

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

CITY SPOTLIGHTS GEEELONG

Get to know some of Australia's top regional cities



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

WELCOME TO GEELONG

Victoria's *anything but* sleepy hollow

*"Geelong has arguably become Australia's strongest
downsizing hotspot, as Melburnians flock to the region"*
– Mark Skelsey, Downsizing.com.au



No longer just “a satellite city” to Melbourne, Geelong now stands on its own.

It’s Victoria’s second largest city, and is home to Australia’s second oldest AFL team - the Geelong Cats. Although once shaken by the closure of the Ford factory, it’s now a booming economic force - attracting more office jobs by recently welcoming the new headquarters for Cotton On, Transport Accident Commission, and the National Insurance Disability Agency.

With Great Ocean Road / Surf Coast, the Bellarine Peninsula and Melbourne at its fingertips, Geelong is a perfectly positioned Boomtown city.



AERIAL VIEW OF GEELONG

ECONOMIC FOCUS

GROSS REGIONAL PRODUCT

\$15 billion

KEY ECONOMIC CONTRIBUTORS

Port of Geelong and rail connections make Geelong the gateway city of Victoria.

There are more construction businesses (over 4,000!) than any other industry - so the region has bounced back quickly from the pandemic thanks to the booming level of construction in homes and businesses.

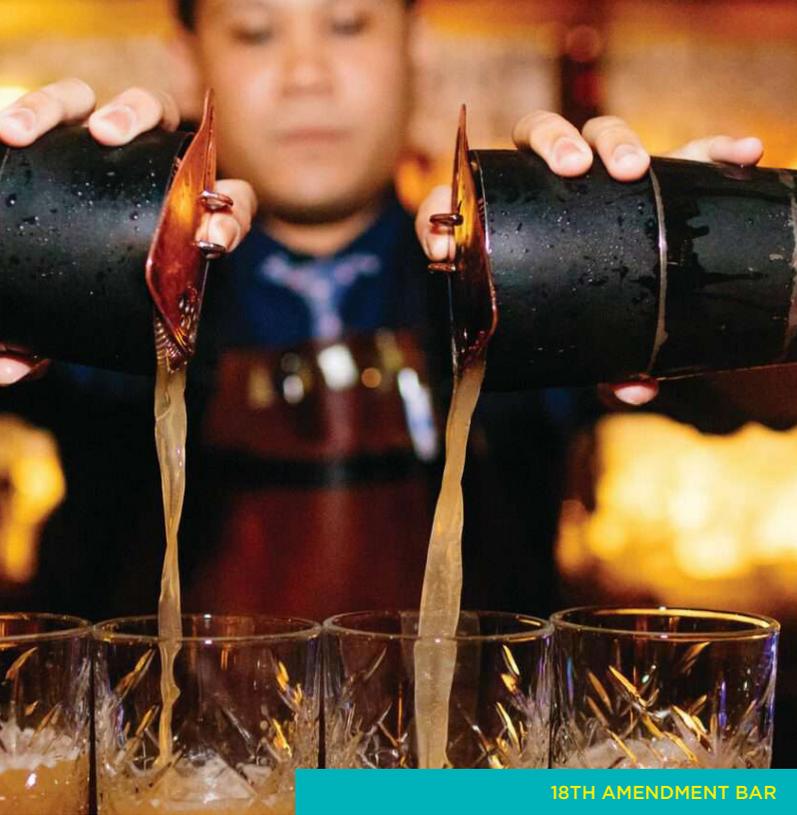
Manufacturing is still strong - representing a quarter (26%) of the region’s economic output - the largest industry by dollar value.



Geelong is Australia’s first and only UNESCO-designated Creative City of Design - which uses “innovation to build more sustainable, resilient and inclusive communities.”



The Hills Hoist and ute... two of Geelong’s design contributions that changed Australia forever.



18TH AMENDMENT BAR



GEELONG CBD AND BAY VIEW

CONSUMER OPPORTUNITY



CURRENT POPULATION

282,412 (Australia's 12th largest city)

ACCORDING TO RAI

Geelong is the #1 year-on-year fastest growing regional area for metro migration: 90% of new residents came from Melbourne.

LONG TERM GROWTH

46% population increase over the next 20 years.

MEDIAN HOUSE PRICE

\$580K vs. Melbourne \$892K

Affordability, beaches, a short ride to Melbourne, and the perfect work life balance... Geelong consumers have the best of both worlds.



48% increase in the number of homes being built in Geelong 2021 over 2020.



The median house price in Geelong is \$312,000 lower than Melbourne's.

CULTURAL OPPORTUNITIES TO PLUG INTO



FESTIVAL OF SAILS

One of Geelong's biggest events - not to mention Victoria's longest running sport event and the largest keel boat regatta in the southern hemisphere.

WHEN: Australia Day Weekend



PAKO FESTA

A much-loved food and cultural festival attracting over 100,000 people each year.

WHEN: February



RIPCURL PRO

The world's longest running and most prestigious surfing contest at Bells Beach, just 30 mins from Geelong.

WHEN: Easter

UNLOCK 282,412 GEELONG RESIDENTS IN MINUTES

The screenshot displays the Boomtown Hub website interface. At the top, there is a navigation bar with links for 'About', 'Evidence', 'Education', 'The Boomtown Hub', and 'Initiatives', along with a 'SUBSCRIBE' button. The main content area features a map of Victoria, Australia, with various regions highlighted in shades of pink to represent media coverage levels. Geelong is specifically highlighted in a darker shade of pink, indicating 'Heavy' coverage. A yellow location pin is placed over Geelong. On the left side, there is a sidebar with a header 'THE BOOMTOWN HUB. Revolutionising how you plan regional media. Search, find and brief now.' Below this, there are tabs for 'Media Coverage' and 'Support Centre'. Under 'Media Coverage', there are buttons for 'Digital', 'Television', 'Print', 'Radio', and 'Out of home'. A search bar contains the text 'Geelong' and 'Search Boomtown Hub'. Below the search bar, there are links for 'Upload Postcodes CSV' and 'Clear Search'. Further down, there are filters for 'oOhimedia', 'ACM ConnectNow', 'News Corp Australia', 'ARN Regional', and 'SCA'. At the bottom of the sidebar, there are buttons for 'BRIEF MY SEARCH' and 'EXPORT MEDIA COVERAGE FILE', and a link to 'Please provide your feedback'. On the right side of the map, there is a panel for 'SCA' and 'arn' with dropdown menus for 'Geelong (SA4)', 'GEELONG RA1 (Licence Area)', and 'Geelong Advertiser'. Below this, there are buttons for 'Geelong (SA4)', 'Geelong (SA4)', and 'Geelong (SA4)'. At the bottom right, there is a legend for 'Coverage Levels' with three categories: 'Heavy' (dark pink), 'Medium' (medium pink), and 'Light' (light pink). A yellow question mark icon is also visible in the bottom right corner of the map area.



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.

