THE CITY OF
GREATER GEELONG

GREATER GEELONG INDUSTRIAL STRATEGY

PROJECT UPDATE

NOVEMBER 2026

Greater Geelong is Planning its Industrial Future

Greater Geelong is a major industrial hub in Victoria. Geelong's multi-modal sea, air and road infrastructure uniquely positions businesses with direct access to local, national, and international markets. Long standing industrial precincts incorporate high-quality infrastructure and an environment where businesses can operate. And, because the City is a great place to live, our workforce is continually growing.

Today, Greater Geelong's industrial sector makes up more than 50% of Greater Geelong's economic output and continues to be a major source of employment, skill development, innovation and investment.

Greater Geelong needs new industrial land options to expand. Low vacancy rates and constrained industrial land supply are limiting the City's next era of industrial development which, if not addressed, places innovation, investment and economic diversification at risk.

Greater Geelong City Council is planning the next era of the City's industrial growth via the development of the Greater Geelong Industrial Land Strategy 2027.

Greater Geelong is developing an Industrial Land Strategy

The Greater Geelong Industrial Land Strategy will set the conditions for the next era of industrial growth by:

- articulating a long term vision for Geelong's industrial economy
- expanding the City's industrial land supply
- setting the conditions for ongoing industrial investment, renewal, innovation and confidence, and
- setting the conditions to boost the diversity and quality of industrial floor space.

Greater Geelong incorporates over 1000 hectares of proposed, planned and recently rezoned employment precincts. The Strategy will detail a precinct framework that articulates the economic and land use role of existing and future industrial precincts given their infrastructure, housing, transport and environmental context.

To continue to grow the industrial business sector, Greater Geelong requires more diverse industrial floor space including small and medium sized areas. The Strategy will seek to boost the floor space diversity through renewal incentives and preferred lot and floor space outcomes.

The ongoing success of industrial areas depends on managing impacts on surrounding communities and maintaining compatibility with nearby land uses. As such, managing industrial impacts and interfaces as well as ensuring the attractiveness of industrial areas for workers and residents is a further focus.

The Industrial Land Supply Review

The Industrial Land Supply Review 2026 confirmed the need to increase Greater Geelong's supply of development-ready industrial land. The Review received 36 submissions from government agencies, local residents, private enterprises, landholders, industry bodies and other organisations.

Private enterprises and landholders represented the largest cohort of respondents, reflecting strong market interest in the future direction of industrial land planning. Submissions raised a wide range of site specific and strategic matters with recurring themes around land supply adequacy, precinct boundaries, subdivision controls and the need for market ready land to service small to medium sized industrial uses and enterprises.

Strategic matters raised in submissions will inform the preparation of the Draft Industrial Land Strategy. In addition, a number of submissions identified land with potential to contribute to Greater Geelong's future industrial land supply. Council is currently considering these submissions as part of the development of the draft Industrial Land Strategy. Further information regarding future industrial land supply opportunities, including opportunities for landowners and proponents to update existing submissions and provide additional information for consideration, will be released as part of the draft Strategy consultation process in 2027.

A summary of submissions is provided in the following table.

Table 1 Submission Summary

Submission Theme	How the Draft Strategy will respond
Constrained supply of industrial land	The Strategy will set the conditions to facilitate the orderly delivery of new industrial land and provide a framework for considering future industrial land supply opportunities.
Current and future role of key precincts	The Strategy will provide land use policy directions for all the City's current and future industrial precincts including the Geelong Ring Road Employment Precinct, Moolap and the Avalon Airport corridor.
Proactive engagement with landholders, industry and government agencies	The Strategy will be subject to early engagement with key industrial stakeholders.
The need to co-ordinate development with energy and water provision and capacity.	Strategy directions will seek to optimise industrial development, uses and operations in accordance with enabling infrastructure.
Protect industrial land from encroachment	The Strategy will set in place policy to secure the ongoing operations and social license of industry.
The availability of small and medium sized spaces.	The Strategy will propose subdivision reforms in the Geelong Ring Road Employment Precinct and promote small and medium spaces in other locations.

When will the Strategy be delivered?

The first phase of the Strategy development commenced in February 2025 when Greater Geelong undertook the Industrial Land Supply Review. This included a public consultation and submissions process over the September 2025 period. The audit was finalised in May 2026.

A draft Industrial Land Strategy is currently under development and is intended to be subject to a public consultation period in May 2027. The aim is to finalise the Strategy by Quarter 3 of 2027 and then to commence the process of implementing the Strategy which typically takes 12 to 18 months.

New Industrial Land Supply (Amendments C477 and C453)

Recent planning scheme amendments have resulted in new zoned industrial land supply in Greater Geelong's north.

Amendment C477ggee finalises the planning stage of the Avalon Employment Precinct (west). In delivering the precinct, the amendment introduces built form, design, and environmental controls that will ultimately shape the use of the site.

While the land will be subject to the authority of the Minister for Planning the site will be included as part of the Avalon strategic area.

Lara Business Park Amendment C453ggee, rezones farming land in Lara to the Industrial 1 Zone and Industrial 3 Zone. The site is in direct proximity to the Geelong Ring Road Employment Precinct and Avalon Airport. The site is not subject to subdivision requirements and thereby is positioned to deliver much needed small and medium size industrial options in Geelong's north. Lara is in proximity to high pressure gas pipelines which will impact future uses.

Further Information

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