

INVEST GEEELONG

A CLEVER AND CREATIVE
INTERNATIONAL CITY

Acknowledgement of Country

The City of Greater Geelong acknowledges the Wadawurrung People as the Traditional Owners of the Land, Waterways and Skies. We acknowledge all Aboriginal and Torres Strait Islander people who are part of our Greater Geelong community today.

Mayor's Welcome

As Mayor of the City of Greater Geelong, I'm proud to introduce our city – a rare place where innovation and investment come together to attract top talent and build thriving businesses.

Our momentum is unmistakable – jobs have grown faster than our population in recent years, and a multi-billion-dollar investment pipeline is reshaping our region.

What sets Geelong apart is how we work. Businesses, government agencies and Council partner closely to turn good ideas into real projects on the ground.

We pair national-scale infrastructure – a deep-water port, an airport with 24/7 freight capabilities and direct rail and freeway links to Melbourne – with a lifestyle that helps employers attract and keep great people.



Cr Strech Kontelj OAM
Mayor, City of Greater Geelong

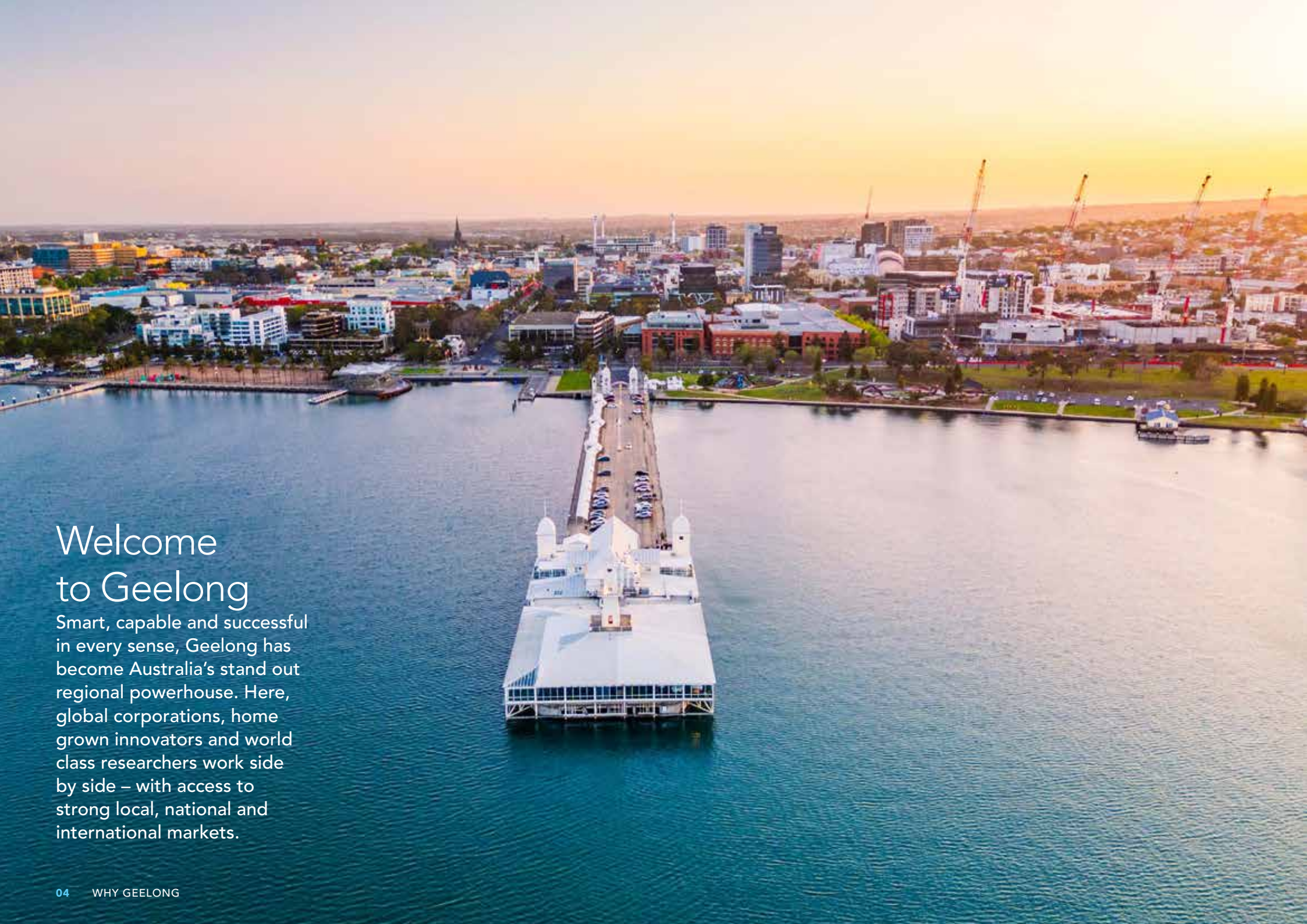
That's why investors tell us Geelong is easy to choose, and easier to grow in.

Looking ahead, our Geelong on the Rise: A Clever & Creative International City - Greater Geelong Economic Development Plan 2024-2034 focuses effort on nine Future Growth Opportunities, from advanced manufacturing and clean energy to healthcare, logistics and the creative economy.

I invite you to come and see Geelong for yourself. Walk the waterfront, tour our innovation precincts and meet the partners ready to help you succeed here.



WHY GEELONG

An aerial photograph of Geelong, Australia, taken at sunset. The sky is a warm orange and yellow. In the foreground, a large, white, modern pier with a glass-enclosed lower section extends into the blue water. The pier has several cars parked on its upper deck. In the background, the city of Geelong is visible, with various buildings, including a prominent church spire on the left, and several large construction cranes on the right. The water is calm, reflecting the light from the sky.

Welcome to Geelong

Smart, capable and successful in every sense, Geelong has become Australia's stand out regional powerhouse. Here, global corporations, home grown innovators and world class researchers work side by side – with access to strong local, national and international markets.

GEELONG IS ALL ABOUT OPPORTUNITY



Australia's fastest growing regional labour market

Employment has risen twice as quickly as population over the past five years, placing Geelong at the top of the national jobs growth table.



A multi billion dollar investment wave

More than sixteen billion dollars in live or committed projects are reshaping defence, clean energy, logistics, commercial, medical and visitor economy precincts right now.



Deep talent pipeline

Deakin University, The Gordon and local industry academies graduate thousands of engineers, health professionals, trades and digital specialists each year, ensuring employers secure skills fast.



Location and market reach

On Melbourne's doorstep, with direct freeway and rail links to the CBD and Port of Melbourne; the Port of Geelong for bulk trades; Avalon Airport for 24/7, curfew-free freighter operations.



Diverse, innovation ready economy

Nine Future Growth Opportunities span advanced manufacturing, agribusiness, clean economy, professional services, creative industries and beyond.



Lifestyle that attracts and retains people

Coastal living, thriving arts and design scenes, and housing costs well below capital city levels make it easy for companies to bring talent here – and keep it.

Scan to watch the 'Geelong – a Clever and Creative City' video



LOCATION AND MARKET REACH

One of Australia's fastest growing cities with a population catchment exceeding one million people within a 1-hour commute.

2046 POPULATION
FORECAST

442,000

GRP

\$20.5
BILLION

JOBS

145,000



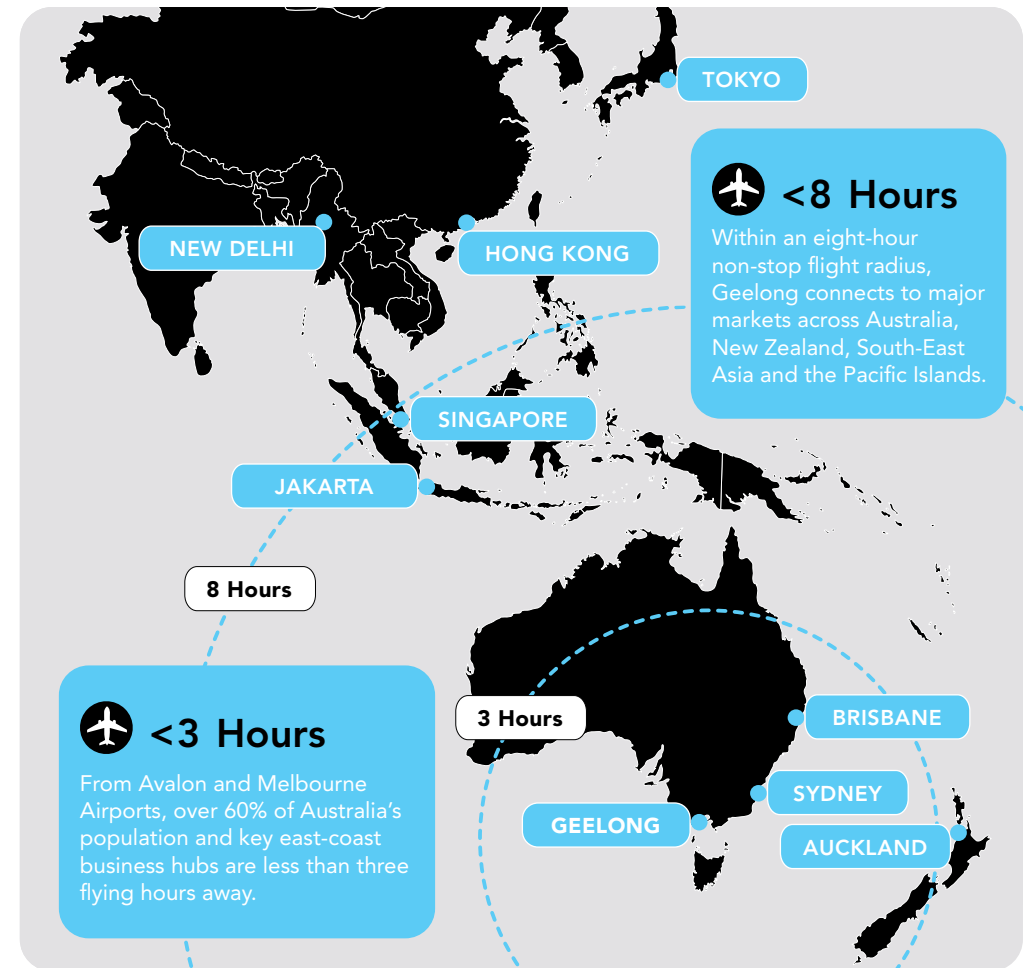
Scan to visit
economy.id.com.au/geelong

From Geelong you can service Australia's largest consumer market, reach multiple east-coast capitals within a three-hour flight, and major Asia-Pacific gateways inside eight hours.

LOCAL CONNECTIVITY



ASIA PACIFIC REACH





ENABLING INFRASTRUCTURE

MOVE GOODS & PEOPLE



Port

The Port of Geelong handles bulk and roll-on/roll-off ships, with fast road links across Victoria. The Spirit of Tasmania provides a vital freight link between Tasmania and Geelong, ensuring reliable and efficient transport of goods across Bass Strait.



Airport

Direct flights to Sydney, Brisbane, Gold Coast and Canberra and future international route opportunities; and 24/7 freight flights.



Road and Rail

Dual-carriage M1 to Melbourne; frequent passenger rail; freight link to the national standard-gauge line.

UTILITIES & DIGITAL



Electricity

Ample electricity for industry, with the option to use 100% renewable power.



Water

Secure water, including Class A recycled water in key precincts.



Fibre Internet

Business-grade fibre internet and wide 5G coverage.

HEALTH & EDUCATION BACKBONE



Hospital Network

A world-class hospital network (University Hospital Geelong, Epworth, St John of God, women's & children's services) and talent pipelines from Deakin University and The Gordon.

DATA-CENTRE PIPELINE



Scalable Power

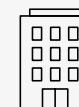
Large sites, scalable power and fast fibre; proposals under discussion.

BUSINESS INFRASTRUCTURE



Land Availability

Geelong offers scale, value, and growth for industrial and commercial investors. With over 70% of vacant serviced industrial land ready for development.



Premium A-Grade Office Space

Over \$160 million in new office developments are approved and transforming Geelong's flourishing knowledge and enterprise precinct.

TALENT AND EDUCATION

Skilled people, strong pipelines, proven partners

Geelong's labour force now exceeds 155,000, with jobs growing faster than all other Australian cities in recent years. Employers also tap the wider Melbourne labour market within an hour via direct road and rail.

Our education backbone is strong: Deakin University's Geelong campuses (Arts & Education, Business & Law, Health, Science, Engineering & Built Environment), The Gordon (Victoria's largest regional TAFE), and specialist providers such as Marcus Oldham College

(agribusiness leadership) and Geelong Tech School. Deakin's R&D hubs including ManuFutures (advanced manufacturing scale-ups), REACH (Recycling and Clean Energy Commercialisation Hub) and IISRI (intelligent systems/robotics) – help companies prototype, test and scale.

Major employers such as Barwon Health, Deakin University, WorkSafe, TAC, Cotton On Group and Viva Energy anchor a diverse professional and technical workforce. Together, this ecosystem gives investors the skills, partners and graduate flow needed to grow.





LIFESTYLE AND LIVEABILITY

A city and lifestyle people choose

Geelong is a city where top talent chooses to live and work.

The city combines a walkable waterfront CBD, UNESCO City of Design culture, thriving food and live music-scene, quality schools and all the big city options at a more relaxed pace.

Professionals enjoy short commutes, access to nature, and vibrant urban precincts that make it easy to switch from boardroom to beach.

The region is home to a bustling cultural precinct with Australia's largest regional Performing Arts Centre and one of Australia's leading and oldest regional Art Galleries; both hosting world-class productions, exhibitions, and cultural events year-round.

A packed calendar of major events, sports and business conferences adds year-round buzz. Nyaal Banyul Geelong Convention and Event Centre and GMHBA stadium, home of the Geelong Cats, enable international standard exhibitions and events.

When the weekend arrives, beaches, award winning wineries, markets with locally grown and curated artisan goods and outdoor trails are all close by.

Geelong delivers a lifestyle professionals seek for themselves and their families. It's a city that attracts talent and keeps it.



FUTURE GROWTH OPPORTUNITIES

Powered by a \$16.1 billion investment pipeline

175 MAJOR PROJECTS

PROPOSED, APPROVED OR UNDERWAY

- Hanwha Armoured Vehicle Centre of Excellence – Stage 2 > **Defence**
- Nyaal Banyul Geelong Convention and Event Centre > **Visitor Economy**
- Barwon Women's and Children's Hospital > **Healthcare**
- Geelong Port Renewables Terminal > **Clean Economy**
- Viva Energy Renewable Hydrogen Hub > **Clean Economy**
- Regional Renewable Organics Network Facility > **Clean Economy**
- Novotel Geelong expansion > **Visitor Economy**
- Geelong Gallery Redevelopment > **Creative Industries**



Scan for the live major projects map

Nine future growth industries aligned with our Economic Development Plan (2024-2034) - Geelong on the Rise: A Clever & Creative International City have been identified to catapult Geelong onto the national and international stage, driving growth, innovation and competitiveness.



ADVANCED MANUFACTURING

Design, engineering and production of high-value products, from composites and precision components to mobility and equipment; supported by R&D, prototyping and scale-up facilities.



AGRIBUSINESS AND FOOD MANUFACTURING

Value-add processing, packaging and beverage production close to farm supply, with strong cold-chain logistics for domestic and export markets.



CLEAN ECONOMY

Renewable energy and low-carbon fuels, recycling and resource-recovery, and services that help industry cut emissions and turn waste into new inputs.



CREATIVE INDUSTRIES AND DIGITAL TECHNOLOGY

Design, screen and games, music and performing arts, advertising and digital content services clustered in flexible studios and co-working hubs.



DEFENCE

Land-systems manufacturing, sustainment and test/validation activity, with opportunities for suppliers across machining, electronics, materials and systems integration.



HEALTHCARE

Public and private hospitals, primary and allied health, aged-care services and health research - creating opportunities for med-tech, clinical trials and digital-health solutions.



PROFESSIONAL BUSINESS SERVICES

Head-office and shared-services functions – finance, insurance, ICT, HR and customer operations – serving state, national and global clients.



TRANSPORT, LOGISTICS AND FULFILLMENT

Port, airport, rail and freeway links enabling warehousing, distribution, cold-chain and e-commerce fulfilment, plus project-cargo capability.



VISITOR ECONOMY AND EVENTS

Business events, major sport and cultural festivals anchored by new convention and stadium infrastructure, alongside accommodation, hospitality and experience providers.



INVESTMENT SUPPORT

How we help

Investment and Economy Team Your 4-step Pathway

01. Engage

We welcome enquiries from businesses, developers, community groups and government agencies – online or in-person – and pinpoint opportunities that align with the City’s strategic priorities.

03. Monitor

Regular check-ins keep your project on track; sensitive information remains confidential under Deeds of Confidentiality.

02. Facilitate

We help you prepare for the planning process, provide market data, arrange site visits and connect you to potential local, state and federal partners and support.

04. Celebrate

When milestones are reached we amplify your success – launch events, media coverage and council channels build community pride and investor momentum.

Business-Networking Hub

Geelong offers a dynamic and well-connected business environment where government and industry work together to drive investment and growth. Tap straight into Geelong’s Collaborative Business Ecosystem.

NETWORK	FOCUS
Advanced Fibre Cluster	> Industry support, research, advocacy and collaboration
AusIndustry	> Australian Government business support, grants, and policy initiatives
Committee for Geelong	> Leadership, and policy influence
Geelong Chamber of Commerce	> City-wide business networking and advocacy
Geelong Manufacturing Council	> Industry clusters and lean manufacturing programs
Regional Development Victoria (RDV)	> Victorian Government’s lead regional agency for job creation, investment and economic development
Tourism Greater Geelong & The Bellarine	> Destination marketing and industry development for the visitor economy
Other Industry Representative Groups >	> Professional networks, business associations, import/export support.

Placeholder for business ecosystem logos.



READY TO INVEST IN GEELONG?



Scan the QR code or visit xxxx.com.au to submit your enquiry and arrange a confidential discussion about your investment opportunities.



For more information or to download sector fact sheets, scan the QR code or visit geelongaustralia.com.au

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