

CITY OF GREATER GEELONG

Industrial Land Supply Review 2025

Report Summary

Introduction

- The Industrial Land Supply 2025 review serves as a comprehensive assessment of all current and future land designated for industrial uses within the City of Greater Geelong.
- The review informs the City, businesses, landholders, and the wider community about the state of industrial land, its economic importance, and future supply.
- It investigates industrial land use, identifies occupied and vacant land, and reviews the role and outlook for the City's established and emerging industrial precincts.
- This summary highlights the most important points from the full report.

Project Timeline:



Geelong's Industrial Precincts

Northern Geelong Industrial Precincts:

- **Locations:** Geelong Port, Geelong Ring Road Employment Precinct (GRREP), North Geelong.
- **Function:** Zoned Industrial 2, primarily for heavy industry.
- **Connectivity:** Excellent access to global markets via air, sea, rail, and road.
- **Land Use:** Needs protection for long-term flexibility. 215.7 hectares of vacant land remain, with 193 hectares in the GRREP.

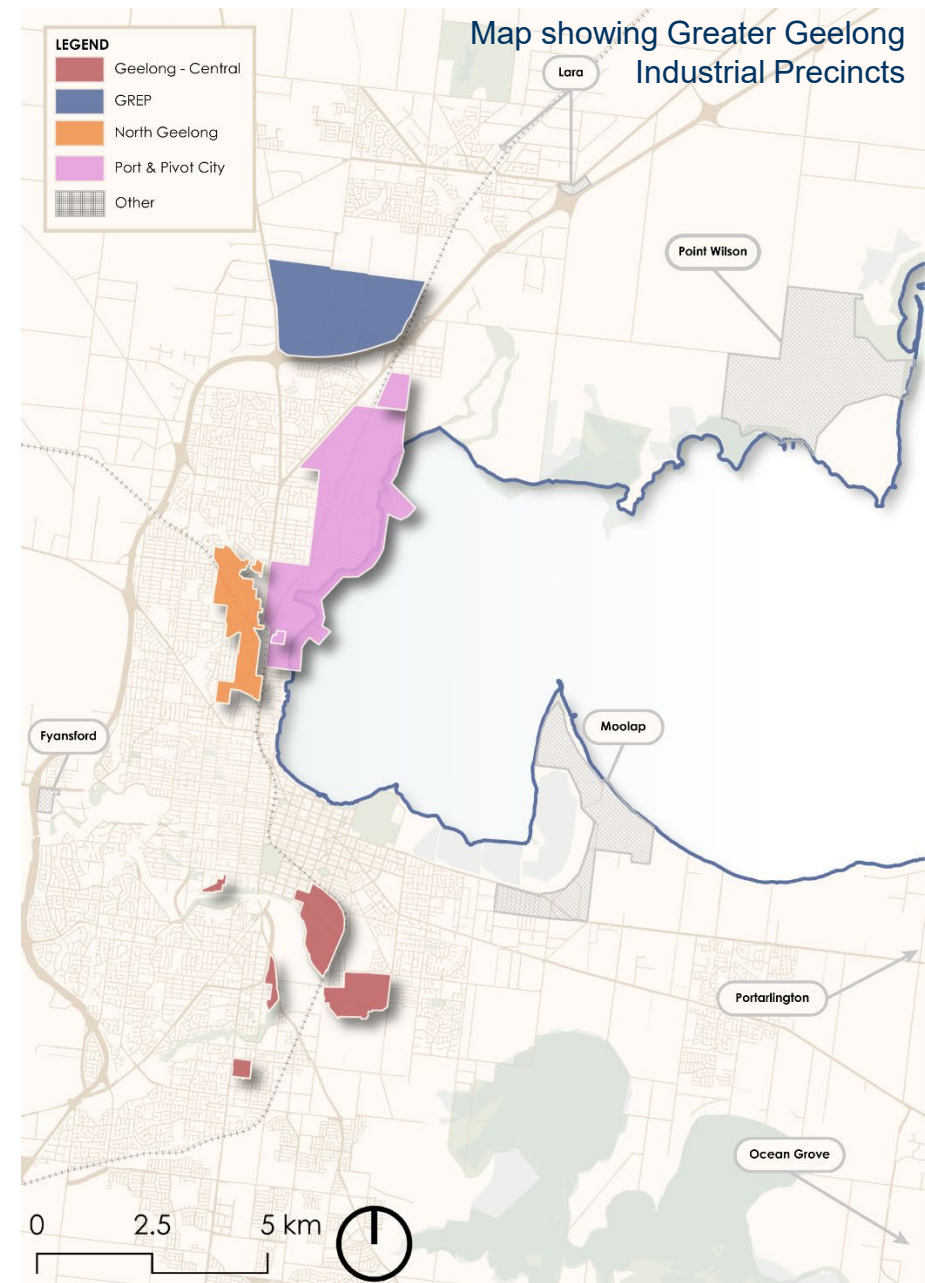
Southern Geelong Industrial Precincts:

Locations: Belmont, Breakwater, Grovedale, Newtown, South Geelong.

Function: Zoned Industrial 1 for a variety of less impactful businesses.

Land Use: Population growth has shifted the focus towards businesses that serve the local population rather than traditional heavy industry. Existing precincts are completely occupied.

Challenges: Denser environment from residential growth, Heavy industrial uses are increasingly facing issues with noise and odour impacting the surrounding residential areas.



SOUTHERN INDUSTRIAL PRECINCTS

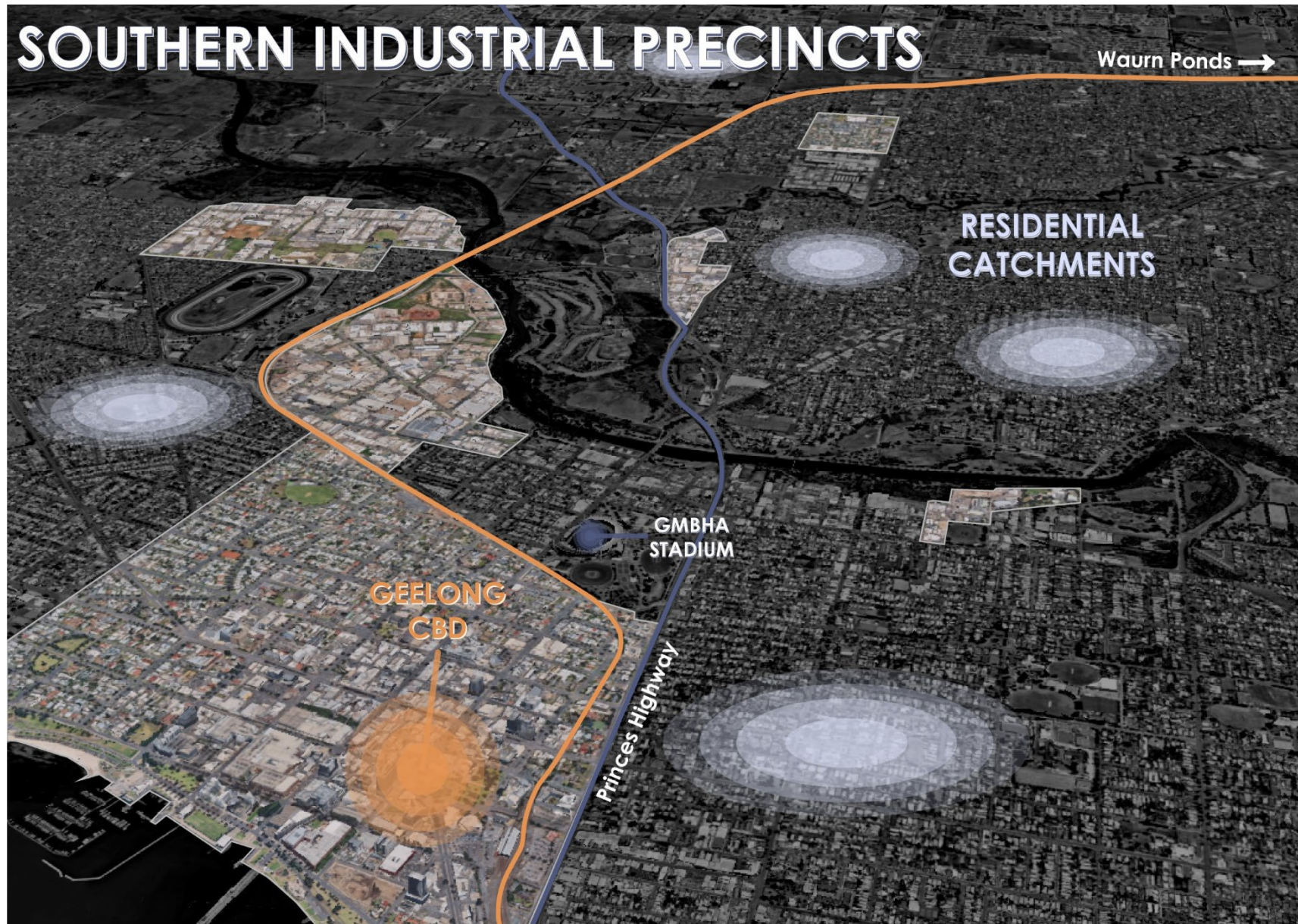
Waurn Ponds →

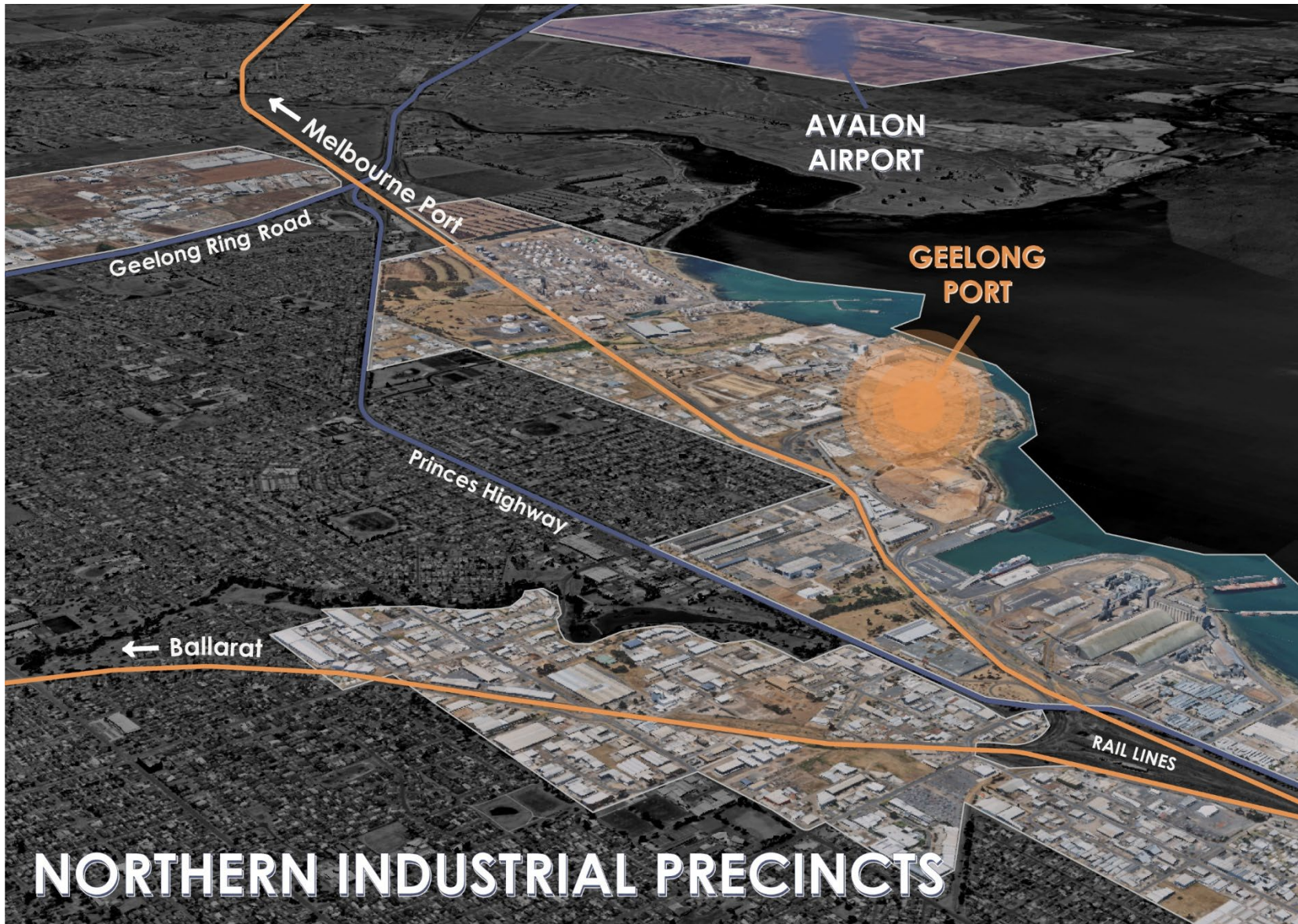
RESIDENTIAL
CATCHMENTS

GMBHA
STADIUM

GEELONG
CBD

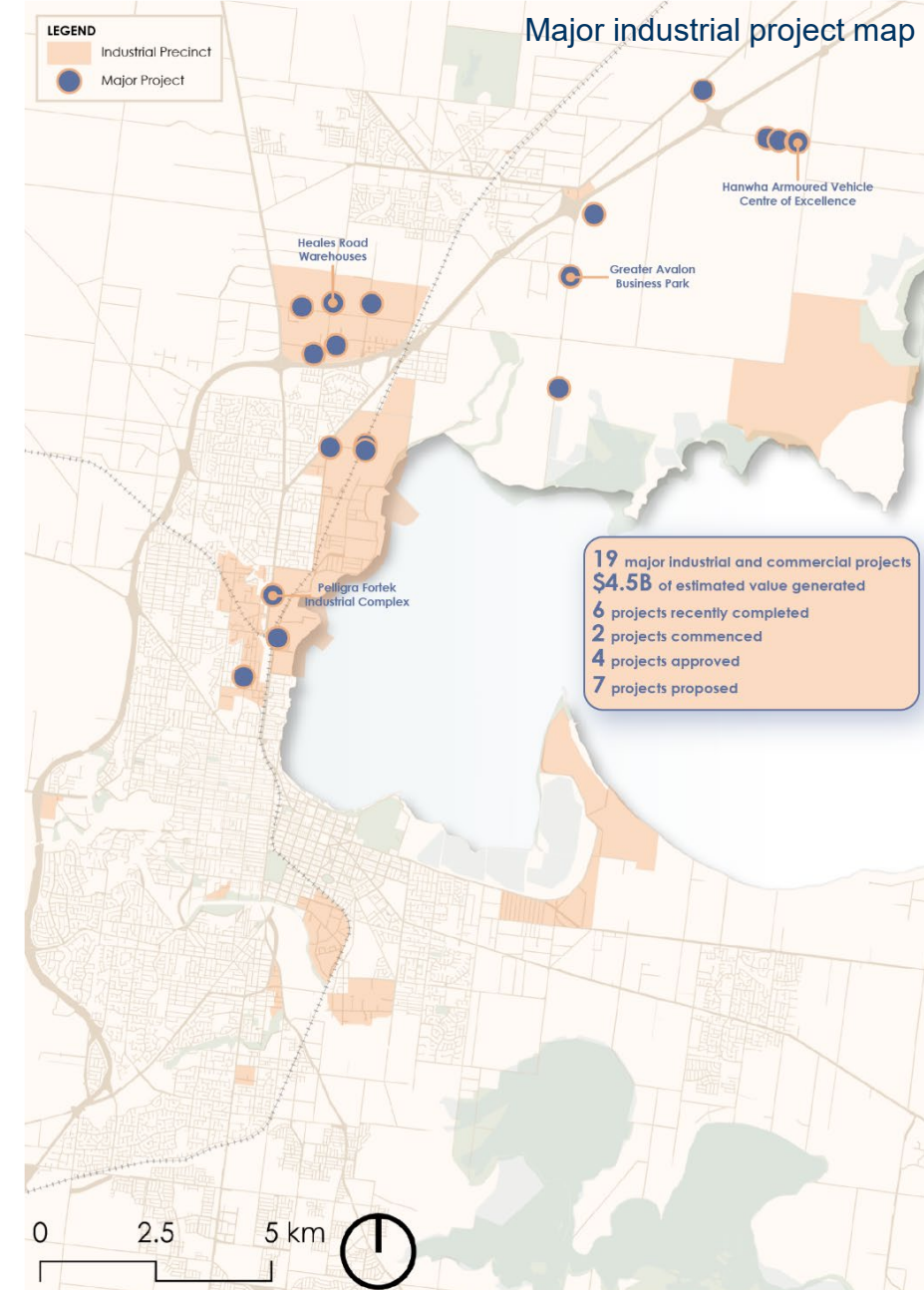
Princes Highway





Positive Conditions for Industrial Growth

- *Population Growth*
- *Locational Advantages*
- *Workforce Growth*
- *De-Globalisation and Reshoring*
- *Policy Support*

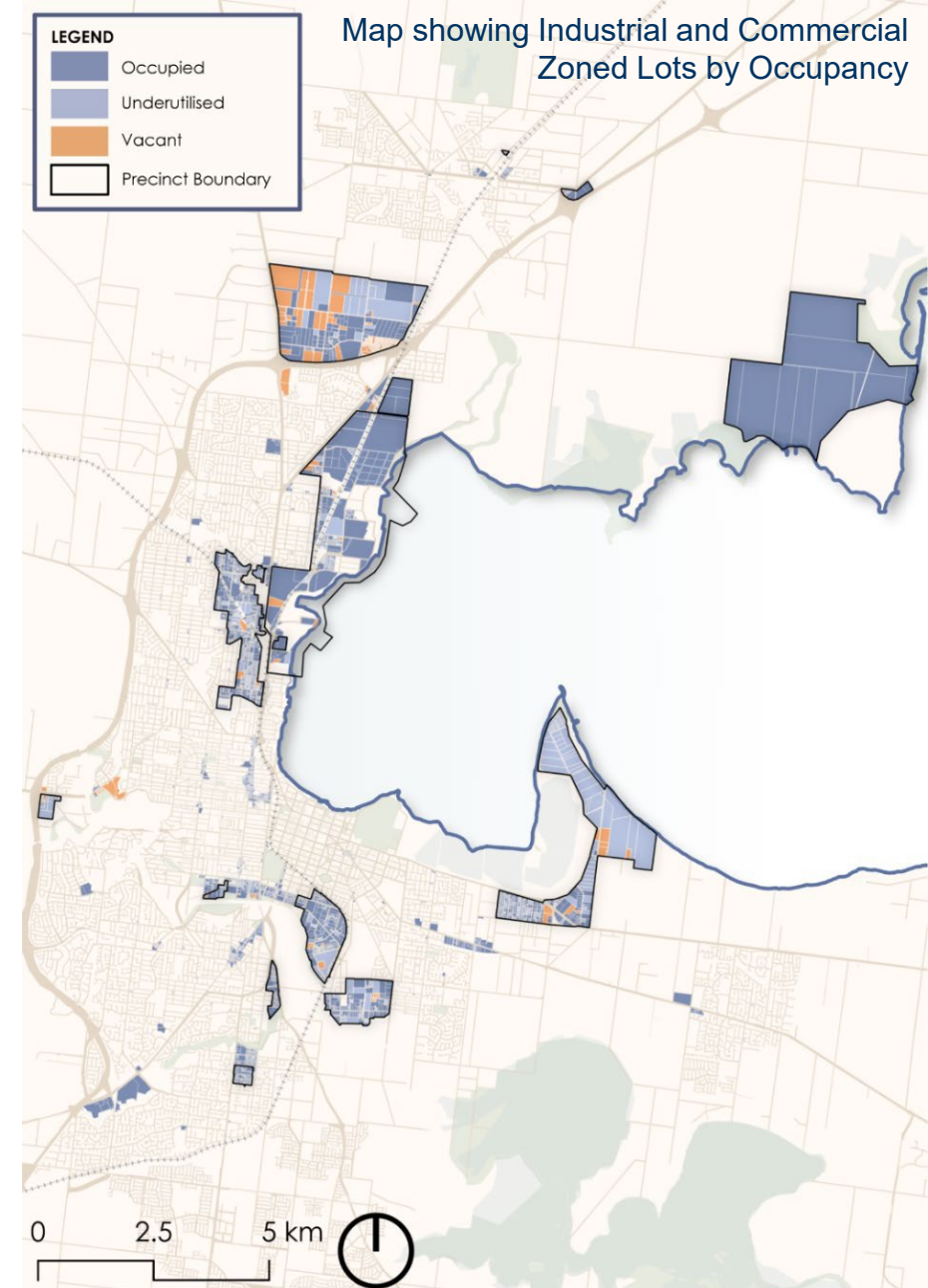


Land Supply

- **Industrial Land Occupancy:** As of 2025, the City's zoned industrial land is highly occupied.
- **Fully Developed Land:** Over 71% of the zoned industrial land is fully developed and occupied.
- **Underutilized Land:** 19% of the zoned industrial land is potentially underutilized. This land is still in active industrial use and is not considered vacant, but it could be intensified for further development.
- **Vacant Land:** A study identified 292 hectares of vacant industrial land across 381 lots.

Vacancy Status	No. of Lots	Land Excl. Moolap* (ha)	Total Land (ha)
Occupied	4,840	1,990.7	2,071.3
Underutilised	255	256.4	552.1
Vacant	381	264.9	292.0
Total	5,476	2,511.9	2,915.5

*Moolap industrial area is currently in transition and will eventually support future parkland, environment, tourism and residential uses

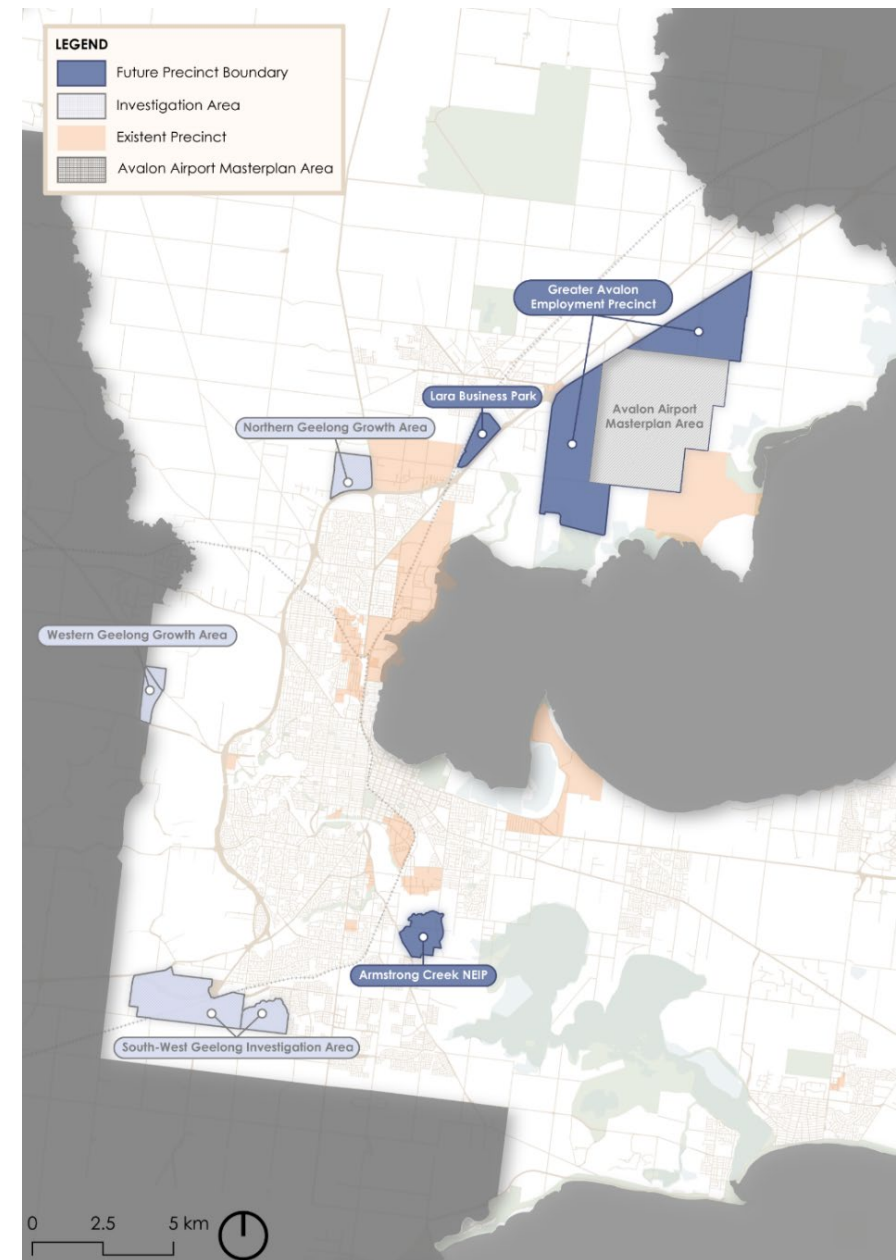


Future Precincts

1. Greater Avalon Employment Precinct
2. Lara Business Park
3. Armstrong Creek North East Industrial Precinct

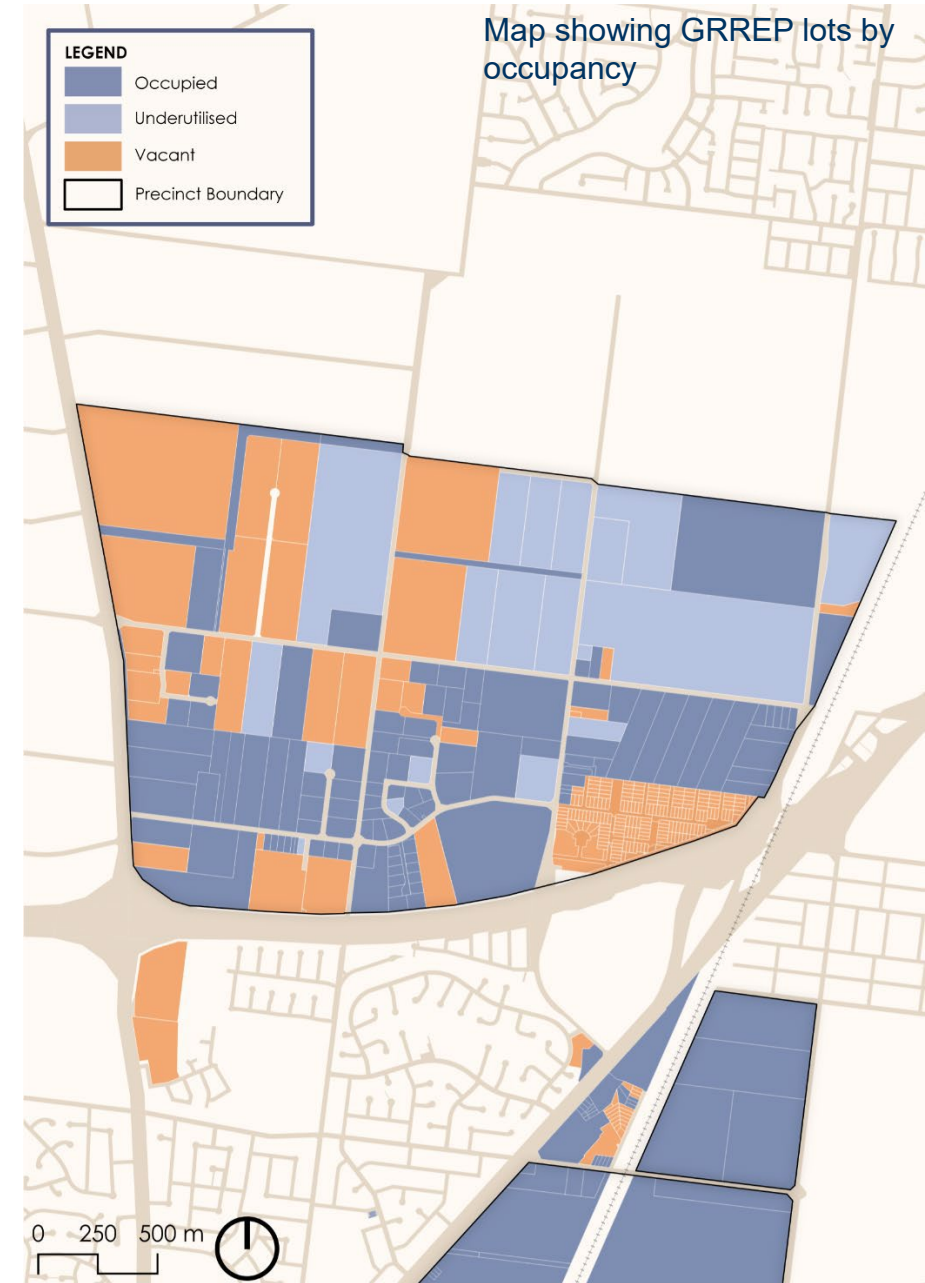
Investigation Areas

1. Northern Geelong Growth Area
2. Western Geelong Growth Area
3. South-West Geelong Investigation Area



Key Findings

- Since COVID, Geelong's industrial footprint has been expanding – over 21 hectares per year.
- This growth is supported by a nationally significant manufacturing and fuel sector, favourable industrial supply and demand factors, and a pipeline of approved industrial projects valued at over \$3 billion.
- City's ability to sustain this growth is at risk due to a constrained and imbalanced land supply. By 2027, Geelong will likely have less than ten years of industrial land left.
- 90% of the City's industrial land supply is in the north of the municipality.
- The city depends on the Geelong Ring Road Employment Precinct (GRREP), which holds 73% of vacant industrial land.
- The GRREP's subdivision requirements are designed for very large operations and limit options for majority of traditional and non-traditional industrial sector.



Recommendations

- **Establish a New Industrial Development Framework/ Industrial Strategy:** Develop a framework plan or an industrial strategy that:
 - Define the industrial role and development outlook for all precincts
 - Guide land use planning and infrastructure coordination
 - Provide updated design guidance to improve amenity, site interfaces, and built form quality.
- **Diversify Land Supply:** The facilitation and delivery of new employment precincts in both the south and north of the municipality that can accommodate diverse industrial sectors should be a key municipal economic development priority. These new precincts should consider EPA buffer guidelines (2024) to ensure suitable land use options.
- **Protect Northern Precincts:** Given the northern precinct's unique statewide asset status with air, road, rail, and sea access, its operational integrity must be protected from sensitive uses. This should be specified in future policy and industrial strategy and the planning of new communities in the north.
- **Support Southern Precincts:** To sustain the growth of southern industrial areas, the city should prioritize facilitating new industrial land in the south, support infill development and industrial renewal, and encourage the relocation of aged heavy industry to more appropriate settings in the north or in new precincts that can accommodate these uses.
- **Diversify Lot Sizes:** To broaden the spectrum of businesses that can locate in the Geelong Ring Road Employment Precinct, City should review the extent of land subject to minimum subdivision requirement in future policy initiatives.