of Battery Hill was a priority for several participants who identified that the canons need to be replaced, as well as more regular maintenance of the reserve.

- **Tourism**

- **Local food and dining:** A key request by both locals and visitors were that fresh fish and seafood be available for sale from fishermen at the boat ramp or at King George Square. Dining opportunities were key drawcards for tourists and while there were some respondents who wanted no more restaurants to open, there was support for new eateries in the area, in particular a new local fish and chip shop.
- **Heritage:** Concerns were raised that while Port Fairy receives high numbers of heritage visitors, visitor numbers are down. Opportunities to leverage heritage include celebrating the fishing heritage of the Port, increasing the visibility of heritage vessels, educational tools and signage.
- **Natural environment:** Enhancing the natural environment was stressed as an issue by participants, who suggested that Port Fairy could be improved by keeping the waterway clean, retaining all parks and open space and adapting to climate change.



## Appendix C. Key Stakeholders

A stakeholder mapping exercise was undertaken at the Inception Meeting to identify priority stakeholders for the project and to align them with the most appropriate tools and techniques.

Key users and stakeholder groups are identified in Table 10 below.

**Table 10: User and Stakeholder Groups**

Stakeholders	User Groups	Other Stakeholder Groups
<b>Priority Stakeholders</b>	<ul style="list-style-type: none"> <li>• Coordinator Port of Port Fairy</li> <li>• Port Assistants of Port of Port Fairy</li> <li>• Port of Port Fairy Committee</li> <li>• Port of Port Fairy Users Forum</li> <li>• Berth holders</li> <li>• Commercial fishermen</li> <li>• Port Fairy Marine Rescue Service</li> <li>• Port Fairy Yacht Club</li> <li>• Port Fairy Lifeboat Committee</li> <li>• Adjacent residents</li> </ul>	<ul style="list-style-type: none"> <li>• Aboriginal Victoria</li> <li>• Eastern Maar</li> <li>• Port Fairy Historical Society</li> </ul>
<b>Secondary Stakeholders</b>	<ul style="list-style-type: none"> <li>• Port Fairy Oars &amp; Rowers Club</li> <li>• Port Fairy Angling Club</li> <li>• Port Fairy Sea Scouts</li> <li>• Apollo RW Pty Ltd (Wharf Restaurant)</li> <li>• Visitors</li> <li>• Other recreational users</li> </ul>	<ul style="list-style-type: none"> <li>• Glenelg Hopkins Catchment Management Authority</li> <li>• Port Fairy Traders Association</li> <li>• Regional Development Victoria</li> <li>• Seafood Industry Victoria</li> <li>• Transport Safety Victoria</li> <li>• Great Ocean Road Regional Tourism</li> <li>• Department of Environment, Land, Water &amp; Planning</li> <li>• Department of Transport</li> <li>• Environmental Protection Authority</li> <li>• Fisheries VIC</li> <li>• Friends of Griffith Island</li> <li>• Heritage Victoria</li> <li>• Utility authorities</li> <li>• Western Abalone Divers Association</li> </ul>