

A yellow spotlight hangs from the top center of the frame, casting a cone of light downwards. The light cone is a gradient from yellow at the top to a darker purple at the bottom, highlighting the text below.

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 welcoming the headquarters for Cotton On, Work Safe Victoria, 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

\$17.58 billion

KEY ECONOMIC CONTRIBUTORS

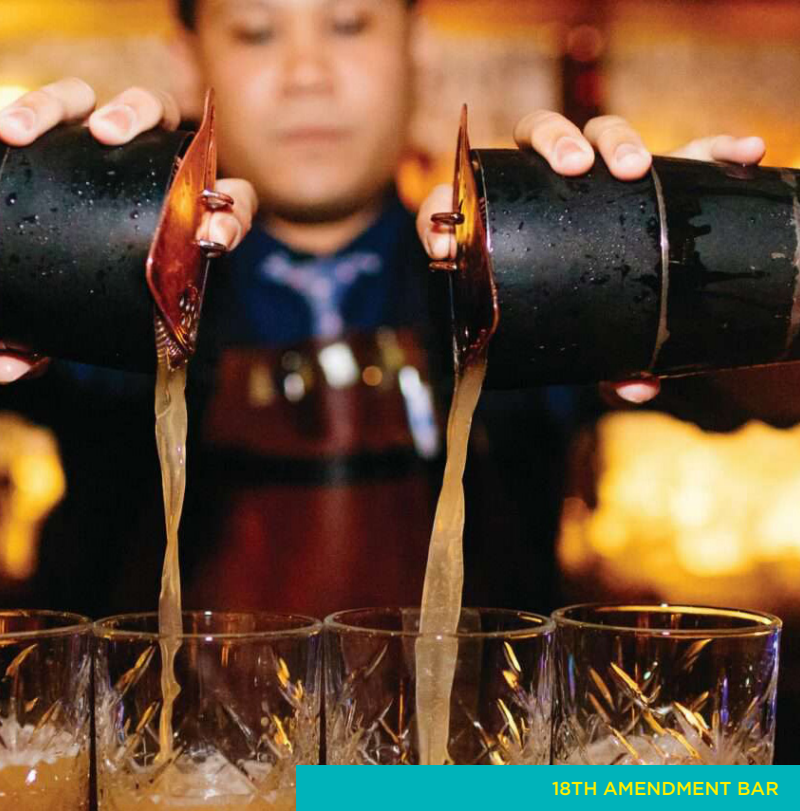
- The Port of Geelong and rail connections make Geelong the gateway city of Victoria.
- GeelongPort supports more than 1800 regional jobs across the state.
- There are more construction businesses (over 4,000!) than any other industry within the region.
- With over 24,783 jobs, the Health Care & Social Assistance industry is the regions largest employer.
- Manufacturing is still strong as the largest industry representing 20% of the region’s economic output.



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

Current population: 282,809 (Australia's 11th largest city)

POPULATION GROWTH

Geelong's population has grown 28% in the past decade making it one of the fastest growing regional areas in Australia.

LONG TERM GROWTH

The City of Greater Geelong population is forecast to grow to 396k by 2041.

MEDIAN HOUSE PRICE

In 2023, the median house price in the City of Greater Geelong was 19.7 lower than metropolitan Melbourne.



The median weekly household income is up 18% in the last five years.

CULTURAL OPPORTUNITIES TO PLUG INTO



FESTIVAL OF SAILS

One of Geelong's biggest events - not to mention the oldest sporting event and the largest Keel Boat Regatta in the Southern Hemisphere.

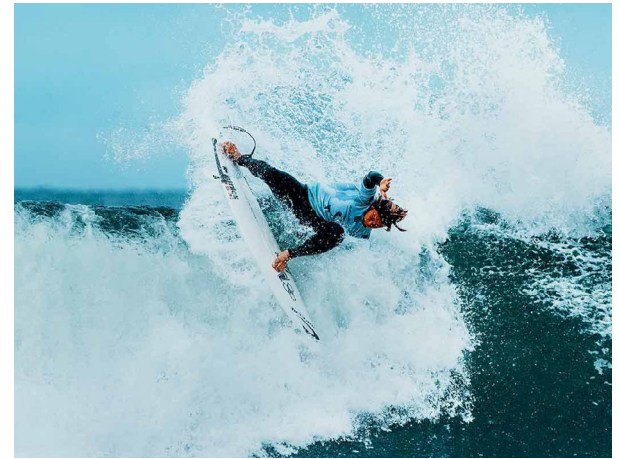
WHEN: Australia Day Weekend



PAKO FESTA

A much-loved food and multi-cultural festival attracting over 100,000 people each year over the past four decades.

WHEN: February



RIPCURL PRO

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

WHEN: Easter

UNLOCK 282,809 GEELONG RESIDENTS IN MINUTES

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VICTORIA

Geelong, 3211

SCA | Digital Audio & Display (DIGITAL)

News Corp Australia | Herald Sun (PRINT) | The Weekly Times (PRINT)

https://www.heraldsun.com.au/ (DIGITAL)

heraldsun.com.au (DIGITAL)

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arn | K-ROCK 95.5 (RADIO) | Kix Country (RADIO)

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ACM | ACM Digital Network (DIGITAL)

Coverage Levels: Heavy (Red), Medium (Pink), Light (Light Pink)

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SOURCES:

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