

# CREATIVE INDUSTRIES & DIGITAL TECHNOLOGY



LEFT: GEELONG LIBRARY AND HERITAGE CENTRE. RIGHT: GEELONG ARTS CENTRE

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

*'Geelong is one of Australia's most exciting creative cities. With a world-class cultural precinct and a highly engaged creative community, organisations can grow through collaboration, partnership and cultural impact.'*

—  
Rhys Holden, CEO, Geelong Arts Centre

## VALUE ADD

**\$756  
MILLION**

(2022–23)

## JOBS

**7,942\***  
(TOTAL, 2022–23)

## BUSINESSES

**1,600^**  
(TOTAL, 2024)

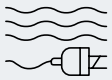
Encompasses all creative industries according to the data framework from A New Approach (ANA). \*Source: ABS 2021 Census and industry growth rates via [economy.id/geelong](http://economy.id/geelong). ^Source: Australian Business Register.

# OPPORTUNITY HIGHLIGHTS



## Australia's only UNESCO City of Design

Supported by major cultural assets and Geelong Design Week, and connected globally through the Creative Cities Network.



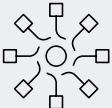
## New international subsea cable in Torquay

A landing station, now under construction, will connect Sydney, Melbourne, Adelaide and Perth, and provide backhaul to Geelong, strengthening low-latency links for studios, cloud and future data centres.



## Proven creative-tech campuses

Pivot City/Federal Mills hosts a growing mix of design, screen and digital businesses in studio and co-working spaces with gigabit connectivity.



## Digital backbone for production

Citywide fibre and 5G support live streaming, post-production and remote collaboration.



## Talent pipeline

Deakin's Film, Television and Animation, and The Gordon TAFE's digital-design programs graduate new creatives each year.

Join existing businesses and organisations thriving in Geelong, including:



Ready to create  
in Geelong?



Contact us:  
[invest@geelongcity.vic.gov.au](mailto:invest@geelongcity.vic.gov.au)  
+61 3 5272 5272

