

A yellow spotlight hangs from the top center of the frame, casting a cone of light downwards. The light cone is a gradient of purple and blue, illuminating the text below. The spotlight's outline is a simple yellow line.

CITY SPOTLIGHTS WOLLONGONG

Get to know some of Australia's top regional cities



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



WELCOME TO WOLLONGONG

Young digital city

~~Old industrial town~~

"As far as quality of life goes, Wollongong can't be beat. The best beaches in Australia (no joke), relatively affordable price of living, and some excellent restaurants/cafes - the place has it all." - Patrick McKinnon, university student

Boortown.
B



As the capital of the Illawara Region and just a 90-mins drive from Sydney, Wollongong is a thriving, diverse and booming city.

Like many regional cities that once relied on heavy manufacturing, since the 2014 demolition of the Port Kembla Copper smoke stack, Wollongong has successfully transformed into a service-based economy - with 'Professionals' now representing 16.6%.

With a quarter million Australians calling The 'Gong home, brands can't ignore this regional Boomtown city.



AERIAL VIEW OF WOLLONGONG

ECONOMIC FOCUS

GROSS REGIONAL PRODUCT

\$13.27 billion.

KEY ECONOMIC CONTRIBUTORS

Over half (58.2%) of jobs are in the services sector (both business and household services).

CHEAPER TO DO BUSINESS THAN SYDNEY

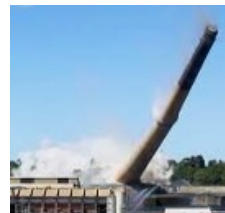
Operating costs are 33% lower for a business of 150 people in Wollongong.



One of the key attractions for businesses considering moving to Wollongong is access to a highly skilled multilingual workforce.



Among regional cities, Wollongong is a leading city for Digital Technology clusters.



When the Port Kembla Energy Terminal comes online in 2026, it will meet more than 75 per cent of New South Wales' gas needs.



THE BAKERY BOYS



ILLAWARRA BREWERY

CONSUMER OPPORTUNITY



CURRENT POPULATION

219,141.

STUDENTS ARE IN DEMAND

University of Wollongong has 32,000 students currently enrolled. With 80.4% of undergraduates in fulltime employment.

POPULATION GROWTH

Over the past year, Wollongong's population growth is outpacing the rest of regional NSW. To keep up with demand, over 4 years, the NSW Government has pledged more than \$1.4 billion into major developments.



City of youth. SINKS and DINKS under 35 represent the largest segment, accounting for 3 in 10 Wollongong residents. The average age in Wollongong is 34 vs. NSW and national average of 38.

CULTURAL OPPORTUNITIES TO PLUG INTO



SUNSET CINEMA

A city favourite set in the Wollongong Botanic Gardens, chill in a bean bag chair and drink fine wine under the stars.

WHEN: December - March



ILLAWARRA FOLK FESTIVAL

One of the largest volunteer-run music festivals, running over 35 years, it spans 4 days, 13 stages and 170 performers.

WHEN: January



WOLLONGONG RUNNING FESTIVAL

A popular annual event in June always attracting a variety of sponsors and donating back to different causes each year.

WHEN: First Sunday in June

UNLOCK 219,141 WOLLONGONG 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

Wollongong, 2500 | Search Boomtown Hub

Upload Postcodes CSV | Clear Search

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

BRIEF MY SEARCH | EXPORT MEDIA COVERAGE FILE

Please provide your feedback

ABOUT | EVIDENCE | EDUCATION | THE BOOMTOWN HUB

NEW SOUTH WALES

Wollongong, 2500

News Corp Australia

- illawarra-star.com.au (DIGITAL)
- Daily Telegraph (DIGITAL)

7/7+

- 7Plus.com.au (DIGITAL)

ACM

- Illawarra Mercury (Wollongong) (PRINT)
- illawarramercury.com.au (DIGITAL)
- ACM Digital Network (DIGITAL)

SCA

- i98FM (RADIO)
- Digital Audio & Display (DIGITAL)

arn

- WAVE FM 96.5 (RADIO)
- Digital Display (DIGITAL)

WIN

- www.9now.com.au (DIGITAL)
- WINTV.COM.AU (DIGITAL)

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

SUBSCRIBE



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 9.6m extra Aussies can help you grow your brand.

boomtown.media/hub

The Boomtown Hub is your planning tool to regional Australia. Search interactive maps, download CSVs and use our streamlined to brief multiple media owners.



SOURCES:

<https://economy.id.com.au/wollongong> • <https://apo.org.au/sites/default/files/resource-files/2023-08/apo-nid323727.pdf> • <https://economy.id.com.au/wollongong/industry-composition>
<https://www.investwollongong.com.au/setup-a-business/our-economy-workforce-profile/> • <https://www.investwollongong.com.au/content/uploads/2023/09/Invest-Wollongong-Prospectus-2023-Sept-update.pdf>
<https://profile.id.com.au/wollongong/population> • Pop growth: <https://www.investwollongong.com.au/setup-a-business/our-economy-workforce-profile/>
<https://www.commbank.com.au/articles/newsroom/2021/09/Regional-movers-index-June-qtr.html> • https://quickstats.censusdata.abs.gov.au/census_services/getproduct/census/2016/quickstat/SSC14358
<https://www.expatistan.com/cost-of-living/comparison/sydney/wollongong>