

OUR PRESENT



Geelong is Victoria's second Capital City and one of the state's fastest growing areas.

Population: 276,116 (2022)

Growth of 5,340 over last year

Growth of 29,873 over last five years

Source: ABS (2023)



Geelong is the largest economy in regional Victoria, third largest in the state.

GRP (2021-22): \$17.6 billion

1 year growth: 10.3%

5 year average annual growth: 5.4%

Source: Economy ID (2023)



Geelong is booming

\$13.2 billion in major projects

Recently completed \$2.1b

Commenced \$3.6b

Approved \$2.3b

Proposed \$5.2b



Recently Completed Projects

Geelong Quarter (incl. Holiday Inn and Suites Geelong) (\$200 million)

Geelong Arts Centre redevelopment (\$140 million)

Spirit of Tasmania Terminal (\$135 million)

Charles Brownlow Retirement Village (\$100 million)

TOP INDUSTRIES



Contribution to Economy (\$b)

Healthcare \$2.2 (15%)

Construction \$2.1 (14%)

Manufacturing \$1.2 (9%)

Education and training \$1.2 (8%)

Retail trade \$1.1 (7%)



Top Exporting Industries (\$m)

Manufacturing \$2,171

Healthcare \$875

Wholesale trade \$745

Education \$569

Finance and insurance \$521



Contribution to Jobs (No.)

Healthcare 26,347 (19%)

Construction 15,515 (11%)

Retail trade 14,974 (11%)

Education and training 13,127 (10%)

Manufacturing 9,326 (7%)

Source: Economy ID (2023)



Important Exporters

Viva Energy

Herd Group

Golden Farms

Godfrey Hirst

Incitec Pivot

University Hospital Geelong

Deakin University

Source: Economy ID

VISITOR ECONOMY AND EVENTS



Geelong and the Bellarine Visitation

Visitors (YE September 2023): 6.3 million

Visitor nights (YE September 2023): 4.6 million

Visitor expenditure (2021-22): \$1.8 billion

Source: Tourism Research Australia (2023)

Major Events (2022-23)

Number of events: 18

Event visitors: 757,500

Economic impact: \$77.5 million



Economic Contribution of Visitor Economy and Events on the Geelong Economy

Direct contribution to GRP: \$265 million (1.8% of total)

Direct contribution to employment: 4,987 jobs (3.7% of total)

Source: Economy ID (2023)

CREATIVE INDUSTRIES



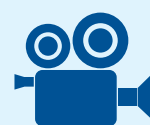
Geelong is Australia's first (and only) City of Design and a member of the UNESCO Creative City Network.

The Creative Industries are an evolving mix of sectors spanning arts, culture, screen, design, publishing, advertising and a range of professional services.

Direct contribution to GRP: \$691 million (4.7% of total)

Direct contribution to employment: 7,660 jobs (5.7% of total)

Source: Lucid Economics (2023)



Geelong has world-leading innovative talent across a variety of creative pursuits, from fashion and the arts to engineering and production.