

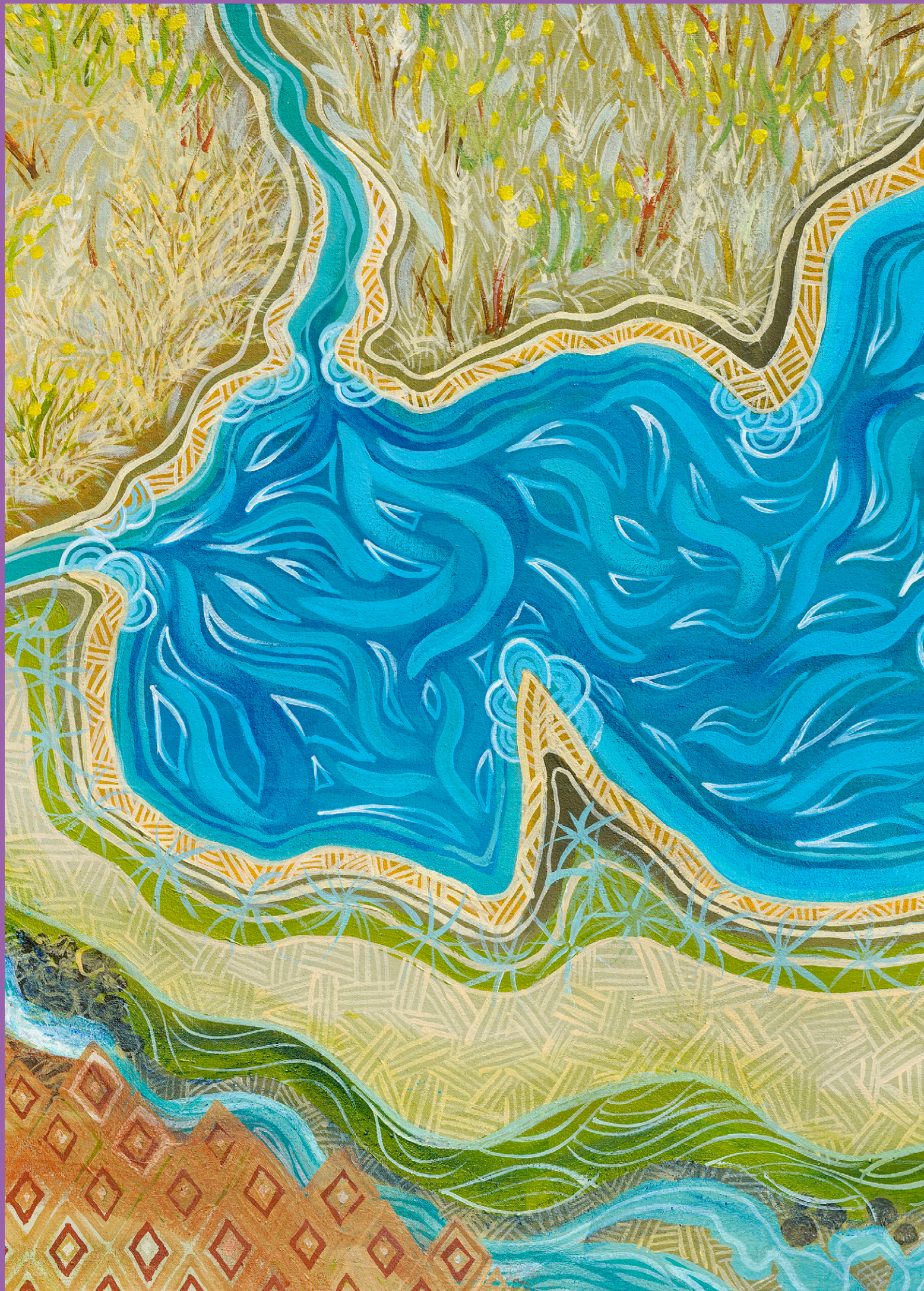
GREATER GEELONG

# A CLEVER and CREATIVE FUTURE

OUR PROGRESS  
2019

GEELONG CELLAR DOOR

SPECIALIST  
LOCAL WINE, BEER  
& CIDER MERCHANTS



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“With Geelong continually exploding with new people and new opportunities, our community-led vision and collaboration is key to ensuring we all play a part in Geelong’s growth”

Brandon Burns  
Head of Community  
Runway

The City of Greater Geelong acknowledges Wadawurrung Traditional Owners of this land and all Aboriginal and Torres Strait Islander People who are part of the Greater Geelong community today.

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**Cover image:** Geelong After Dark, 2019

**Opposite:** Corio, Dr Jenny Murray-Jones

# PARTNER MESSAGE

**It's been a big year for the many dedicated organisations who are working towards achieving the Greater Geelong community's 30-year clever and creative vision.**

Following is a snapshot of the projects, initiatives and programs that have been initiated, furthered or realised in 2019 – from Avalon Airport's new partnership with Citilink and VietJet, to Active Geelong's efforts to make Geelong the most active city in Australia.

Notable events that attracted local and international visitors to our region included Avalon Airshow, Festival of Sport, Cadel Evans Great Ocean Road Race, Geelong After Dark and a dedicated Geelong-based program of events for Melbourne Design Week. We also welcomed the Hyundai A-League's newest team, Western United, who are playing home matches at GMHBA Stadium until their Tarneit stadium is complete.

Opportunities for local businesses to collaborate grew with the opening of the Geelong Art Centre's co-working space, the Creative Engine, as well as Newtown's KO Creative Studio. Joining Runway Geelong at Federal Mills and the Creative Hub in the CBD, these spaces will create exciting

new opportunities for start-ups and creatives to work together and prosper.

The 10-year implementation plan to revitalise Geelong and unlock the potential of the Great Ocean Road visitor economy through the Geelong City Deal was released in October. The Australian and Victorian Governments, together with the City of Greater Geelong, will invest \$370 million in the region to further diversify Geelong's economy, increase visitors to the region and enhance our already thriving city centre.

As vision partners, we've worked steadily to further our global reputation as a UNESCO City of Design by looking for new ways to embed design-thinking methodology into local projects and events, such as the new Civic Precinct.

Thanks to everyone who contributed to furthering the vision in 2019. As a partner group, we know that 2020 is going to look very different for many as we work together to recover from the impacts of the COVID-19 crisis. There's no doubt that working together will be vital to helping us all get back on track.

## THE VISION PARTNER GROUP



# MAYOR'S MESSAGE



The importance of a strong vision can't be understated, especially for a rapidly growing and changing region such as Greater Geelong. It gives us all a mental picture of how we want our future to look, helping us see what's possible.

For leaders, a vision guides decision-making and encourages strategic thinking – demanding we lift our focus

from the day-to-day and consider the big picture. It also gives us a standard to measure ourselves by.

Greater Geelong's clever and creative vision was created with the help of 16,000 community members, and shows us exactly where we need to get to over the next 30 years.

With population growth, threats to the environment and now the devastating impacts of the COVID-19 pandemic among the many challenges and opportunities we face, our city and region will look different – that's a given.

Together, we have the ability to shape it. As Australia's only UNESCO City of Design, we can design a clever and creative city that meets the needs of its people while protecting the beautiful natural environment we all love.

The Greater Geelong City Council firmly believes this, and we are thankful to the local businesses, organisations and individuals who have embraced the clever and creative vision and joined us on this long-term journey so far.

A handwritten signature in black ink that reads "Stephanie A".

CR STEPHANIE ASHER

Mayor, City of Greater Geelong

# UNESCO UPDATE FROM THE SECRETARIAT



The City of Greater Geelong is the Secretariat for the UNESCO City of Design designation. Geelong is the first and only city in Australia with this designation, and one of just 40 in the world. In 2019, as part of our designation, we:

- established a City of Design Working Group to provide input into our activities
- hosted a series of events in support of 2019 Melbourne Design Week
- appointed 20 local organisations to become City of Design ambassadors
- hosted events, including Geelong's first Pecha Kucha and the UNESCO Creative Cities Network – Geelong Stakeholder Day
- joined Deakin University to present at the City of Design UNESCO Public Forum Event in March, as part of Singapore Design Week
- presented at the UNESCO Annual General Meeting in Fabriano, Italy, in June
- attended a Cities of Design sub-network meeting in Detroit, USA, in September
- helped form the Victorian Creative Cities Network, includes Bendigo, Ballarat and Melbourne.

In 2020, we were looking forward to delivering a huge program of over 80 events as part of the first-ever Geelong Design Week. While only 8 online events went ahead due to the COVID-19 restrictions, the event promises to be an important one in our region's design-led future.

# OUR COMMUNITY'S VISION

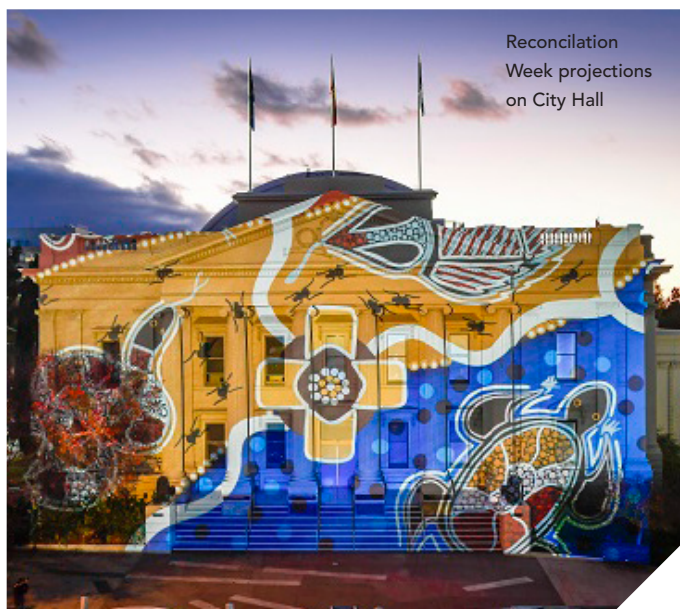
By 2047, Greater Geelong will be internationally recognised as a clever and creative city-region that is forward looking, enterprising and adaptive, and cares for its people and environment.

In 2017, over 16,000 Greater Geelong citizens contributed to the development of a 30-year vision for our city-region.

The community told us what they value about the region, how they rate it against the recognised elements of a successful community, and shared ideas about how to address challenges now and in the future.

Through the process, they listened to opinions, debated alternatives, analysed possible futures and compared ideas. Importantly, they deliberated and, in the process, learnt more about each other's aspirations, values and goals. The result was a community-led blueprint designed to achieve regional, national and international recognition for Greater Geelong as a clever and creative city-region.

To help achieve the vision, the following community aspirations were formulated:



## COMMUNITY ASPIRATIONS



A prosperous economy that supports jobs and education opportunities



A fast, reliable and connected transport network



An inclusive, diverse, healthy and socially connected community



A leader in developing and adopting technology



A destination that attracts local and international visitors



Sustainable development that supports population growth and protects the natural environment



Creativity drives culture



People feel safe wherever they are



Development and implementation of sustainable solutions

# RAISING THE PROFILE IN 2019

In 2019, the vision partners put on a series of events designed to embed design-thinking methodology into local projects and events, encourage new organisations to tell their story and generate further momentum for the vision in the community.

## CLEVER AND CREATIVE DEAKIN LECTURE SERIES

Over 500 people registered for three public lectures in 2019: Design for the Circular Economy; Good Health by Design; and Design with Nature.

## CLEVER AND CREATIVE PITCHFEST

In September, five local small businesses described how their business aligns to one of the vision's nine community aspirations in a bid to win \$2500. The winners were eQUIPd, who provide an online survey and comparison tool for parents seeking education and care services.

## GEELONG YOUNG PROFESSIONALS BREAKFAST

150 young professionals from the Greater Geelong region gathered at GMHBA stadium for a panel discussion between industry leaders exploring the 30-year vision and what it means for emerging leaders.

## CLEVER PEOPLE MASTERCLASS SERIES

Over 120 people attended two Clever People Masterclasses in September and November. The sessions featured experienced panel members from local organisations sharing tips about building and leveraging brands on social media.

## CREATIVE CHANGEMAKERS PROGRAM

Five secondary schools took part in the Creative Changemakers program where students used design-thinking methodology and the resources of the Geelong Tech School to develop innovative solutions that address challenges facing our region.

## CHAMBER AFTER 5 EVENT

More than 250 organisations gathered at the newly-developed Ocean Grove Surf Lifesaving Club in October to network and listen to a panel discussion about Active Geelong's efforts to make Geelong the most active city in Australia.

## PROMOTIONAL ACTIVITIES

Some of the new initiatives for 2019 included:

- A vision video uploaded to YouTube outlining the nine community aspirations.
- Monthly vision chats on 'The Catch Up' (93.9 Bay FM) with the Mayor of the City of Greater Geelong.
- A clever and creative promotional video for Avalon Airport's baggage claim and departure lounge.



Clever and Creative Deakin Lecture Series



Chamber After 5 Event



Creative Changemakers Program



Clever and Creative Pitchfest

# VISION IN ACTION

Following is a summary of the work many have undertaken in 2019 to further the clever and creative vision, plus a list of updated measures.

For a full list of information about the key organisations involved in each project, please refer to Our 2019 Partners on page 4.

For full details of each project, please refer to our website at [www.geelongaustralia.com.au/clevercreative](http://www.geelongaustralia.com.au/clevercreative).

DENNY'S PL

CARTEL  
COFFEE ROASTERS

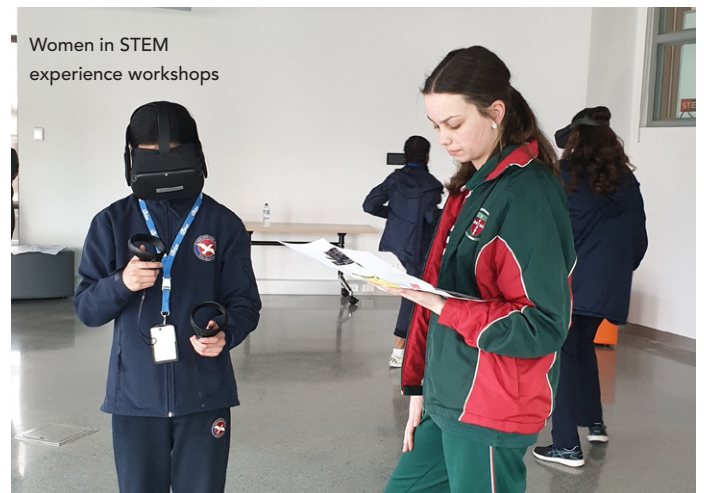
Photo: Geelong After Dark 2019



# A PROSPEROUS ECONOMY THAT SUPPORTS JOBS AND EDUCATION OPPORTUNITIES

## KEY INITIATIVES IN 2019

- In an event funded by the Australian Government and run by the Committee for Geelong, jobseekers, employers, employment service providers and recruitment agencies came together at the Arena for the Geelong Aboriginal Employment and Careers Expo in June.
- In August, female secondary school students explored the world of robotics, virtual reality, computer programming, electronics, science and design in a series of exciting hands-on workshops during the Women in STEM experience at the Geelong Tech School.
- The GROW job services network worked together to map employment barriers and enablers experienced by individuals and the employment services sector.
- The KO Creative Studio in Newtown opened its doors to Geelong’s creative industry in May, providing an environment for creatives and small businesses to work, connect and be inspired.
- Wheel maker Carbon Revolution and their team of 500 staff moved into expanded new premises in the Geelong Future Economy Precinct at Deakin’s Waurin Ponds Campus.
- The first 400 students have moved into the state-of-the-art accommodation in multistorey Brougham House, adding to the vibrancy of Geelong’s CBD.



WHAT WE'RE AIMING FOR	CURRENT TREND	CURRENT DATA
<b>SCHOOL LEAVERS</b> – The number of school leavers engaged in work or post-school study is higher than the Victorian average.		1.2% below the state average (2016).
<b>EMPLOYMENT</b> – Greater Geelong’s workforce participation rate is higher than the Victorian average.		2.6% below the state average (2016).
<b>BUSINESS DIVERSITY</b> – An increase in the diversity of businesses.		Regional Development Victoria Index of 53 (2016).



# A LEADER IN DEVELOPING AND ADOPTING TECHNOLOGY



## KEY INITIATIVES IN 2019

- The 2019 Pivot Summit, held in May, brought together a series of guest speakers to explore the concept of Tech vs Humanity at Deakin University's Costa Hall.
- The Digital Innovation Festival staged events in Geelong that covered three key themes: emerging technology, future jobs and digital inclusion.
- Geelong's first SMART.NODEs were switched on along the Waterfront in December, improving access to Wi-Fi, USB charge facilities, high-speed internet and data analytics.
- The Smart City Office deployed a community-wide Internet of things network. Spread across the municipality, the LoRaWAN sensor network forms part of the worldwide The Things Network.
- genU unveiled a ground-breaking display home at Armstrong Creek, showcasing technologies designed to support people with disabilities to live as independently as possible.



### WHAT WE'RE AIMING FOR

**DIGITAL INCLUSION** – Australian Digital Inclusive Index (ADII) score greater than 70.

### CURRENT TREND



### CURRENT DATA

ADII score of 67.2\* – an increase of 7.2 points since 2017 (baseline).

\*Sample size <150, exercise caution in interpretation.





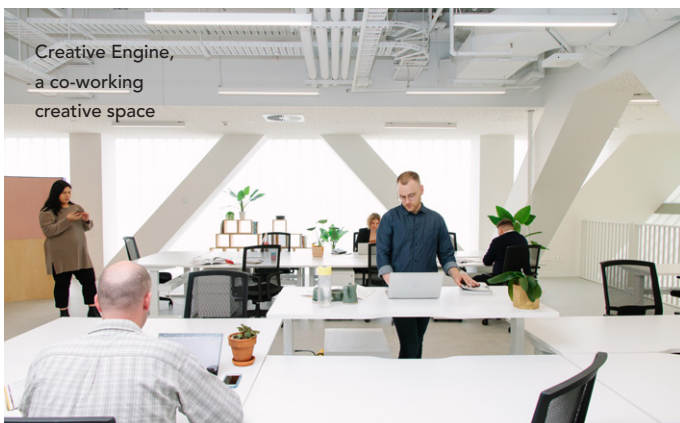
# CREATIVITY DRIVES CULTURE

## KEY INITIATIVES IN 2019

- The Geelong After Dark event attracted 32,400 people to Central Geelong in May, with 270 artists delivering 56 activities.
- Geelong hosted 22 satellite events for Melbourne Design Week, attracting more than 1,600 people and prompting an announcement of a stand-alone event for March 2020.
- The Geelong Arts Centre, launched 'Creative Engine', a co-working creative industries space and arts development program designed to grow the city's cultural capacity.
- The Word for Word Non-Fiction Festival, held at the Geelong Library and Heritage Centre in November, featured 80 individual presenters across 47 separate sessions.
- Geelong's own Back to Back Theatre made the leap from stage to screen in 2019 with *Oddlands*, a dystopic comedy filmed in Geelong, and premiered major new work, *The Shadow Whose Prey the Hunter Becomes*.



Word for Word  
Non-Fiction  
Festival



Creative Engine,  
a co-working  
creative space



Back to Back Theatre  
performance

### WHAT WE'RE AIMING FOR

**CREATIVE OCCUPATIONS** – Increasing the percentage of the workforce employed in creative occupations.

### CURRENT TREND



### CURRENT DATA

4.75% of the workforce is employed in creative occupations (2016).

**AN INNOVATION ECONOMY** – Greater Geelong rated in the top 200 of the Global Innovation Cities Index.



Greater Geelong is now rated 313 – up 21 places since 2017.



Only baseline data available



Trending towards success



No change



Trending away from success



# A FAST, RELIABLE AND CONNECTED TRANSPORT NETWORK



Vietjet Air takes flight from Avalon Airport

## KEY INITIATIVES IN 2019

- Port Phillip Ferries launched a new ferry service between Central Geelong and Docklands in December.
- Work began on a shared trails masterplan that aims to fill gaps and missing links that are preventing cyclists and pedestrians from moving freely and safely throughout the region.
- Avalon Airport and Vietjet Air announced international services between Avalon and Ho Chi Minh, with other Asian destinations under consideration.
- Avalon Airport took out the Major Airport of the Year Award at the National Airport Industry Awards in November.
- Construction of two new major cycling routes into Central Geelong from Herne Hill and Belmont started, supported by funding from TAC's Safer Pedestrian and Cyclist Fund.



Geelong's new ferry service to Melbourne

### WHAT WE'RE AIMING FOR

**METHOD OF TRAVEL TO WORK** – 50% of journeys to work are made by public transport, walking or cycling.

### CURRENT TREND



### CURRENT DATA

8.75% of journeys to work are made by public transport, walking or cycling (2016).





# A DESTINATION THAT ATTRACTS LOCAL AND INTERNATIONAL VISITORS

## KEY INITIATIVES IN 2019

- Representatives of the Geelong tourism industry had a great year at the 2019 RACV Victorian Tourism Awards in December with winners including Adventure Park, Tourism Greater Geelong and the Bellarine, Higher Mark – Geelong Cats and the Novotel Geelong.
- The 2019 Australian International Airshow and Aerospace and Defence Expo at Avalon Airport broke exhibitor and trade day attendance records, with 698 participating companies, 161 official industry and government delegations, 38,952 industry day attendances and 132,878 public day attendances.
- The Festival of Sport, which attracted 14,000 people to Kardinia Park in October with free family sporting fun and entertainment, was announced as a finalist for Community Sporting Event of the Year at The Victorian Sport Awards.
- The newest A-League Club, Western United, played the first of nine home games at GMHBA Stadium.
- The Activate Geelong Bollards Augmented Reality app was launched by Tourism Greater Geelong and the Bellarine.



WHAT WE'RE AIMING FOR	CURRENT TREND	CURRENT DATA
<b>NUMBER OF VISITORS</b> – The total number of visitors to the city-region increases by 2.1% per annum.		The city-region had a 19.5% increase compared to the same period last year.
<b>VISITOR EXPENDITURE</b> – Expenditure by visitors to the city-region increases by 3.8% per annum.		The city-region had a 15.1% increase in visitor expenditure compared to the same period last year.
<b>INTERNATIONAL VISITORS</b> – International overnight visitors grow at a rate of 4.9% per annum.		The city-region had a 27.8% increase in international overnight visitors compared to the same period last year.
<b>DOMESTIC VISITORS</b> – Domestic overnight visitors grow at a rate of 1.9% per annum.		The city-region had 34.1% increase in domestic overnight visitors compared to the same period last year.
<b>TOURISM EMPLOYMENT</b> – Tourism employment increases 1.6% per annum.		The city-region had a 5.4% increase in tourism employment compared to the same period last year.



# PEOPLE FEEL SAFE WHEREVER THEY ARE

## KEY INITIATIVES IN 2019

- The new Ocean Grove life-saving clubhouse officially opened its doors in July, boosting the safety of beachgoers at one of Victoria’s most popular surf beaches.
- A Geelong Community Safety and Emergency Management Day was held at Steampacket Gardens in October, giving children the opportunity to participate in activities and meet representatives from local emergency services.
- Avalon Airport introduced new and improved scanning equipment within the international terminal, improving efficiency and security.
- Deakin University introduced their free SafeZone app for all Deakin University students and staff, giving them around-the-clock access to the university’s security team, as well as information about the inter-campus shuttle bus.



WHAT WE'RE AIMING FOR	CURRENT TREND	CURRENT DATA
<b>PERCEPTIONS OF SAFETY</b> – 95% of residents agree that they feel safe in the area where they live.		54% residents feel safe in the area where they live (2017).
<b>CRIME</b> – Crime statistics are 20% below the state average.		Currently 4.84% above the state from 12.57% above state (2017).





# AN INCLUSIVE, DIVERSE, HEALTHY AND SOCIALLY CONNECTED COMMUNITY

## KEY INITIATIVES IN 2019

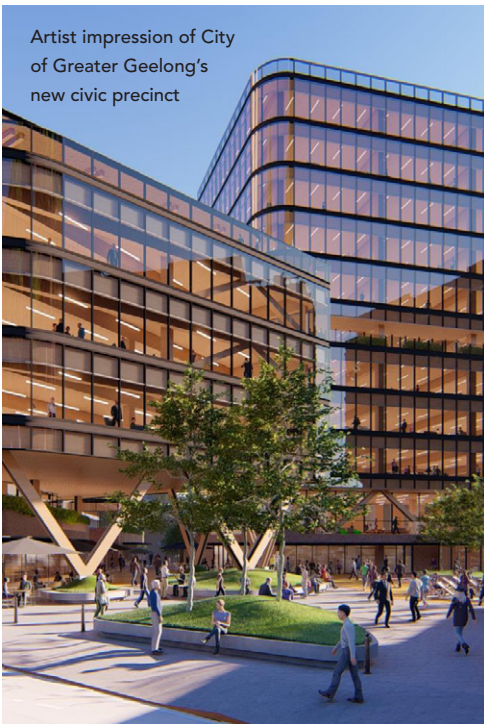
- Active Geelong established My Clinic Walks, a GP-led walking program designed to encourage walking among inactive people with chronic medical conditions.
- Give Where You Live, in conjunction with experts from the Auckland Co-Design Lab, hosted a workshop for 80 people in the community sector about embedding co-design in service development.
- The Geelong Pioneers, a collaboration of Geelong-based organisations, worked on developing a Financial Inclusion Action Plan that will be launched in February 2020 to improve financial wellbeing outcomes of Geelong residents.
- The Greater Geelong Youth Council hosted the 2019 Geelong Youth Summit at GMHBA Stadium in October.
- The Accessible and Inclusive Geelong Project, led by Deakin’s HOME Research Hub, built on the demonstrated success of a pilot project designed to make local businesses more accessible to people with a disability.
- A partnership, led by the Australian Federation of Disability Organisations and Tourism Greater Geelong and the Bellarine, received vital funding from the Victorian Government to continue work to make our region a more welcoming place for people with disabilities.



WHAT WE'RE AIMING FOR	CURRENT TREND	CURRENT DATA
<b>SOCIAL EQUITY</b> – No Greater Geelong suburbs in the bottom 20% of the Index of Relative Socio-Economic Disadvantage (IRSD).		13 Greater Geelong state suburbs are in the bottom 20% of the IRSD (2017).
<b>EMPLOYMENT IN AREAS OF DISADVANTAGE</b> – Workforce participation in the most vulnerable suburbs is higher than the state average.		All 13 suburbs in the bottom 20% of the IRSD have a lower workforce participation rate than Victoria (2017).
<b>CITIZEN ENGAGEMENT</b> – More than 80% of residents that feel they ‘sometimes’ or ‘definitely’ have opportunities to have a real say on important matters.		77.9% of residents ‘sometimes’ or ‘definitely’ get help (2014).
<b>SOCIAL SUPPORT</b> – More than 80% of residents feel they can ‘sometimes’ or ‘definitely’ get help from neighbours.		77.9% of residents ‘sometimes’ or ‘definitely’ get help (2014).
<b>SELF REPORTED HEALTH</b> – Over 50% of residents reporting their health as very good or excellent.		59% residents report very good or excellent health (2017).



# SUSTAINABLE DEVELOPMENT THAT SUPPORTS POPULATION GROWTH AND PROTECTS THE NATURAL ENVIRONMENT



Artist impression of City of Greater Geelong's new civic precinct

## KEY INITIATIVES IN 2019

- The Malop Street Green Spine, one of the key projects for the 10-year Revitalising Central Geelong Action Plan, received a distinction at the Australian Institute of Landscape Architects' 2019 Victorian Awards.
- Construction of a \$15 million, environmentally-friendly headquarters for genU, located in Belmont, was completed in July.
- Plans for a \$200 million Civic Precinct at 137 Mercer Street were revealed, featuring a new home for the City of Greater Geelong, co-working spaces, retail and food tenancies, plus accessible public spaces that will cover almost half of the site.
- Over two years of restoration work was completed at Griggs Creek – Clifton Springs and Drysdale's largest natural creek and main stormwater catchment – to stop erosion, remove weeds, plant 22,000 indigenous plants and build pathways and bridges.
- Planning controls were strengthened on the Bellarine Peninsula to protect the region from overdevelopment when the Victorian Government declared the region a Distinctive Area and Landscape under the *Planning and Environment Act 1987*.

WHAT WE'RE AIMING FOR	CURRENT TREND	CURRENT DATA
<b>SUBURBAN TREE CANOPY</b> – Suburban tree canopy is greater than 25%.		14% (2017) – a positive result given increased urban development in the region.
<b>NATURAL HABITAT</b> – An increase in the quantity of protected natural habitat.		41.92% increase in protected habitat since 2018 (baseline).
<b>SUBURBAN OPEN SPACE</b> – No net loss of open space by suburb.		2019 data shows 560 sites with a total area of 2196.9 hectares – an increase of 30 sites and 49 hectares since 2017 (baseline).
<b>CENTRAL GEELONG</b> – 10,000 people living in Central Geelong.		1,566 live in Central Geelong (2016).





# DEVELOPMENT AND IMPLEMENTATION OF SUSTAINABLE SOLUTIONS

## KEY INITIATIVES IN 2019

- The eleventh Sustainable House Day, coordinated by Geelong Sustainability, had a record-breaking year, with over 2,750 visits to the properties featured – an average of 185 visits per house.
- Deakin materials scientists started to explore whether artificial bones and medical tissues can be manufactured from materials that normally end up in landfill, in a bid to support a circular economy.
- The City of Greater Geelong’s \$3.5 million Garden Organics Processing Facility provided its first mature compost to a neighbouring farm for use on wheat, barley, and canola crops.
- The City of Greater Geelong is literally taking recycling to the streets in the new year with a new form of asphalt made with recycled plastics produced by Fulton Hogan. A trial of asphalt made with 20 per cent recycled plastics started on three sections of road in Geelong, saving the equivalent of 3,500 kg of plastic from landfill.
- Barwon Water partnered with the community and regional leaders to design a new water future for our region, as part of the Water for our Future program.



Asphalt made with recycled plastics in use

WHAT WE'RE AIMING FOR	CURRENT TREND	CURRENT DATA
<b>URBAN DEVELOPMENT</b> – 50% of new housing construction to be conducted within existing urban areas.		While the total number of dwellings constructed annually has significantly increased, the percentage of new housing constructed within existing urban areas has gone down to 23% (2018), from 27% in 2017 (baseline). This is because greenfield development can most readily respond to spikes in demand for new dwellings.
<b>WASTE MANAGEMENT</b> – Performing better than the Victorian average in solid and green waste diverted from landfill.		The Greater Geelong region diverted 54.0% in solid and green waste from landfill, compared with the Victorian average of 43.9% (2018–19).
<b>CARBON EMISSIONS</b> – Greater Geelong being a carbon neutral city-region.		Greater Geelong produced 3,247,100 tonnes of CO <sup>2</sup> or equivalent (2017).
<b>WATER USE</b> – 20% of all water provided to the municipality is recycled water.		10.0% of water provided to the municipality is recycled, up from 9.4% in 2016–17 (baseline).

# VISION MEASURES



Photo: Gheringhap Street, central Geelong



## A prosperous economy that supports jobs and education opportunities

**SCHOOL LEAVERS** – The number of school leavers engaged in work or post-school study is higher than the Victorian average.

29.4% Geelong  
30.6% VIC (2016)

Source: Census of Population and Housing, Australian Bureau of Statistics.  
Frequency of data: Every five years

**EMPLOYMENT** – Greater Geelong's workforce participation rate is higher than the Victorian average.

57.9% Geelong  
60.5% VIC (2016)

Source: Census of Population and Housing, Australian Bureau of Statistics.  
Frequency of data: Every five years

**BUSINESS DIVERSITY** – An increase in the diversity of businesses.

Industry Diversity Index:  
Geelong 53<sup>^</sup> (2016)

A lower index value signifies higher industry diversity.

Source: Regional Development Victoria Information Portal Regional Snapshot – Geelong Local Government Area. Frequency of data: Every five years

<sup>^</sup>Figure amended from previously reported due to data adjustments and methodology changes.



## A leader in developing and adopting technology

**DIGITAL INCLUSION** – Australian Digital Inclusive Index (ADII) score greater than 70.

Geelong 67.2\* (2019)  
Geelong 60.3\*<sup>^</sup> (2018)  
Geelong 60.0<sup>^</sup> (2017)

Source: The Australian Digital Inclusion Index Report. Frequency of data: Annually  
\*Sample size <150, exercise caution in interpretation.

<sup>^</sup>Figure amended from previously reported due to data adjustments and methodology changes.



## Creativity drives culture

**CREATIVE OCCUPATIONS** – Increasing the percentage of the workforce employed in creative occupations.

4.75% (2016)

Source: Census of Population and Housing, Australian Bureau of Statistics.  
Frequency of data: Every five years

**AN INNOVATION ECONOMY** – Greater Geelong rated in the top 200 of the Global Innovation Cities Index.

Geelong 313 (2019)  
Geelong 326 (2018)  
Geelong 334 (2016–17)  
Geelong 328 (2015)

Source: Innovation Cities™ Index, 2thinknow. Frequency of data: Annually



## A fast, reliable and connected transport network

**METHOD OF TRAVEL TO WORK** – 50% of journeys to work are made by public transport, walking or cycling.

8.7% (2016)

Source: Journey to Work, Australian Bureau of Statistics / .id City of Greater Geelong community profile. Frequency of data: Every five years



## A destination that attracts local and international visitors

**NUMBER OF VISITORS** – The total number of visitors to the city-region increases by 2.1% per annum.

6.4 million (Oct 2018–Sep 2019), an increase of 19.5% compared to the same period last year.

Source: Tourism Greater Geelong and The Bellarine. Frequency of data: Annually

5.1 million (Oct 2017–Sep 2018), which is similar to the same period last year.

**VISITOR EXPENDITURE** – Expenditure by visitors to the city-region increases by 3.8% per annum.

\$1.1 billion (Oct 2018–Sep 2019), which is an increase of 15.1% compared to the same period last year.  
\$936 million (Oct 2017–Sep 2018), which is similar to the same period last year.

Source: Tourism Greater Geelong and The Bellarine. Frequency of data: Annually



## A destination that attracts local and international visitors

**INTERNATIONAL VISITORS** – International overnight visitors grow at a rate of 4.9% per annum.

Source: Tourism Greater Geelong and The Bellarine. Frequency of data: Annually

67,200 (Oct 2018–Sep 2019), which is a 27.8% increase compared to the same period last year.

52,600 (Oct 2017–Sep 2018), which is a 6.0% decrease compared to the same period last year.

**DOMESTIC VISITORS** – Domestic overnight visitors grow at a rate of 1.9% per annum.

Source: Tourism Greater Geelong and The Bellarine. Frequency of data: Annually

Almost 1.8 million (Oct 2018–Sep 2019), which is a 34.1% increase compared to the same period last year.

Almost 1.3 million (Oct 2017–Sep 2018), which is a 12.2% decrease compared to the same period last year.

**TOURISM EMPLOYMENT** – Tourism employment increases 1.6% per annum.

Source: Tourism Greater Geelong and The Bellarine. Frequency of data: Annually

Estimated 6,226 jobs in 2018–19, up 5.4% from the estimated 5,906 jobs in 2017–18.



## People feel safe wherever they are

**PERCEPTIONS OF SAFETY** – 95% of residents agree that they feel safe in the area where they live.

Source: Geelong Preventative Health Survey, City of Greater Geelong. Frequency of data: Every four years

54% (2017)

**CRIME** – Crime statistics are 20% below the state average.

Source: Victoria Police Crime Statistics, Crime Statistics Agency. Frequency of data: Annually

NOTE: The crime statistics produced by the Crime Statistics Agency (CSA) are derived from administrative information recorded by Victoria Police and extracted from the Law Enforcement Assistance Program (LEAP) database. Victoria Police provides this information to the CSA 18 days after the end of the reference period.

As the LEAP database is a live operational crime recording system and updated regularly, the CSA data reflects information in the database at the date and time of data extraction. This means that as additional quarters of data are released by the CSA, the data relating to previous periods may change as data are updated in LEAP, investigations progress and cases are completed by Victoria Police.

Previously published data should be considered superseded by subsequent releases of statistics.

Criminal incident rate per 100,000 population.

Year ending September 2019:

Greater Geelong – 6,324.2 Victoria – 6,032.1

Year ending September 2018:

Greater Geelong – 6,333.8 Victoria – 5,935.6

Year ending September 2017:

Greater Geelong – 6,954.0 Victoria – 6,177.5



## An inclusive, diverse, healthy and socially connected community

**SOCIAL EQUITY** – No Greater Geelong suburbs in the bottom 20% of the Index of Relative Socio-Economic Disadvantage (IRSD).

Source: Census of Population and Housing, Australian Bureau of Statistics. Frequency of data: Every five years

13 Greater Geelong state suburbs are in the bottom 20% of the Socio-Economic Index of IRSD (SEIFA) in comparison across Victoria (2016).

**EMPLOYMENT IN AREAS OF DISADVANTAGE** – Workforce participation in the most vulnerable suburbs is higher than the state average.

Source: Census of Population and Housing, Australian Bureau of Statistics. Frequency of data: Every five years

All 13 suburbs in the bottom 20% of the Socio-Economic Index of IRSD (SEIFA) have a lower workforce participation rate than Victoria (2016).

**CITIZEN ENGAGEMENT** – More than 80% of residents that feel they 'sometimes' or 'definitely' have opportunities to have a real say on important matters.

Source: Victorian Population Health Survey. Frequency of data: Every four years

75.2% (2014)

**SOCIAL SUPPORT** – More than 80% of residents feel they can 'sometimes' or 'definitely' get help from neighbours.

Source: Victorian Population Health Survey. Frequency of data: Every four years

77.9% (2014)



## An inclusive, diverse, healthy and socially connected community

**SELF REPORTED HEALTH** – Over 50% of residents reporting their health as very good or excellent. 59% (2017)

Source: Geelong Preventative Health Survey, City of Greater Geelong.  
Frequency of data: Every four years



## Sustainable development that supports population growth and protects the natural environment

**SUBURBAN TREE CANOPY** – Suburban tree canopy is greater than 25%. 14% (2019)  
14% (2017)

Source: City of Greater Geelong. Frequency of data: Every five years

NOTE: Our Urban Tree Canopy is made up of coverage on both private and public land. The reduction of block sizes and increase of house sizes limits the retention or planting of canopy trees on private land.

We are working with our community and developers to plant trees and shrubs, as well as increasing our planting of street and park trees. We anticipate that the increase in urban area growth and the time taken for current plants to mature is not expected to increase our urban tree canopy for the next 10 years.

**NATURAL HABITAT** – An increase in the quantity of protected natural habitat. 1,275.471 hectares (June 2019)  
898.712 hectares (December 2018)

Source: City of Greater Geelong. Frequency of data: Annually

NOTE: This refers to the protected natural habitat managed by the City of Greater Geelong.

**SUBURBAN OPEN SPACE** – No net loss of open space by suburb. 560 sites with a total area of 2,196.9 hectares (2019)  
549 sites with a total area of 2,177.9 hectares (2018)  
530 sites with total area of 2,147.6 hectares (2017)

Source: City of Greater Geelong. Frequency of data: Annually

**CENTRAL GEELONG** – 10,000 people living in Central Geelong. 1,599 (2016)

Source: Census of Population and Housing, Australian Bureau of Statistics.  
Frequency of data: Every five years



## Development and implementation of sustainable solutions

**URBAN DEVELOPMENT** – 50% of new housing construction to be conducted within existing urban areas. 23.0% (2018)  
27.0% (2017)  
37.8% (2016)

Source: City of Greater Geelong. Frequency of data: Annually

NOTE: There has been a significant increase in the total annual dwelling production. Greenfield development is most able to respond to spikes in demand for new dwellings.

**WASTE MANAGEMENT** – Performing better than the Victorian average in solid and green waste diverted from landfill. Greater Geelong – 54.00% (2018–19)  
State average – 43.94% (2018–19)  
Greater Geelong – 54.75% (2017–18)  
State average – 44.69% (2017–18)

Source: City of Greater Geelong. Frequency of data: Annually

**CARBON EMISSIONS** – Greater Geelong being a carbon neutral city-region. 3,247,100 tCO<sub>2</sub>-e (2017)

Source: Beyond Zero Emissions and Ironbark Sustainability Frequency of data: Annually

**WATER USE** – 20% of all water provided to the municipality is recycled water. 10.0% (2018–19)  
8.5% (2017–18)  
9.4% (2016–17)

Source: Barwon Water. Frequency of data: Annually

# OUR 2019 PARTNERS

## VISION PARTNER GROUP

- Avalon Airport
- Barwon Health
- Barwon Regional Partnership – Regional Development Victoria
- City of Greater Geelong
- Committee for Geelong
- Deakin University
- Department of Environment, Land, Water & Planning
- G21 Geelong Region Alliance
- Geelong Chamber of Commerce
- Geelong Manufacturing Council
- Geelong Sustainability Group
- Give Where You Live
- The Gordon

## NEW VISION PARTNERS -2020

- Geelong Arts Centre
- Tourism Greater Geelong & the Bellarine

## A PROSPEROUS ECONOMY THAT SUPPORTS JOBS AND EDUCATION OPPORTUNITIES

- Committee for Geelong
- The Geelong Tech School
- GROW
- The KO Creative Studio

## A LEADER IN DEVELOPING AND ADOPTING TECHNOLOGY

- Pivot Summit
- Victorian Government Department of Jobs, Precincts and Regions
- City of Greater Geelong – Smart Cities Department
- genU

## CREATIVITY DRIVES CULTURE

- City of Greater Geelong – Arts & Culture Department
- National Gallery of Victoria and Creative Victoria
- Geelong Arts Centre
- Geelong Library & Heritage Centre
- Back to Back Theatre Co.

## A FAST, RELIABLE AND CONNECTED TRANSPORT NETWORK

- Port Phillip Ferries
- Avalon Airport
- City of Greater Geelong

## A DESTINATION THAT ATTRACTS LOCAL AND INTERNATIONAL VISITORS

- Avalon Airport
- Tourism Greater Geelong & the Bellarine
- Kardinia Park Stadium Trust
- Western United Football Club

## PEOPLE FEEL SAFE WHEREVER THEY ARE

- Ocean Grove Surf Lifesaving Club
- City of Greater Geelong
- Avalon Airport
- Deakin University

## AN INCLUSIVE, DIVERSE, HEALTHY AND SOCIALLY CONNECTED COMMUNITY

- Active Geelong
- Give Where You Live Foundation
- Good Shepherd Micro Finance
- City of Greater Geelong
- Deakin University
- Australian Federation of Disability Organisations and Tourism Greater Geelong & the Bellarine

## SUSTAINABLE DEVELOPMENT THAT SUPPORTS POPULATION GROWTH AND PROTECTS THE NATURAL ENVIRONMENT

- Department of Environment, Land, Water & Planning
- genU
- City of Greater Geelong

## DEVELOPMENT AND IMPLEMENTATION OF SUSTAINABLE SOLUTIONS

- Geelong Sustainability
- Deakin University
- City of Greater Geelong
- Barwon Water

An aerial photograph of Geelong, Australia, showing a dense urban area with various buildings and a large white building with a prominent tower situated on a long pier extending into the water. The water is a deep blue-green color, and the sky is clear and blue. The city extends to the horizon under a bright sky.

## SHOW YOUR SUPPORT FOR A CLEVER AND CREATIVE FUTURE

Are you doing something clever and creative? If so, show your support for the Greater Geelong region's 30-year vision by displaying the 'We Support' logo on your website and publications.

To find out how to get on board, visit [www.geelongaustralia.com.au/clevercreative](http://www.geelongaustralia.com.au/clevercreative)

GREATER GEELONG

# A CLEVER and CREATIVE FUTURE

[www.geelongaustralia.com.au/clevercreative](http://www.geelongaustralia.com.au/clevercreative)

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## CUSTOMER SERVICE CENTRE

100 Brougham Street


Geelong VIC 3220

8.00am – 5.00pm

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