

A yellow spotlight hangs from the top center of the frame, casting a purple glow downwards. The text "CITY SPOTLIGHTS BENDIGO" is centered within this glow.

CITY SPOTLIGHTS
BENDIGO

Get to know some of Australia's top regional cities



**14 OF 19
MAJOR CITIES
IN AUSTRALIA
ARE IN
BOOMTOWN.**

WELCOME TO **BENDIGO**

21st Century Victoria's gold rush city

"Melbourne friends always have that envious look when they visit. We've got lightning fast internet, cinemas, lakes, cafés, bike trails, festivals, plus all the big retail stores – and we are in the middle of the Victorian goldfields and food trail. There is always something happening." – Alex, recent 'tree changer'



As Victoria's 3rd largest economy (after Melbourne and Geelong), Bendigo is a diversified city with a balanced mix of tourism, finance, manufacturing, healthcare, education, mining and of course retail - after all it was home to the first Myer store in 1900.

It's been a major business centre since the gold rush in the 1850s. Today, Bendigo is a progressive city, with a 2030 strategy to shape 'an inclusive, sustainable and prosperous community where all can thrive.'

With regional migration and a solid growth strategy in place, Bendigo is set to become the 21st century gold rush city for Victoria.



AERIAL VIEW OF BENDIGO

ECONOMIC FOCUS

GROSS REGIONAL PRODUCT

\$16.5 billion

KEY ECONOMIC CONTRIBUTORS

Manufacturing never left Bendigo:

Accounting for almost 1 in 5 output dollars and 1 in 10 workers. Parmalat, Thales (defence) and Hanson (construction materials) all have significant operations there.

Finance: Home to Bendigo and Adelaide Banks - the only banks headquartered outside a capital city.

Tourism - people love to visit Bendigo:

A combined 4.5 million overnight and day trip visitors - with 89% growth in overnight stays in the past 10 years.



2 of 4 Victorian gold mines are in Greater Bendigo - employing over 1,000 people. And the price of gold rises during uncertain times - up 55% since 2016.



Gold resources surrounding Bendigo could be in the order of 80 million ounces, valued at around \$220B on today's prices.

Boortown.



CITY SPOTLIGHTS
BENDIGO

Although gold represents a big long-term advantage of Bendigo, this is no one-industry mining town. Finance, tourism, manufacturing also set this city up for success.



BENDIGO ART GALLERY



CHANCERY LANE

CONSUMER OPPORTUNITY



CURRENT POPULATION

126,000

AVERAGE WEEKLY INDIVIDUAL INCOME

\$1,750/week (on par with all regional VIC, amounting to \$91,000 year).

Despite a median house price growth of over 20% in 2021, people are still flocking to Bendigo for a more affordable and relaxed regional lifestyle. The number of commuters to Melbourne has nearly doubled in the past 10 years - with some people working from home and just going into the office 2-3 days a week.

"We sold our 3 bedroom cottage just 5 minutes from Melbourne and purchased a grand heritage Victorian home on 10 acres with a swimming pool, established glorious gardens... and we still had plenty of change left over." - Alex, recent 'tree changer'



Population set to grow 24% by 2036, when it will be home to 156,000 "Bendigonians"



CITY SPOTLIGHTS
BENDIGO

With highly paid Melbournians becoming Bendigonians working from home, Bendigo is undergoing a consumer gold rush of its own.

CULTURAL OPPORTUNITIES TO PLUG INTO



BENDIGO BLUES & ROOTS MUSIC FESTIVAL

Four day, predominantly free and family friendly festival across 30 venues.

WHEN: November



BENDIGO EASTER FESTIVAL

The longest running cultural event in Australia - marking 150 years in 2022. The annual family-friendly event celebrates the Chinese history of the city and boasts the longest Imperial Dragon in the world!

WHEN: Easter weekend



GROOVIN' THE MOO

Bendigo is home to Victoria's leg of Groovin' the Moo festival, attracting thousands of music revellers.

WHEN: April/May



In 2019 Bendigo was recognised as a United Nations' City of Gastronomy.

UNLOCK 126,000 BENDIGO RESIDENTS IN MINUTES

THE BOOMTOWN HUB.
Revolutionising how you plan regional media.
Search, find and brief now.

Media Coverage | Support Centre

Digital | Television | Print | Radio | Out of home

Bendigo | Search Boomtown Hub

Upload Postcodes CSV | Clear Search

News Corp Australia | oOh!media | ARN Regional | Seven | SCA | WIN Network | ACM ConnectNow

BRIEF MY SEARCH | EXPORT MEDIA COVERAGE FILE

Please provide your feedback

ACM | Bendigo Advertiser | Bendigo (SA4)

WIN | Bendigo (Submarket) | Bendigo (SA4)

SCA | BENDIGO RA1 (Licence Area) | Bendigo (Submarket) | Bendigo (SA4)

7 arn | Bendigo (Submarket) | Bendigo (SA4) | MARYBOROUGH (VIC) RA1 (Licence Area) | Bendigo (SA4)

ooh! | Bendigo (SA4) | Bendigo (SA4)

News Corp Australia | Bendigo (SA4)

Coverage Levels: Heavy (Dark Pink), Medium (Light Pink), Light (Very Light Pink)



RESOURCES TO HELP YOU HARNESS THE POWER OF REGIONAL MEDIA AUDIENCES.

Boomtown.media

Sign up for Masterclasses, download case studies, meet Boomtown residents and discover how 9.1m extra Aussies can help you grow your brand.

Boomtownhub.media

9.1 million Aussies in minutes! Search interactive maps, download CSVs and use our streamlined tool to brief multiple media owners at once.

info@boomtown.media

Contact Boomtown for bespoke Masterclasses, help with your presentations and more.

