

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, industry peak bodies, government agencies and Council partner closely to turn good ideas into real projects on the ground.

We pair national-scale infrastructure – a deepwater 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 Stretch 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 future growth opportunities, from advanced manufacturing and clean energy to healthcare, education, 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



Welcome to Greater Geelong

Smart, capable and successful in every sense, Geelong has become Australia's stand out regional powerhouse. Here, global corporations, homegrown innovators, social enterprises and world-class researchers work side-by-side – with easy access to local, national and international markets. Geelong's modern economy builds on a long industrial legacy, evolving from heavy manufacturing into advanced, high-value production and clean industry.

GEEELONG 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 \$16 billion in live or committed projects are reshaping defence, clean energy, logistics, commercial, medical and visitor economy precincts right now.



Education-led talent pipeline

Deakin University, The Gordon TAFE 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; GeelongPort for bulk trades; Avalon Airport for domestic and international passenger links as well as 24/7, curfew-free freighter operations.



Diverse, innovation ready economy

Future growth opportunities span advanced manufacturing, agribusiness, clean economy, professional services, education, 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

GROSS REGIONAL PRODUCT (GRP) – 2024

\$20.5 BILLION

JOBS – 2024

145,000



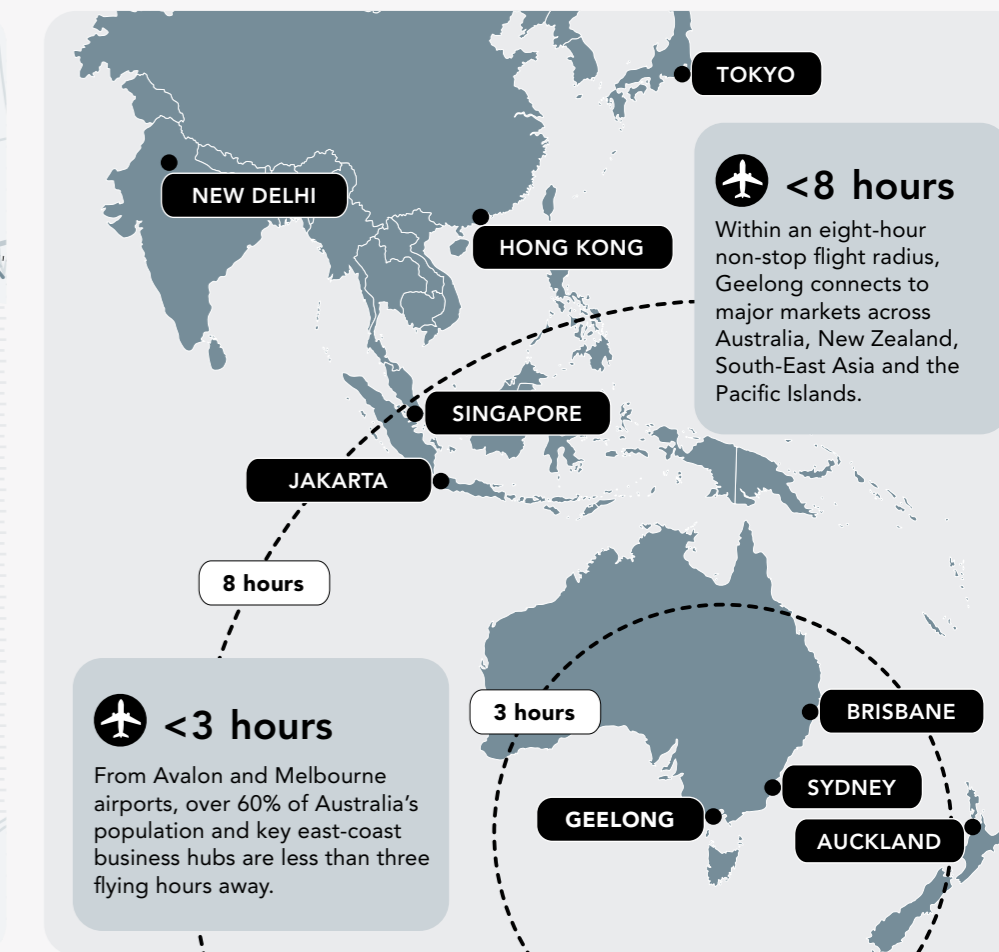
Scan to visit economy.id.com.au/geelong

From Geelong you can service Australia's largest consumer market, reach multiple east-coast capitals within a 3-hour flight and major Asia-Pacific gateways within 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 the Bass Strait.



Airport

Direct flights to Sydney, Brisbane, Gold Coast, Adelaide and Canberra, plus international flights to Bali, and 24/7 freight flights.



Road and rail

M1 dual carriageway 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 per cent 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, Barwon Health Women's and Children's Hospital (underway) and talent pipelines from Deakin University and The Gordon TAFE).

DATA-CENTRE PIPELINE



Scalable power

Large sites, scalable power and fast fibre, supported by a new international subsea cable landing in Torquay, strengthening low-latency connectivity for data-intensive industries.

BUSINESS INFRASTRUCTURE



Land availability

Geelong offers scale, value and growth for industrial and commercial investors. With over 70 per cent 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.



Geelong Ring Road

Pivot City Innovation District

Geelong Ring Road Employment Precinct

GeelongPort

You Yangs Regional Park

Gordon TAFE

VIVA Energy (incl. Renewable Hydrogen Hub)

Geelong Railway Station

Arts & Culture Precinct

Deakin University Waterfront Campus

Geelong CBD

GMHBA Stadium

Future Greater Avalon Employment Precinct

Geelong Waterfront



Avalon Airport

Hanwah Armoured Vehicle Centre of Excellence

Health Precinct

Barwon River

Geelong Botanic Gardens

Melbourne CBD

Point Henry

CSIRO (Australian Centre for Disease Preparedness)

South Geelong Industrial Precinct

Deakin University Warrn Ponds Campus and Epworth Hospital
🚗 – 10 minutes

Surf Coast and Great Ocean Road
🚗 – 20 minutes

Bellarine Peninsula, wineries and coastal tourism
🚗 – 20 minutes

TALENT AND EDUCATION

Skilled people, strong pipelines, proven partners.

Education is a defining feature of Geelong's economy, shaping skills, innovation and international engagement, as set out in *Geelong on the Rise*.

Geelong's labour force now exceeds 155,000, with jobs growing faster than all other Australian cities in recent years. Employers also tap into the wider Melbourne labour market within an hour via direct road and rail. This growth is underpinned by strong post-secondary pathways, with vocational education and training playing a critical role alongside university education.

Our education backbone is strong: Deakin University's Geelong campuses (Arts & Education, Business & Law, Health, Science, Engineering & Built Environment), The Gordon

TAFE (Victoria's largest regional provider of vocational education and training), and specialist providers such as Marcus Oldham College (agribusiness leadership) and Geelong Tech School. Deakin's research and development hubs including ManuFutures (advanced manufacturing scale ups), the Institute for Frontier Materials, REACH (Recycling and Clean Energy Commercialisation Hub) and the Institute for Intelligent Systems – help companies prototype, test and scale.

Major employers such as Barwon Health, Deakin University, WorkSafe Victoria, Transport Accident Commission (TAC), Cotton On Group and Viva Energy anchor a diverse professional and technical workforce. Together, this ecosystem gives investors access to university graduates, trade-qualified and technician-level skills, and industry-aligned training needed to grow.



DEAKIN UNIVERSITY WATERFRONT CAMPUS



LITTLE MALOP STREET – DINING PRECINCT



OCEAN GROVE MAIN BEACH



GEELONG WATERFRONT

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 central city, UNESCO City of Design culture, thriving food and live music scenes, 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 (the only regional Australian Football League team), 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 billion investment pipeline.

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



ARTIST'S IMPRESSION OF NYAAL BANYUL GEELONG CONVENTION AND EVENT CENTRE



Advanced manufacturing

Design, engineering and production of high-value products, from composites and precision components to mobility and equipment; supported by research and development, 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.



Construction

Residential, commercial and infrastructure construction supporting population growth and major investment, with opportunities across civil works, specialist trades and modern construction methods.



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.



Education

A full education ecosystem spanning secondary, TAFE and university, supporting workforce skills, industry demand, research capability and international education.



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.



Retail

Retail serving a growing city and regional catchment, spanning town centres and destination precincts, with opportunities in experiential, food and beverage and omnichannel formats.



Transport, logistics and fulfilment

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.

Refer to the sector snapshot for more information.



GODFREY HURST MANUFACTURING

168 Major Projects Proposed, approved or underway.



BOOMAROO NURSERY



16 FUTURE GROWTH OPPORTUNITIES

ANTHER DISTILLERY

MAJOR PROJECT	SECTOR
Hanwha Armoured Vehicle Centre of Excellence – Stage 2	DEFENCE
Nyaal Banyul Geelong Convention and Event Centre	VISITOR ECONOMY
Barwon Health Women’s and Children’s Hospital	HEALTHCARE
GeelongPort 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.



Central Geelong Locations

- 1 Geelong Tech School
 - 2 Geelong Train Station
 - 3 The Gordon TAFE
 - 4 Holiday Inn & Suites Geelong
 - 5 Geelong Library and Heritage Centre
 - 6 Geelong Arts Centre
 - 7 Geelong Gallery
 - 8 Wurriki Nyal Civic Precinct
 - 9 Deakin University Student Accommodation
 - 10 Crowne Plaza Geelong
 - 11 Nyaal Banyul Geelong Convention and Event Centre +
 - 12 Australian Bureau of Statistics
 - 13 Quest Geelong Central
 - 14 Rydges Geelong
 - 15 WorkSafe Victoria
 - 16 Deakin University Waterfront Campus
 - 17 National Disability Insurance Agency
 - 18 Transport Accident Commission
 - 19 National Wool Museum
 - 20 GMHBA Head Office
 - 21 St John of God Hospital
 - 22 Market Square
 - 23 Westfield Geelong
 - 24 Novotel Geelong expansion +
 - 25 Geelong Waterfront Safe Harbour Precinct
 - 26 Oaks Vue Suites Geelong
 - 27 Oaks R Suites Geelong
 - 28 University Hospital Geelong
 - 29 Barwon Health Women’s and Children’s Hospital +
- + Project underway

INVESTMENT SUPPORT

How we help.

Investment and Economy Team – your 4-step pathway.



01. Engage

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



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.



03. Monitor

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



04. Celebrate

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

Collaborative business ecosystem

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.

PARTNERS	FOCUS
Advanced Fibre Cluster Geelong	Developing a centre of excellence in advanced fibres and composites manufacturing and innovation.
AusIndustry	Australian Government business support, grants and policy initiatives.
Committee for Geelong	Economic development, civic leadership and policy influence.
Geelong Chamber of Commerce	Business networking, advocacy, support, education, investment and economic development.
Geelong Manufacturing Council	Manufacturing connections, capability development and advocacy.
Regional Development Victoria (RDV)	Victorian Government's lead regional agency for job creation, investment and economic development.
Tourism Greater Geelong and The Bellarine	Destination marketing and industry development for the visitor economy.
Other industry representative groups	Scan to view other industry representative groups



IMAGE CREDIT: VISIT VICTORIA

READY TO INVEST IN GEELONG?



Scan the QR code or visit geelong.link/InvestGeelong 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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