

# TRANSFORMING GEEELONG

AN ECONOMIC UPDATE

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Geelong is Victoria's largest regional city and the second biggest city after the state capital of Melbourne. The Geelong region is known as beautiful, welcoming and rich with opportunity.

With a resident population of nearly 220,000, greater Geelong comprises the central business district, local industrial precincts and residential suburbs, as well as semi-rural property and broadacre farmland .

The geography of the surrounding Barwon region – also known as the G21 region – includes three significant water features: the Barwon River, Corio Bay and the surf coast stretching westward from the southern side of the Bellarine Peninsula .

The economy is as diverse as the topography and the population, with most industry sectors well-represented in employment and output terms. The region has a range of businesses that are in the top 500 private companies in Australia including Cotton On, GMHBA and MC Herd.

At the close of 2013, change had established itself as the constant in Geelong's development.

The city is poised to take advantage of its second-tier city status, using all the natural assets and its road, rail, air and port infrastructure to full advantage.

Major development projects worth in excess of \$2 billion are underway in Geelong, with a further \$1.1 billion in new projects planned, according to the City of Greater Geelong.

The focus is now on growing the scale and strength of Geelong's economy as it transforms from a manufacturing stronghold to a knowledge - and skills-based economy.

Geelong's future growth and prosperity are guaranteed.

The momentum is building and this city is definitely open for business.





*Geelong's future growth and  
prosperity are guaranteed*



# WITNESS THE TRANSFORMATION

## INCREASING CAPACITY FOR EMPLOYMENT GROWTH

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### DEAKIN UNIVERSITY

#### *Collaborating to drive opportunities*

Deakin University continues to lead the growth and transformation of Geelong from traditional manufacturing to a new identity as a smart city. Key investments in the region by Deakin include partnerships to create the Australian Future Fibres Research and Innovation Centre – incorporating the Australian Carbon Fibre Research facility (Carbon Nexus), the Centre for Advanced Design in Engineering Training, the Centre for Emerging Infectious Diseases, the Epworth Geelong Hospital and Regional Community Health Hub.

### WORLD CLASS EDUCATIONAL INSTITUTIONS

Families in Geelong have the widest choice of world-class educational institutions per capita than any other city in Australia. These include Deakin University, The Gordon, Melbourne Institute of Business and Technology (MIBT), Geelong Grammar, The Geelong College, Kardinia International College, Belmont High School, Avalon College, North Geelong Secondary College, Marcus Oldham Agricultural College, Christian College, Geelong Lutheran College, Sacred Heart College, St Joseph's College and more. Many of these institutions independently attract interstate and international families and students, bringing foreign investment into the Geelong economy.

### NORTHERN GATEWAY TO GEELONG

The entry to Geelong is a natural transport hub. There is an aim to develop a freight and logistics precinct based around access to Geelong Port, Avalon Airport, standard and broad gauge rail lines and links to the Geelong Ring Road and Princes Freeway. The Geelong Ring Road Employment Precinct (GREP) encompasses 500 hectares of land zoned for heavy industry, with potential to accommodate thousands of jobs. There are multiple development fronts providing many options for industrial uses.

Duplication of the freeway is also underway between Waurn Ponds and Winchelsea, improving freight, tourism and farming linkages to south west Victoria and South Australia.

### NDIS, TAC & WORKCOVER

The Australian Government chose Geelong as the site for the National Disability Insurance Scheme headquarters, which is expected to create more than 300 jobs. The Victorian Government has also committed to relocate the WorkCover head office to Geelong from Melbourne, following the stunning success of the Transport Accident Commission relocation in 2009. This is anticipated to generate 550 jobs and \$50 million to the local economy, while positioning Geelong as a national centre of excellence in insurance, rehabilitation and disability services.

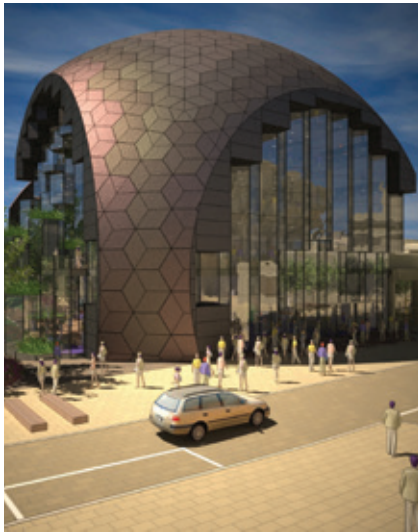
### SKILLING THE BAY

This is the banner project – led by Deakin University and The Gordon (Victoria's largest regional TAFE) – for skilling Geelong's local labour force for new employment opportunities. Innovations in cleantech, advanced manufacturing, transport and logistics, construction, food manufacturing and the international education market are key areas of improving local skills and capabilities.



# INVESTING IN CULTURE, RECREATION & LIFESTYLE

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## NEW LIBRARY AND HERITAGE CENTRE

### *Leading the arts precinct development*

The new Geelong Library and Heritage Centre is expected to generate 100 jobs during construction and 17 ongoing jobs when completed in 2015. The cornerstone of the arts precinct, the iconic new building is anticipated to become a drawcard for locals and tourists alike.

## GEELONG PERFORMING ARTS CENTRE & GEELONG GALLERY

The redevelopment of Geelong Performing Arts Centre (GPAC) and the expansion of the Geelong Gallery is expected to provide the much needed social infrastructure to support the liveability of Geelong. While the region offers an outstanding physical environment with stunning natural assets and excellent educational and sporting facilities, its current cultural offer is limited.

## SIMONDS STADIUM

Now Victoria's third national, multi-purpose stadium, this facility can currently accommodate 33,000 with the aim to expand this through Stage 4, which is anticipated to generate an additional 365 full-time employment positions and add \$16 million to the gross regional product.



## ENHANCING CENTRAL GEELONG

The Vision 2 project is a joint initiative of the City of Greater Geelong, Committee for Geelong, Deakin University and Victorian Government. It aims to provide the vision, momentum and investment to guide growth in Central Geelong for the next 20 years. The City of Greater Geelong established a CBD Taskforce, which was influenced by the Vision 2 Report, to oversee the preparation of a master plan for Central Geelong.

A \$60 million investment by Lion for the new Little Creatures Brewery in South Geelong is off to a flying start. The conversion of the historic Valley Mills site into a brewery and hospitality venue will foster community spirit, diversify industry, develop skills, create 50 new jobs and boost local tourism. Launched in December 2013, Little Creatures has quickly established itself as a not-to-be-missed venue.

# LARGE SCALE IMPROVEMENTS IN HEALTH INFRASTRUCTURE

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## BARWON HEALTH & ST JOHN OF GOD HOSPITAL

### *Improving medical facilities*

\$93 million is being invested in Geelong Hospital for a new Intensive Care Unit, 32 bed cancer unit, 32 bed surgical unit, 32 bed general medicine unit and a new cancer wellness unit, all due for completion in 2014-15. This complements the \$9.7 million out-patient annexe, which opened in July 2013.

The \$65 million redevelopment of the St John of God Hospital project created 250 jobs during construction. Upon completion in 2014, the new six-storey medical centre will generate a further 200 ongoing jobs and will contribute \$34 million annually to the economy.

## DEAKIN UNIVERSITY & EPWORTH HEALTHCARE

The 2014 year includes construction of a new teaching hospital immediately north of the Deakin University Waurn Ponds campus. A \$277 million project directly delivering 620 full-time jobs, the project is expected to stimulate a further 4,500 jobs and contribute \$88 million annually to the Victorian economy. This follows completion in 2013 of the Regional Community Health Hub at Waurn Ponds, a \$53 million project generating 172 direct employment positions and a further 856 flow-on jobs.

## HOUSING & ASSOCIATED DEVELOPMENT TO ACCOMMODATE GROWTH



### ARMSTRONG CREEK

#### *The largest contiguous growth area in Australia*

Located south of Geelong on the Surf Coast Highway, Armstrong Creek is the gateway to the region's Surf Coast. This 2,500 hectare land development is the largest contiguous growth area in the nation. Anticipated to ultimately house up to 65,000 residents, the locality includes two business park areas which will provide future employment opportunities for a localised workforce. At present, there are four projects selling at Armstrong Creek creating more than 200 jobs in the provision of Infrastructure. During 2014, there will be more than 250 houses being built simultaneously creating a further 625 jobs and bringing the total number of jobs in Armstrong Creek to 825. By 2016, there will be at least ten projects on the market and 600-800 houses being built simultaneously, creating an additional 500 infrastructure and 2,500 housing job a total of 3,000 jobs just at Armstrong Creek.

When the Geelong Ring Road 4C, Grovedale train station and Regional Rail link projects are completed, the increased activity in Armstrong Creek will result in continued employment of 3,000 - 3,500 people in the next 20-30 years. Armstrong Creek is set to become an even greater preferred growth corridor than those of Melbourne. The increasing activity will ensure its sustainability for the next 20-30 years.



### WAURN PONDS SHOPPING CENTRE

Servicing the Armstrong Creek residents and a catchment that extends as far as the Bellarine Peninsula, the redevelopment of the Wauran Ponds Shopping Centre is a \$50 million investment by Australian Unity. This popular centre will more than double in size, with a relocated and expanded Coles supermarket, a new Kmart store and 55 specialty shops.

### NORLANE COMMUNITY HOUSING

Hundreds of new homes are being constructed by three core builders – Porter Davis, Burbank and Hamlan – as part of the renewal of the Geelong's northern suburbs. The \$80 million investment, including a significant contribution by the Victorian Government, will create 160 new private homes and 160 new public housing units by 2015.

## TRANSPORT OPPORTUNITIES FOR THE FUTURE



### AVALON AIRPORT

#### *The vision for development*

Avalon Airport is 15 kilometres north east of central Geelong and has operated as a fully commercial airline facility since 2004. Only a 45 minute drive on the Princes Highway to Melbourne, the airport serves as a second gateway to the state's capital, as well as a regional airport to Geelong and the south west of Victoria. The Avalon Airport Master Plan was released in 2013, mapping out a 20 year development vision. Commitment to funding an international terminal was made in 2013, subject to an international carrier being secured.

### GEELONG PORT

Trade through the port of Geelong totalled 13.2 million cargo tonnes in 2012-13, an increase of 4.8% on the previous year. A total of 770 vessels entered the port, up 6.2% on the previous year. A 50 year port and land freight infrastructure plan was released in 2013. The plan outlines a vision to develop the Port of Geelong to become the premier bulk and break bulk port in South East Australia by 2050. This will have positive benefits through economic growth and new job creation.



### RAIL

A long-term customer-focused passenger and freight rail strategy for the Geelong region is in the process of being commissioned. The market- and customer-led strategy has at its core the establishment of an engineering and strategic planning informed view of what rail services are needed and appropriate for Geelong and understanding what this really means for the region.



*Geelong will continue to be a vibrant and compelling destination, with an unrivalled offer for both locals and visitors due to its thriving sporting, cultural, and commercial interests.*



# CONTEXT FOR INVESTMENT

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Geelong residents stated that the three most important attributes to making a city a good place to live are having a safe place, good health care and good employment and economic opportunities.

Geelong will continue to be a vibrant and compelling destination, with an unrivalled offer for both locals and visitors due to its thriving sporting, cultural, and commercial interests.

There has been some media attention to recent planned closures in the manufacturing sector, but new announcements, particularly in the construction, infrastructure, education and skills-based sectors, far outweigh the impact of these events.

While strengthening the economy, skilling the labour force and creating jobs are a focus for the region, it is important to remember that current challenges around these issues are not unique to Geelong.

The city and surrounding area boast an attractive lifestyle and a high degree of 'liveability' according to a number of published surveys and research documents. In an Australia-wide survey by Auspoll Engage Intelligently, My City: the People's Verdict 2012, Geelong topped the survey for schools and other education facilities, healthcare services and for having a range of affordable housing. In 2013, Victoria's population grew by 106,000 and Geelong, being so liveable with a wide range of education and employment opportunities, will continue to attract a large proportion of this growth.

Geelong's economy is robust and resilient, and is progressing in virtually all of the underlying economic indicators. The numerous projects underway in the city and surrounding region confirm that Geelong is laying strong foundations for continuing economic progress and community development.





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## ABOUT THIS PUBLICATION

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This report update represents a relatively small sample of the major projects in the pipeline and already underway in the Geelong region. Every day there are new opportunities and ideas emerging, strongly supported by local government, the broader public sector and private enterprise.

Information is regularly compiled by various groups and this update is the latest on the continuum of Geelong's transformation from a manufacturing-dependent economy to a knowledge-based, agile and innovative centre of excellence.

The primary reference for this update is Geelong is Transforming: Economic Status Report, 6 July 2013, produced by Essential Economics Pty Ltd and commissioned by the Committee for Geelong, City of Greater Geelong and Villawood Properties. The July 2013 status report referenced a number of important publications prepared by or on behalf of a range of organisations such as Deakin University, City of Greater Geelong and G21 Regional Alliance.

The original document responded to a demand by superannuation funds and other major potential employers seeking an insight into investment projects and their value proposition in the region in the context of future employment opportunities for Geelong. These organisations queried the effects on the region of the closure of a series of manufacturing companies. The July report was commissioned to articulate the current major activity in the region and the many sustainable jobs being created as a result.

### *For further information*

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