

# ECONOMIC INDICATORS

Bulletin 2007/2008

beaches parks shopping entertainment  
health education employment facilities services  
recreation well-being location access  
manufacturing services retail sales  
biotechnology research education



GEELONG, SMART THINKING



## DEFINITIONS

### Definitions of Geography

**Geelong Region:** Includes the City of Greater Geelong, Surf Coast Shire, Golden Plains Shire and the Borough of Queenscliffe.

**Barwon Region (Barwon Statistical Division):** Includes the City of Greater Geelong, Surf Coast Shire, Golden Plains Shire, Colac Otway Shire and the Borough of Queenscliffe.

**Barwon - Western District:** Refers to the whole of South-West Victoria from Little River to the South Australian border.

**Statistical Division:** A statistical division (SD) is an Australian Standard Geographical Classification (ASGC) defined area that represents a large, general purpose, regional type geographic area.

### Statistical Local Areas (SLA)

#### City of Greater Geelong: *Greater Geelong (Pt A) SLA:*

*Bellarine Inner SLA:* Leopold, Moolap, Newcomb, St Albans Park, Whittington.

*Corio Inner SLA:* Bell Park, Bell Post Hill, Corio, Fyansford, Hamlyn Heights, Lara (also Greater Geelong Pt C SLA), Lovely Banks, Norlane, North Geelong (also extends into Geelong West SLA), North Shore.

*Geelong SLA:* Breakwater, East Geelong, Geelong City (also extends into Geelong West SLA), South Geelong, Thomson.

*Geelong West SLA:* Drumcondra, Geelong West, Herne Hill (also extends into Corio Inner SLA), Manifold Heights, Rippleside.

*Newtown SLA:* Newtown.

*South Barwon SLA:* Belmont, Grovedale, Highton, Marshall, Mount Duneed (also extends into Surf Coast-East SLA), Wandana Heights, Waurin Ponds.

**Greater Geelong (Pt B) SLA:** Barwon Heads, Breamlea, Clifton Springs, Connewarre, Curlewis, Drysdale, Indented Head, Marcus Hill, Ocean Grove, Portarlington, St Leonards, Wallington.

**Greater Geelong (Pt C) SLA:** Anakie, Balliang, Batesford (also extends into Golden Plains - South East SLA), Little River.

**Surf Coast Shire: Surf Coast - East SLA:** Bellbrae (also extends into Surf Coast - West SLA), Freshwater Creek, Gnarwarre, Jan Juc, Moriac, Torquay.

*Surf Coast - West SLA:* Aireys Inlet, Anglesea, Deans Marsh, Fairhaven, Gherang, Lorne, Moggs Creek, Winchelsea, Winchelsea South.

**Golden Plains Shire: Golden Plains - North West SLA:** Berringa, Cambrian Hill, Enfield, Haddon, Linton, Napoleans, Ross Creek, Scarsdale, Smythesdale, Smythes Creek, Wallinduc.

*Golden Plains - South East SLA:* Bannockburn, Dereel, Inverleigh, Lethbridge, Meredith, Rokewood, Stonehaven, Sutherlands Creek, Teesdale.

**Borough of Queenscliffe:** Point Lonsdale (also extends into Greater Geelong Pt B), Queenscliff.

**Colac Otway Shire: Colac Otway - Colac SLA:** Colac, Elliminyt.

*Colac Otway - North SLA:* Barongarook, Barongarook West, Barwon Downs, Beeac, Birregurra, Bundador, Colac West, Cororooke, Cressy, Dreeite, Irrewarra, Ilrrewillipe, Larpent, Nalangil, Ombersley, Warrion, Yeodene.

*Colac Otway - South SLA:* Apollo Bay, Carlisle River, Forrest, Gellibrand, Kawarren, Lavers Hill, Marengo, Skenes Creek, Wye River.

### Definitions of Population Counts

**Usual Residence Population:** Usual residence population is derived from the Census. It is the place where a person usually lives, rather than the place where they were counted on Census night. Each person completing the Census is required to state their address of usual residence and this information is used to derive the usual residence population.

**As Enumerated Population:** As enumerated population represents where people were counted on Census night, which may not be where they usually live. This population figure generally includes overseas visitors and visitors to the area from within Australia, but excludes Australians overseas.

**Estimated Resident Population (ERP):** The Estimated Resident Population is an official estimate of the number of people who usually reside in an area. The estimate is based on population counts derived from the Census of Population and Housing by place of usual residence and a mathematical model is used to calculate intercensal growth. Independent indicators of population change, such as dwelling approvals and Medicare enrolments are also used. Data on births, deaths, net migration and natural increases is used to calculate movements in age.

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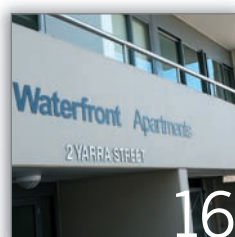
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# Geelong, Victoria, Australia

**Geelong, located 75km south west of the State Capital of Melbourne, is Victoria's largest regional City and Australia's eleventh largest urban centre.**

The City of Greater Geelong has a population of 208,201 residents and the broader Barwon Region has a population of 273,389 residents.

Geelong is one of Australia's leading commercial cities. The Region is a major centre for investment with over 13,000 businesses, state-of-the-art infrastructure, a highly skilled workforce and a diverse mix of business support services.

Geelong's key growth sectors include advanced manufacturing, knowledge, innovation & research, health, tourism and food & horticulture.

## 2007/2008 The Year in Review

### Regional Highlights

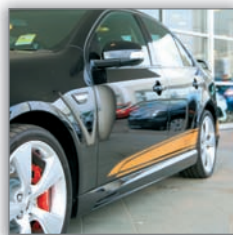
**The Barwon Region has experienced impressive growth across a range of economic indicators in 2007/2008.**

- **Labour market conditions are strong**, with an unemployment rate of 3.8% as at June 2008 compared to 4.4% for Victoria.
- **Building activity reached an unprecedented \$1 billion** and there has been sound growth in median house prices.
- **The population grew to 273,389 residents**, an annual growth rate of 1.3%.
- The industry structure and broad range of education and training opportunities, highlights the **continued diversification of the regional economy**.
- **The Gross Regional Product (GRP) of the Barwon Region reached \$10.5 billion in 2008**, an increase of \$4.3 billion since 2005.

Business confidence and investor interest in the Region remained strong with a number of major projects completed or announced during 2007/2008.

### Completed Developments

Some of the major investment projects completed during the year include Westfield's \$150m redevelopment in central Geelong, Torquay's \$80m Crown Plaza hotel, the \$35m redevelopment of the Waurin Ponds Shopping Centre, Ford's \$27m Research and Development Centre, the \$23m Rural and Regional Medical School at Deakin University, a \$25m aged care centre in Grovedale, another \$19m aged care centre in North Geelong, the \$16m Waurin Ponds Plaza and the \$4m expansion of Avalon Airport's domestic terminal.



### Commenced Developments

Construction commenced on the \$16.5m expansion of the St John of God Hospital, the \$40m second stage of the Promenade Tower apartments along Waterfront Geelong and demolition work commenced at the site for the \$80m residential development in Rippleside.

### Approved Developments

Some of the significant projects approved during the year include an \$80m redevelopment of the Torquay Golf Club, a \$30m medical centre adjacent to Geelong Private Hospital, the \$28m stage two redevelopment of Skilled Stadium, a \$25m office development in Gheringhap Street, a \$12.5m office and retail development in Geelong West and another \$9.5m office development in Ryrie Street.

### Announced Developments

A major announcement during the year was Indian IT company, Satyam Computer Services', intention to build a \$75m software development, training and research centre at Deakin University's Waurin Ponds campus, which will create 2,000 skilled jobs over the next eight years.

Other major investment projects unveiled include Linfox's plans to build a \$30m international terminal at Avalon Airport, Barwon Health's and Deakin University's plans to establish a \$24m medical research and training precinct at Geelong Hospital and Deakin University's \$13m expansion plans for the Geelong Technology Precinct.

### Major Business Expansion

Business confidence was evidenced by a number of announced expansion plans, including a \$15m expansion of Chemring Australia and an \$8m expansion of Boomaroo Nurseries, which are both located in Lara.

The first round of funding from the \$24m Geelong Investment and Innovation Fund (GIIF), will also assist the following companies with their expansion plans: Mako Craft Pty Ltd (80 new jobs); Air Radiators (44 new jobs); Challenge Meats (45 new jobs) and Modern Olives (24 new jobs).

## 2007/2008 The Year in Review - *continued*

### Employment Trends

Regional employment indicators for 2007/2008 continue to show a strong labour market.

Labour market conditions are generally stronger in the Barwon Western District compared to Victoria. The Australian Bureau of Statistics (ABS) unemployment rate for the Barwon Western District as at June 2008 was 3.8% compared to 4.4% for Victoria. Over the past five years the unemployment rate for the Region has dropped by 3.1% compared to 1.4% for Victoria.

Data from the Department of Education, Employment and Workplace Relations (DEEWR) supports the ABS data, as it also shows a decrease in the unemployment rate in the Barwon Region to 3.9% (from 6.0% the previous year) and all five municipalities in the Region experienced a significant decline in the unemployment rate. The unemployment rate for the City of Greater Geelong dropped to 4.3% (from 6.7%), the Surf Coast Shire fell to 2.2% (from 3.6%), the Borough of Queenscliffe fell to 1.9% (from 3.4%), the Golden Plains Shire fell to 2.3% (from 3.9%) and the Colac Otway Shire dropped to 3.3% (from 4.5%).

Data from the 2001 and 2006 Census of Population and Housing shows that the Barwon Region has experienced employment growth of 11.7% compared to 8.7% for Victoria. Journey to Work data from the Census also indicates strong employment growth, as it shows that the number of people travelling from the Barwon Region to Melbourne for work has declined over five years, while the number of people travelling from Melbourne to the Barwon Region for work has increased. This goes against historical trends and may suggest that there are more jobs available locally.

Also supporting this conclusion, is the fact that demand for labour in the Region (measured by the average number of job vacancies in the Geelong Advertiser) grew by 10.5% in 2007/2008 with 243 vacancies advertised each week. While the number of people requiring unemployment allowances from Centrelink has dropped by 8.9% over the past two years.

### Building Activity

Total building activity in the Barwon Region reached an unprecedented \$1 billion in 2007/2008, a \$254.8m or 33.9% increase on the previous year.

#### Non-Residential Building Activity

Non-residential building activity reached an all time high of \$451.1m in 2007/2008, a 45.2% increase on the previous year.

Retail investment accounted for \$190.8m of non-residential construction, with the majority of work being undertaken on Geelong's Westfield redevelopment and the Pakington Strand development in Geelong West.

Another \$139.3m was invested in commercial developments including the new TAC offices, the expansion of Jetstar's domestic terminal, major office developments in Geelong and Geelong West and major warehouse and showroom developments in Corio, North Geelong, Newcomb, Grovedale and Breakwater.

Public buildings accounted for \$85.7m of construction. Some of the larger projects include the expansion of Deakin University's Waterfront campus and new Rural and Regional Medical School at the Waurin Ponds campus, a new fire station in Herne Hill, the new Bellarine Aquatic Centre in Ocean Grove and numerous school facility upgrades.

A total of \$25.9m of construction was undertaken on health related projects, with the majority of spending on aged care facilities. While a further \$9.3m of construction was carried out on industrial projects, primarily on factories in Corio, North Geelong and Breakwater.

### Residential Building Activity

A total of 2,505 new dwelling approvals were issued in the Barwon Region in 2007/2008, an increase of 34.5% on the previous year. The value of residential building activity reached an unprecedented \$556.3m.

There were 1,611 new dwelling approvals issued in the City of Greater Geelong valued at \$338.0m, an increase of 44.2% on the previous year.

The majority of new residential development occurred in the City's southern suburbs of Highton (151 approvals), Grovedale (106), Belmont (86) and Waurin Ponds (44). Followed by the northern suburbs of Norlane (69 approvals), Corio (57), Lara (57), Bell Park (54) and Lovely Banks (32).

The eastern suburbs of Geelong also experienced strong growth, particularly in Leopold (102 approvals), Newcomb (30), St Albans Park (30) and Whittington (24). Urban infill development occurred predominantly in Newtown (53 approvals), Geelong City (18) and Geelong West (18).

Significant growth on the Bellarine Peninsula occurred in Ocean Grove (148 approvals), Drysdale (108), Barwon Heads (83), St Leonards (67) and Portarlington (53).

Residential development in the Surf Coast Shire increased by 39.4% on the previous year, with 541 new dwelling approvals issued valued at \$133.2m. The majority of approvals were issued in Torquay (338 approvals).

A total of 66 new dwellings were approved in the Borough of Queenscliffe worth \$22.2m, an increase of 13.8% on the previous year.

A further 139 approvals valued at \$27.9m were issued in the Golden Plains Shire, a slight decrease of 8.6% on the previous year. The majority of development occurred in Bannockburn (58 approvals).

The number of dwelling approvals issued in the Colac Otway Shire remained the same as last year, with 148 approvals worth \$34.9m. The majority of approvals were issued for Colac (58 approvals).



## 2007/2008 The Year in Review - *continued*

### Median House Prices

Data from the Department of Sustainability and Environment shows continued growth in the residential property market for 2007. The majority of municipalities experienced sound growth in median house prices between 2006 and 2007.

Median house prices in the City of Greater Geelong increased by 4.0% in 2007 reaching \$275,000. Over the past ten years, median prices have increased by 11.2% per annum. Urban suburbs with the highest median sale prices were Newtown (\$410,000), Wandana Heights (\$382,500), Moolap (\$367,500), Geelong City (\$358,000), Waurin Ponds (\$352,750), Highton (\$345,000) and Lovely Banks (\$327,500). The townships that attracted the highest median sale prices on the Bellarine Peninsula include Barwon Heads (\$432,500) and Ocean Grove (\$355,050).

Median house prices in the Surf Coast Shire reached \$440,000 in 2007, an increase of 11.0% on the previous year. Prices have increased by 13.0% per annum over the past ten years. The highest median sale prices were recorded in Lorne (\$767,000), Fairhaven (\$678,000) and Aireys Inlet (\$450,000).

Median prices in the Borough of Queenscliffe decreased by 3.0% in 2007 to \$500,000, however the ten year growth rate for the Borough is 12.4% per annum.

The Golden Plains Shire experienced 7.0% growth in median sale prices reaching \$220,000, with the highest prices recorded in Haddon (\$280,000) and Bannockburn (\$271,000).

Median house prices in the Colac Otway Shire increased by 8.0% to reach \$235,000. The Shire has experienced a 10.7% per annum growth rate over the past ten years. The towns that attracted the highest median prices were Wye River (\$440,000) and Apollo Bay (\$417,500).

### Estimated Resident Population

The Australian Bureau of Statistics estimates that the Barwon Region grew by 1.3% in 2007 to reach 273,389 residents.

Between 2006 and 2007 the City of Greater Geelong grew by 1.1% to 208,201 residents, the Surf Coast Shire grew by 3.2% to 23,524 residents, the Borough of Queenscliffe grew by 0.8% to 3,176 residents, the Golden Plains Shire grew by 1.2% to 17,285 residents and the Colac Otway Shire grew by 0.8% to 21,203 residents.

### Barwon Region Workforce Characteristics

The Australian Bureau of Statistics' 2006 Census shows that the Barwon Region has a workforce of 114,488 people, an increase of 11.7% or 11,951 people since 2001.

The Barwon Region's economic base has continued to diversify. The manufacturing sector employs the largest percentage of the workforce at 13.5%, however ten years ago this figure was 18.2%. During this time other sectors such as: Construction; Health Care & Social Services; Retail Trade; Education & Training; and Public Administration & Safety have grown considerably.

### Industry Structure of the Workforce

The industry sectors that employ the largest proportion of the Barwon Region workforce include: Manufacturing (15,492 people or 13.5% of the workforce); Retail Trade (14,920 people or 13.0%); Health Care & Social Services (13,251 people or 11.6%); Construction (10,248 or 9.0%); Education & Training (9,684 people or 8.5%); Accommodation & Food Services (7,566 or 6.6%); Public Administration & Safety (6,365 people or 5.6%); Transport, Postal & Warehousing (4,890 people or 4.3%); and Professional, Scientific & Technical Services (4,710 people or 4.1%).

Compared to Victoria the Barwon Region has a greater proportion of its workforce employed in Construction, Retail Trade, Health Care & Social Services and Manufacturing. Whereas, the Victorian workforce as a whole has a larger proportion of the workforce employed in Professional, Scientific & Technical Services, Financial & Insurance Services and Information Media & Telecommunications.

*For more detailed information on the industry structure see page 21.*

### Industry Structure Time Series Data (2001-2006)

The following analysis is based on the 1993 Australian and New Zealand Standard Industrial Classifications (ANZSIC), rather than the latest 2006 classifications, to allow comparisons between the 2001 and 2006 Censuses.

The industry sectors that have experienced the largest increases in employment numbers since the 2001 Census include: Construction (+2,226 people or 28.5%); Health & Community Services (+2,167 people or 19.1%); Retail Trade (+2,021 people or 12.0%); Government Administration & Defence (+1,861 people or 61.6%); Education (+1,247 people or 15.2%); Property & Business Services (+864 people or 10.1%); and Transport & Storage (+752 people or 20.5%).

The industry sectors that have experienced losses in employment numbers include: Manufacturing (-545 people or 3.3%); Agriculture, Forestry & Fishing (-149 people or 3.8%); and Communication Services (-107 people or 7.5%).

### Occupation Structure of the Workforce

The Barwon Region's workforce is made up of the following occupations: Professionals (17.9% of the workforce); Technicians & Trades Workers (16.4%); Clerical & Administrative Workers (12.6%); Managers (12.2%); Labourers (11.8%); Sales Workers (10.6%); Community & Personal Service Workers (9.5%); and Machinery Operators & Drivers (7.2%).

*For more detailed information on the occupation structure see page 26.*

### Occupation Structure Time Series Data (2001-2006)

The following analysis is based on the 1997 Australian Standard Classification of Occupations (ASCO), rather than the latest 2006 classifications, to enable comparisons between the 2001 and 2006 Censuses.

The occupations that have experienced the largest increases in employment numbers include: Intermediate Clerical, Sales & Services Workers (+2,971 people or 19.1%); Professionals (+2,839 people or 16.5%); Associate Professionals (+1,368 or 11.5%); and Elementary Clerical, Sales & Service Workers (+1,346 people or 12.8%).

## 2007/2008 The Year in Review - *continued*

### Journey to Work Data

Journey to work data monitors the movement of people from where they live (origin) to where they work (destination).

#### **Where Does the Barwon Region Workforce Come From?**

At the 2006 Census there were 93,006 people working in the Barwon Region. Of the 93,006 regional workforce, 95.0% (or 88,395 people) live in the Barwon Region, 3.4% (or 3,153 people) come from Melbourne, 1.3% (or 1,237 people) come from elsewhere in Victoria and the remaining 0.2% (or 221 people) come from elsewhere in Australia. Since the 2001 Census, the number of people travelling from Melbourne to the Barwon Region for work has increased by 27.0%.

On a typical day, 24,147 people (or 26.0% of the total workforce) work in central Geelong suburbs and another 17,596 people (or 18.9%) work in Geelong's northern suburbs.

#### **Where Do Barwon Region Residents Work?**

At the 2006 Census there were 114,489 employed people living in the Barwon Region. Of this resident workforce, 88,395 people (or 77.2%) work within the Barwon Region, 11,100 people (or 9.7%) work in Melbourne, 9,334 people (or 8.1%) work elsewhere in Victoria, 565 people (or 0.5%) work elsewhere in Australia and 5,095 people (or 4.5%) did not state a place of work. Since the 2001 Census, the number of people travelling to Melbourne from the Barwon Region for work has decreased by 3.5%. This goes against the historical trend and suggests that there are more jobs available locally for the resident labourforce.

*For more detailed journey to work data see page 32 to 35.*

### Annual Production in the Barwon Region

#### **Gross Regional Product**

The Gross Regional Product (GRP) of the Barwon Region in 2008 was \$10.5 billion or \$40,000 per capita. GRP is the total value of final goods and services produced in the region over a one year period. This measure includes regional exports but subtracts imports of goods and services into the region.

It is estimated that GRP has increased by \$4.3 billion or 69% since 2005 (basic prices without adjustment for CPI). This increase reflects the diversity of the regional economy and a move towards more efficient technologies. It also suggests that employment growth in the region is towards more productive jobs that generate more output and offer higher wages.

#### **Annual Output**

Estimated total output for the Barwon Region in 2008 was \$26.1 billion. Output refers to gross revenue generated by businesses and organisations in the region. Manufacturing is the largest contributor to total output as it generated \$10.6 billion or 41% of total output, followed by Property & Business Services (\$2.4 billion), Construction (\$2.1 billion), Retail Trade (\$1.9 billion), Wholesale Trade (\$1.4 billion), Health & Community Services (\$1.2 billion) and Transport & Storage (\$1.0 billion).

#### **Annual Exports**

It is estimated that the Barwon Region exported \$9.5 billion in 2008. The Manufacturing sector exported \$6.6 billion or 69% of total exports, followed by Wholesale Trade (\$465m), Construction (\$367m), Transport & Storage (\$328m) and Retail Trade (\$322m).

#### **Annual Imports**

The Barwon Region imported an estimated \$8.3 billion in 2008. Once again the Manufacturing sector was the largest contributor with \$6.0 billion or 72% of total imports, followed by Wholesale Trade (\$345m), Construction (\$312m), Property & Business Services (\$288m), Retail Trade (\$280m) and Transport & Storage (\$186m).

#### **Trade Through the Port of Geelong**

Total trade through the Port of Geelong was 10.8 million tonnes in 2007/2008, a slight decrease of 5.3% on the previous year. Total imports reached 7.1m tonnes, the majority of imports being crude oil and petroleum products (4.7m tonnes) and fertiliser (1.2m tonnes). Total exports reached 3.7m tonnes, the majority of exports being crude oil and petroleum products (1.8m tonnes) and woodchips (1.5m tonnes).

#### **Education and Training**

During 2008, there were 44,537 students enrolled in primary and secondary education, a slight decrease of 0.3% on the previous year. Another 19,700 people were undertaking courses at the Gordon Institute of TAFE and 13,301 students were enrolled at Deakin University's Geelong campuses.

During 2008, 4,647 people were completing a traineeship and 3,199 people were completing an apprenticeship. The diverse nature of education and training being undertaken in the region reflects the increasing diversity of the regional economy.

The traineeships with the largest number of enrolments include Retail Operations (908 enrolments), Hospitality (470 enrolments), Customer Contact (166 enrolments), Business Administration (159 enrolments), Disability Work (150 enrolments) and Transport & Distribution (106 enrolments).

Apprenticeships with the largest number of enrolments include General Construction – Carpentry (532 enrolments), Hospitality – Commercial Cookery (306 enrolments), Electrotechnology Systems – Electrician (284 enrolments), Plumbing (270 enrolments) and Hairdressing (175 enrolments).

#### **Tourism**

The Geelong Otway Region is one of Australia's premier coastal and hinterland tourist destinations. The Region offers a unique range of attractions including the vibrant Geelong Waterfront, the Bellarine Peninsula and the Great Ocean Road.

The City of Greater Geelong estimates that the population of the Region on a peak holiday night (such as New Years Eve) swells to 451,923 people, an increase of 70% or an additional 186,071 people compared to the permanent population.

# Key Economic Indicators for the Barwon Region

## Financial Year Summary 2007/2008

Regional Indicator		2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	% Change 2006/07-2007/08
<b>EMPLOYMENT INDICATORS</b>								
<b>Australian Bureau of Statistics (ABS)</b>								
Barwon-Western District (June)								
Number Unemployed	No.	8,800	14,900	12,000	9,900	7,700	7,700	-
Unemployment Rate	%	5.0	8.4	6.6 <sup>(1)</sup>	5.1	4.0	3.8	-
Unemployment Rate (Vic)	%	5.7	5.5	5.1	4.8	4.4	4.4	-
Ave. Weekly Advertised Employment Vacancies	No.	209	211	198	216	220	243	10.5

### Department of Education, Employment and Workplace Relations (DEEWR)

#### Unemployment Rate (%)<sup>(2)</sup>

City of Greater Geelong	6.8	7.3	8.0	7.0	6.7	4.3	-	
Surf Coast Shire	4.5	4.4	4.3	3.8	3.6	2.2	-	
Borough of Queenscliffe	4.6	4.5	5.2	4.6	3.4	1.9	-	
Golden Plains Shire	4.7	5.1	5.2	4.3	3.9	2.3	-	
Colac Otway Shire	4.9	5.6	6.3	5.2	4.5	3.3	-	
<b>Barwon Region</b>	<b>6.3</b>	<b>6.7</b>	<b>7.3</b>	<b>6.4</b>	<b>6.0</b>	<b>3.9</b>	-	
<b>Centrelink<sup>(3)</sup></b>								
Unemployment Allowance (No.)	-	-	-	7,214	6,617	6,569	-0.7	

### VALUE OF BUILDING ACTIVITY (BARWON REGION)

#### Residential

Dwellings (New)	\$million	\$473.8	\$539.1	\$510.4	\$446.3	\$441.9	\$556.3	25.9
<b>Non Residential</b>								
Commercial, Industrial & Retail	"	\$79.1	\$106.0	\$198.3	\$152.5	\$165.1	\$339.5	105.6
Health & Public Buildings	"	\$74.2	\$100.6	\$82.5	\$155.9	\$145.6	\$111.6	-23.4
Total Non Residential	"	\$153.3	\$206.6	\$280.8	\$308.4	\$310.7	\$451.1	45.2
<b>Total Building Activity (\$M)</b>		<b>\$627.1</b>	<b>\$745.7</b>	<b>\$791.2</b>	<b>\$754.7</b>	<b>\$752.6</b>	<b>\$1,007.4</b>	<b>33.9</b>

### NEW DWELLING APPROVALS

City of Greater Geelong	No.	1,876	1,982	1,608	1,394	1,117	1,611	44.2
Surf Coast Shire	"	442	493	510	488	388	541	39.4
Borough of Queenscliffe	"	42	40	22	37	58	66	13.8
Golden Plains Shire	"	241	285	186	166	152	139	-8.6
Colac Otway Shire	"	189	189	160	125	148	148	0.0
<b>Total Barwon Region</b>		<b>2,790</b>	<b>2,989</b>	<b>2,486</b>	<b>2,210</b>	<b>1,863</b>	<b>2,505</b>	<b>34.5</b>

### MEDIAN WEEKLY RENTAL VALUES (3 bedroom house)

City of Greater Geelong	-	-	\$200 <sup>(4)</sup>	\$210 <sup>(4)</sup>	\$230 <sup>(4)</sup>	\$250	8.7
Barwon Region	-	-	\$205 <sup>(4)</sup>	\$210 <sup>(4)</sup>	\$215 <sup>(4)</sup>	\$240	11.6
Melbourne (Metropolitan)	-	-	\$230	\$240	\$260	\$290	11.5
Victoria	-	-	\$210	\$225	\$245	\$265	8.2

### MEDIAN HOUSE PRICES\*

#### (Valuer General)

							% Change 2006/07
City of Greater Geelong	\$222,000	\$244,750	\$251,000	\$265,000	\$275,000	-	3.8
Surf Coast Shire	\$345,000	\$369,500	\$385,000	\$396,800	\$440,000	-	10.9
Borough of Queenscliffe	\$427,500	\$456,750	\$470,000	\$517,500	\$500,000	-	-3.4
Golden Plains Shire	\$175,000	\$215,000	\$205,500	\$205,000	\$220,000	-	7.3
Colac Otway Shire	\$163,000	\$192,000	\$195,000	\$217,500	\$235,000	-	8.0

## Key Economic Indicators for the Barwon Region, *Financial Year Summary 2007/2008*

- continued

Regional Indicator	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	% Change 2006/07-2007/08	
<b>ESTIMATED RESIDENT POPULATION* As at 30 June (ABS)</b>							<b>% Change 2006/07</b>	
City of Greater Geelong	200,067	202,615	204,891	205,929	208,201	-	1.1	
Surf Coast Shire	22,098	22,471	23,085	22,802	23,524	-	3.2	
Borough of Queenscliffe	3,226	3,212	3,191	3,150	3,176	-	0.8	
Golden Plains Shire	15,766	16,319	16,887	17,077	17,285	-	1.2	
Colac Otway Shire	21,316	21,495	21,698	21,030	21,203	-	0.8	
<b>Barwon Region</b>	<b>262,473</b>	<b>266,112</b>	<b>269,752</b>	<b>269,988</b>	<b>273,389</b>	<b>-</b>	<b>1.3</b>	
<b>DEMOGRAPHY (ABS)*</b>							<b>% Change 2005/06</b>	
<b>Births</b>								
City of Greater Geelong	2,293	2,358	2,368	2,331	-	-	-1.6	
Surf Coast Shire	301	278	279	276	-	-	-1.1	
Borough of Queenscliffe	17	30	22	18	-	-	-18.2	
Golden Plains Shire	221	215	202	214	-	-	5.9	
Colac Otway Shire	232	238	244	251	-	-	2.9	
<b>Barwon Region</b>	<b>3,064</b>	<b>3,119</b>	<b>3,115</b>	<b>3,090</b>	<b>-</b>	<b>-</b>	<b>-0.8</b>	
<b>Deaths</b>								
City of Greater Geelong	1,623	1,542	1,696	1,602	-	-	-5.5	
Surf Coast Shire	130	119	128	111	-	-	-13.3	
Borough of Queenscliffe	75	62	55	41	-	-	-25.5	
Golden Plains Shire	53	58	73	78	-	-	6.8	
Colac Otway Shire	181	196	188	160	-	-	-14.9	
<b>Barwon Region</b>	<b>2,062</b>	<b>1,977</b>	<b>2,140</b>	<b>1,992</b>	<b>-</b>	<b>-</b>	<b>-6.9</b>	
<b>STUDENT ENROLMENTS*</b>								
Primary School	No.	21,702	25,056	23,958	23,899	23,876	23,689	-0.8
Secondary School	"	17,814	18,133	20,162	20,480	20,793	20,848	0.3
Gordon Institute of TAFE	"	19,454	19,621	20,900	20,200	20,700	19,700	-4.8
Deakin University	"	13,232	13,554	13,739 <sup>(5)</sup>	13,282	13,350	13,301	-0.4
Traineeships & Apprenticeships	"	9,244	9,040	8,479	8,092	7,868	7,846	-0.3
<b>NEW VEHICLE REGISTRATIONS (VicRoads)<sup>(6)</sup></b>								
Passenger Vehicles	No.	12,605	12,594	14,008	13,659	13,521	13,514	-0.1
Motor Cycles	"	751	783	935	976	1,276	1,518	19.0
Light Commercial Trucks	"	2,297	2,344	2,627	2,744	2,419	2,771	14.6
<b>Total</b>		<b>15,653</b>	<b>15,721</b>	<b>17,570</b>	<b>17,379</b>	<b>17,216</b>	<b>17,803</b>	<b>3.4</b>
<b>TRADE THROUGH PORT OF GEELONG</b>								
Imports	million tonnes	6.1	7.0	7.4	7.0	7.3	7.1	-2.7
Exports	"	4.8	4.5	4.5	4.2	4.1	3.7	-9.8
<b>Total Trade</b>	"	<b>10.9</b>	<b>11.5</b>	<b>11.9</b>	<b>11.2</b>	<b>11.4</b>	<b>10.8</b>	<b>-5.3</b>
Vessels	No.	515	518	546	560	494	613	24.1
<b>CONSUMER PRICE INDEX<sup>(7)</sup></b>								
% Change Australia		3.1	2.4	2.4	3.2	2.9	3.4	-

Sources: City of Greater Geelong; Borough of Queenscliffe; Surf Coast Shire; Building Commission; Australian Bureau of Statistics: unpublished data on unemployment; Population by Age and Sex Catalogue No. 3235.0; Births Australia Catalogue No. 3301.0; Deaths Australia Catalogue No. 3302.0; and CPI Catalogue No. 6401.0; Department of Education, Employment and Workplace Relations, Small Area Labour Markets Australia; Department of Human Services, Office of Housing; Geelong Advertiser; Centrelink; VicRoads; Department of Education and Early Childhood Development; Regional Private Schools; Deakin University; Gordon Institute of TAFE; Skills Victoria; Department of Sustainability and Environment, Land Victoria; Geelong Port (Asciano); GrainCorp Operations Ltd Geelong.

(1) Due to an unusual monthly figure, July data has been used instead of June data. (2) Figures refer to June Quarter 2008.

(3) Includes Newstart Allowance and Youth Allowance (other). Data revised from previously published figures due to more detailed information on allowance classifications. Data supplied is point in time data. (4) Figures revised in 2008. (5) Figure revised in 2006.

(6) New vehicle registrations include Colac Otway for the first time in 2004/2005.

(7) Shows the percentage change on figures from the previous financial year for the weighted average of Australia's eight capital cities.

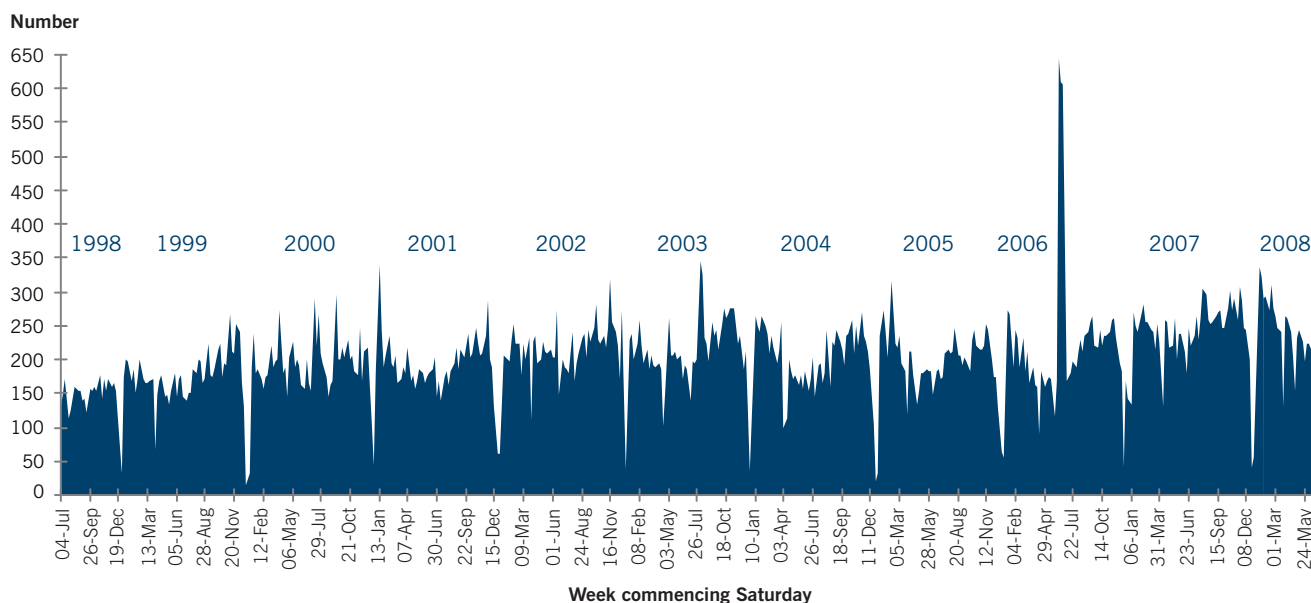
- Data not available. \* Data refers to the calendar year, i.e. financial year 2007/2008 equates to calendar year 2008.

## Regional Employment Indicators

### Geelong Advertiser Job Vacancies

An average of 243 job vacancies were reported each week in the Geelong Advertiser during 2007/2008 an increase of 10.5% on last year's average and an increase of 57.8% on figures for 1998/1999 (154 vacancies per week).

### Average Weekly Job Vacancies (as reported in the Geelong Advertiser) 1 July 1998 – 30 June 2008



Source: City of Greater Geelong. Includes vacancies for all full time, casual and part time paid positions located within the Barwon Region. Advertisements with an unspecified number of vacancies are counted as one. The spike in job vacancies in June 2006 is due to recruitment for the new 300 seat Salesforce call centre.

### Australian Bureau of Statistics – Unemployment Rate

The unemployment rate in the Barwon Western District was 3.8% in June 2008, 0.6% lower than the Victorian State figure of 4.4%.

### Labour Force Status by Age: Barwon - Western District, June 2008

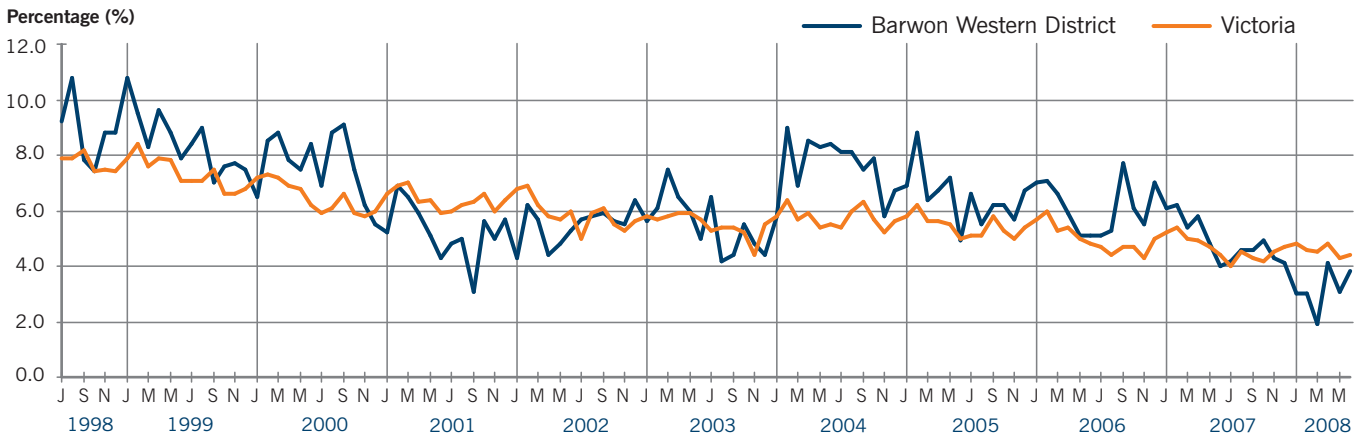
#### Population Aged 15 Years & Over

Age	Employed ('000)	Unemployed ('000)	Labour Force ('000)	Not in Labour Force ('000)	Unemployment Rate %	Participation Rate %
15 - 19	16.1	2.4	18.5	11.1	13.1	62.5
20 - 24	15.6	0.7	16.3	4.7	4.2	77.8
25 - 34	39.4	0.4	39.7	7.8	0.9	83.6
35 - 44	44.5	0.6	45.2	8.2	1.4	84.7
45 - 54	45.8	2.4	48.2	12.4	5.0	79.5
55 - 59	19.1	0.4	19.5	7.4	2.0	72.6
60 - 64	9.7	0.8	10.5	14.8	8.1	41.5
65+	3.7	0.0	3.7	44.0	0.0	7.8
<b>Total Barwon</b>	<b>193.9</b>	<b>7.7</b>	<b>201.7</b>	<b>110.3</b>	<b>3.8</b>	<b>64.6</b>
<b>Victoria</b>	<b>2,644.5</b>	<b>121.9</b>	<b>2,766.5</b>	<b>1,499.5</b>	<b>4.4</b>	<b>64.8</b>

Source: Australian Bureau of Statistics, Labour Force, Australia, Detailed - electronic delivery (Catalogue No. 6291.0.55.001). Errors in totals due to rounding. The Barwon-Western District unemployment region refers to the whole of South-West Victoria.

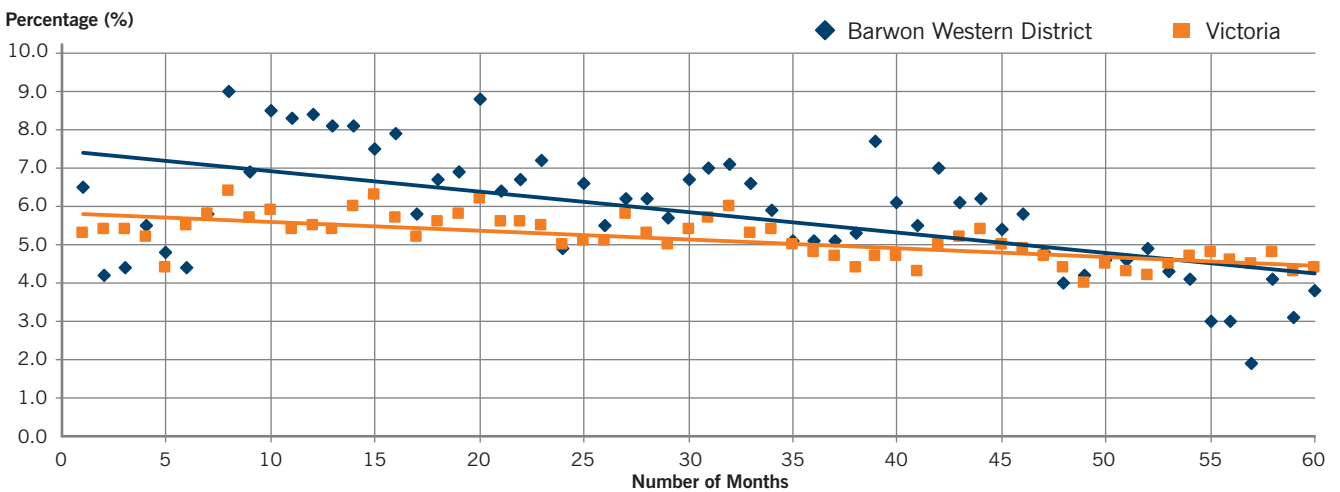
## Regional Employment Indicators - *continued*

### ABS Monthly Unemployment Rate - Barwon Western District vs Victoria

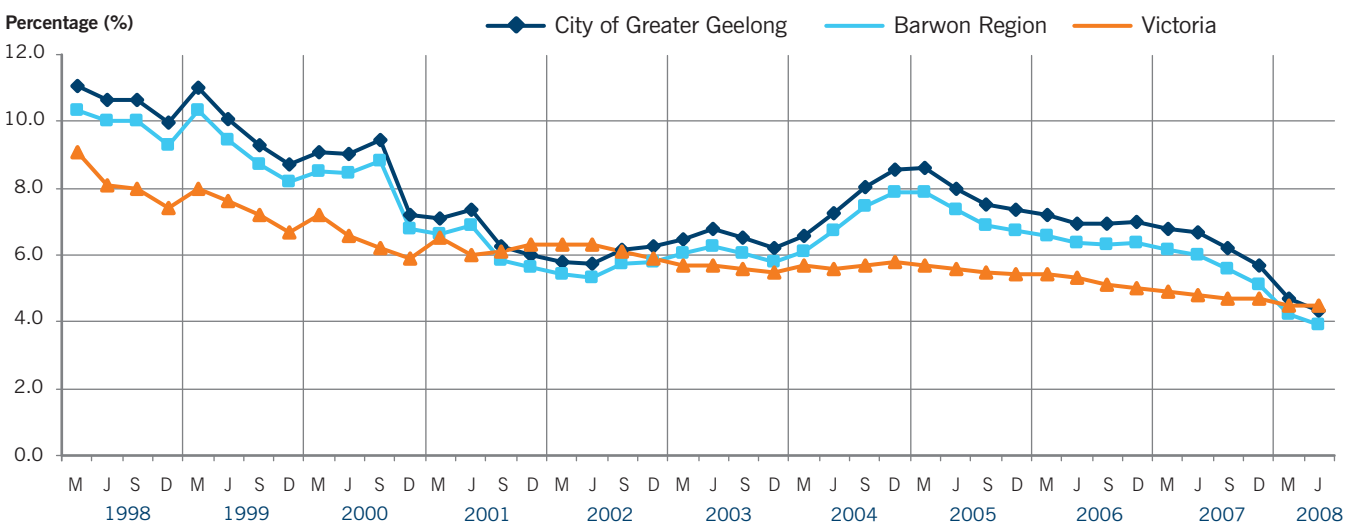


### Trend Line Analysis - Monthly Unemployment Rate July 2003 - June 2008

Trend line analysis shows that between July 2003 and June 2008 the unemployment rate in the Barwon Western District has dropped by 3.1% compared to 1.4% for Victoria.



### Department of Education, Employment and Workplace Relations - Quarterly Unemployment Rates



# Building Activity in the Barwon Region

## at 30 June 2008

### NEW RESIDENTIAL DWELLING APPROVALS

Area	Total Dwellings 2006 <sup>1</sup>	New Dwelling Approvals 2006/07	New Dwelling Approvals 2007/08	Value Dwelling Approvals 2007/08 (\$'000)	Estimated Dwellings as at 30 June 2008
<b>CITY OF GREATER GEELONG</b>					
<b>Urban Geelong</b>					
Bell Park	2,066	33	54	\$9,474	2,153
Bell Post Hill	2,051	8	8	\$1,926	2,067
Belmont	6,294	17	86	\$13,794	6,397
Breakwater	500	0	2	\$372	502
Corio	5,893	67	57	\$8,739	6,017
Drumcondra	229	0	0	\$0	229
East Geelong	1,776	5	12	\$2,331	1,793
Fyansford	75	1	0	\$0	76
Geelong City	2,319	5	18	\$5,088	2,342
Geelong West	3,205	13	18	\$3,583	3,236
Grovedale	5,230	127	106	\$17,569	5,463
Hamlyn Heights	2,602	23	17	\$2,914	2,642
Herne Hill	1,687	6	15	\$2,337	1,708
Highton	5,936	99	151	\$35,415	6,186
Lara	4,473	46	57	\$10,476	4,576
Leopold	3,288	62	102	\$19,969	3,452
Lovely Banks	499	37	32	\$6,474	568
Manifold Heights	1,144	5	15	\$3,233	1,164
Marshall	608	10	16	\$2,857	634
Moolap	511	3	4	\$952	518
Mount Duneed	354	0	4	\$1,164	358
Newcomb	2,157	10	30	\$4,072	2,197
Newtown	4,150	23	53	\$14,709	4,226
Norlane	3,773	6	69	\$10,448	3,848
North Geelong	1,139	3	7	\$1,327	1,149
North Shore	160	5	4	\$823	169
Rippleside	173	2	2	\$575	177
St Albans Park	1,766	22	30	\$5,289	1,818
South Geelong	460	2	9	\$2,232	471
Thomson	840	2	8	\$1,074	850
Wandana Heights	610	15	12	\$3,713	637
Waurm Ponds	1,002	76	44	\$9,313	1,122
Whittington	1,717	16	24	\$3,485	1,757
<b>Rural Geelong</b>					
Anakie	257	9	2	\$497	268
Balliang	87	1	2	\$298	90
Barwon Heads	287	13	83	\$24,985	383
Batesford	1,825	33	0	\$0	1,858
Breamlea	160	1	3	\$690	164
Clifton Springs	2,992	23	29	\$6,801	3,044
Connewarre	77	20	8	\$3,790	105
Curlewis	176	2	1	\$1,375	179
Drysdale	1,543	50	108	\$20,186	1,701
Indented Head	844	28	30	\$6,134	902
Little River	299	5	3	\$893	307
Marcus Hill	132	6	0	\$0	138
Ocean Grove	5,817	92	148	\$37,840	6,057
Portarlinton	2,331	34	53	\$11,597	2,418
St Leonards	1,834	43	67	\$14,493	1,944
Wallington	433	8	8	\$2,684	449
<b>SURF COAST SHIRE</b>					
Aireys Inlet	910	14	24	\$6,859	948
Anglesea	2,753	27	46	\$9,206	2,826
Bellbrae	548	1	9	\$2,726	558
Deans Marsh	445	5	5	\$91	455
Fairhaven	381	8	6	\$1,390	395
Freshwater Creek	214	0	1	\$580	215
Gherang	230	0	9	\$1,465	239
Gnarwarre	310	4	3	\$990	317
Jan Juc	1,686	21	34	\$10,530	1,741
Lorne	1,591	22	23	\$3,907	1,636
Moggs Creek	169	2	0	\$0	171
Moriac	193	11	4	\$3,245	208
Torquay	3,872	261	338	\$87,172	4,471
Winchelsea	815	12	33	\$4,404	860
Winchelsea South	123	0	6	\$661	129

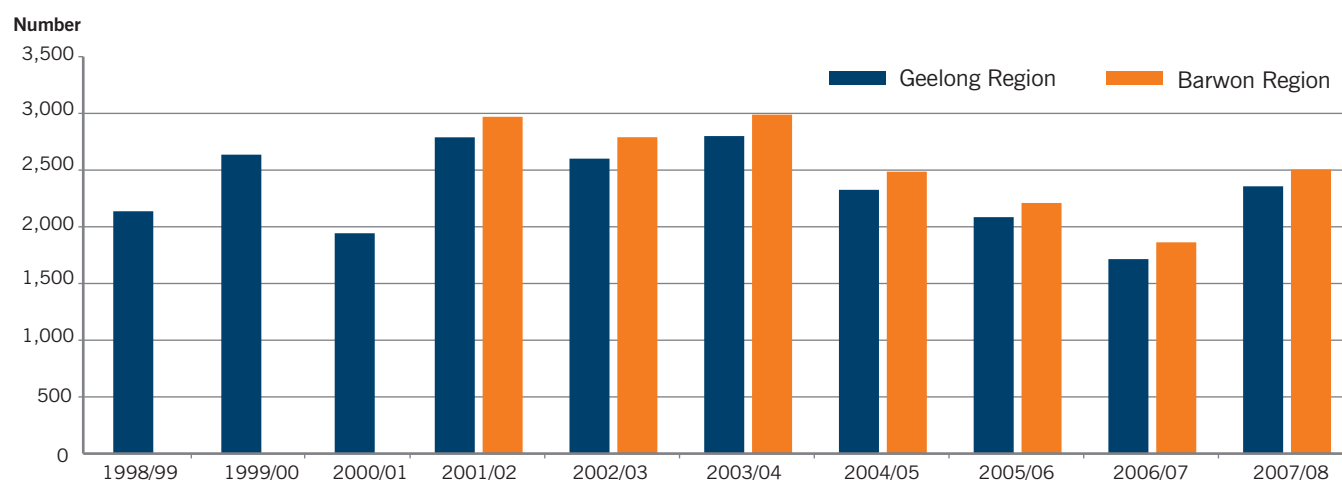
## Building Activity in the Barwon Region at 30 June 2008 - continued

### New Residential Dwelling Approvals

Area	Total Dwellings 2006 <sup>1</sup>	New Dwelling Approvals 2006/07	New Dwelling Approvals 2007/08	Value Dwelling Approvals 2007/08 (\$'000)	Estimated Dwellings as at 30 June 2008
<b>BOROUGH OF QUEENSCLIFFE</b>					
Point Lonsdale	2,205	32	39	\$13,558	2,276
Queenscliff	1,010	26	27	\$8,678	1,063
<b>GOLDEN PLAINS SHIRE</b>					
Bannockburn	846	55	58	\$11,832	959
Inverleigh	484	11	7	\$1,811	502
Lethbridge	310	11	9	\$1,480	330
Linton	455	2	3	\$671	460
Meredith	247	5	3	\$597	255
Napoleons	268	5	1	\$230	274
Smythesdale	218	2	3	\$621	223
Teesdale	504	16	11	\$2,282	531
Rural Golden Plains	2,737	45	44	\$8,400	2,826
<b>COLAC OTWAY SHIRE</b>					
Apollo Bay	1,729	23	12	\$3,320	1,764
Colac	4,045	30	58	\$12,173	4,133
Elliminyt	752	27	22	\$4,735	801
Marengo	223	4	3	\$1,188	230
Rural Colac Otway	3,993	64	53	\$13,486	4,110
<b>LOCAL GOVERNMENT AREAS</b>					
City of Greater Geelong	88,005	1,117	1,611	\$337,991	90,733
Surf Coast Shire	14,479	388	541	\$133,226	15,408
Borough of Queenscliffe	2,640	58	66	\$22,236	2,764
Golden Plains Shire	6,181	152	139	\$27,925	6,472
<b>Total Geelong Region</b>	<b>111,305</b>	<b>1,715</b>	<b>2,357</b>	<b>\$521,378</b>	<b>115,377</b>
Colac Otway Shire	10,742	148	148	\$34,902	11,038
<b>TOTAL BARWON REGION</b>	<b>122,047</b>	<b>1,863</b>	<b>2,505</b>	<b>\$556,280</b>	<b>126,415</b>

Source: City of Greater Geelong, Surf Coast Shire, Borough of Queenscliffe, Building Commission and the Australian Bureau of Statistics, 2006 Census of Population & Housing. Municipal totals based on suburbs and townships are not possible, as in some instances they cross municipal boundaries.  
(1) Excludes non-private dwellings.

### Number of Dwelling Approvals in the Barwon Region



Source: Geelong Region Municipalities and the Building Commission.

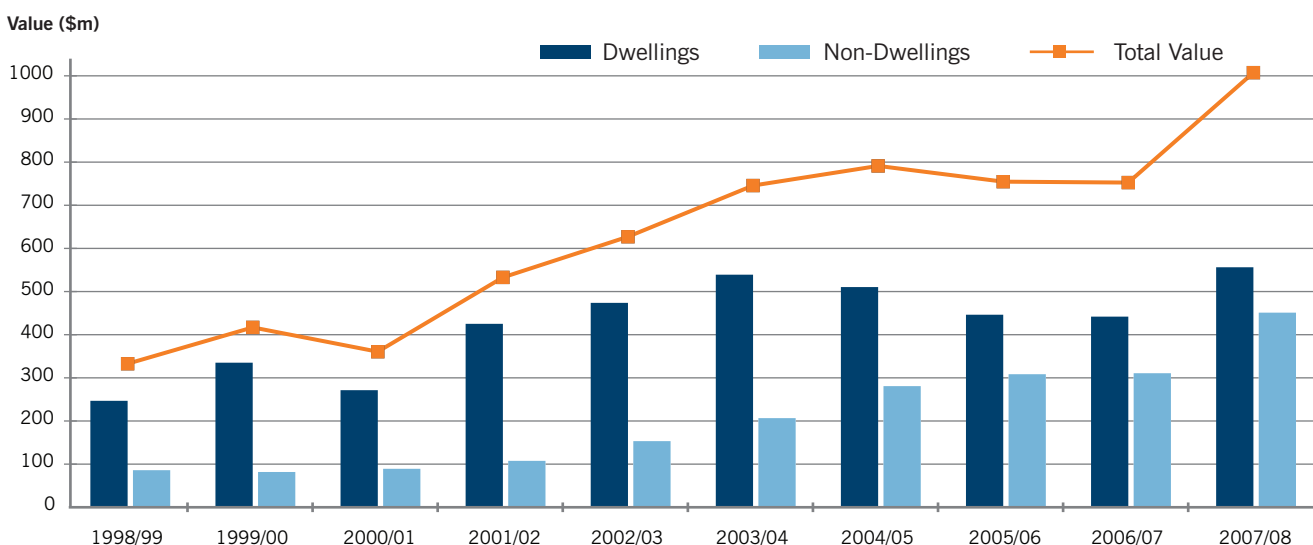
## Building Activity in the Barwon Region at 30 June 2008 - continued

### Non Residential Building Activity

Building Type	Total Value (\$'000)							2007/08	% Change 06/07-07/08
	2000/01	2001/02 <sup>(1)</sup>	2002/03	2003/04	2004/05	2005/06	2006/07		
Retail	\$17,305	\$10,906	\$38,042	\$39,945	\$45,604	\$26,563	\$72,998	\$190,822	161.4
Commercial	\$32,558	\$35,815	\$30,582	\$47,086	\$130,311	\$85,687	\$75,727	\$139,324	84.0
Industrial	\$2,619	\$17,906	\$10,490	\$19,030	\$22,388	\$40,278	\$16,374	\$9,329	-43.0
Health	\$13,306	\$7,738	\$28,511	\$30,484	\$37,792	\$97,579	\$73,851	\$25,944	-64.9
Public Buildings	\$23,375	\$35,193	\$45,653	\$70,066	\$44,700	\$58,270	\$71,756	\$85,695	19.4
<b>TOTAL VALUE</b>	<b>\$89,163</b>	<b>\$107,558</b>	<b>\$153,278</b>	<b>\$206,611</b>	<b>\$280,795</b>	<b>\$308,377</b>	<b>\$310,706</b>	<b>\$451,114</b>	<b>45.2</b>

Source: City of Greater Geelong, Borough of Queenscliffe and the Building Commission. Includes new buildings plus those to which alterations exceed \$10,000.

### Value of Building Activity in the Barwon Region



Source: Geelong Region Municipalities and the Building Commission.  
Data for Colac Otway has been included from 2001/02 onwards.



# Median House Prices

## Barwon Region 2007

Area:	Median Price 2004	Median Price 2005	Median Price 2006	Median Price 2007	% Change 2006 to 2007	Growth % p.a. 1997-2007
<b>CITY OF GREATER GEELONG</b>						
<b>Urban Geelong</b>						
Bell Park	\$206,000	\$226,500	\$229,000	\$218,750	-4	10.1
Bell Post Hill	\$230,000	\$228,000	\$230,000	\$254,000	10	10.1
Belmont	\$232,250	\$241,000	\$245,000	\$262,000	7	10.7
Breakwater	\$177,750	\$195,000	\$178,500	\$200,000	12	11.0
Corio	\$157,000	\$165,000	\$170,000	\$175,000	3	9.8
Geelong East	\$235,000	\$230,000	\$248,000	\$285,000	15	12.2
Geelong City	\$302,750	\$339,000	\$320,000	\$358,000	12	11.6
Geelong South	\$258,000	\$268,000	\$300,000	\$281,250	-6	11.8
Geelong West	\$248,500	\$265,000	\$265,000	\$295,000	11	13.6
Grovedale	\$240,000	\$252,500	\$253,000	\$268,000	6	10.4
Hamlyn Heights	\$238,000	\$235,000	\$229,500	\$240,000	5	10.6
Herne Hill	\$223,500	\$225,000	\$223,250	\$240,000	8	11.3
Highton	\$307,500	\$320,000	\$340,000	\$345,000	1	9.7
Lara	\$250,000	\$260,000	\$270,000	\$278,000	3	9.9
Leopold	\$265,000	\$250,750	\$267,000	\$280,000	5	9.6
Lovely Banks	\$294,000	\$322,500	\$299,250	\$327,500	9	8.5
Manifold Heights	\$290,000	\$287,500	\$316,000	\$291,250	-8	10.3
Marshall	\$215,250	\$240,000	\$255,000	\$270,500	6	11.1
Moolap	\$294,720	\$281,936	^ \$205,000	\$367,500	79	11.4
Newcomb	\$184,500	\$190,000	\$191,500	\$215,000	12	10.9
Newtown	\$335,000	\$360,500	\$356,500	\$410,000	15	11.9
Norlane	\$135,000	\$136,000	\$140,000	\$148,000	6	10.4
North Geelong	\$215,000	\$223,000	\$225,500	\$247,375	10	13.0
North Shore	^ \$234,000	^ \$201,000	\$243,300	\$220,000	-10	13.3
Rippleside	^ \$282,000	\$306,000	^ \$346,000	-	-	NA
St Albans Park	\$227,000	\$238,000	\$237,000	\$258,000	9	NA
Thompson	\$178,000	\$190,000	\$175,000	\$187,000	7	NA
Wandana Heights	\$344,500	\$380,500	\$420,000	\$382,500	-9	6.5
Waurm Ponds	\$234,500	\$335,000	\$329,000	\$352,750	7	9.7
Whittington	\$201,250	\$205,000	\$200,000	\$210,000	5	9.3
<b>Rural Geelong</b>						
Barwon Heads	\$340,000	\$375,000	\$420,000	\$432,500	3	14
Clifton Springs	\$250,000	\$247,250	\$250,000	\$257,000	3	10.2
Drysdale	\$249,750	\$262,500	\$278,000	\$296,000	6	9.2
Indented Head	\$295,000	\$255,000	\$300,000	\$293,000	-2	13.1
Ocean Grove	\$320,500	\$320,000	\$325,000	\$355,050	9	12.7
Portarlington	\$284,000	\$282,000	\$289,000	\$292,000	1	13.5
St Leonards	\$235,000	\$249,000	\$270,500	\$256,500	-6	12.9
Wallington	^ \$235,000	^ \$365,000	\$525,000	-	-	NA
<b>Total City</b>	<b>\$244,750</b>	<b>\$251,000</b>	<b>\$265,000</b>	<b>\$275,000</b>	<b>4</b>	<b>11.2</b>
<b>SURF COAST SHIRE</b>						
Aireys Inlet	\$410,000	\$462,500	\$440,000	\$450,000	2	13.6
Anglesea	\$382,500	\$390,750	\$415,000	\$446,500	8	13.6
Fairhaven	\$492,500	\$480,500	\$635,000	\$678,000	7	15.5
Jan Juc	\$320,000	\$372,000	\$356,500	\$430,000	21	14.4
Lorne	\$678,000	\$656,500	\$697,500	\$767,000	10	13.2
Moriac	\$321,000	\$260,000	\$285,000	-	-	NA
Torquay	\$365,544	\$380,000	\$381,000	\$431,000	13	12.3
Winchelsea	\$169,250	\$198,000	\$210,000	\$195,000	-7	10.3
<b>Total Shire</b>	<b>\$369,500</b>	<b>\$385,000</b>	<b>\$396,800</b>	<b>\$440,000</b>	<b>11</b>	<b>13.0</b>
<b>BOROUGH OF QUEENSLIFFE</b>						
Pt Lonsdale	\$462,500	\$500,000	\$456,000	\$480,000	5	12.7
Queenscliff	\$441,000	\$437,500	\$530,000	\$610,000	15	13.4
<b>Total Borough</b>	<b>\$456,750</b>	<b>\$470,000</b>	<b>\$517,500</b>	<b>\$500,000</b>	<b>-3</b>	<b>12.4</b>
<b>GOLDEN PLAINS SHIRE</b>						
Bannockburn	\$279,000	\$321,000	\$295,750	\$271,000	-8	8.0
Enfield	^ \$225,000	^ \$191,500	\$183,250	\$213,500	17	10.3
Haddon	^ \$205,000	\$208,500	\$239,000	^ \$280,000	17	10.2
Inverleigh	\$182,000	\$239,501	\$200,000	\$247,500	24	10.7
Linton	^ \$125,000	^ \$127,375	\$175,000	\$136,500	-22	4.2
Meredith	\$165,000	\$152,000	\$174,000	\$180,000	3	7.8
Scarsdale	\$170,000	^ \$193,000	\$150,000	\$208,500	39	15.5
Smythesdale	^ \$177,000	\$157,000	\$185,000	\$205,000	11	9.6
Teesdale	^ \$223,000	\$281,500	\$270,000	\$267,500	-1	8.7
<b>Total Shire</b>	<b>\$215,000</b>	<b>\$205,500</b>	<b>\$205,000</b>	<b>\$220,000</b>	<b>7</b>	<b>7.9</b>
<b>COLAC OTWAY SHIRE</b>						
Apollo Bay	\$320,000	\$350,000	\$360,000	\$417,500	16	13.8
Birregurra	^ \$160,000	\$172,000	\$181,000	\$238,000	31	13.6
Colac	\$179,000	\$183,000	\$190,000	\$205,000	8	10.4
Elliminyt	\$203,500	\$180,000	\$218,000	\$232,000	6	6.8
Skenes Creeks	\$340,000	^ \$345,000	\$460,000	\$330,000	-28	13.0
Wye River	\$419,000	\$363,750	\$400,000	\$440,000	10	14.0
<b>Total Shire</b>	<b>\$192,000</b>	<b>\$195,000</b>	<b>\$217,500</b>	<b>\$235,000</b>	<b>8</b>	<b>10.7</b>

Source: LANDATA® Land Victoria, Department of Sustainability & Environment, A Guide to Property Values 2007. NA = Not Available, - Insufficient sales during analysis year. ^ Less than 10 sales in the year. Some figures differ from previously published data as LANDATA revises median prices every year.

# Median Weekly Rental Values

## Barwon Region 2008

Selected Areas:	Median Weekly Rent (\$)			
	1 Bedroom Unit/ Apartment	2 Bedroom Unit/ Apartment	2 Bedroom House	3 Bedroom House
<b>CITY OF GREATER GEELONG</b>				
<b>Urban Geelong</b>				
Bell Park	120	175	200	235
Bell Post Hill	120	150	200	240
Belmont	130	195	215	265
Corio	115	140	175	190
Drumcondra	140	170	210	260
Geelong City	150	195	240	300
Geelong East	140	185	220	260
Geelong South	145	180	220	275
Geelong West	145	195	230	275
Grovedale	125	170	205	250
Hamlyn Heights	130	175	200	260
Herne Hill	130	170	190	245
Highton	135	195	220	270
Lara	130	180	200	245
Leopold	130	215	210	265
Manifold Heights	140	175	205	275
Newcomb	120	160	200	230
Newtown	150	190	235	290
Norlane	120	145	175	185
North Geelong	115	150	190	225
Rippleside	140	175	215	280
Waurin Ponds	130	190	220	265
Whittington	115	150	175	205
<b>Rural Geelong</b>				
Barwon Heads	160	230	270	385
Clifton Springs	150	200	210	250
Drysdale	150	210	220	250
Ocean Grove	120	190	240	300
Portarlington	135	195	190	250
St Leonards	115	165	175	250
<b>SURF COAST SHIRE</b>				
Anglesea	145	175	210	255
Lorne	205	265	245	320
Torquay	170	245	280	345
<b>BOROUGH OF QUEENSCLIFFE</b>				
Point Lonsdale	165	245	265	320
Queenscliff	200	245	265	310
<b>GOLDEN PLAINS SHIRE</b>				
Bannockburn	115	180	200	260
<b>COLAC OTWAY SHIRE</b>				
Apollo Bay	140	185	200	250
Colac	140	165	180	210

Source: Regional real estate agents, [www.realestate.com.au](http://www.realestate.com.au), [www.domain.com.au](http://www.domain.com.au) and Department of Human Services, Office of Housing, Rental Report June 2008.



# Median House Prices and Weekly Rental Values

Barwon Region



# Estimated Resident Population

Barwon Region at 30 June 2007

Statistical Local Area	Age											Total	% Change 2006-2007				
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54			55-59	60-64	65+	
<b>CITY OF GREATER GEELONG</b>																	
<b>Greater Geelong - Pt A</b>																	
Bellarine - Inner	1,490	1,693	1,733	1,710	1,369	1,537	1,609	1,753	1,712	1,669	1,510	1,478	1,210	3,846	24,319	0.7	
Corio - Inner	3,695	3,744	4,206	4,320	3,768	3,668	3,872	3,949	4,049	3,912	3,646	3,556	2,925	8,427	57,737	0.9	
Geelong	680	629	595	650	1,080	916	881	867	832	827	819	689	561	1,884	11,910	0.1	
Geelong West	975	773	746	798	1,100	1,130	1,192	1,191	994	954	874	734	574	2,213	14,248	0.0	
Newtown	577	698	723	835	710	552	543	629	726	813	724	641	525	1,415	10,111	1.5	
South Barwon - Inner	2,951	3,018	3,234	3,755	4,093	3,128	3,130	3,405	3,332	3,611	3,431	3,065	2,636	8,388	51,177	1.7	
<b>Total Greater Geelong - Pt A</b>	<b>10,368</b>	<b>10,555</b>	<b>11,237</b>	<b>12,068</b>	<b>12,120</b>	<b>10,931</b>	<b>11,227</b>	<b>11,794</b>	<b>11,645</b>	<b>11,786</b>	<b>11,004</b>	<b>10,163</b>	<b>8,431</b>	<b>26,173</b>	<b>169,502</b>	<b>1.0</b>	
<b>Rural Geelong</b>																	
Greater Geelong - Pt B	1,952	2,224	2,543	2,427	1,642	1,472	1,685	2,261	2,422	2,669	2,589	2,454	2,363	6,894	35,597	1.6	
Greater Geelong - Pt C	143	147	214	220	190	223	272	294	303	223	250	222	153	248	3,102	0.0	
<b>Total Rural Geelong</b>	<b>2,095</b>	<b>2,371</b>	<b>2,757</b>	<b>2,647</b>	<b>1,832</b>	<b>1,695</b>	<b>1,957</b>	<b>2,555</b>	<b>2,725</b>	<b>2,892</b>	<b>2,839</b>	<b>2,676</b>	<b>2,516</b>	<b>7,142</b>	<b>38,699</b>	<b>1.5</b>	
<b>Total City of Greater Geelong</b>	<b>12,463</b>	<b>12,926</b>	<b>13,994</b>	<b>14,715</b>	<b>13,952</b>	<b>12,626</b>	<b>13,184</b>	<b>14,349</b>	<b>14,370</b>	<b>14,678</b>	<b>13,843</b>	<b>12,839</b>	<b>10,947</b>	<b>33,315</b>	<b>208,201</b>	<b>1.1</b>	
<b>SURF COAST SHIRE</b>																	
Surf Coast - East	1,079	1,050	1,037	954	815	781	1,026	1,308	1,116	1,176	1,033	920	703	1,503	14,501	5.1	
Surf Coast - West	539	526	601	569	370	345	485	582	660	744	751	691	578	1,582	9,023	0.2	
<b>Total Surf Coast Shire</b>	<b>1,618</b>	<b>1,576</b>	<b>1,638</b>	<b>1,523</b>	<b>1,185</b>	<b>1,126</b>	<b>1,511</b>	<b>1,890</b>	<b>1,776</b>	<b>1,920</b>	<b>1,784</b>	<b>1,611</b>	<b>1,281</b>	<b>3,085</b>	<b>23,524</b>	<b>3.2</b>	
<b>BOROUGH OF QUEENSCLIFFE</b>																	
	126	172	151	162	89	84	108	168	169	205	221	241	271	1,009	3,176	0.8	
<b>GOLDEN PLAINS SHIRE</b>																	
Golden Plains - North-West	479	595	703	574	307	337	461	620	588	690	625	609	468	718	7,774	0.5	
Golden Plains - South-East	661	847	777	635	378	401	552	800	833	769	774	676	537	871	9,511	1.9	
<b>Total Golden Plains Shire</b>	<b>1,140</b>	<b>1,442</b>	<b>1,480</b>	<b>1,209</b>	<b>685</b>	<b>738</b>	<b>1,013</b>	<b>1,420</b>	<b>1,421</b>	<b>1,459</b>	<b>1,399</b>	<b>1,285</b>	<b>1,005</b>	<b>1,589</b>	<b>17,285</b>	<b>1.2</b>	
<b>TOTAL GEELONG REGION</b>	<b>15,347</b>	<b>16,116</b>	<b>17,263</b>	<b>17,609</b>	<b>15,911</b>	<b>14,574</b>	<b>15,816</b>	<b>17,827</b>	<b>17,736</b>	<b>18,262</b>	<b>17,247</b>	<b>15,976</b>	<b>13,504</b>	<b>38,998</b>	<b>252,186</b>	<b>1.3</b>	
<b>COLAC OTWAY SHIRE</b>																	
Colac Otway - Colac	682	750	761	827	747	677	640	702	664	733	657	668	590	2,241	11,339	1.0	
Colac Otway - North	367	442	539	503	249	266	314	424	504	497	518	501	409	765	6,298	0.5	
Colac Otway - South	187	202	222	211	155	149	197	216	272	323	336	274	242	580	3,566	0.9	
<b>Total Colac Otway Shire</b>	<b>1,236</b>	<b>1,394</b>	<b>1,522</b>	<b>1,541</b>	<b>1,151</b>	<b>1,092</b>	<b>1,151</b>	<b>1,342</b>	<b>1,440</b>	<b>1,553</b>	<b>1,511</b>	<b>1,443</b>	<b>1,241</b>	<b>3,586</b>	<b>21,203</b>	<b>0.8</b>	
<b>TOTAL BARWON REGION</b>	<b>16,583</b>	<b>17,510</b>	<b>18,785</b>	<b>19,150</b>	<b>17,062</b>	<b>15,666</b>	<b>16,967</b>	<b>19,169</b>	<b>19,176</b>	<b>19,815</b>	<b>18,758</b>	<b>17,419</b>	<b>14,745</b>	<b>42,584</b>	<b>273,389</b>	<b>1.3</b>	

Source: Australian Bureau of Statistics, Population by Age and Sex, Regions of Australia, Catalogue No. 3235.0. The Estimated Resident Population is an official estimate of the number of people who usually reside in an area. The estimate is based on population counts derived from the Census of Population and Housing by place of usual residence and a mathematical model is used to calculate intercensal growth. Independent indicators of population change, such as dwelling approvals and Medicare enrolments are also used. Data on births, deaths, net migration and natural increases is used to calculate movements in age.

# Demography of the Barwon Region 2006

## Births and Deaths

Statistical Local Area	2000	2001	2002	2003	2004	2005	2006	% Change 2005-2006
<b>Births (Year of Registration)</b>								
<b>CITY OF GREATER GEELONG</b>								
<b>Greater Geelong - Pt A</b>								
Bellarine - Inner	291	250	289	285	319	278	272	-2.2
Corio - Inner	657	742	732	722	690	719	702	-2.4
Geelong	137	156	151	165	164	137	156	13.9
Geelong West	168	195	188	187	217	200	191	-4.5
Newtown	128	108	123	90	116	92	107	16.3
South Barwon - Inner	453	449	507	496	521	558	520	-6.8
<b>Total Greater Geelong - Pt A</b>	<b>1,834</b>	<b>1,900</b>	<b>1,990</b>	<b>1,945</b>	<b>2,027</b>	<b>1,984</b>	<b>1,948</b>	<b>-1.8</b>
Greater Geelong - Pt B	323	296	345	323	301	352	356	1.1
Greater Geelong - Pt C	20	23	18	25	30	32	27	-15.6
<b>Total Rural Geelong</b>	<b>343</b>	<b>319</b>	<b>363</b>	<b>348</b>	<b>331</b>	<b>384</b>	<b>383</b>	<b>-0.3</b>
<b>Total City of Greater Geelong</b>	<b>2,177</b>	<b>2,219</b>	<b>2,353</b>	<b>2,293</b>	<b>2,358</b>	<b>2,368</b>	<b>2,331</b>	<b>-1.6</b>
<b>SURF COAST SHIRE</b>								
Surf Coast - East	148	143	179	188	193	187	199	6.4
Surf Coast - West	94	96	83	113	85	92	77	-16.3
<b>Total Surf Coast Shire</b>	<b>242</b>	<b>239</b>	<b>262</b>	<b>301</b>	<b>278</b>	<b>279</b>	<b>276</b>	<b>-1.1</b>
<b>BOROUGH OF QUEENSCLIFFE</b>								
<b>Total</b>	<b>30</b>	<b>25</b>	<b>28</b>	<b>17</b>	<b>30</b>	<b>22</b>	<b>18</b>	<b>-18.2</b>
<b>GOLDEN PLAINS SHIRE</b>								
Golden Plains - North-West	87	90	84	101	99	85	88	3.5
Golden Plains - South-East	94	106	107	120	116	117	126	7.7
<b>Total Golden Plains Shire</b>	<b>181</b>	<b>196</b>	<b>191</b>	<b>221</b>	<b>215</b>	<b>202</b>	<b>214</b>	<b>5.9</b>
<b>COLAC OTWAY SHIRE</b>								
Colac Otway - Colac	137	128	133	134	135	139	133	-4.3
Colac Otway - North	81	70	69	58	63	63	80	27.0
Colac Otway - South	41	42	38	40	40	42	38	-9.5
<b>Total Colac Otway Shire</b>	<b>259</b>	<b>240</b>	<b>240</b>	<b>232</b>	<b>238</b>	<b>244</b>	<b>251</b>	<b>2.9</b>
<b>TOTAL BARWON REGION</b>	<b>2,889</b>	<b>2,919</b>	<b>3,074</b>	<b>3,064</b>	<b>3,119</b>	<b>3,115</b>	<b>3,090</b>	<b>-0.8</b>

## Deaths

<b>CITY OF GREATER GEELONG</b>								
<b>Greater Geelong - Pt A</b>								
Bellarine - Inner	178	169	205	194	201	234	238	1.7
Corio - Inner	448	435	468	440	447	437	407	-6.9
Geelong	120	135	120	127	130	125	102	-18.4
Geelong West	154	161	151	179	127	128	111	-13.3
Newtown	96	70	76	70	67	75	58	-22.7
South Barwon - Inner	255	337	369	365	336	418	400	-4.3
<b>Total Greater Geelong - Pt A</b>	<b>1,251</b>	<b>1,307</b>	<b>1,389</b>	<b>1,375</b>	<b>1,308</b>	<b>1,417</b>	<b>1,316</b>	<b>-7.1</b>
Greater Geelong - Pt B	225	256	241	240	230	272	279	2.6
Greater Geelong - Pt C	9	8	6	8	4	7	7	0.0
<b>Total Rural Geelong</b>	<b>234</b>	<b>264</b>	<b>247</b>	<b>248</b>	<b>234</b>	<b>279</b>	<b>286</b>	<b>2.5</b>
<b>Total City of Greater Geelong</b>	<b>1,485</b>	<b>1,571</b>	<b>1,636</b>	<b>1,623</b>	<b>1,542</b>	<b>1,696</b>	<b>1,602</b>	<b>-5.5</b>
<b>SURF COAST SHIRE</b>								
Surf Coast - East	63	63	61	60	62	53	52	-1.9
Surf Coast - West	63	58	69	70	57	75	59	-21.3
<b>Total Surf Coast Shire</b>	<b>126</b>	<b>121</b>	<b>130</b>	<b>130</b>	<b>119</b>	<b>128</b>	<b>111</b>	<b>-13.3</b>
<b>BOROUGH OF QUEENSCLIFFE</b>								
<b>Total</b>	<b>57</b>	<b>55</b>	<b>62</b>	<b>75</b>	<b>62</b>	<b>55</b>	<b>41</b>	<b>-25.5</b>
<b>GOLDEN PLAINS SHIRE</b>								
Golden Plains - North-West	21	24	38	25	25	36	40	11.1
Golden Plains - South-East	39	34	34	28	33	37	38	2.7
<b>Total Golden Plains Shire</b>	<b>60</b>	<b>58</b>	<b>72</b>	<b>53</b>	<b>58</b>	<b>73</b>	<b>78</b>	<b>6.8</b>
<b>COLAC OTWAY SHIRE</b>								
Colac Otway - Colac	108	130	103	132	131	136	114	-16.2
Colac Otway - North	38	29	36	28	27	31	25	-19.4
Colac Otway - South	33	30	31	21	38	21	21	0.0
<b>Total Colac Otway Shire</b>	<b>179</b>	<b>189</b>	<b>170</b>	<b>181</b>	<b>196</b>	<b>188</b>	<b>160</b>	<b>-14.9</b>
<b>TOTAL BARWON REGION</b>	<b>1,907</b>	<b>1,994</b>	<b>2,070</b>	<b>2,062</b>	<b>1,977</b>	<b>2,140</b>	<b>1,992</b>	<b>-6.9</b>

Source: Australian Bureau of Statistics, Births Australia 2006 (Catalogue No. 3301.0) and Deaths Australia 2006 (Catalogue No. 3302.0).

# Industry Structure of the Workforce 2001 - 2006

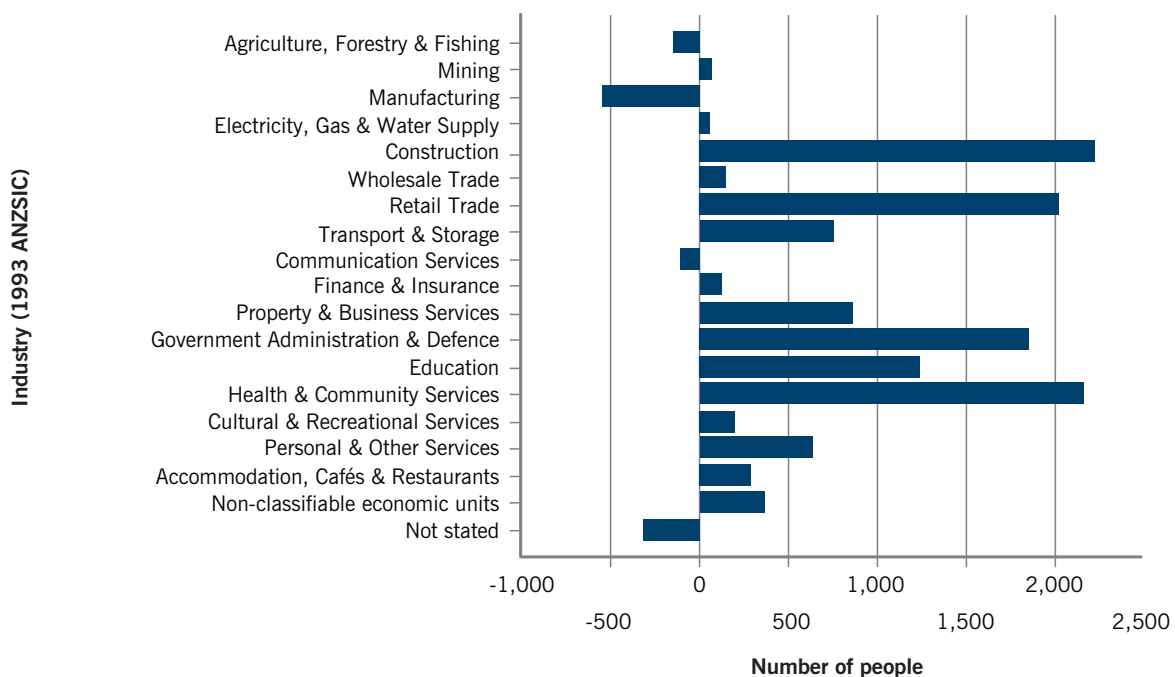
## Barwon Region

Industry Sector (1993 ANZSIC Codes)	2006			2001			Absolute Change 2001 to 2006
	Number	% of Workforce	Victoria % of Workforce	Number	% of Workforce	Victoria % of Workforce	
Agriculture, Forestry & Fishing	3,776	3.3	2.8	3,925	3.8	3.5	-149
Mining	234	0.2	0.3	159	0.2	0.2	75
Manufacturing	15,799	13.8	13.1	16,344	15.9	15.3	-545
Electricity, Gas & Water Supply	835	0.7	0.7	779	0.8	0.6	56
Construction	10,025	8.8	7.5	7,799	7.6	6.6	2,226
Wholesale Trade	4,775	4.2	5.3	4,623	4.5	5.6	152
Retail Trade	18,799	16.4	14.5	16,778	16.4	14.7	2,021
Transport & Storage	4,417	3.9	4.2	3,665	3.6	3.8	752
Communication Services	1,320	1.2	1.7	1,427	1.4	2	-107
Finance & Insurance	2,477	2.2	4	2,350	2.3	3.9	127
Property & Business Services	9,444	8.2	11.1	8,580	8.4	11.4	864
Government Administration & Defence	4,880	4.3	4	3,019	2.9	3	1,861
Education	9,469	8.3	7.4	8,222	8	7.1	1,247
Health & Community Services	13,517	11.8	10.6	11,350	11.1	9.7	2,167
Cultural & Recreational Services	2,412	2.1	2.4	2,207	2.2	2.6	205
Personal & Other Services	4,428	3.9	3.4	3,785	3.7	3.3	643
Accommodation, Cafés & Restaurants	5,510	4.8	4.3	5,211	5.1	4.3	299
Non-classifiable economic units	925	0.8	1.2	553	0.5	0.6	372
Not stated	1,446	1.3	1.4	1,761	1.7	1.8	-315
<b>Total</b>	<b>114,488</b>	<b>100</b>	<b>100</b>	<b>102,537</b>	<b>100</b>	<b>100</b>	<b>11,951</b>

Source: Australian Bureau of Statistics, 2006 and 2001 Census of Population and Housing (Usual Residence).

Data is based on the 1993 Australian and New Zealand Standard Industrial Classification (ANZSIC) codes to enable comparisons between 2006 and 2001 industry sectors. Table totals may not equate with other similar tables due to the randomisation of small numbers.

### Change in Employment by Industry, Barwon Region, 2001 to 2006



Source: Australian Bureau of Statistics, 2006 and 2001 Census of Population and Housing (Usual Residence)

# Detailed Industry Structure of the Workforce

## Barwon Region, 2006 Census

Industry Sector (2006 ANZSIC Codes)	No.
<b>Division A - Agriculture, Forestry &amp; Fishing</b>	
A000 Agriculture, Forestry & Fishing, nfd	18
0100 Agriculture, nfd	153
0110 Nursery & Floriculture Production	144
0120 Mushroom & Vegetable Growing	219
0130 Fruit & Tree Nut Growing	113
0140 Sheep, Beef Cattle & Grain Farming	1,512
0150 Other Crop Growing	18
0160 Dairy Cattle Farming	680
0170 Poultry Farming	199
0180 Deer Farming	0
0190 Other Livestock Farming	154
0200 Aquaculture	69
0300 Forestry & Logging	71
0400 Fishing, Hunting & Trapping, nfd	27
0410 Fishing	52
0420 Hunting & Trapping	0
0500 Agriculture, Forestry & Fishing Support Services, nfd	3
0510 Forestry Support Services	30
0520 Agriculture & Fishing Support Services	159
<b>Total Agriculture, Forestry &amp; Fishing</b>	<b>3,621</b>
<b>Division B - Mining</b>	
B000 Mining, nfd	18
0600 Coal Mining	0
0700 Oil & Gas Extraction	30
0800 Metal Ore Mining	50
0900 Non-Metallic Mineral Mining & Quarrying, nfd	9
0910 Construction Material Mining	95
0990 Other Non-Metallic Mineral Mining & Quarrying	6
1000 Exploration & Other Mining Support Services	
1010 Exploration	16
1090 Other Mining Support Services	14
<b>Total Mining</b>	<b>238</b>
<b>Division C - Manufacturing</b>	
<b>1100 Food Product Manufacturing, nfd</b>	<b>51</b>
1110 Meat & Meat Product Manufacturing	
1111 Meat Processing	286
1112 Poultry Processing	442
1113 Cured Meat & Smallgoods Manufacturing	46
1120 Seafood Processing	52
1130 Dairy Product Manufacturing, nfd	24
1131 Milk & Cream Processing	45
1132 Ice Cream Manufacturing	211
1133 Cheese & Other Dairy Product Manufacturing	65
1140 Fruit & Vegetable Processing	92
1150 Oil & Fat Manufacturing	15
1160 Grain Mill & Cereal Product Manufacturing, nfd	3
1161 Grain Mill Product Manufacturing	49
1162 Cereal, Pasta & Baking Mix Manufacturing	3
1170 Bakery Product Manufacturing, nfd	5
1171 Bread Manufacturing (Factory-based)	148
1172 Cake & Pastry Manufacturing (Factory-based)	80
1173 Biscuit Manufacturing (Factory-based)	15
1174 Bakery Product Manufacturing (Non-factory-based)	341
1180 Sugar & Confectionery Manufacturing	
1181 Sugar Manufacturing	6
1182 Confectionery Manufacturing	66
1190 Other Food Product Manufacturing	
1191 Potato, Corn & Other Crisp Manufacturing	12
1192 Prepared Animal & Bird Feed Manufacturing	43
1199 Other Food Products Manufacturing nec	83
<b>Sub Total</b>	<b>2,183</b>

Industry Sector (2006 ANZSIC Codes)	No.
<b>1200 Beverage &amp; Tobacco Product Manufacturing</b>	
1210 Beverage Manufacturing	
1211 Soft Drink, Cordial & Syrup Manufacturing	29
1212 Beer Manufacturing	18
1213 Spirit Manufacturing	0
1214 Wine & Other Alcoholic Beverage Manufacturing	150
1220 Cigarette & Tobacco Product Manufacturing	9
<b>Sub Total</b>	<b>206</b>
<b>1300 Textile, Leather, Clothing &amp; Footwear Manu., nfd</b>	
1310 Textile Manufacturing, nfd	24
1311 Wool Scouring	47
1312 Natural Textile Manufacturing	21
1313 Synthetic Textile Manufacturing	53
1320 Leather Tanning, Fur Dressing & Leather Prod. Manu.	98
1330 Textile Product Manufacturing, nfd	3
1331 Textile Floor Covering Manufacturing	554
1332 Rope, Cordage & Twine Manufacturing	14
1333 Cut & Sewn Textile Product Manufacturing	269
1334 Textile Finishing & Other Textile Product Manu.	77
1340 Knitted Product Manufacturing	7
1350 Clothing & Footwear Manufacturing, nfd	6
1351 Clothing Manufacturing	273
1352 Footwear Manufacturing	36
<b>Sub Total</b>	<b>1,592</b>
<b>1400 Wood Product Manufacturing, nfd</b>	
1410 Log Sawmilling & Timber Dressing, nfd	86
1411 Log Sawmilling	208
1412 Wood Chipping	46
1413 Timber Resawing & Dressing	45
1490 Other Wood Product Manufacturing, nfd	21
1491 Prefabricated Wooden Building Manufacturing	0
1492 Wooden Structural Fittings & Components Manu.	414
1493 Veneer & Plywood Manufacturing	0
1494 Reconstituted Wood Product Manufacturing	22
1499 Other Wood Product Manufacturing nec	62
<b>Sub Total</b>	<b>920</b>
<b>1500 Pulp, Paper &amp; Converted Paper Product Manu.</b>	
1510 Pulp, Paper & Paperboard Manufacturing	34
1520 Converted Paper Product Manufacturing	
1521 Corrugated Paperboard & Paperboard Cont. Manu.	25
1522 Paper Bag Manufacturing	3
1523 Paper Stationery Manufacturing	50
1524 Sanitary Paper Product Manufacturing	8
1529 Other Converted Paper Product Manufacturing	0
<b>Sub Total</b>	<b>120</b>
<b>1600 Printing (inc. Reproduction of Recorded Media), nfd</b>	
1610 Printing & Printing Support Services, nfd	4
1611 Printing	371
1612 Printing Support Services	19
1620 Reproduction of Recorded Media	10
<b>Sub Total</b>	<b>407</b>
<b>1700 Petroleum &amp; Coal Product Manufacturing</b>	
1701 Petroleum Refining & Petroleum Fuels Manu.	613
1709 Other Petroleum & Coal Product Manu.	57
<b>Sub Total</b>	<b>670</b>

Detailed Industry Structure of the Workforce, *Barwon Region, 2006 Census - continued*

Industry Sector (2006 ANZSIC Codes)	No.	Industry Sector (2006 ANZSIC Codes)	No.
<b>1800 Basic Chemical &amp; Chemical Product Manu., nfd</b>	13	2230 Metal Container Manufacturing	
1810 Basic Chemical Manufacturing, nfd	3	2231 Boiler, Tank & Other Heavy Gauge Metal Container Manufacturing	47
1811 Industrial Gas Manufacturing	10	2239 Other Metal Container Manufacturing	21
1812 Basic Organic Chemical Manufacturing	27	2240 Sheet Metal Prod. Manu. (exc. Metal Structural & Container Products)	18
1813 Basic Inorganic Chemical Manufacturing	12	2290 Other Fabricated Metal Product Manufacturing, nfd	6
1820 Basic Polymer Manufacturing		2291 Spring & Wire Product Manufacturing	137
1821 Synthetic Resin & Synthetic Rubber Manu.	89	2292 Nut, Bolt, Screw & Rivet Manufacturing	3
1829 Other Basic Polymer Manufacturing	4	2293 Metal Coating & Finishing	95
1830 Fertiliser & Pesticide Manufacturing		2299 Other Fabricated Metal Product Manu. nec	118
1831 Fertiliser Manufacturing	134	<b>Sub Total</b>	<b>861</b>
1832 Pesticide Manufacturing	27	<b>2300 Transport Equipment Manufacturing, nfd</b>	17
1840 Pharmaceutical & Medicinal Product Manu.		2310 Motor Vehicle & Motor Vehicle Part Manu., nfd	34
1841 Human Pharmaceutical & Medicinal Prod. Manu.	50	2311 Motor Vehicle Manufacturing	2,302
1842 Veterinary Pharmaceutical & Medicinal Prod. Manu.	3	2312 Motor Vehicle Body & Trailer Manufacturing	90
1850 Cleaning Compound & Toiletry Preparation Manu., nfd	9	2313 Automotive Electrical Components Manufacturing	16
1851 Cleaning Compound Manufacturing	18	2319 Other Motor Vehicle Parts Manufacturing	356
1852 Cosmetic & Toiletry Preparation Manufacturing	12	2390 Other Transport Equipment Manufacturing	
1890 Other Basic Chemical Product Manufacturing		2391 Shipbuilding & Repair Services	19
1891 Photographic Chemical Manufacturing	0	2392 Boatbuilding & Repair Services	64
1892 Explosives Manufacturing	24	2393 Railway Rolling Stock Manu. & Repair Services	28
1899 Other Basic Chemical Product Manufacturing nec	0	2394 Aircraft Manufacturing & Repair Services	384
<b>Sub Total</b>	<b>435</b>	2399 Other Transport Equipment Manufacturing nec	12
<b>1900 Polymer Product &amp; Rubber Product Manu., nfd</b>	3	<b>Sub Total</b>	<b>3,322</b>
1910 Polymer Product Manufacturing, nfd	40	<b>2400 Machinery &amp; Equipment Manufacturing, nfd</b>	64
1911 Polymer Film & Sheet Packaging Material Manu.	15	2410 Professional & Scientific Equipment Manufacturing	
1912 Rigid & Semi Rigid Polymer Product Manu.	44	2411 Photographic, Optical & Ophthalmic Equip. Manu.	6
1913 Polymer Foam Product Manufacturing	6	2412 Medical & Surgical Equipment Manufacturing	56
1914 Tyre Manufacturing	19	2419 Other Professional & Scientific Equipment Manu.	16
1915 Adhesive Manufacturing	4	2420 Computer & Electronic Equipment Manufacturing, nfd	5
1916 Paint & Coatings Manufacturing	74	2421 Computer & Electronic Office Equipment Manu.	18
1919 Other Polymer Product Manufacturing	13	2422 Communications Equipment Manufacturing	26
1920 Natural Rubber Product Manufacturing	6	2429 Other Electronic Equipment Manufacturing	6
<b>Sub Total</b>	<b>224</b>	2430 Electrical Equipment Manufacturing, nfd	3
<b>2000 Non-Metallic Mineral Product Manufacturing, nfd</b>	44	2431 Electric Cable & Wire Manufacturing	11
2010 Glass & Glass Product Manufacturing	205	2432 Electric Lighting Equipment Manufacturing	6
2020 Ceramic Product Manufacturing, nfd	3	2439 Other Electrical Equipment Manufacturing	32
2021 Clay Brick Manufacturing	18	2440 Domestic Appliance Manufacturing	
2029 Other Ceramic Product Manufacturing	19	2441 Whiteware Appliance Manufacturing	3
2030 Cement, Lime, Plaster & Concrete Prod. Manu., nfd	16	2449 Other Domestic Appliance Manufacturing	69
2031 Cement & Lime Manufacturing	171	2450 Pump, Compressor, Heating & Ventilation Equipment Manufacturing, nfd	6
2032 Plaster Product Manufacturing	25	2451 Pumps & Compressors Manufacturing	9
2033 Ready-Mixed Concrete Manufacturing	82	2452 Fixed Space Heating, Cooling & Ventilation Equipment Manufacturing	12
2034 Concrete Product Manufacturing	72	2460 Specialised Machinery & Equipment Manu., nfd	3
2090 Other Non-Metallic Mineral Product Manufacturing	72	2461 Agricultural Machinery & Equipment Manu.	67
<b>Sub Total</b>	<b>727</b>	2462 Mining & Construction Machinery Manufacturing	58
<b>2100 Primary Metal &amp; Metal Product Manufacturing, nfd</b>	6	2463 Machine Tool & Parts Manufacturing	109
2110 Iron Smelting & Steel Manufacturing	434	2469 Other Specialised Machinery & Equipment Manu.	20
2120 Basic Ferrous Metal Product Manufacturing		2490 Other Machinery & Equipment Manufacturing	
2121 Iron & Steel Casting	8	2491 Lifting & Material Handling Equipment Manu.	18
2122 Steel Pipe & Tube Manufacturing	36	2499 Other Machinery & Equipment Manufacturing nec	53
2130 Basic Non-Ferrous Metal Manufacturing, nfd	72	<b>Sub Total</b>	<b>676</b>
2131 Alumina Production	6	<b>2500 Furniture &amp; Other Manufacturing, nfd</b>	3
2132 Aluminium Smelting	215	2510 Furniture Manufacturing, nfd	14
2133 Copper, Silver, Lead, & Zinc Smelting & Refining	6	2511 Wooden Furniture & Upholstered Seat Manu.	148
2139 Other Basic Non-Ferrous Metal Manufacturing	4	2512 Metal Furniture Manufacturing	4
2140 Basic Non-Ferrous Metal Product Manufacturing		2513 Mattress Manufacturing	6
2141 Non-Ferrous Metal Casting	7	2519 Other Furniture Manufacturing	112
2142 Aluminium Rolling, Drawing, Extruding	873	2590 Other Manufacturing, nfd	3
2149 Other Basic Non-Ferrous Metal Product Manu.	40	2591 Jewellery & Silverware Manufacturing	20
<b>Sub Total</b>	<b>1,707</b>	2592 Toy, Sporting & Recreational Product Manu.	46
<b>2200 Fabricated Metal Product Manufacturing, nfd</b>	10	2599 Other Manufacturing nec	54
2210 Iron & Steel Forging	16	<b>Sub Total</b>	<b>410</b>
2220 Structural Metal Product Manufacturing		Manufacturing, nfd	1,032
2221 Structural Steel Fabricating	136	<b>Total Manufacturing</b>	<b>15,492</b>
2222 Prefabricated Metal Building Manufacturing	25		
2223 Architectural Aluminium Product Manufacturing	114		
2224 Metal Roof & Guttering Manu. (exc. Aluminium)	12		
2229 Other Structural Metal Product Manufacturing	103		

## Detailed Industry Structure of the Workforce, *Barwon Region, 2006 Census - continued*

Industry Sector (2006 ANZSIC Codes)	No.
<b>Division D - Electricity, Gas, Water &amp; Waste Services</b>	
D000 Electricity, Gas, Water & Waste Services, nfd	8
2600 Electricity Supply, nfd	55
2610 Electricity Generation	96
2620 Electricity Transmission	0
2630 Electricity Distribution	226
2640 On Selling Electricity & Elect. Market Operation	15
2700 Gas Supply	36
2800 Water Supply, Sewerage & Drainage Services	397
2900 Waste Collection, Treatment & Disposal Services, nfd	9
2910 Waste Collection Services	213
2920 Waste Treatment, Disposal & Remediation Serv.	80
<b>Total Electricity, Gas, Water &amp; Waste Services</b>	<b>1,135</b>

<b>Division E - Construction</b>	
E000 Construction Division, nfd	200
3000 Building Construction, nfd	312
3010 Residential Building Construction	2,588
3020 Non-Residential Building Construction	444
3100 Heavy & Civil Engineering Construction	463
3200 Construction Services, nfd	51
3210 Land Development & Site Preparation Services	432
3220 Building Structure Services	1,040
3230 Building Installation Services	1,959
3240 Building Completion Services	1,996
3290 Other Construction Services	763
<b>Total Construction</b>	<b>10,248</b>

<b>Division F - Wholesale Trade</b>	
F000 Wholesale Trade Division, nfd	226
3300 Basic Material Wholesaling, nfd	6
3310 Agricultural Product Wholesaling	391
3320 Mineral, Metal & Chemical Wholesaling	341
3330 Timber & Hardware Goods Wholesaling	416
3400 Machinery & Equipment Wholesaling, nfd	9
3410 Specialised Indust. Machinery & Equip. Wholesaling	193
3490 Other Machinery & Equipment Wholesaling	371
3500 Motor Vehicle & Motor Vehicle Parts Wholesaling	224
3600 Grocery, Liquor & Tobacco Product Wholesaling	1,031
3700 Other Goods Wholesaling, nfd	5
3710 Textile, Clothing & Footwear Wholesaling	638
3720 Pharmaceutical & Toiletry Goods Wholesaling	72
3730 Furn., Floor Cover. & Other Goods Wholesaling	375
3800 Commission-Based Wholesaling	96
<b>Total Wholesale Trade</b>	<b>4,394</b>

<b>Division G - Retail Trade</b>	
G000 Retail Trade Division, nfd	745
3900 Motor Vehicle & Motor Vehicle Parts Retailing, nfd	15
3910 Motor Vehicle Retailing	791
3920 Motor Vehicle Parts Retailing	253
4000 Fuel Retailing	472
4100 Food Retailing, nfd	115
4110 Supermarket & Grocery Stores	3,407
4120 Specialised Food Retailing	1,184
4200 Other Store-Based Retailing, nfd	68
4210 Furniture, Floor Covering, Houseware & Textile Goods Retailing	556
4220 Electrical & Electronic Goods Retailing	657
4230 Hardware, Building & Garden Supplies Retail.	1,042
4240 Recreational Goods Retailing	761
4250 Clothing, Footwear & Personal Access. Retail.	1,619
4260 Department Stores	1,645
4270 Pharmaceutical & Other Store-Based Retailing	1,543
4300 Non-Store Retailing & Retail Commission-Based Buying &/or Selling	
4310 Non-Store Retailing	44
4320 Retail Commission-Based Buying &/or Selling	3
<b>Total Retail Trade</b>	<b>14,920</b>

Industry Sector (2006 ANZSIC Codes)	No.
<b>Division H - Accommodation &amp; Food Services</b>	
H000 Accommodation & Food Services, nfd	5
4400 Accommodation	1,419
4500 Food & Beverage Services, nfd	103
4510 Cafes, Restaurants & Takeaway Food Services	4,475
4520 Pubs, Taverns & Bars	1,103
4530 Clubs (Hospitality)	461
<b>Total Accommodation &amp; Food Services</b>	<b>7,566</b>

<b>Division I - Transport, Postal &amp; Warehousing</b>	
I000 Transport, Postal & Warehousing Division, nfd	50
4600 Road Transport, nfd	10
4610 Road Freight Transport	2,252
4620 Road Passenger Transport	546
4700 Rail Transport, nfd	42
4710 Rail Freight Transport	114
4720 Rail Passenger Transport	146
4800 Water Transport, nfd	31
4810 Water Freight Transport	32
4820 Water Passenger Transport	37
4900 Air & Space Transport	231
5000 Other Transport	
5010 Scenic & Sightseeing Transport	31
5020 Pipeline & Other Transport	29
5100 Postal & Courier Pick-up & Delivery Services	655
5200 Transport Support Services, nfd	6
5210 Water Transport Support Services	190
5220 Airport Operations & Other Air Transport Support Services	31
5290 Other Transport Support Services	224
5300 Warehousing & Storage Services	233
<b>Total Transport, Postal &amp; Warehousing</b>	<b>4,890</b>

<b>Division J - Information Media &amp; Telecommunications</b>	
J000 Information Media & Telecommunications, nfd	18
5400 Publishing (except Internet & Music Publishing), nfd	16
5410 Newspaper, Periodical, Book & Directory Pub.	535
5420 Software Publishing	0
5500 Motion Picture & Sound Recording Activities, nfd	3
5510 Motion Picture & Video Activities	165
5520 Sound Recording & Music Publishing	11
5600 Broadcasting (except Internet), nfd	6
5610 Radio Broadcasting	59
5620 Television Broadcasting	55
5700 Internet Publishing & Broadcasting	0
5800 Telecommunications Services	669
5900 Internet Service Providers, Web Search Portals & Data Processing Services	
5910 Internet Service Providers & Web Search Portals	37
5920 Data Processing, Web Hosting & Electronic Information Storage Services	26
6000 Library & Other Information Services	
6010 Libraries & Archives	109
6020 Other Information Services	3
<b>Total Information Media &amp; Telecommunications</b>	<b>1,712</b>

<b>Division K - Financial &amp; Insurance Services</b>	
K000 Financial & Insurance Services, nfd	43
6200 Finance, nfd	174
6210 Central Banking	0
6220 Depository Financial Intermediation	1,062
6230 Non-depository Financing	39
6240 Financial Asset Investing	52
6300 Insurance & Superannuation Funds	
6310 Life Insurance	23
6320 Health & General Insurance	452
6330 Superannuation Funds	31
6400 Auxiliary Finance & Insurance Services, nfd	3
6410 Auxiliary Finance & Investment Services	511
6420 Auxiliary Insurance Services	114
<b>Total Financial &amp; Insurance Services</b>	<b>2,504</b>

Detailed Industry Structure of the Workforce, *Barwon Region, 2006 Census - continued*

Industry Sector (2006 ANZSIC Codes)	No.
<b>Division L - Rental, Hiring &amp; Real Estate Services</b>	
L000 Rental, Hiring & Real Estate Services	
6600 Rental & Hiring Services (except Real Estate), nfd	16
6610 Motor Vehicle & Transport Equip. Rental & Hiring	87
6620 Farm Animals & Bloodstock Leasing	0
6630 Other Goods & Equipment Rental & Hiring	336
6640 Non-Financial Intangible Assets (exc. Copyrights) Leasing	10
6700 Property Operators & Real Estate Services, nfd	40
6710 Property Operators	156
6720 Real Estate Services	845
<b>Total Rental, Hiring &amp; Real Estate Services</b>	<b>1,490</b>
<b>Division M - Professional, Scientific &amp; Technical Services</b>	
M000 Professional, Scientific & Technical Services, nfd	16
6900 Professional, Scientific & Technical Services (except Computer Systems Design & Related Services), nfd	58
6910 Scientific Research Services	449
6920 Architectural, Engineering & Technical Serv.	1,257
6930 Legal & Accounting Services	1,569
6940 Advertising Services	185
6950 Market Research & Statistical Services	262
6960 Management & Other Consulting Services	496
6970 Veterinary Services	226
6990 Other Professional, Scientific & Technical Serv.	192
<b>Total Professional, Scientific &amp; Technical Services</b>	<b>4,710</b>
<b>Division N - Administrative &amp; Support Services</b>	
N000 Administrative & Support Services, nfd	6
7000 Computer Systems Design & Related Services	605
7200 Administrative Services, nfd	16
7210 Employment Services	1,191
7220 Travel Agency & Tour Arrangement Services	210
7290 Other Administrative Services	463
7300 Building Cleaning, Pest Control & Other Supp. Serv.	
7310 Build. Clean. Pest Control & Garden. Serv.	1,643
7320 Packaging Services	30
<b>Total Administrative &amp; Support Services</b>	<b>4,164</b>
<b>Division O - Public Administration &amp; Safety</b>	
O000 Public Administration & Safety, nfd	40
7500 Public Administration, nfd	53
7510 Central Government Administration	1,409
7520 State Government Administration	728
7530 Local Government Administration	2,030
7540 Justice	44
7550 Government Representation	4
7600 Defence	310
7700 Public Order, Safety & Regulatory Services	
7710 Public Order & Safety Services	1,701
7720 Regulatory Services	46
<b>Total Public Administration &amp; Safety</b>	<b>6,365</b>
<b>Division P - Education &amp; Training</b>	
P000 Education & Training, nfd	216
8000 Preschool & School Education, nfd	9
8010 Preschool Education	323
8020 School Education	5,938
8100 Tertiary Education	2,411
8200 Adult, Community & Other Education, nfd	12
8210 Adult, Community & Other Education, nfd	745
8220 Educational Support Services	30
<b>Total Education &amp; Training</b>	<b>9,684</b>

Industry Sector (2006 ANZSIC Codes)	No.
<b>Division Q - Health Care &amp; Social Services</b>	
Q000 Health Care & Social Services, nfd	530
8400 Hospitals	5,112
8500 Medical & Other Health Care Services, nfd	423
8510 Medical Services	1,002
8520 Pathology & Diagnostic Imaging Services	389
8530 Allied Health Services	1,293
8590 Other Health Care Services	228
8600 Residential Care Services	1,684
8700 Social Assistance Services	2,590
<b>Total Health Care &amp; Social Services</b>	<b>13,251</b>
<b>Division R - Arts &amp; Recreational Services</b>	
R000 Arts & Recreational Services Division, nfd	51
8900 Heritage Activities	
8910 Museum Operation	55
8920 Parks & Gardens Operations	110
9000 Creative & Performing Arts Activities	238
9100 Sport & Recreation Activities, nfd	17
9110 Sport & Physical Recreation Activities	672
9120 Horse & Dog Racing Activities	187
9130 Amusement & Other Recreation Activities	95
9200 Gambling Activities	210
<b>Total Arts &amp; Recreational Services</b>	<b>1,635</b>
<b>Division S - Other Services</b>	
S000 Other Services Division, nfd	6
9400 Repair & Maintenance, nfd	69
9410 Automotive Repair & Maintenance	1,264
9420 Machinery & Equipment Repair & Maintenance	440
9490 Other Repair & Maintenance	92
9500 Personal & Other Services	
9510 Personal Care Services	894
9520 Funeral, Crematorium & Cemetery Services	111
9530 Other Personal Services	575
9540 Religious Services	348
9550 Civic, Professional & Other Interest Group Services	296
9600 Private Households Employing Staff & Undifferentiated Goods & Service-Producing Activities of Households For Own Use	6
<b>Total Other Services</b>	<b>4,101</b>
Inadequately Described & Not Stated	2,369
<b>Total All Divisions</b>	<b>114,489</b>

Source: Australian Bureau of Statistics, 2006 Census of Population and Housing. ANZSIC – Australian and New Zealand Standard Industrial Classification.

nfd – not further defined

nec – not elsewhere classified

# Occupation Structure of the Workforce 2001 - 2006

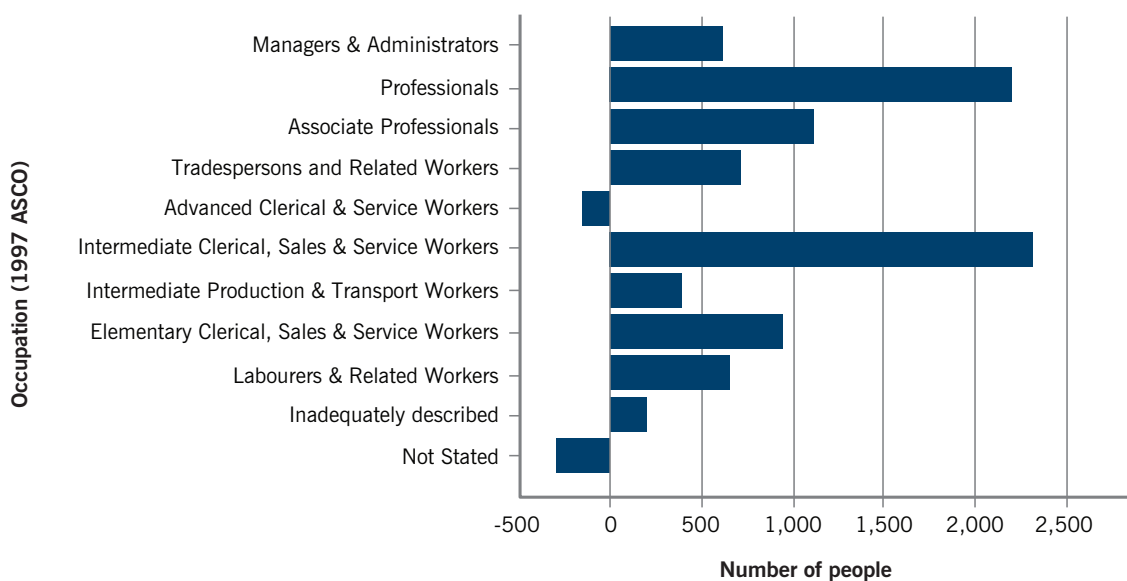
## Barwon Region

Occupation (1997 ASCO)	2006			2001			Absolute Change 2001 to 2006
	Number	% of Workforce	Victoria % of Workforce	Number	% of Workforce	Victoria % of Workforce	
Managers & Administrators	9,009	7.9	9.3	8,247	8.0	9.6	762
Professionals	20,084	17.5	20.2	17,245	16.8	19.2	2,839
Associate Professionals	13,284	11.6	11.5	11,916	11.6	11.3	1,368
Tradespersons & Related Workers	16,169	14.1	11.8	14,927	14.6	12.2	1,242
Advanced Clerical & Service Workers	2,901	2.5	3.2	3,024	2.9	3.6	-123
Intermediate Clerical, Sales & Service Workers	18,523	16.2	16.7	15,552	15.2	16.1	2,971
Intermediate Production & Transport Workers	10,092	8.8	7.9	9,400	9.2	8.1	692
Elementary Clerical, Sales & Service Workers	11,858	10.4	9.6	10,512	10.3	9.6	1,346
Labourers & Related Workers	10,594	9.3	7.9	9,598	9.4	8.2	996
Inadequately Described	1,051	0.9	1.1	806	0.8	0.8	245
Not Stated	923	0.8	0.9	1,314	1.3	1.3	-391
<b>Total</b>	<b>114,488</b>	<b>100</b>	<b>100</b>	<b>102,541</b>	<b>100</b>	<b>100</b>	<b>11,947</b>

Source: Australian Bureau of Statistics, 2006 and 2001 Census of Population and Housing (Usual Residence).

Data is based on the 1997 Australian Standard Classification of Occupations, Second Edition (ASCO) to enable comparisons between 2006 and 2001. Table totals may not equate with other similar tables due to the randomisation of small numbers.

### Change in Employment by Occupation, Barwon Region, 2001 to 2006



Source: Australian Bureau of Statistics, 2006 and 2001 Census of Population and Housing (Usual Residence)



# Detailed Occupation Structure of the Workforce

## Barwon Region, 2006 Census

Occupation (2006 ANZSCO)	No.
<b>100000 Managers, nfd</b>	<b>585</b>
110000 Chief Executives, General Managers & Legislators	726
120000 Farmers & Farm Managers	2,376
130000 Specialist Managers, nfd	163
131000 Advertising & Sales Managers	647
132000 Business Administration Managers	991
133000 Construction, Distribution & Production Managers	2,453
134000 Education, Health & Welfare Services Managers	576
135000 ICT Managers	203
139000 Miscellaneous Specialist Managers	426
140000 Hospitality, Retail & Service Managers, nfd	19
141000 Accommodation & Hospitality Managers	1,174
142000 Retail Managers	2,580
149000 Miscellaneous Hospitality, Retail & Service Managers	1,078
<b>Total Managers</b>	<b>13,997</b>
<b>200000 Professionals, nfd</b>	<b>229</b>
210000 Arts & Media Professionals	
211000 Arts Professionals	313
212000 Media Professionals	328
220000 Business, Human Resource & Marketing Professionals, nfd	16
221000 Accountants, Auditors & Company Secretaries	1,087
222000 Financial Brokers & Dealers, & Investment Advisers	556
223000 Human Resource & Training Professionals	598
224000 Information & Organisation Professionals	665
225000 Advertising & Marketing Professionals	582
230000 Design, Engineering, Science & Transport Professionals, nfd	9
231000 Air & Marine Transport Professionals	138
232000 Architects, Designers, Planners & Surveyors	901
233000 Engineering Professionals	1,031
234000 Natural & Physical Science Professionals	773
240000 Education Professionals, nfd	54
241000 School Teachers	4,312
242000 Tertiary Education Teachers	891
249000 Miscellaneous Education Professionals	439
250000 Health Professionals, nfd	18
251000 Health Diagnostic & Promotion Professionals	573
252000 Health Therapy Professionals	549
253000 Medical Practitioners	628
254000 Midwifery & Nursing Professionals	3,403
260000 ICT Professionals, nfd	132
261000 Business & Systems Analysts & Programmers	502
262000 Database & Systems Administrators & ICT Security Specialists	174
263000 ICT Network & Support Professionals	206
270000 Legal, Social & Welfare Professionals	
271000 Legal Professionals	314
272000 Social & Welfare Professionals	1,030
<b>Total Professionals</b>	<b>20,451</b>

Occupation (2006 ANZSCO)	No.
<b>300000 Technicians &amp; Trades Workers, nfd</b>	<b>194</b>
310000 Engineering, ICT & Science Technicians, nfd	73
311000 Agricultural, Medical & Science Technicians	631
312000 Building & Engineering Technicians	1,007
313000 ICT & Telecommunications Technicians	305
320000 Automotive & Engineering Trades Workers, nfd	30
321000 Automotive Electricians & Mechanics	1,244
322000 Fabrication Engineering Trades Workers	916
323000 Mechanical Engineering Trades Workers	1,977
324000 Panelbeaters, Vehicle Body Builders, Trimmers & Painters	412
330000 Construction Trades Workers, nfd	27
331000 Bricklayers, & Carpenters & Joiners	1,976
332000 Floor Finishers & Painting Trades Workers	712
333000 Glaziers, Plasterers & Tilers	736
334000 Plumbers	1,089
340000 Electrotechnology & Telecommunications Trades Workers, nfd	13
341000 Electricians	1,185
342000 Electronics & Telecommunications Trades Workers	760
350000 Food Trades Workers	1,770
360000 Skilled Animal & Horticultural Workers	
361000 Animal Attendants & Trainers & Shearers	339
362000 Horticultural Trades Workers	1,110
390000 Other Technicians & Trades Workers, nfd	7
391000 Hairdresser	643
392000 Printing Trades Workers	243
393000 Textile, Clothing & Footwear Trades Workers	136
394000 Wood Trades Workers	377
399000 Miscellaneous Technicians & Trades Workers	876
<b>Total Technicians &amp; Trades Workers</b>	<b>18,788</b>
<b>400000 Community &amp; Personal Service Workers, nfd</b>	<b>14</b>
410000 Health & Welfare Support Workers	1,428
420000 Carers & Aides, nfd	55
421000 Child Carers	876
422000 Education Aides	697
423000 Personal Carers & Assistants	2,624
430000 Hospitality Workers	2,197
440000 Protective Service Workers	
441000 Defence Force Members, Fire Fighters & Police	908
442000 Prison & Security Officers	743
450000 Sports & Personal Service Workers	
451000 Personal Service & Travel Workers	740
452000 Sports & Fitness Workers	651
<b>Total Community &amp; Personal Service Workers</b>	<b>10,933</b>
<b>500000 Clerical &amp; Administrative Workers, nfd</b>	<b>45</b>
510000 Office Managers & Program Administrators, nfd	4
511000 Contract, Program & Project Administrators	731
512000 Office & Practice Managers	1,104
520000 Personal Assistants & Secretaries	
521000 Personal Assistants & Secretaries	1,226
530000 General Clerical Workers, nfd	4
531000 General Clerk	2,290
532000 Keyboard Operators	588
540000 Inquiry Clerks & Receptionists, nfd	3
541000 Call or Contact Centre Information Clerks	974
542000 Receptionists	1,593
550000 Numerical Clerks, nfd	11
551000 Accounting Clerks & Bookkeepers	2,052
552000 Financial & Insurance Clerks	953
560000 Clerical & Office Support Workers	
561000 Clerical & Office Support Workers	951
590000 Other Clerical & Administrative Workers	
591000 Logistics Clerks	937
599000 Misc. Clerical & Administrative Workers	993
<b>Total Clerical &amp; Administrative Workers</b>	<b>14,459</b>

## Detailed Occupation Structure of the Workforce, Barwon Region, 2006 Census - continued

Occupation (2006 ANZSCO)	No.
<b>600000 Sales Workers, nfd</b>	<b>30</b>
610000 Sales Representatives & Agents, nfd	9
611000 Insurance Agents & Sales Representatives	1,138
612000 Real Estate Sales Agents	625
620000 Sales Assistants & Salespersons	
621000 Sales Assistants & Salespersons	8,370
630000 Sales Support Workers, nfd	3
631000 Checkout Operators & Office Cashiers	1,432
639000 Miscellaneous Sales Support Workers	538
<b>Total Sales Workers</b>	<b>12,145</b>
<b>700000 Machinery Operators &amp; Drivers, nfd</b>	<b>194</b>
710000 Machine & Stationary Plant Operators, nfd	140
711000 Machine Operators	1,521
712000 Stationary Plant Operators	933
720000 Mobile Plant Operators	
721000 Mobile Plant Operators	1,279
730000 Road & Rail Drivers, nfd	140
731000 Automobile, Bus & Rail Drivers	729
732000 Delivery Driver	429
733000 Truck Drivers	1,902
740000 Storeperson	
741000 Storeperson	949
<b>Total Machinery Operators &amp; Drivers</b>	<b>8,216</b>

Occupation (2006 ANZSCO)	No.
<b>800000 Labourers, nfd</b>	<b>293</b>
810000 Cleaners & Laundry Workers	
811000 Cleaners & Laundry Workers	3,032
820000 Construction & Mining Labourers	
821000 Construction & Mining Labourers	1,644
830000 Factory Process Workers, nfd	97
831000 Food Process Workers	937
832000 Packers & Product Assemblers	1,036
833000 Miscellaneous Factory Process Workers	805
840000 Farm, Forestry & Garden Workers	
841000 Farm, Forestry & Garden Workers	1,267
850000 Food Preparation Assistants	
851000 Food Preparation Assistants	1,727
890000 Other Labourers, nfd	3
891000 Freight Handlers & Shelf Fillers	921
899000 Miscellaneous Labourers	1,764
<b>Total Labourers</b>	<b>13,526</b>
Inadequately Described & Not Stated	1,975
<b>Total All Occupations</b>	<b>114,490</b>

Source: Australian Bureau of Statistics, 2006 Census of Population and Housing. ANZSCO – Australian and New Zealand Standard Classification of Occupations.  
nfd – not further defined



# Annual Production

## Barwon Region, 2008

### Gross Regional Product

The Gross Regional Product (GRP) of the Barwon Region in 2008 was \$10.5 billion or \$40,000 per capita.

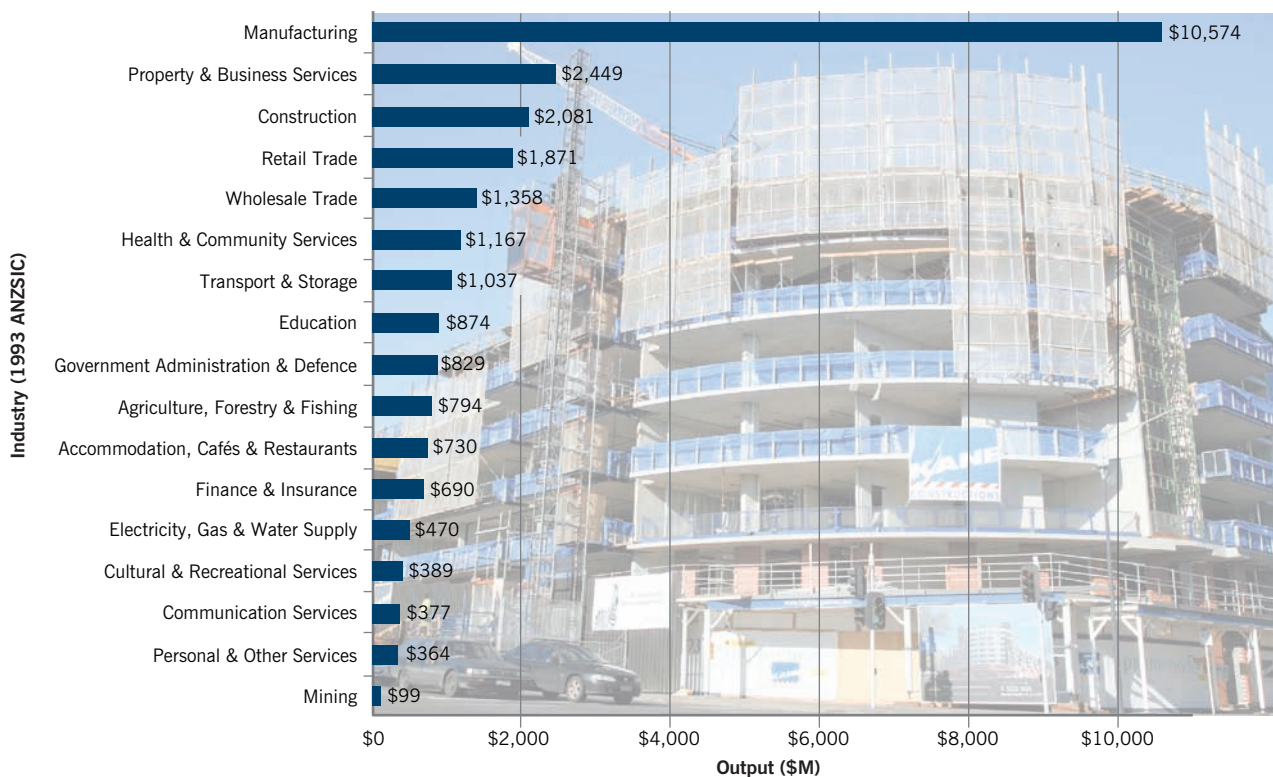
GRP is the total value of final goods and services produced in the region over a one year period, which includes regional exports but subtracts imports of good and services into the region. GRP can be measured by adding up all forms of final expenditure, as shown in the following table.

Expenditure	\$M
Household Consumption	\$8,114
Government Consumption	\$2,506
Private Gross Fixed Capital Expenditure	\$2,589
Public Gross Fixed Capital Expenditure	\$524
<b>Gross Regional Expenses</b>	<b>\$13,734</b>
plus Exports	\$9,604
minus Domestic Imports	-\$9,890
minus Overseas Imports	-\$2,969
<b>Gross Regional Product</b>	<b>\$10,479</b>

Source: REMPLAN, Economic Modelling and Planning System, Compelling Economics, latest estimates as at June 2008. GRP is calculated using the expenditure method. Apparent errors in totals due to rounding.

### Annual Output

Estimated total output for the Barwon Region in 2008 was \$26.1 billion.



### Annual Output by Industry, Barwon Region 2008

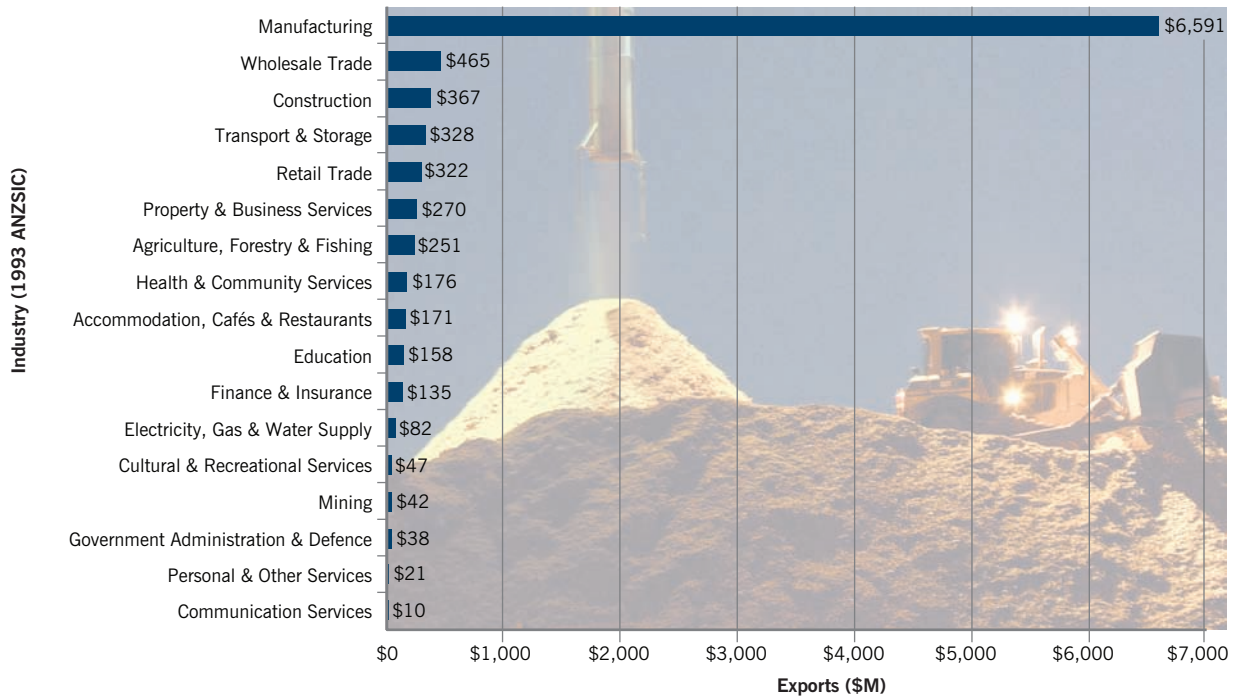
Source: REMPLAN, Economic Modelling and Planning System, Compelling Economics, latest estimates as at June 2008. Output data refers to gross revenue generated by businesses and organisations in the region.

## Annual Production, Barwon Region 2008 - continued

### Annual Exports

Estimated total exports for the Barwon Region in 2008 was \$9.5 billion.

#### Annual Exports by Industry, Barwon Region 2008

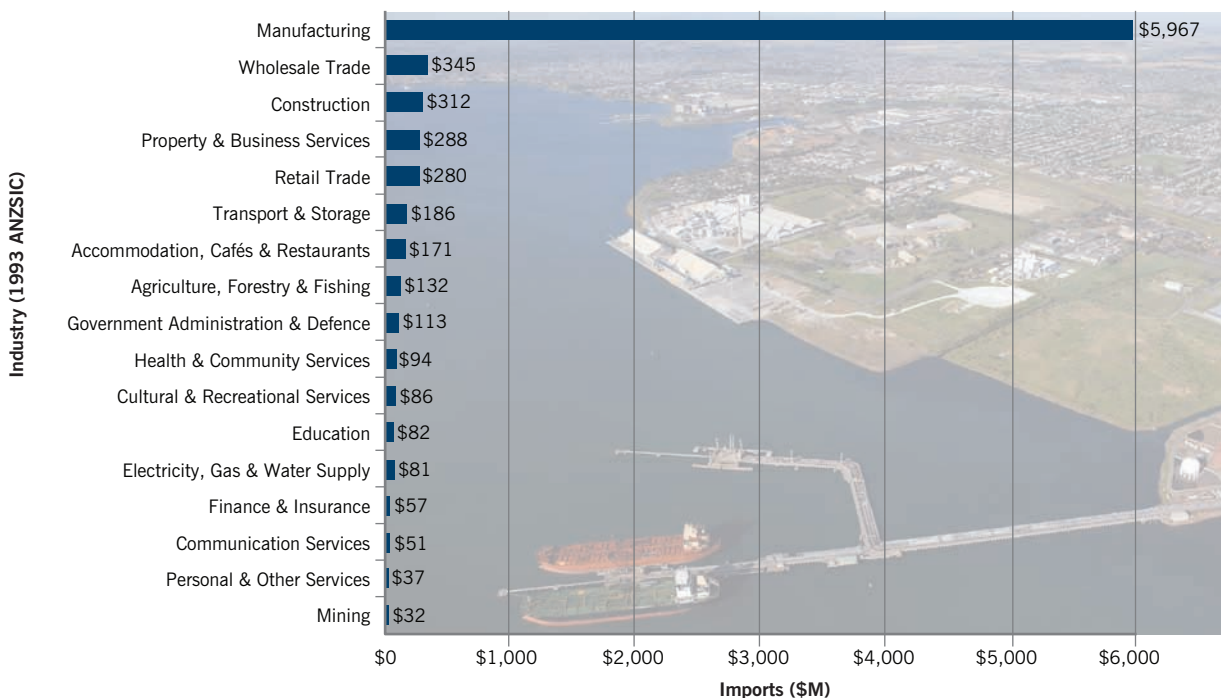


Source: REMPLAN, Economic Modelling and Planning System, Compelling Economics, latest estimates as at June 2008. Exports refer to the goods and services produced in the Barwon Region, which are sold to consumers, businesses and governments based outside the region's boundaries.

### Annual Imports

Estimated total imports for the Barwon Region in 2008 was \$8.3 billion.

#### Annual Imports by Industry, Barwon Region 2008



Source: REMPLAN, Economic Modelling and Planning System, Compelling Economics, latest estimates as at June 2008. Imports refer to the intermediate goods and services imported into the region from anywhere outside the region's boundaries.

# Selected Major Employers

Barwon Region, 2008

Employees (EFT)	No.	Employees (EFT)	No.
<b>Manufacturing</b>		<b>Services Sector</b>	
Ford Motor Company of Australia Ltd	1,848	Target	955
Avalon (Aerospace Activities) <sup>1</sup>	1,275	Safeway	867
Alcoa World Alumina Australia Ltd (Vic Operations)	736	Karingal	609
Bartter Steggles Enterprises	552	G-Force Recruitment	430
Godfrey Hirst Australia Pty Ltd	550	Coles Supermarkets	373
Shell Refining (Aust) Pty Ltd	502	SalesForce	370
Bulla Dairy Foods	400	Cotton On	334
Alcoa Australia Rolled Products	368	UG Manufacturing (trading as Quiksilver International)	327
MC Herd Pty Ltd	231	Rex Gorell	296
Timbertruss Geelong Pty Ltd	206	Kempe International	217
Huyck Australia Pty Ltd	204	Rip Curl	214
CRF	203	Geelong Advertiser	197
Air Radiators	200	Wettenhalls Transport	193
AKD Softwoods	182	Pure Logistics (McColls Transport)	191
Fonterra	128	Kmart	186
Blue Circle Southern Cement	125	Bunnings Warehouses	150
Melba Industries (Australia) Pty Ltd	117	Skilled Engineering	136
Backwell IXL Pty Ltd	114	Blood Toyota	135
OneSteel Wire Pty Ltd	95	WHK Mahoney Gavens	130
Danum Engineering Pty Ltd	95	Harwood Andrews	120
Incitec Pivot	94	Rays Outdoors	110
Riverside Textiles Pty Ltd	90	Linencare	109
Viridian (formerly Pilkington)	87	Winter & Taylor	99
Boomaroo Nurseries	80	Faggs Mitre 10	96
Brockman Engineering Pty Ltd	80	Benders Busways	95
Rohm & Haas Australia Pty Ltd	75	Harvey Norman	93
Express Promotions Australia Pty Ltd	72	Myer	93
Local Mix Concrete	70	Worley Parsons	90
Winchester Australia Ltd	66	Mentor	80
Filigree Textiles Pty Ltd	60	WHK Day Neilson	78
Calco Timbers Pty Ltd	58	Drapers Civil Contracting	77
Western Sheetmetal, Insulation & Asbestos Removal	54	Diversitat	75
<b>Health, Infrastructure and Statutory Authorities</b>		<b>Education and Research</b>	
Barwon Health	3,223	Department of Education	2,877
Australia Post	624	Deakin University	1,291
Victoria Police (Geelong)	389	(Waurm Ponds/Waterfront Campuses)	778
Barwon Water	359	Catholic Education System	575
St John of God Hospital	303	Gordon Institute of TAFE	226
St Laurence Community Services	288	The Geelong College	225
Colac Area Health	288	CSIRO Australian Animal Health Laboratory	221
Barwon Prison	284	Geelong Grammar School	197
Centrelink	227	Christian College	173
Centrelink Call Centre	225	Kardinia International College	127
Colanda Centre	220	CSIRO Material Science and Engineering Division	70
Pathcare/St John of God Pathology	215	PIRVic Marine and Freshwater Science	
Powercor	205		
Marngoneet Correctional Centre	165		
Australian Taxation Office	164		
Transport Accident Commission (TAC)	160		
Geelong Football Club	124		
VicRoads	113		
GMHBA	110		
Bellarine Community Health	102		
Child Support Agency	96		
MacKillop Family Services	81		
Hesse Rural Health Service	54		
Geelong Port (Asciano)	51		
<b>Local Government</b>			
City of Greater Geelong	1,325		
Colac Otway Shire	198		
Surf Coast Shire	193		
Golden Plains Shire	139		
Borough of Queenscliffe	29		

Source: City of Greater Geelong. EFT – Equivalent Full time. Employment agency EFT numbers include staff and placements.  
(1) Refers to all organisations carrying out aerospace activities at Avalon.

# Trade Through the Port of Geelong

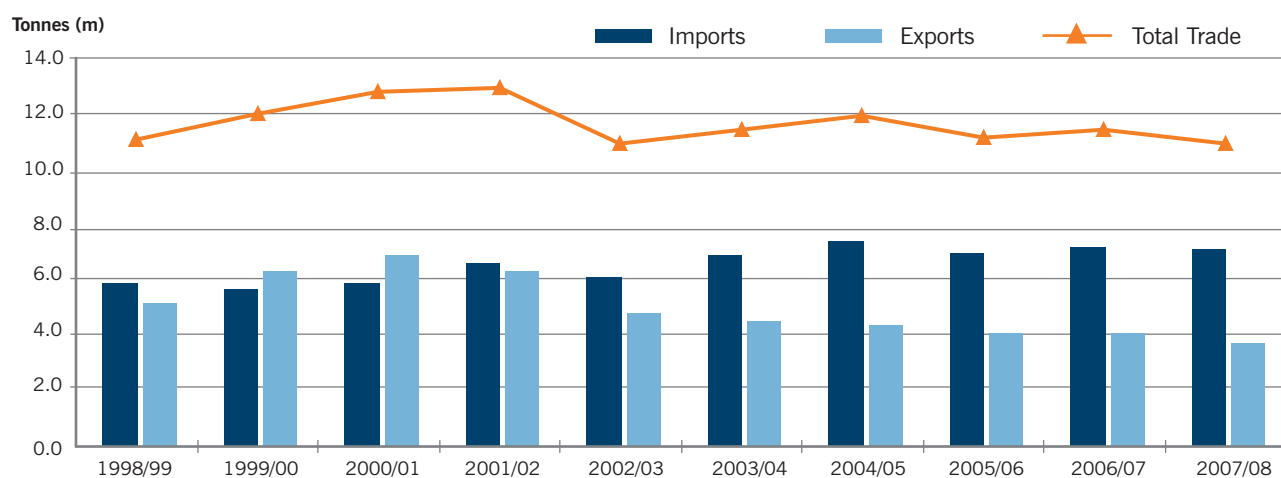
## 2007/2008

IMPORTS	Tonnes ('000)	% Share	EXPORTS	Tonnes ('000)	% Share
<b>Overseas</b>			<b>Overseas</b>		
Crude Oil & Petroleum Products	3,966	72.8	Woodchips	1,518	65.3
Fertiliser	914	16.8	Crude Oil & Petroleum Products	428	18.4
Liquid Bulk	217	4.0	Timber Products	136	5.9
Steel & Iron	174	3.2	Grain	125	5.4
Dry Bulk	148	2.7	Fertiliser	63	2.7
Alumina / Raw Materials	27	0.5	Alum Ingots	46	2.0
Liquid Fertiliser	3	0.1	Steel	5	0.2
General	2	0.0			
<b>Total Overseas</b>	<b>5,449</b>	<b>100.0</b>	<b>Total Overseas</b>	<b>2,323</b>	<b>100.0</b>
<b>% of Total Imports</b>		<b>76.4</b>	<b>% of Total Exports</b>		<b>62.0</b>
<b>Interstate</b>			<b>Interstate</b>		
Crude Oil & Petroleum Products	684	41.6	Crude Oil & Petroleum Products	1,002	95.2
Alumina / Raw Materials	333	20.2	Fertiliser	44	4.2
Fertiliser	281	17.1	General	6	0.6
Dry Bulk	147	8.9			
Liquid Bulk	109	6.6			
Grain	72	4.4			
Timber Products	15	0.9			
General	3	0.2			
Steel	2	0.1			
<b>Total Interstate</b>	<b>1,646</b>	<b>100.0</b>	<b>Total Interstate</b>	<b>1,052</b>	<b>100.0</b>
<b>% of Total Imports</b>		<b>23.1</b>	<b>% of Total Exports</b>		<b>28.1</b>
<b>Intrastate</b>			<b>Intrastate</b>		
Petroleum Products	25	69.4	Petroleum Products	328	88.6
Crude Oil	11	30.6	Crude Oil	42	11.4
<b>Total Intrastate</b>	<b>36</b>	<b>100.0</b>	<b>Total Intrastate</b>	<b>370</b>	<b>100.0</b>
<b>% of Total Imports</b>		<b>0.50</b>	<b>% of Total Exports</b>		<b>9.9</b>
<b>TOTAL IMPORTS</b>	<b>7,131</b>	<b>100.0</b>	<b>TOTAL EXPORTS</b>	<b>3,745</b>	<b>100.0</b>

**Total Trade: 10,875,533 tonnes**  
**Number of Vessels: 613**  
**Gross Tonnage of Vessels Entering Port: 14,555,878 tonnes**

Source: Geelong Port (Asciano) & GrainCorp Operations Limited Geelong. Apparent errors in totals due to rounding.

### Trade Through the Port of Geelong



Source: GeelongPort (Asciano) & GrainCorp Operations Limited Geelong.

# Journey to Work Data, 2006 Census

## Place of Usual Residence (Origin) by Place of Work (Destination)

Place of Usual Residence (Origin)	Place of Work (Destination)														Total Barwon Region						
	Bellarine Inner	Corio Inner	Geelong	Geelong West	Newtown	South Barwon Inner	Greater Geelong Pt B	Greater Geelong Pt C	Total Greater Geelong	Surf Coast East	Surf Coast West	Total Surf Coast	Total Queens-cliffe	Golden Plains N/West		Golden Plains S/East	Total Golden Plains	Colac Otway - Colac	Colac Otway - North	Colac Otway - South	Total Colac Otway
<b>CITY OF GREATER GEELONG</b> <i>(Statistical Local Areas)</i>																					
<b>Greater Geelong - Pt A</b>	2,140	1,236	2,858	365	262	714	385	100	8,060	66	34	100	86	3	26	29	8	3	0	11	8,286
Bellarine - Inner	588	7,781	3,862	1,133	500	856	131	655	15,506	69	42	111	11	0	116	116	23	3	0	26	15,770
Corio - Inner	325	622	2,325	199	215	394	85	37	4,202	51	18	69	15	3	8	11	13	0	0	13	4,310
Geelong	228	1,097	1,682	961	271	395	78	76	4,788	62	23	85	22	0	40	40	11	0	4	15	4,950
Geelong West	128	473	1,362	272	755	362	56	51	3,459	28	31	59	17	0	23	23	10	3	0	13	3,571
Newtown	877	2,685	5,732	992	937	5,782	293	244	17,542	430	164	594	41	0	78	78	91	4	7	102	18,357
South Barwon - Inner	4,286	13,894	17,821	3,922	2,940	8,503	1,028	1,163	53,557	706	312	1,018	192	6	291	297	156	13	11	180	55,244
<b>Total Greater Geelong (C) - Pt A</b>	814	1,082	2,698	332	308	703	4,553	90	10,580	150	41	191	537	0	19	19	13	3	0	16	11,343
Greater Geelong (C) - Pt B	19	172	110	26	13	25	3	250	618	0	0	0	0	0	6	6	0	0	0	0	624
Greater Geelong (C) - Pt C	5,119	15,148	20,629	4,280	3,261	9,231	5,584	1,503	64,755	856	353	1,209	729	6	316	322	169	16	11	196	67,211
<b>Total City of Greater Geelong</b>	167	447	1,075	146	179	576	78	24	2,692	2,219	187	2,406	14	0	12	12	31	6	4	41	5,165
<b>SURF COAST SHIRE</b>	53	141	363	43	57	216	17	9	899	182	1,793	1,975	6	0	16	16	111	21	15	147	3,043
Surf Coast (S) - East	220	588	1,438	189	236	792	95	33	3,591	2,401	1,980	4,381	20	0	28	28	142	27	19	188	8,208
Surf Coast (S) - West	24	52	137	6	13	26	94	3	355	10	3	13	501	0	3	3	0	3	0	3	875
<b>TOTAL BOROUGH OF QUEENSCLIFFE</b>	4	8	8	0	5	0	0	5	30	0	3	3	0	512	29	541	6	0	0	6	580
<b>GOLDEN PLAINS SHIRE</b>	127	743	645	170	94	198	26	68	2,071	19	33	52	4	14	1,134	1,148	26	10	0	36	3,311
Golden Plains (S) - North-West	131	751	653	170	99	198	26	73	2,101	19	36	55	4	526	1,163	1,689	32	10	0	42	3,891
Golden Plains (S) - South-East	5	15	21	0	3	9	0	0	53	3	41	44	0	3	0	3	3,830	294	49	4,173	4,273
<b>TOTAL GOLDEN PLAINS SHIRE</b>	0	14	38	8	0	12	0	3	75	8	40	48	0	0	12	12	1,158	1,216	42	2,416	2,551
Colac Otway (S) - North	4	8	9	0	0	0	0	0	21	0	28	28	0	0	0	0	178	19	1,140	1,337	1,386
Colac Otway (S) - South	9	37	68	8	3	21	0	3	149	11	109	120	0	3	12	15	5,166	1,529	1,231	7,926	8,210
<b>COLAC OTWAY SHIRE</b>	5,503	16,576	22,925	4,653	3,612	10,268	5,799	1,615	70,951	3,297	2,481	5,778	1,254	535	1,522	2,057	5,509	1,585	1,261	8,355	88,395
Colac Otway (S) - Colac	6	40	51	5	3	12	3	37	157	4	4	8	3	0	0	0	3	0	0	3	171
Colac Otway (S) - North	6	72	63	13	3	12	0	37	206	3	3	6	3	0	3	3	3	0	0	3	221
Colac Otway (S) - South	3	24	18	0	0	3	0	27	75	3	0	3	0	0	0	0	3	0	0	3	81
<b>TOTAL BARWON REGION</b>	4	38	48	10	0	16	0	28	144	4	3	7	0	0	0	0	0	0	6	6	157
Colac Otway Shire	22	302	313	53	30	41	6	230	997	7	4	11	6	3	3	6	3	4	0	7	1,027
<b>TOTAL WESTERN SUBURBS</b>	41	476	493	81	36	84	9	359	1,579	21	14	35	12	3	6	9	12	4	6	22	1,657

**MELBOURNE STATISTICAL DIVISION**

**Western Suburbs**

Brimbank (C)	6	40	51	5	3	12	3	37	157	4	4	8	3	0	0	0	3	0	0	3	171
Hobsons Bay (C)	6	72	63	13	3	12	0	37	206	3	3	6	3	0	3	3	3	0	0	3	221
Hume (C)	3	24	18	0	0	3	0	27	75	3	0	3	0	0	0	0	3	0	0	3	81
Melton (S)	4	38	48	10	0	16	0	28	144	4	3	7	0	0	0	0	0	0	6	6	157
Wyndham (C)	22	302	313	53	30	41	6	230	997	7	4	11	6	3	3	6	3	4	0	7	1,027
<b>Total Western Suburbs</b>	41	476	493	81	36	84	9	359	1,579	21	14	35	12	3	6	9	12	4	6	22	1,657

# Journey to Work Data, 2006 Census

## Place of Usual Residence (Origin) by Place of Work (Destination) - continued

Place of Usual Residence (Origin)	Place of Work (Destination)														Total Barwon Region							
	Bellarine Inner	Corio Inner	Geelong	Geelong West	Newtown	South Barwon Inner	Greater Geelong Pt B	Greater Geelong Pt C	Total Greater Geelong	Surf Coast East	Surf Coast West	Total Surf Coast	Total Queens-cliffe	Golden Plains N/West		Golden Plains S/East	Total Golden Plains	Colac Otway - Colac	Colac Otway - North	Colac Otway - South	Total Colac Otway	
<b>Inner Suburbs</b>																						
Darebin (C)	4	28	14	3	0	6	3	3	61	7	5	12	3	0	3	3	6	0	0	0	6	85
Maribyrnong (C)	3	34	42	11	3	10	5	15	123	3	0	3	0	0	0	0	0	0	0	0	0	126
Melbourne (C)	6	25	45	11	0	16	4	5	112	3	3	6	0	0	0	0	3	0	0	0	3	121
Moonee Valley (C)	8	30	40	10	0	6	5	20	119	6	3	9	3	0	3	3	3	0	0	0	3	137
Moreland (C)	3	24	27	4	4	7	4	24	97	3	4	7	0	0	0	0	0	0	0	0	0	104
Port Phillip (C)	3	28	37	13	4	8	7	11	111	3	0	3	4	0	0	0	4	0	0	0	4	122
Yarra (C)	4	15	28	4	0	5	0	4	60	6	8	14	3	0	0	0	0	0	0	0	0	77
<b>Total Inner Suburbs</b>	<b>31</b>	<b>184</b>	<b>233</b>	<b>56</b>	<b>11</b>	<b>58</b>	<b>28</b>	<b>82</b>	<b>683</b>	<b>31</b>	<b>23</b>	<b>54</b>	<b>13</b>	<b>0</b>	<b>6</b>	<b>6</b>	<b>16</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>16</b>	<b>772</b>
<b>Inner Eastern Suburbs</b>																						
Banyule (C)	0	18	8	0	0	0	0	7	33	4	0	4	0	0	0	0	3	3	0	0	6	43
Boroondara (C)	8	18	34	4	0	6	0	6	76	3	0	3	0	0	3	3	4	0	0	0	4	86
Glen Eira (C)	4	11	15	3	3	3	3	8	50	3	3	6	0	0	0	0	0	0	0	0	0	56
Manningham (C)	0	4	19	0	0	3	4	5	35	0	0	0	0	0	0	0	0	0	0	0	0	35
Stonnington (C)	3	19	22	5	4	3	5	4	65	3	5	8	4	0	0	0	0	4	0	0	4	81
Whitehorse (C)	3	9	9	0	5	9	0	3	38	3	4	7	0	0	3	0	0	0	0	0	0	48
<b>Total Inner Eastern Suburbs</b>	<b>18</b>	<b>79</b>	<b>107</b>	<b>12</b>	<b>12</b>	<b>24</b>	<b>12</b>	<b>33</b>	<b>297</b>	<b>16</b>	<b>12</b>	<b>28</b>	<b>4</b>	<b>0</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>14</b>	<b>349</b>
<b>Outer Eastern Suburbs</b>																						
Maroondah (C)	0	3	3	0	0	3	0	3	12	3	0	3	0	0	0	0	0	0	0	0	0	15
Nilfumbik (S)	0	9	7	0	0	3	0	4	23	3	0	3	0	0	0	0	0	0	0	4	4	30
Whittlesea (C)	0	10	9	0	3	6	3	14	45	0	0	0	0	0	0	0	3	0	0	0	3	48
Yarra Ranges (S)	0	3	7	0	4	0	0	3	17	0	3	3	0	0	0	3	3	0	0	0	6	26
<b>Total Outer Eastern Suburbs</b>	<b>0</b>	<b>25</b>	<b>26</b>	<b>0</b>	<b>7</b>	<b>12</b>	<b>3</b>	<b>24</b>	<b>97</b>	<b>6</b>	<b>3</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>13</b>	<b>119</b>	
<b>South Eastern Suburbs</b>																						
Bayside (C)	3	5	11	3	0	4	0	4	30	3	0	3	5	0	3	3	0	0	0	7	7	48
Cardinia (S)	4	0	0	0	0	0	0	0	4	3	0	3	0	0	0	0	3	0	0	0	3	10
Casey (C)	3	11	4	0	0	3	0	4	25	0	0	0	0	0	0	0	0	0	0	0	0	25
Frankston (C)	0	6	0	0	4	0	0	4	14	0	0	0	0	0	0	0	0	0	0	0	0	14
Gr. Dandenong (C)	0	0	3	4	0	3	0	4	14	0	0	0	0	0	0	0	0	0	0	0	0	14
Kingston (C)	3	0	9	3	0	3	0	6	24	4	3	7	0	0	3	3	0	0	0	0	0	34
Knox (C)	0	10	11	0	0	0	4	0	25	0	0	0	0	0	0	0	0	0	0	0	0	25
Monash (C)	0	5	24	3	0	5	8	4	49	0	3	3	0	0	3	3	0	0	0	0	0	55
Mornington Peninsula (S)	3	3	4	3	0	4	0	0	17	0	8	8	6	0	0	0	0	0	0	0	0	31
<b>Total South Eastern Suburbs</b>	<b>16</b>	<b>40</b>	<b>66</b>	<b>16</b>	<b>4</b>	<b>22</b>	<b>12</b>	<b>26</b>	<b>202</b>	<b>10</b>	<b>14</b>	<b>24</b>	<b>11</b>	<b>0</b>	<b>9</b>	<b>9</b>	<b>3</b>	<b>0</b>	<b>7</b>	<b>10</b>	<b>256</b>	
<b>TOTAL MELBOURNE</b>	<b>106</b>	<b>804</b>	<b>925</b>	<b>165</b>	<b>70</b>	<b>200</b>	<b>64</b>	<b>524</b>	<b>2,858</b>	<b>84</b>	<b>66</b>	<b>150</b>	<b>40</b>	<b>3</b>	<b>27</b>	<b>30</b>	<b>44</b>	<b>14</b>	<b>17</b>	<b>75</b>	<b>3,153</b>	
Central Highlands Statistical Division	21	112	159	24	22	33	12	38	421	10	8	18	3	170	54	224	26	8	4	38	704	
Rest of Victoria	12	56	88	15	10	34	12	12	239	14	13	27	6	12	9	21	191	30	19	240	533	
Balance of Australia	12	48	50	8	7	17	14	20	176	15	11	26	3	0	6	6	10	0	0	10	221	
<b>TOTAL WORKFORCE</b>	<b>5,654</b>	<b>17,596</b>	<b>24,147</b>	<b>4,865</b>	<b>3,721</b>	<b>10,552</b>	<b>5,901</b>	<b>2,209</b>	<b>74,645</b>	<b>3,420</b>	<b>2,579</b>	<b>5,999</b>	<b>1,306</b>	<b>720</b>	<b>1,618</b>	<b>2,338</b>	<b>5,780</b>	<b>1,637</b>	<b>1,301</b>	<b>8,718</b>	<b>93,006</b>	

Source: Australian Bureau of Statistics, 2006 Census of Population and Housing (C) - City, (S) - Shire. See page 2 for Statistical Local Area definitions.

# Journey to Work Data, 2006 Census

## Place of Work (Destination) by Place of Usual Residence (Origin)

Place of Work (Destination)	Place of Usual Residence (Origin)													Total Barwon Region								
	Bellarine Inner	Corio Inner	Geelong	Geelong West	Newtown	South Barwon Inner	Greater Geelong Pt B	Greater Geelong Pt C	Total Greater Geelong	Surf Coast East	Surf Coast West	Total Surf Coast	Total Queens-cliffe		Golden Plains N/West	Golden Plains S/East	Total Golden Plains	Colac Otway - Colac	Colac Otway - North	Colac Otway - South	Total Colac Otway	
<b>CITY OF GREATER GEELONG</b> <i>(Statistical Local Areas)</i>																						
<b>Greater Geelong (C) - Pt A</b>	2,140	588	325	228	128	877	814	19	5,119	167	53	220	24	4	127	131	5	0	4	9	5,503	
Bellarine - Inner	1,236	7,781	622	1,097	473	2,685	1,082	172	15,148	447	141	588	52	8	743	751	15	14	8	37	16,576	
Corio - Inner	2,858	3,862	2,325	1,682	1,362	5,732	2,698	110	20,629	1,075	363	1,438	137	8	645	653	21	38	9	68	22,925	
Geelong	365	1,133	199	961	272	992	332	26	4,280	146	43	189	6	0	170	170	0	8	0	8	4,653	
Geelong West	262	500	215	271	755	937	308	13	3,261	179	57	236	13	5	94	99	3	0	0	3	3,612	
Newtown	714	856	394	395	362	5,782	703	25	9,231	576	216	792	26	0	198	198	9	12	0	21	10,268	
South Barwon - Inner																						
<b>Total Greater Geelong (C) - Pt A</b>	<b>7,575</b>	<b>14,720</b>	<b>4,080</b>	<b>4,634</b>	<b>3,352</b>	<b>17,005</b>	<b>5,937</b>	<b>365</b>	<b>57,668</b>	<b>2,590</b>	<b>873</b>	<b>3,463</b>	<b>258</b>	<b>25</b>	<b>1,977</b>	<b>2,002</b>	<b>53</b>	<b>72</b>	<b>21</b>	<b>146</b>	<b>63,537</b>	
Greater Geelong (C) - Pt B	385	131	85	78	56	293	4,553	3	5,584	78	17	95	94	0	26	26	0	0	0	0	5,799	
Greater Geelong (C) - Pt C	100	655	37	76	51	244	90	250	1,503	24	9	33	3	5	68	73	0	3	0	3	1,615	
<b>Total City of Greater Geelong</b>	<b>8,060</b>	<b>15,506</b>	<b>4,202</b>	<b>4,788</b>	<b>3,459</b>	<b>17,542</b>	<b>10,580</b>	<b>618</b>	<b>64,755</b>	<b>2,692</b>	<b>899</b>	<b>3,591</b>	<b>355</b>	<b>30</b>	<b>2,071</b>	<b>2,101</b>	<b>53</b>	<b>75</b>	<b>21</b>	<b>149</b>	<b>70,951</b>	
<b>SURF COAST SHIRE</b>																						
Surf Coast (S) - East	66	69	51	62	28	430	150	0	856	2,219	182	2,401	10	0	19	19	3	8	0	11	3,297	
Surf Coast (S) - West	34	42	18	23	31	164	41	0	353	187	1,793	1,980	3	3	33	36	41	40	28	109	2,481	
<b>Total Surf Coast Shire</b>	<b>100</b>	<b>111</b>	<b>69</b>	<b>85</b>	<b>59</b>	<b>594</b>	<b>191</b>	<b>0</b>	<b>1,209</b>	<b>2,406</b>	<b>1,975</b>	<b>4,381</b>	<b>13</b>	<b>3</b>	<b>52</b>	<b>55</b>	<b>44</b>	<b>48</b>	<b>28</b>	<b>120</b>	<b>5,778</b>	
<b>TOTAL BOROUGH OF QUEENSCLIFFE</b>	<b>86</b>	<b>11</b>	<b>15</b>	<b>22</b>	<b>17</b>	<b>41</b>	<b>537</b>	<b>0</b>	<b>729</b>	<b>14</b>	<b>6</b>	<b>20</b>	<b>501</b>	<b>0</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,254</b>	
<b>GOLDEN PLAINS SHIRE</b>																						
Golden Plains (S) - North-West	3	0	3	0	0	0	0	0	6	0	0	0	0	512	14	526	3	0	0	3	535	
Golden Plains (S) - South-East	26	116	8	40	23	78	19	6	316	12	16	28	3	29	1,134	1,163	0	12	0	12	1,522	
<b>Total Golden Plains Shire</b>	<b>29</b>	<b>116</b>	<b>11</b>	<b>40</b>	<b>23</b>	<b>78</b>	<b>19</b>	<b>6</b>	<b>322</b>	<b>12</b>	<b>16</b>	<b>28</b>	<b>3</b>	<b>541</b>	<b>1,148</b>	<b>1,689</b>	<b>3</b>	<b>12</b>	<b>0</b>	<b>15</b>	<b>2,057</b>	
<b>COLAC OTWAY SHIRE</b>																						
Colac Otway (S) - Colac	8	23	13	11	10	91	13	0	169	31	111	142	0	6	26	32	3,830	1,158	178	5,166	5,509	
Colac Otway (S) - North	3	3	0	0	3	4	3	0	16	6	21	27	3	0	10	10	294	1,216	19	1,529	1,585	
Colac Otway (S) - South	0	0	0	4	0	7	0	0	11	4	15	19	0	0	0	0	49	42	1,140	1,231	1,261	
<b>Total Colac Otway Shire</b>	<b>11</b>	<b>26</b>	<b>13</b>	<b>15</b>	<b>13</b>	<b>102</b>	<b>16</b>	<b>0</b>	<b>196</b>	<b>41</b>	<b>147</b>	<b>188</b>	<b>3</b>	<b>6</b>	<b>36</b>	<b>42</b>	<b>4,173</b>	<b>2,416</b>	<b>1,337</b>	<b>7,926</b>	<b>8,355</b>	
<b>TOTAL BARWON REGION</b>	<b>8,286</b>	<b>15,770</b>	<b>4,310</b>	<b>4,950</b>	<b>3,571</b>	<b>18,357</b>	<b>11,343</b>	<b>624</b>	<b>67,211</b>	<b>5,165</b>	<b>3,043</b>	<b>8,208</b>	<b>875</b>	<b>580</b>	<b>3,311</b>	<b>3,891</b>	<b>4,273</b>	<b>2,551</b>	<b>1,386</b>	<b>8,210</b>	<b>88,395</b>	
<b>MELBOURNE STATISTICAL DIVISION</b>																						
<b>Western Suburbs</b>																						
Brimbank (C)	37	218	25	49	32	102	71	31	565	21	16	37	0	7	10	17	3	0	0	3	622	
Hobsons Bay (C)	49	323	29	39	15	101	64	56	676	35	9	44	4	6	32	38	0	0	0	0	762	
Hume (C)	32	149	14	37	26	82	53	13	406	25	8	33	6	5	22	27	3	4	3	10	482	
Melton (S)	7	60	10	6	4	25	17	13	142	7	3	10	0	3	0	3	0	0	0	0	155	
Wyndham (C)	124	777	99	138	92	314	180	112	1,836	76	18	94	6	12	80	92	3	4	3	10	2,038	
<b>Total Western Suburbs</b>	<b>249</b>	<b>1,527</b>	<b>177</b>	<b>269</b>	<b>169</b>	<b>624</b>	<b>385</b>	<b>225</b>	<b>3,625</b>	<b>164</b>	<b>54</b>	<b>218</b>	<b>16</b>	<b>33</b>	<b>144</b>	<b>177</b>	<b>9</b>	<b>8</b>	<b>6</b>	<b>23</b>	<b>4,059</b>	

# Journey to Work Data, 2006 Census

## Place of Work (Destination) by Place of Usual Residence (Origin) - continued

Place of Work (Destination)	Place of Usual Residence (Origin)																					
	Bellarine Inner	Corio Inner	Geelong	Geelong West	Newtown	South Barwon Inner	Greater Geelong Pt B	Greater Geelong Pt C	Total Greater Geelong	Surf Coast East	Surf Coast West	Total Surf Coast	Total Queens-cliffe	Golden Plains N/West	Golden Plains S/East	Total Golden Plains	Colac Otway - Colac	Colac Otway - North	Colac Otway - South	Total Colac Otway	Total Barwon Region	
<b>Inner Suburbs</b>																						
Darebin (C)	8	27	13	9	4	25	14	3	103	15	6	21	3	3	3	6	3	0	4	7	140	
Maribyrnong (C)	30	143	14	21	13	67	50	17	355	17	12	29	4	0	16	16	0	0	0	0	404	
Melbourne (C)	229	978	251	340	213	762	395	93	3,261	224	58	282	32	33	92	125	9	14	16	39	3,739	
Moonee Valley (C)	6	46	6	12	4	32	18	5	129	14	8	22	4	0	7	7	0	4	0	4	166	
Moreland (C)	3	32	6	3	5	12	28	0	89	15	6	21	0	0	5	5	0	0	0	0	115	
Port Phillip (C)	32	185	45	68	26	130	67	12	565	47	19	66	13	4	20	24	0	0	0	0	668	
Yarra (C)	15	85	21	35	21	66	52	6	301	31	22	53	3	3	3	6	0	0	5	5	368	
<b>Total Inner Suburbs</b>	<b>323</b>	<b>1,496</b>	<b>356</b>	<b>488</b>	<b>286</b>	<b>1,094</b>	<b>624</b>	<b>136</b>	<b>4,803</b>	<b>363</b>	<b>131</b>	<b>494</b>	<b>59</b>	<b>43</b>	<b>146</b>	<b>189</b>	<b>12</b>	<b>18</b>	<b>25</b>	<b>55</b>	<b>5,600</b>	
<b>Inner Eastern Suburbs</b>																						
Banyule (C)	6	14	3	0	7	11	6	3	50	6	0	6	0	0	0	0	0	0	0	0	56	
Boroondara (C)	8	49	13	14	16	43	25	6	174	16	9	25	4	0	7	7	0	8	3	11	221	
Glen Eira (C)	3	11	0	5	5	9	7	3	43	0	9	9	3	0	0	0	0	0	0	0	55	
Manningham (C)	0	4	0	0	3	3	11	0	21	6	0	6	0	0	0	0	0	0	0	0	27	
Stonnington (C)	19	34	6	18	5	33	26	7	148	15	11	26	0	3	10	13	0	0	0	0	187	
Whitehorse (C)	11	31	4	5	7	25	14	4	101	8	4	12	3	5	5	10	0	0	6	6	132	
<b>Total Inner Eastern Suburbs</b>	<b>47</b>	<b>143</b>	<b>26</b>	<b>42</b>	<b>43</b>	<b>124</b>	<b>89</b>	<b>23</b>	<b>537</b>	<b>51</b>	<b>33</b>	<b>84</b>	<b>10</b>	<b>8</b>	<b>22</b>	<b>30</b>	<b>0</b>	<b>8</b>	<b>9</b>	<b>17</b>	<b>678</b>	
<b>Outer Eastern Suburbs</b>																						
Maroondah (C)	3	3	3	3	0	10	3	0	25	0	6	6	0	3	6	9	0	0	0	0	40	
Nilumbik (S)	0	3	0	0	0	0	0	0	3	0	0	0	0	0	3	3	0	0	0	0	6	
Whittlesea (C)	0	22	3	4	7	7	5	0	48	8	6	14	0	3	0	3	0	0	0	0	65	
Yarra Ranges (S)	3	6	0	3	0	5	0	0	17	0	0	0	0	0	0	0	0	0	0	0	17	
<b>Total Outer Eastern Suburbs</b>	<b>6</b>	<b>34</b>	<b>6</b>	<b>10</b>	<b>7</b>	<b>22</b>	<b>8</b>	<b>0</b>	<b>93</b>	<b>8</b>	<b>12</b>	<b>20</b>	<b>0</b>	<b>6</b>	<b>9</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>128</b>	
<b>South Eastern Suburbs</b>																						
Bayside (C)	3	10	0	3	3	10	7	0	36	3	3	6	3	3	0	3	0	0	0	0	48	
Cardinia (S)	0	0	0	4	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	4	
Casey (C)	3	7	3	4	3	9	3	0	32	0	3	3	0	0	0	0	0	0	0	0	35	
Frankston (C)	0	7	0	0	4	8	0	0	19	0	0	0	0	3	0	3	0	0	0	0	22	
Gr. Dandenong (C)	5	25	0	3	3	19	19	0	74	3	0	3	4	0	3	3	3	0	0	3	87	
Kingston (C)	3	25	4	7	7	21	12	3	82	9	0	9	0	4	0	4	0	0	0	0	95	
Knox (C)	9	9	0	5	3	13	8	0	47	6	4	10	3	0	0	0	3	0	3	6	66	
Monash (C)	9	65	12	27	10	61	29	3	216	13	0	13	3	3	4	7	0	5	0	5	244	
Mornington Peninsula (S)	6	5	0	0	0	5	6	0	22	0	0	0	6	0	3	3	0	0	0	3	34	
<b>Total South Eastern Suburbs</b>	<b>38</b>	<b>153</b>	<b>19</b>	<b>53</b>	<b>33</b>	<b>146</b>	<b>84</b>	<b>6</b>	<b>532</b>	<b>34</b>	<b>10</b>	<b>44</b>	<b>19</b>	<b>13</b>	<b>10</b>	<b>23</b>	<b>9</b>	<b>5</b>	<b>3</b>	<b>17</b>	<b>635</b>	
<b>TOTAL MELBOURNE</b>	<b>663</b>	<b>3,353</b>	<b>584</b>	<b>862</b>	<b>538</b>	<b>2,010</b>	<b>1,190</b>	<b>390</b>	<b>9,590</b>	<b>620</b>	<b>240</b>	<b>860</b>	<b>104</b>	<b>103</b>	<b>331</b>	<b>434</b>	<b>30</b>	<b>39</b>	<b>43</b>	<b>112</b>	<b>1,100</b>	
Central Highlands Statistical Division	22	85	21	27	7	98	46	17	323	23	12	35	4	2,212	205	2,417	9	9	6	24	2,803	
Rest of Victoria	607	1,274	236	302	163	1,116	939	70	4,707	442	260	702	53	235	274	509	245	206	109	560	6,531	
Balance of Australia	35	82	20	28	29	128	76	5	403	50	30	80	14	16	16	32	20	8	8	36	565	
Not stated	464	1,278	216	244	177	849	610	70	3,908	258	150	408	37	161	161	322	198	149	73	420	5,095	
<b>TOTAL WORKFORCE</b>	<b>10,077</b>	<b>21,842</b>	<b>5,387</b>	<b>6,413</b>	<b>4,485</b>	<b>22,558</b>	<b>14,204</b>	<b>1,176</b>	<b>86,142</b>	<b>6,558</b>	<b>3,735</b>	<b>10,293</b>	<b>1,087</b>	<b>3,307</b>	<b>4,298</b>	<b>7,605</b>	<b>4,775</b>	<b>2,962</b>	<b>1,625</b>	<b>9,362</b>	<b>114,489</b>	

Source: Australian Bureau of Statistics, 2006 Census of Population and Housing. (C) - City, (S) - Shire. See page 2 for Statistical Local Area definitions.

# Traineeships and Apprenticeships

Barwon Region as at 31 August 2008

Occupation	No.
<b>TRAINEESHIPS</b>	
<b>Business &amp; Administration Associate Professionals</b>	<b>352</b>
CIV in Disability Work	150
Diploma of Children's Services	87
CIV in Business (Frontline Management)	28
Advanced Diploma of Children's Services	23
Other	64
<b>Cleaners</b>	<b>72</b>
CIV in Asset Maintenance (Cleaning Operations)	65
Other	7
<b>Elementary Sales Workers</b>	<b>31</b>
CII in Community Pharmacy	14
Other	17
<b>Elementary Service Workers</b>	<b>59</b>
CIII in Caravan Park Operations	24
CIII in Health Support Services	11
Other	24
<b>Factory Labourers</b>	<b>259</b>
CII in Meat Processing (Abattoirs)	92
CII in Food Processing	75
CIII in Meat Processing (Food Services)	39
Other	53
<b>Food Tradespersons</b>	<b>133</b>
CIII in Food Processing	90
CIII in Meat Processing (Slaughtering)	17
Other	26
<b>Health &amp; Welfare Associates Professionals</b>	<b>43</b>
CIV in Out of School Hours Care	12
Other	31
<b>Health Professionals</b>	<b>25</b>
CIV in Health (Nursing)	24
Other	1
<b>Intermediate Clerical Workers</b>	<b>471</b>
CIII in Customer Contact	166
CIII in Business Administration	159
CIII in Business	66
Other	80
<b>Intermediate Sales &amp; Related Workers</b>	<b>1,131</b>
CIII in Retail Operations	608
CII in Retail Operations	300
CIII in Retail Supervision	140
Other	83
<b>Intermediate Service Workers</b>	<b>966</b>
CIII in Hospitality (Operations)	470
CIII in Children's Services	100
CIII in Home and Community Care	57
CIII in Aged Care Work	54
Other	285
<b>Managing Supervisors (Sales &amp; Service)</b>	<b>112</b>
CIV in Retail Management	63
CIV in Customer Contact	24
Other	25
<b>Mechanical &amp; Fabrication Engineering Tradespersons</b>	<b>69</b>
CIV in Competitive Manufacturing	62
Other	7
<b>Other Advanced Clerical &amp; Service Workers</b>	<b>92</b>
CIV in Government	28
Other	64
<b>Other Intermediate Production &amp; Transport Workers</b>	<b>202</b>
CIII in Transport & Distribution (Warehousing & Storage)	106
CIII in Health Service Assistance (Hospital & Community Health Pharmacy)	23
Other	73

Occupation	No.
CII in General Construction	34
CIII in Asset Maintenance (Waste Management)	19
Other	77
<b>Road &amp; Rail Transport Drivers</b>	<b>90</b>
CIII in Transport & Distribution (Road Transport)	84
Other	6
<b>Secretaries &amp; Personal Assistants</b>	<b>23</b>
CIV in Business Administration	22
Other	1
<b>Skilled Agricultural &amp; Horticultural Workers</b>	<b>122</b>
CIII in Rural Operations	40
CIII in Agriculture	25
Other	57
<b>Other Traineeships</b>	<b>265</b>
<b>Total Traineeships</b>	<b>4,647</b>

Occupation	No.
<b>APPRENTICESHIPS</b>	
<b>Automotive Tradespersons</b>	<b>304</b>
CIII in Auto. Mechanical Technology: Light Vehicle	140
CIII in Automotive (Mechanical - Light Vehicle)	37
CIII in Auto. Mech. Tech.: Heavy Vehicle Road Transport	27
Other	100
<b>Construction Tradespersons</b>	<b>1,306</b>
CIII in General Construction (Carpentry)	532
CIII in Plumbing	270
CIII in General Construction (Bricklaying/Blocklaying)	146
CIII in General Construction (Painting and Decorating)	73
Other	285
<b>Electrical &amp; Electronics Tradespersons</b>	<b>337</b>
CIII in Electrotechnology Systems Electrician	284
Other	53
<b>Food Tradespersons</b>	<b>455</b>
CIII in Hospitality (Commercial Cookery)	306
CIII in Food Processing (Retail Baking - Bread)	62
CIII in Meat Processing (Meat Retailing)	40
CIII in Food Processing (Retail Baking - Combined)	23
Other	24
<b>Mechanical &amp; Fabric. Engineering Tradespersons</b>	<b>309</b>
CIII in Engineering - Fabrication Trade	139
CIII in Engineering - Mechanical Trade	109
Other	61
<b>Other Tradespersons &amp; Related Workers</b>	<b>301</b>
CIII in Hairdressing	175
CIII in Furniture Making (Cabinet Making)	62
Other	64
<b>Skilled Agricultural &amp; Horticultural Workers</b>	<b>88</b>
CIII in Horticulture (Landscape)	39
CIII in Horticulture (Turf)	28
Other	21
<b>Other Apprenticeships</b>	<b>99</b>
<b>Total Apprenticeships</b>	<b>3,199</b>

**TOTAL TRAINEESHIPS & APPRENTICESHIPS** 7,846

Source: Department of Innovation, Industry and Regional Development, Skills Victoria. C = Certificate



# Student Enrolments

## Barwon Region 2008

School / Institution	2002	2003	2004 <sup>(1)</sup>	2005	2006	2007	2008	% Change 2007-2008
<b>PRIMARY</b>								
State	16,145	15,565	18,399	17,185	17,175	17,303	17,068	-1.4
Private	5,720	6,137	6,657	6,773	6,724	6,573	6,621	0.7
<b>TOTAL</b>	<b>21,865</b>	<b>21,702</b>	<b>25,056</b>	<b>23,958</b>	<b>23,899</b>	<b>23,876</b>	<b>23,689</b>	<b>-0.8</b>
<b>SECONDARY</b>								
State	10,152	9,931	10,854	11,966	12,101	12,012	11,961	-0.4
Private	7,491	7,883	7,279	8,196	8,379	8,781	8,887	1.2
<b>TOTAL</b>	<b>17,643</b>	<b>17,814</b>	<b>18,133</b>	<b>20,162</b>	<b>20,480</b>	<b>20,793</b>	<b>20,848</b>	<b>0.3</b>
<b>GORDON INSTITUTE OF TAFE</b>								
Full-time	2,848	3,212	3,417	3,800	3,700	4,300	4,040	-6.0
Part-time	14,224	15,390	15,399	16,600	15,800	15,700	15,400	-1.9
Off-campus	649	852	805	500	700	700	260	-62.9
<b>TOTAL</b>	<b>17,721</b>	<b>19,454</b>	<b>19,621</b>	<b>20,900</b>	<b>20,200</b>	<b>20,700</b>	<b>19,700</b>	<b>-4.8</b>
<b>DEAKIN UNIVERSITY<sup>(2)</sup></b>								
Full-time	4,282	4,376	4,502	4,816	4,923	5,211	5,449	4.6
Part-time	635	736	841	897	776	832	812	-2.4
Off-campus	7,406	8,120	8,211	8,026	7,583	7,307	7,040	-3.7
<b>TOTAL</b>	<b>12,323</b>	<b>13,232</b>	<b>13,554</b>	<b>13,739<sup>(3)</sup></b>	<b>13,282</b>	<b>13,350</b>	<b>13,301</b>	<b>-0.4</b>

Source: Department of Education and Early Childhood Development, Gordon Institute of TAFE, Deakin University and Regional Private Schools.

(1) Colac-Otway school enrolments included in 2004 for the first time.

(2) These figures refer to enrolments at the Waurin Ponds & Waterfront Campuses.

(3) Figure revised in 2006.

TRAINEESHIPS

APPRENTICESHIPS  
PROFESSIONALS

BUSINESS  
ADMINISTRATION

EDUCATION



PRIMARY

SECONDARY  
TERTIARY  
OVERSEAS

# Tourist Accommodation at Hotels, Motels & Serviced Apartments (15+ Rooms/Units)

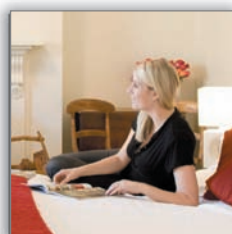
Barwon Region 2007/2008

	(No. Establishments) <sup>(1)</sup>	September <sup>(2)</sup> Quarter 2007	December Quarter 2007	March Quarter 2008	June <sup>(2)</sup> Quarter 2008
<b>GUEST ARRIVALS (no. of persons)</b>					
City of Greater Geelong	24	-	44,949	47,826	-
Geelong	10	16,115	24,192	21,682	20,520
South Barwon	6	4,939	5,994	7,539	4,266
Surf Coast Shire	14	16,674	22,521	26,687	19,943
Colac Otway Shire	13	15,487	22,242	25,661	16,483
Borough of Queenscliffe	3	-	3,240	4,611	-
<b>Total Arrivals</b>		-	<b>92,952</b>	<b>104,785</b>	-
<b>AVERAGE LENGTH OF STAY (days)</b>					
City of Greater Geelong		-	1.8	2.0	-
Geelong		2.2	1.9	2.1	1.9
South Barwon		1.9	2.0	2.0	2.1
Surf Coast Shire		1.7	1.9	2.2	1.7
Colac Otway Shire		1.4	1.4	1.5	1.4
Borough of Queenscliffe		-	1.5	1.6	-
<b>ROOM OCCUPANCY RATE (%)</b>					
City of Greater Geelong		-	59.3	68.8	-
Geelong		55.0	64.5	73.3	60.5
South Barwon		48.5	57.0	65.7	52.9
Surf Coast Shire		40.5	58.9	73.4	36.3
Colac Otway Shire		42.8	58.5	72.3	47.0
Borough of Queenscliffe		-	32.5	48.0	-
<b>EMPLOYMENT (no. of persons)</b>					
City of Greater Geelong		-	440	448	-
Geelong		275	293	317	318
South Barwon		62	70	70	63
Surf Coast Shire		209	238	234	263
Colac Otway Shire		83	96	90	78
Borough of Queenscliffe		-	58	55	-
<b>Total No. of Employees</b>		-	<b>832</b>	<b>827</b>	-
<b>TAKINGS FROM ACCOMMODATION (\$000)</b>					
City of Greater Geelong		-	5,885	6,956	-
Geelong		3,011	3,835	4,293	3,405
South Barwon		445	568	709	571
Surf Coast Shire		2,098	3,582	4,844	2,700
Colac Otway Shire		1,162	1,837	2,357	1,301
Borough of Queenscliffe		-	294	420	-
<b>Total Takings</b>		-	<b>11,598</b>	<b>14,577</b>	-

Source: Australian Bureau of Statistics, Tourist Accommodation Small Area Data, Catalogue No. 8635.2.55.001. All hotels, motels and serviced apartments with 15 or more rooms/units are included in the survey. Data for areas within the City of Greater Geelong (excluding Geelong and South Barwon) are included in the total for the City.

(1) Number of establishments is based on figures for the June Quarter 2008.

(2) Some data for the September quarter 2007 and the June quarter 2008 is unavailable for the City of Greater Geelong and the Borough of Queenscliffe to ensure the privacy of respondents.



# Peak Overnight Population in Selected Locations

Barwon Region December 2007 - January 2008

Area	Permanent Population 2008	Population Holiday Homes	Population Caravan Parks or Camping Sites	Population Hotels, Motels, Units & B&Bs	Peak Overnight Population
<b>CITY OF GREATER GEELONG</b>					
Barwon Heads	3,369	4,053	2,310	275	10,007
Clifton Springs/Drysdale	11,160	2,700	0	9	13,869
Indented Heads	582	3,316	1,270	0	5,169
Ocean Grove	11,690	8,529	7,756	340	28,315
Portarlington	3,098	8,529	6,035	164	17,826
St Leonards	1,732	6,269	1,155	20	9,177
Geelong Rural Towns	5,225	1,497	495	51	7,268
Urban Geelong	165,937	29,863	4,565	2,906	203,271
<b>SURF COAST SHIRE</b>					
Aireys Inlet/Fairhaven/Moggs Creek	1,194	5,063	433	409	7,098
Anglesea	2,278	10,202	4,262	689	17,431
Deans Marsh	643	1,192	0	112	1,947
Jan Juc	3,190	3,118	1,164	72	7,543
Lorne	950	6,585	2,598	2,109	12,242
Torquay (incl. Bellbrae)	8,808	8,961	5,103	1,106	23,979
Winchelsea (incl. Winchelsea South)	2,409	627	0	41	3,076
Surf Coast Rural Towns	2,551	536	0	145	3,232
<b>BOROUGH OF QUEENSLIFFE</b>					
Point Lonsdale	2,570	6,463	760	200	9,993
Queenscliff	1,352	2,386	1,965	691	6,394
<b>GOLDEN PLAINS SHIRE</b>					
	16,811	2,981	0	53	19,845
<b>COLAC OTWAY SHIRE</b>					
Apollo Bay/Marengo/Skenes Creek	2,159	7,095	3,835	1,647	14,737
Barwon Downs (incl. Forrest)	331	473	0	37	841
Carlisle River	343	468	0	0	810
Colac (incl. Colac West & Elliminyt)	11,544	2,655	1,540	353	16,092
Lavers Hill	195	424	0	37	656
Wye River	150	2,190	1,669	64	4,073
Colac Rural Towns	5,688	2,111	1,378	722	9,900
<b>TOTAL BARWON REGION</b>	<b>265,852</b>	<b>125,526</b>	<b>48,293</b>	<b>12,252</b>	<b>451,923</b>

Source: City of Greater Geelong, Geelong Otway Tourism, Australian Bureau of Statistics, RACV Tourist Accommodation Guide and regional tourism operators.

#### Assumptions

**Population:** 2006 Census (place of usual residence) population has been projected to the current year using annual growth rates for 2001-2006.

**Holiday Homes:** Occupied on average by 6 persons. Annual estimates for increases in holiday homes are generated from building approval data for each area.

**Caravans/Camping Sites:** Occupied on average by 5 persons.

**Hotels, Motels, Units and B&Bs:** Occupied on average by 2 persons per bedroom (unless specific data on capacity is available).

An example of a peak weekend is New Years weekend.



# 2007/2008 Regional News Events

*As reported by Geelong Region media*



## July 2007

- 5/7** The State Government approves plans for a \$12.5m Safeway supermarket, offices, specialty shops and four dwellings on the former Ropeworks site in Pakington Street Geelong West.
- 12/7** Up to 180 new jobs are expected to be created when the Federal Government's Child Support Agency relocates to its new Geelong offices in Ryrie Street, which will allow for the expansion of its services.
- 19/7** Ford Australia announces plans to close its Geelong engine plant in 2010 due to declining Falcon and Territory sales, which will result in 600 job losses.
- 26/7** Geelong based company, Rays Outdoors, wins the overall Geelong Advertiser Business of the Year Award for 2007.
- 27/7** A new \$19m aged care facility officially opens at Barwon Health's McKellar Centre in North Geelong. The Blakiston Lodge development includes 45 high care beds and 45 aged persons mental health beds.

## August

- 1/8** Jetstar is named the world's best low cost airline in the 2007 World Airline Survey.
- 7/8** Snoopa Community Group, an electronic health service, launches operations from its new national headquarters in North Geelong. The company's purpose built facility will employ 50 staff in the nursing and information technology sectors.
- 9/8** The Austin Group announces its decision to move its Geelong head office to Port Melbourne, resulting in the relocation of 40 jobs.

- 14/8** The Victorian Civil and Administrative Tribunal (VCAT) approves plans for a \$30m five-storey medical centre adjacent the Geelong Private Hospital. The centre will include 55 medical suites, a pharmacy, pathology laboratory and café and will link to Geelong Private Hospital with an enclosed bridge over Argyle Street.
- 15/8** Barwon Water releases its Draft 2008-2013 Water Plan, which contains a \$511m capital works program including a pipeline connection to Melbourne's water supply, a water recycling plant near Shell's Geelong Refinery and a major new borefield at Anglesea.
- 15/8** Geelong's Australian Technical College announces that it will be expanding its curriculum during its second year of operation to include automotive diesel, electrical, bricklaying, cabinet making and plumbing courses.
- 16/8** Geelong hosts BioForum 07, the inaugural conference of national biotechnology industry group AusBiotech.
- 17/8** Local biotechnology cluster, BioGeelong, receives a \$82,000 grant from Regional Development Victoria to create a biotech investment strategy and expand the local biotech skills base.
- 17/8** Racing Victoria Ltd officially opens its new \$3.7m all weather synthetic track at the Geelong Racecourse.
- 20/8** A new \$20m warehouse complex opens on Settlement Road in Belmont that incorporates Spotlight and Anaconda stores.
- 24/8** A new cancer patient information centre opens next to Barwon Health's Andrew Love Centre that will provide information for patients, carers and health professionals on all types of cancer, treatment and services.
- 27/8** Barwon Health and Deakin University announce plans to establish a \$24m state-of-the-art medical research and training precinct at Geelong Hospital. The facility will include a new clinical school to train doctors and other health professionals, and a clinical research centre that will include laboratories, office space and infrastructure for clinical trials.
- 27/8** Barwon Biomedical Research scientist and Barwon Health doctor, Associate Professor Mark Kirkland, is awarded the Geelong Researcher of the Year for his world first discovery of how to turn muscle stem cells into beating heart cells, which could lead to new medical treatments to help repair hearts and other organs.
- 29/8** The City of Greater Geelong approves subdivision concept plans for 83 hectares of land on the former quarry site at Fyansford, pending public consultation and ministerial approval to rezone the site. It is proposed that the development will include 595 conventional housing lots, 270 medium density housing lots and 100 sites for units.
- 30/8** Avalon Airport announces \$4m expansion plans for its domestic terminal, including a second departure gate and expanded arrivals area to meet growing demand.

## 2007/2008 Regional News Events - *continued*

### September

- 4/9** The Federal and State Government and Ford Australia launch the \$24m Geelong Investment and Innovation Fund (GIIF). The Fund targets investment proposals that will create new or additional business capacity designed to enhance employment, business and economic opportunities in the Geelong Region.
- 5/9** Textile companies Melba Industries and Brintons Carpets receive \$50,000 in State Government funding auspiced by the City of Greater Geelong to test technologies aimed at recycling their dye-house waters.
- 21/9** The Federal Government commits \$14m towards the \$28m stage 2 redevelopment of Skilled Stadium, which will include the redevelopment of the Ross Drew Stand, expansion of the gymnasium and water harvesting and recycling systems to maintain surrounding sports fields. The project will increase ground capacity by 3,500 to more than 30,000. The remaining funding will come from the State Government (\$6m), the AFL (\$3m), the Geelong Football Club (\$3m) and the City of Greater Geelong (\$2m).
- 21/9** Aldi opens its third Geelong supermarket in Newcomb.
- 26/9** Geelong is officially confirmed as the host city for the World Road Cycling Championships in 2010.
- 28/9** Alcoa Australia Rolled Products (AARP) announces its intention to close one of its Point Henry casting plants in April 2008. The company is seeking voluntary redundancies before cutting approximately 56 jobs.
- 29/9** Geelong Football Club wins the 2007 AFL Grand Final.

### October

- 4/10** The Surf Coast Shire purchases 20 hectares of land in North Torquay for its planned Civic and Community Precinct that includes new shire offices, sporting and recreation facilities, community rooms and a cultural precinct. The project has a 10 to 15 year timeframe.
- 6/10** A feasibility study is being conducted into a \$200m ethanol plant in Geelong that would create 60 full time jobs. One of the proposed locations for the plant is the Heales Rd industrial estate.
- 6/10** Parks Victoria starts to prepare a master plan and economic study for the Portarlington Safe Harbour, which is aimed at strengthening the local aquaculture industry, improving recreational boating opportunities, and enhancing community & tourism infrastructure, including a possible ferry terminal.
- 10/10** Goodman Fielder Ltd announces that it will close its Geelong bakery in November 2007 resulting in 44 redundancies. The sales office and distribution depot at Geelong will remain in business.
- 12/10** Sands Print Group announces that they will be moving from Breakwater to a new facility in Derrimut (Melbourne) by September 2008, resulting in the relocation of approximately 60 jobs.
- 26/10** Plans are approved for a \$5.5m 60 bed aged care facility in North Geelong.

### November

- 12/11** The Federal Government commits \$45m to stage 4b of the Geelong Ring Road, which will continue the road for approximately 5km west from Anglesea Road near Hams Road to the Princes Highway West near Draytons Road.
- 13/11** Greenearth Energy Ltd launches a share offer to further explore promising geothermal sites in Geelong. The process involves tapping into natural underground hot water reserves, which could supply cheaper electricity and create jobs for Geelong.
- 13/11** The Geelong Football Club outlines plans for a third stage of the Skilled Stadium redevelopment, including a new stand on the Gary Ablett Terrace at the City end of the ground, which would increase capacity to 35,000.
- 14/11** The Hamptons Development Group announces plans to subdivide the Barwon Heads Rondor Caravan Park into housing blocks.
- 16/11** The City of Greater Geelong approves the rezoning of 63 hectares of land in Fyansford bounded by Church Street, the Geelong Ring Road, Graylea Ave in Herne Hill and the former Fyansford cement works. The Riverlee housing development will provide for up to 240 housing lots and 340 dwellings.
- 19/11** Linfox announces plans to build a new \$30m international terminal at Avalon Airport that would create up to 420 jobs. Plans for the 8,000sqm building include processing for customs, quarantine and immigration, along with retail, dining, duty free and food & beverage outlets. The plans are subject to Federal Government approval.
- 19/11** Bellarine Tourism receives a \$29,500 grant from State and Local Government to help with the development of a Seafood, Wine and Farm Gate Trail that promotes the region's quality food and wine products.
- 21/11** St Josephs College opens its new \$4.5m science and information technology complex.
- 24/11** Lara olive oil producer, Boundary Bend, is voted Australia's best agribusiness exporter at the Australian Export Awards.
- 24/11** Development company, Stockland, unveils amended plans for a 660 lot residential development at Point Lonsdale. Plans also include a community centre, retirement village and an aged care facility.
- 28/11** The Broderick Road overpass, that will connect the Princes Freeway to the Geelong Ring Road, opens to traffic.

## 2007/2008 Regional News Events - *continued*

### December

- 1/12** The new \$16m Waurm Ponds Plaza opens on the corner of Rossack Drive and the Princes Highway, which includes showrooms and bulky goods outlets.
- 7/12** Lara based company, Boomaroo Nurseries, announces \$8m expansion plans to boost production capacity by 60 per cent. To assist with the expansion, the State Government is partially funding a \$650,000 project to capture and treat alternative sources of water.
- 14/12** Avalon Airport opens its new domestic terminal after \$4m expansion works, while Jetstar announces an anticipated 40 percent increase in its daily flights from Avalon by April 2008.
- 14/12** The State Government announces the allocation of \$100,000 in grants to assist with the expansion of three Geelong businesses including, Australian Pet Essentials, Huyck Australia and Jindalee Estate's Idyll Vineyard. The three projects are expected to create 70 new jobs.
- 15/12** The City of Greater Geelong and Gordon Institute of TAFE offer \$500 training grants to 50 small businesses to undertake specialist short courses in areas such as business planning, marketing, customer service and recruitment.
- 15/12** Australian Unity Investments officially opens the redeveloped Waurm Ponds Shopping Centre after its \$35m expansion, including 42 specialty stores, an expanded Target store, improved vehicle and pedestrian access and a one-third increase in floor space to 21,000sqm.
- 18/12** Ford Australia unveils its new \$27m Research and Development Centre in Geelong, updated stamping operations and new You Yangs testing facilities.
- 19/12** The Surf Coast Shire approves the Four King's precinct at Anglesea, including 18 apartments, five shops and a restaurant.
- 21/12** Bekaert Australia Steel Cord closes its North Shore factory resulting in 74 job losses.
- 22/12** Hendersons Automotive Technology closes its North Geelong factory after going into voluntary administration in November, resulting in 37 job losses.
- 28/12** Plans are approved for a \$1.5m medical centre along Western Beach Road in Geelong.

### January 2008

- 3/1** The Apollo Bay marina reopens after a \$1.6m upgrade.
- 10/1** Construction work commences on the \$16.5m expansion of the St John of God Hospital on the former Geelong Tyre Centre site opposite its current Myers Street facility. The new Surgery Medical Centre will include three new operating theatres, two levels of consulting suites, pathology and radiology services and an underground car park.
- 21/1** Geelong's first Skills Store opens at the Gordon Institute of TAFE, which will offer a free service to help people learn more about vocational education and training and gain recognition for their existing skills.

- 26/1** Deakin University unveils \$13m expansion plans for the Geelong Technology Precinct, including the construction of a Future Design and Manufacturing facility and a 3,000sqm Proof of Concept building. This investment will enable Deakin to expand its research program and build more industry partnerships nationally and internationally. Construction is expected to be completed by 2010 and it is anticipated that the expansion will create up to 400 direct and indirect jobs.

### February

- 1/2** Work commences on the \$40m second stage of the Promenade Tower apartments along Waterfront Geelong. The nine-storey residential development will include 37 apartments facing into Bellerine Street.
- 16/2** Construction of the new \$60m TAC building is on schedule for completion before 2009. The project has employed approximately 230 construction workers and when complete, the building will have a Five Green Star rating with grey water recycling.
- 23/2** Powercor will undertake a \$19m upgrade of Geelong's Terminal Station to secure regional power supplies and cater for economic growth. Work is expected to be completed by March 2009 and 30 jobs will be created during construction.
- 28/2** The Great Ocean Road Coast Committee lodges plans with the Surf Coast Shire for a \$3m development on Torquay's Fisherman's Beach, including a foreshore restaurant, kiosk, a new building to house the Torquay Angling Club and a new two level building for Torquay Marine Rescue.

### March

- 3/3** Torquay's new \$80m 164-room hotel, Crowne Plaza, is unveiled to the public before its official opening later in the month. The hotel is a central part of the Casey Group's \$130m beach-front resort development that also includes retirement properties.
- 5/3** Geelong Otway Tourism wins the Qantas Australian Tourism Award for Meetings and Business Tourism for the third year in a row.
- 7/3** A \$3.4m track upgrade of the Anglesea Australian Automotive Research Centre is unveiled, which will create 25 new professional and technical positions.
- 8/3** Geelong's Gordon Institute of TAFE becomes the first TAFE in Australia to provide a research qualification in biotechnology.
- 12/3** Geelong company, 7 Star, lodges plans to build a factory in North Geelong that is capable of producing 500 houses per year and will employ 90 full time staff.
- 24/3** Lara manufacturing company, Chemring Australia (formerly Pains Wessex), announces expansion plans worth \$15m, which are expected to create 115 new jobs by 2016.
- 27/3** The Federal Government announces that Geelong will receive \$20m over four years to develop an Innovative Regions Centre at Deakin University as a part of its \$251m Enterprise Connect network program. The centre aims to help small to medium businesses connect to a national network of other enterprises of a similar size.

## 2007/2008 Regional News Events - *continued*

### April

- 1/4** The Victorian Civil and Administrative Tribunal (VCAT) approves plans to demolish the Queenscliff Nursing Home in Hesse Street, to make way for 23 apartments and five shops.
- 2/4** Work commences on the 16,000sqm Geelong Gateway project. The development will include 11 retail outlets at Geelong's entrance in Corio.
- 5/4** Carpet manufacturer, Brintons, announces that it will close its Breakwater factory by June 2008, resulting in 100 job losses.
- 15/4** Indian IT company, Satyam Computer Services, announces plans to build a 10 hectare software development, training and research centre at Deakin University in Waurm Ponds. The \$75m complex will create 2,000 skilled jobs over the next eight years with more jobs opening up during construction.
- 17/4** Westfield Geelong opens the first stage of its \$150m redevelopment, which includes a refurbished Coles supermarket, improved food court and 20 specialty stores. The second stage is expected to open in July 2008 with a further 80 stores. The redevelopment has created 1,300 jobs during construction and 800 jobs after construction, and will increase floor space at the centre from 35,000sqm to 50,000sqm.
- 22/4** Geelong company, Chartwell Enterprises, ceases trading after going into receivership and voluntary administration, resulting in 40 job losses.
- 23/4** The Colac Otway Shire approves plans for the \$200m Great Ocean Green development that includes an 18 hole golf course, resort and approximately 500 housing lots on the Barham River flats between Apollo Bay and Marengo.

### May

- 1/5** Prime Minister, Kevin Rudd, officially opens Victoria's first Rural and Regional Medical School at Deakin University's Waurm Ponds campus. The \$23m school will accommodate 120 new medical places, which is expected to increase to 480 places by 2011.
- 10/5** A \$70m Masterplan is unveiled to redevelop Lt Malop Street in Geelong into a cultural precinct, including a redeveloped performing arts centre, library/heritage centre, Courthouse Youth Arts Centre and an expanded art gallery.
- 24/5** Further expansion plans are unveiled for the Waurm Ponds shopping centre to increase floorspace from 21,000sqm to 35,000sqm. Plans include a new Officeworks, Kmart, Coles and a liquor store. The centre was reopened in December 2007 after a \$35m redevelopment.
- 24/5** CSIRO announces up to 25 job losses at its Belmont textiles research facility. Research activities at the Belmont facility will continue under the umbrella of the Material Science and Engineering division.

**30/5** Barwon Health's new \$25m aged care centre, the Alan David Lodge, opens in Grovedale offering 108 high care beds.

**31/5** Demolition work begins at the Rippleside shipyards to make way for the \$80m residential development that includes 178 apartments and townhouses, a restaurant, foreshore walkway and a marina with 160 berths.

### June

**4/6** Biotech company, ChemGenex, announces that its leukemia drug, Omacetaxine (previously Ceflatonin), has cured 60 per cent of patients in a recent clinical trial. ChemGenex will seek approval for the drug with the US Food and Drug Administration and Australia's Therapeutic Goods Administration.

**9/6** The first \$3.3m of the \$24m Geelong Investment and Innovation Fund (GIIF) is allocated to Geelong based projects, which will create 193 full time jobs across the region. Companies awarded funding include Mako Craft Pty Ltd (80 new jobs), Air Radiators (44 jobs), Challenge Meats (45 jobs) and Modern Olives (24 jobs).

**10/6** Plans are approved for a \$9.5m 4-storey office development in Ryrie Street Geelong that will also include a café and retail outlets.

**12/6** The State Government confirms that \$8m in funding will be channelled into training through Geelong's International Fibre Centre at Waurm Ponds. The textile skills and research centre will use the funding to help local companies boost their industry training.

**18/6** A \$1.7m shellfish research project will be carried out to aid the expansion of the Bellarine Peninsula's mussel industry. The project, to run over five years, includes establishing a hatchery at the Department of Primary Industries' (DPI) Queenscliff facility to ensure a reliable supply of mussel spat that will improve mussel farming productivity and competitiveness.

**19/6** Plans are approved for, 'G73', a \$25m 6-storey office development on the corner of Gheringhap and Lt Myers Streets in Geelong.

**20/6** The City of Greater Geelong approves the Arlington Rise subdivision in Portarlington that will allow for approximately 300 housing lots.

**25/6** Plans are approved for the \$80m redevelopment of the Torquay Golf Club. The RACV's plans include a 70-room hotel with recreational facilities and day spa, a 170 seat restaurant and café, and a conference centre for up to 200 people. All tees and greens are to be reconstructed on the 18-hole golf course, which is to be made longer and drought proof.



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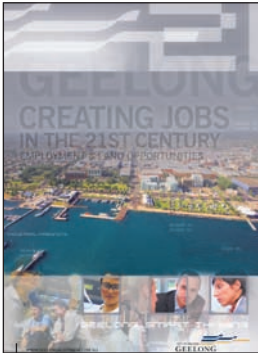
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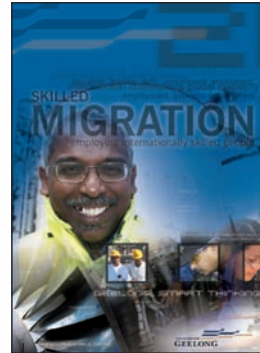
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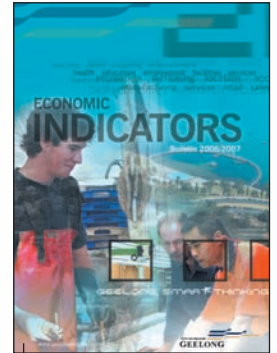
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