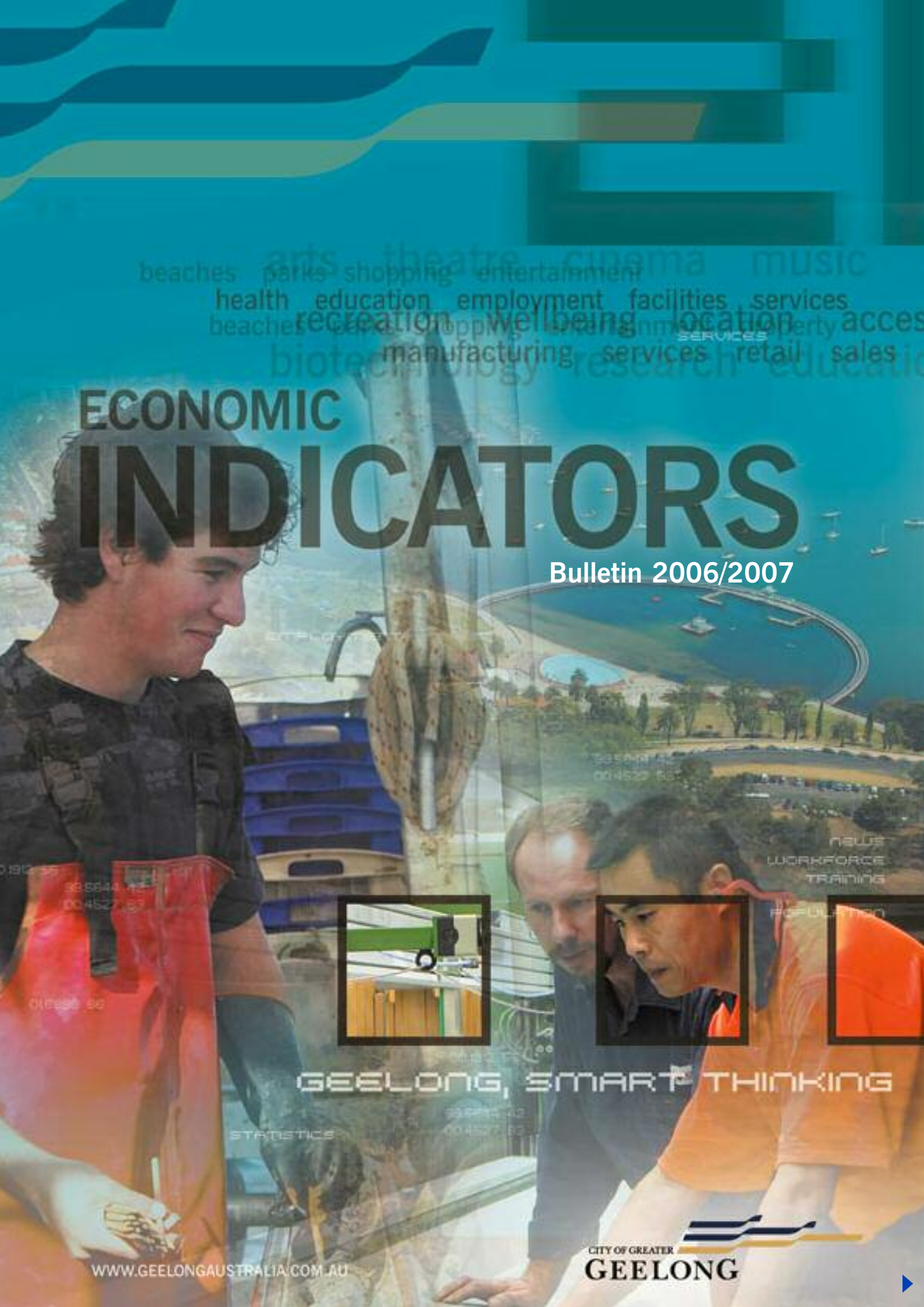


arts theatre cinema music  
beaches parks shopping entertainment  
health education employment facilities services  
recreation wellbeing location access  
beaches parks shopping entertainment  
biotechnology research education  
manufacturing services retail sales

# ECONOMIC INDICATORS

Bulletin 2006/2007



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:** 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 Local Areas (SLA):**

**City of Greater Geelong: Greater Geelong Part 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), Lovely Banks, Norlane, North Geelong (Geelong West SLA), North Shore. *Geelong SLA:* Breakwater, East Geelong, Geelong City (also Geelong West SLA), South Geelong, Thomson. *Geelong West SLA:* Drumcondra, Geelong West, Herne Hill (also Corio SLA), Manifold Heights, Rippleside. *Newtown SLA:* Newtown. *South Barwon SLA:* Belmont, Grovedale, Highton, Marshall, Mount Duneed (also Surf Coast East), Wandana Heights, Waurin Ponds.

**Greater Geelong (Pt B) SLA:** Barwon Heads, Breamelea, Clifton Springs, Connewarre, Curlewis, Drysdale, Indented Head, Marcus Hill, Ocean Grove, Portarlington, St Leonards, Wallington. **Greater Geelong (Pt C) SLA:** Anakie, Balliang, Batesford (also Golden Plains South East SLA), Little River.

**Surf Coast Shire: Surf Coast East SLA:** Bellbrae (also Surf Coast West), 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 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, Ilrewillipe, 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:** Place of usual residence on Census night.

**As Enumerated Population:** Population counted at home on Census night.

**Estimated Resident Population (ERP):** The ERP is an annual estimate of the number of persons who usually reside in an area. The estimate is based on the results of the Census of Population and Housing (as enumerated population). A linear regression model is used to calculate intercensal growth. Independent indicators of population change, such as occupied dwellings and Medicare enrolments are used. Data on births, deaths, net migration and natural increases are calculated to obtain movements in age.

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REGION



## Geelong, Victoria, Australia

Geelong, located some 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 an estimated resident population of 205,929 residents and the broader Barwon Region has a population of 269,988 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 of over 120,000 people and an excellent array of business support services.

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

## 2006/2007 The Year in Review

### Regional Highlights

Key indicators of economic performance reflect another year of sound growth in the Barwon Region for 2006/2007.

Non-residential building activity reached an all time high (\$310.7m), unemployment was at its lowest level for some time (4.0%), residential property values rose across all municipalities, the population of the Region grew and trade levels through the Port of Geelong were up on last year.

Investment in new residential development was more conservative during the year particularly when compared to the unprecedented growth trends of 2001-2004.

Business confidence in the Region remained strong during the year with a number of major investment projects approved, commenced or announced.

During 2006/2007 a number of major projects were given the go-ahead including a \$64m water recycling plant near Shell's Geelong Refinery, \$30m for a new medical centre adjacent the Geelong Private Hospital, \$20m for the redevelopment of the Western Heights Secondary School and Community Centre, \$20m for the expansion of GeelongPort's Corio Quay North terminal, \$16.5m for the expansion of the St John of God Hospital and \$6.8m for the redevelopment of Barwon Prison to include a "Supermax" High Security Unit.

Work also got underway on a number of significant commercial projects including the \$150m redevelopment of Westfield's Bay City shopping centre, construction of the \$100m headquarters of the Transport Accident Commission, construction of the \$50m Edgewater Apartments on waterfront Geelong and the \$35m upgrade of the Waurin Ponds Shopping Centre.

A number of ambitious investment projects were announced during the year including \$100m plans for a housing development in Leopold, \$90m retirement village and nursing home in Moolap and a \$25m six storey residential/commercial development on the corner of Western Beach Road and Cunningham Street.

### Employment Trends

Regional employment indicators for 2006/2007 continue to show a strong local labour market. The Australian Bureau of Statistics estimates that in June 2007, the unemployment rate for the Barwon Western District was 4.0% compared with that for Victoria 4.4%. 7,700 people were seeking work compared with 9,900 people seeking work during June 2006.

Data released by the Department of Employment and Workplace Relations measuring movements in the labour market (based on different statistical assumptions to ABS methods), also show a decrease in the unemployment rate in the Barwon Region to 6.0% (from 6.4% the previous year).

Each of the five regional municipalities experienced a drop in their unemployment rate. The unemployment rate for the City of Greater Geelong dropped to 6.7% (from 7.0%), the Surf Coast Shire fell to 3.6% (from 3.8%), the Borough of Queenscliffe fell to 3.4% (from 4.6%), the Golden Plains Shire dropped to 3.9% (from 4.3%) and the Colac Otway Shire fell to 4.5% (from 5.2%).

The demand for labour in the Region, as measured by the average number of job vacancies advertised each week in the Geelong Advertiser remained strong at 220 vacancies per week. This represents an increase of 1.9% on the previous year.

Persons requiring financial assistance through Centrelink, as a result of their employment circumstances, also dropped by 5.8% during 2006/2007.

### Building Activity

\$752.6m worth of building activity was carried out in the Region during 2006/2007, a slight decrease on last year's figure of \$754.7.

### Non-Residential Building Activity

An unprecedented \$310.7m worth of non-residential building activity was undertaken in the Region during 2006/2007, an increase of 0.8% on the previous year.

\$75.7m worth of commercial construction projects were undertaken in the Region. Major projects include the construction of the TAC's new offices, alterations to tourist accommodation facilities, new commercial showrooms and a new animal boarding facility.

\$73.9m worth of construction was undertaken on health related projects. This includes the construction of new aged care and special accommodation facilities, major works at the Geelong Hospital and several new medical centre facilities.

\$73m worth of construction was undertaken on retail projects. Westfield and Aldi were amongst major retailers to invest/reinvest in the Region along with owners of the Waurm Ponds Shopping Centre and the Gateway Plaza at Leopold.

\$71.8m worth of construction on new public buildings was undertaken in the Region. A new regional fire station and alterations to Barwon Prison were amongst the largest projects in this sector.

\$16.4m worth of manufacturing construction was generated during the year, with major companies such as Ford, Alcoa and Pivot all undertaking significant work.

### Residential Building Activity

A total of 1,863 new residential building approvals were issued throughout the Barwon Region during 2006/2007 for a total value of \$441.9m. The number of new dwelling approvals fell by 15.7% on last year's figure.

Investment in new residential development was more conservative during the year particularly when compared with the unprecedented growth trends of 2001-2004. This appears to be a Victorian state-wide trend. Recent upward movements in interest rates may be contributing to investor caution.

The City of Greater Geelong issued 1,117 approvals for a total value of \$246.9m. This represents a drop of 19.9% on last year's figure.

Within Urban Geelong new residential growth was strongest in the City's southern suburbs of Grovedale (127 approvals), Highton (99 approvals) and Waurm Ponds (76 approvals).

To the City's north, the suburbs of Corio (67 approvals), Lara (46 approvals) and Lovely Banks (37 approvals) experienced strong growth, as did Leopold (62 approvals) to the City's east.

Urban infill development was evident in the suburbs of Bell Park (33 approvals), Hamlyn Heights (23 approvals) and Newtown (23 approvals).

Strong residential building activity on the Bellarine Peninsula continued during the year with significant development in the townships of Ocean Grove (92 approvals), Drysdale (50 approvals), St Leonards (43 approvals) and Barwon Heads (33 approvals).

388 new dwelling approvals worth \$117.6m were issued for the Surf Coast Shire. This represents a drop of 20.5% on last year's figure. Torquay accounted for the majority of new development within the municipality (261 approvals).

58 new dwelling approvals were issued for the Borough of Queenscliffe worth \$17.8m, an increase of 56.8% on last year.

152 new dwelling approvals worth \$29.5m were issued in the Golden Plains Shire. This represents a decrease of 8.4% on last year. Townships experiencing the strongest growth include Bannockburn (55 approvals) and Teesdale (16 approvals).

148 new dwelling approvals were issued for the Colac Otway Shire worth \$29.9m, an increase of 18.4% on last year's figure. Townships experiencing the strongest residential growth include Colac (30 approvals), Elliminyt (27 approvals) and Apollo Bay (23 approvals).

### Median House Prices in the Barwon Region

Information on the median sale price of houses in the Region as supplied by LANDATA® for 2006, shows ongoing sound growth of the local residential property market.

The median house price in the City of Greater Geelong increased by 5% between 2005 and 2006 to \$264,000. Over recent years the median sale price of residential property in the City's inner areas has been steadily increasing as these areas become more highly sought after. These traditional suburbs now command amongst the highest sale prices in the municipality. Suburbs that attracted the highest median sale prices included Wandana Heights (\$412,000), Newtown (\$355,000), Rippleside (\$346,000), Highton (\$340,000), Waurm Ponds (\$329,000), Geelong City (\$319,000), Manifold Heights (\$319,000) and South Geelong (\$312,500).

Townships on the Bellarine Peninsula that attracted the highest median sale prices were Wallington (\$525,000), Barwon Heads (\$412,000), Ocean Grove (\$325,000) and Indented Head (\$298,750).

The median residential sale price in the Surf Coast Shire for 2006 was \$392,500, an increase of 2% on the previous year. The highest median sale prices were recorded in Lorne (\$677,500), Fairhaven (\$635,000) and Aireys Inlet (\$440,000).

The median sale price in the Borough of Queenscliffe increased by 9% in 2006 to \$510,000.



The median sale price for residential property in the Golden Plains Shire increased by 2% in 2006 to \$211,250. Bannockburn attracted the highest median sale price of \$296,500 followed by Teesdale (\$270,000).

The median sale price of residential property in the Colac Otway Shire increased by 12% during 2006 to (\$217,500). Skenes Creek attracted the highest median sale price (\$480,000), followed by Wye River (\$400,000) and Apollo Bay (\$370,000).

During 2006 a number of areas throughout the Region experienced exceptionally strong sales growth against 2005 figures including Wallington (44%), Skenes Creek (39%), Linton (37%), Fairhaven (35%), North Shore (21%) and Elliminyt (22%).

### Residential Dwellings

The Australian Bureau of Statistics' 2006 Census of Population and Housing shows trends in residential development across the Region.

In 2006 the Region had a stock of 122,047 dwellings, an increase of 9.1% since the 2001 Census. On average each dwelling in the Region is occupied by 2.59 people. This is slightly lower than figures for Australia (2.61 people per household), Victoria (2.64 people per household) and Melbourne (2.66 people per household).

The Barwon Region's geographic attributes on the shores of Corio Bay and Bass Strait (this excludes Golden Plains Shire) makes it an ideal destination for holiday makers. Many of the Region's coastal townships contain a large number of holiday homes that do not accommodate a permanent population. In many townships the number of unoccupied dwellings outnumbers the number of occupied dwellings. At the 2006 Census, there were 100,144 occupied homes in the Region and 21,903 unoccupied homes (17.9%).

Within the City of Greater Geelong coastal towns with the highest proportion of unoccupied dwellings include Ocean Grove (1,489 or 25.6%), St Leonards (1,075 or 58.6%) and Portarlington (1,011 or 43.4%).

In the Surf Coast Shire the highest proportion of unoccupied dwellings were located in Angelsea (1,793 or 65.1%), Torquay (1,320 or 34.1%) and Lorne (1,159 or 72.8%).

In the Borough of Queenscliffe, Point Lonsdale had the highest proportion of unoccupied dwellings (1,138 or 51.6%).

In the Colac Otway Shire, the highest proportion of unoccupied dwellings were in Apollo Bay (951 or 55.0%), Wye River (398 or 84.9%) and Skenes Creek (201 or 79.1%).

### Population Growth

The Australian Bureau of Statistics' 2006 Census of Population and Housing, illustrates patterns of population growth across the Region.

At the 2006 Census, the population of the Barwon Region was 259,052 residents. Between the 2001-2006 Census, the Region grew by 16,102 residents or 1.29% per annum.

Over this same period the City of Greater Geelong grew at 1.24% per annum (197,509 residents in 2006), the Surf Coast Shire grew at 2.01% per annum (21,777 residents), the Golden Plains Shire grew at 2.78% per annum (16,452 residents) and the Colac Otway Shire grew at 0.23% per annum (20,297 residents). The Borough of Queenscliffe declined in population over this period by 0.78% per annum (3,017 residents).

Between the 2001-2006 Census periods the highest level of population growth in the City of Greater Geelong's urban area occurred in Highton which increased in population by 2,150 residents (total population in 2006 of 14,487). This was followed by Grovedale which grew by 1,546 (13,182 residents), Lara which grew by 1,539 (12,847 residents), Waurn Ponds which grew by 1,437 (3,367 residents) and Leopold which grew by 1,178 (8,743 residents).

The City's rural townships which experienced the highest population changes included Ocean Grove which increased in population by 966 (11,278 residents), Barwon Heads which grew by 764 (2,994 residents) and Drysdale which grew by 750 (3,741 residents).

Within the Surf Coast Shire, the township of Torquay experienced the largest population change of 1,549 (6,706 residents). In the Borough of Queenscliffe, Point Lonsdale increased in population by 206 (2,482 residents).

In the Golden Plains Shire the township of Bannockburn increased in population by 929 (2,484 residents), followed by Smythes Creek which grew by 895 (1,391 residents). In the Colac Otway Shire the township of Elliminyt experienced the largest population growth of 611 (2,062 residents).

### Estimated Resident Population

Each year the Australian Bureau of Statistics releases an estimate of the population based on variables such as growth trends, birth and death rates.

In 2006 the estimated resident population of the Barwon Region was 269,988 residents. This represents growth of 0.1% on 2005 figures.

### Trade Through the Port of Geelong

Total trade through the Port of Geelong increased by 1.8% on figures for 2005/2006. 11.4m tonnes of trade was shipped through the Port. Imports were up 4.3% on figures for the previous year whilst exports dropped by 2.4%.

## Education and Training

During 2007 there were 44,669 students enrolled in primary and secondary education in the Barwon Region, an increase of 0.7% on 2006 enrolments. Another 20,700 students were undertaking courses at the Gordon Institute of TAFE and 13,350 students were enrolled in tertiary education at Deakin University's Geelong campuses.

During 2007, a total of 6,881 people were completing a traineeship (4,255) or apprenticeship (2,626) in the Barwon Region. The variety of courses and education being pursued reflects the diverse nature of the regional economy.

CIII and CII in Retail Operations had the highest number of participants (515 and 226 respectively), followed by CIII Hospitality (Operations) (392), CIV Disability Work (166), CII in Customer Contact (140), CIII Business Administration (129) and CII Meat Processing (116).

Enrolments in apprenticeships were highest in the areas of Construction (1,027) specifically Carpentry and Framework, Food (400) specifically commercial cookery and Electrical and Electronic Tradespersons (290) specifically electrotechnology systems electrician.

## Tourism

The Geelong Otway Region is one of Victoria'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.

City of Greater Geelong estimates for 2007 show that the population of the Barwon Region on a peak holiday night swells to 446,477 people from its permanent base of 262,468 residents. This represents an increase of 184,009 people.

## Selected Social Characteristics

Data from the 2006 Census of Population and Housing illustrates a number of social patterns across the Region.

The median household income in the Barwon Region was \$901 per week, slightly lower than the median for Australia (\$1,027), Victoria (\$1,022) and Melbourne (\$1,079).

The median household income across the City of Greater Geelong was \$886 per week. Throughout Urban Geelong the suburbs with the highest weekly household income include Wandana Heights (\$1,739), Waurm Ponds (\$1,395), Drumcondra (\$1,372) and Ripplside (\$1,216). The suburbs that recorded the lowest median household incomes included Norlane (\$528), Thomson (\$569), Breakwater (\$616), Newcomb (\$618) and Whittington (\$626).

Throughout rural Geelong the townships with the highest median household income were Batesford (\$1,351), Little River (\$1,240), Wallington (\$1,232) and Curlewis (\$1,212). The lowest weekly incomes were in St Leonards (\$571), Portarlington (\$594) and Indented Head (\$607).

The median household income in the Surf Coast Shire was \$1,055 per week. The townships with the highest median weekly household income included Gnarwarre (\$1,372), Moriac (\$1,311), Bellbrae (\$1,224) and Gherang (\$1,205). The lowest weekly incomes were recorded in Winchelsea (\$747) and Angelsea (\$787).

The average weekly household income in the Borough of Queenscliffe was \$811 per week.

The average weekly household income in the Golden Plains Shire was \$1,031 per week. The townships with the highest weekly household income included Stonehaven (\$1,181) and Sutherlands Creek (\$1,172). The townships with the lowest median income were Berringa (\$589), Linton (\$624) and Dereel (\$697)

The median weekly household income in the Colac Otway Shire was \$777 per week. The areas with the highest median income were Elliminyt (\$1,083) and Yeodene (\$1,076). The townships with the lowest median household income were Cressy (\$492), Gellibrand (\$599) and Skenes Creek (\$601).

Results of the 2006 Census also allows an insight into the composition of regional households in terms of whether they are made-up of family members, unrelated adults (group households) or whether the house is a lone person household.

"Related family members" make-up the vast majority of households in the Region. However, some locations have household compositions that differ from this trend.

Over one-third of households in the City of Greater Geelong suburbs of Thomson, South Geelong, Herne Hill, Geelong West, Geelong City, North Geelong, Marshall, Newcomb, North Shore, Norlane, St Leonards and Indented Head are comprised of one person only.

Alternatively, Geelong City, Geelong West and South Geelong have a higher proportion of group households.



# Key Economic Indicators for the Barwon Region

## Financial Year Summary 2006/2007

Regional Indicator		2001/02	2002/03	2003/04	2004/05	2005/06	2006/07	% Change 2005/06- 2006/07
<b>EMPLOYMENT INDICATORS</b>								
<b>Australian Bureau of Statistics (ABS)</b>								
<b>- Barwon-Western District - June</b>								
Number Unemployed	No.	9,400	8,800	14,900	12,000	9,900	7,700	-
Unemployment Rate	%	5.3	5.0	8.4	6.6 <sup>(1)</sup>	5.1	4.0	-
Unemployment Rate (Vic)	%	6.0	5.7	5.5	5.1	4.8	4.4	-
Av. Weekly Advertised Employment Vacancies	No.	198	209	211	198	216	220	1.9
<b>Department of Employment and Workplace Relations (DEWR)</b>								
<b>Unemployment Rate (%)<sup>(2)</sup></b>								
City of Greater Geelong	%	5.7	6.8	7.3	8.0	7.0	6.7	-
Surf Coast Shire	"	4.4	4.5	4.4	4.3	3.8	3.6	-
Borough of Queenscliffe	"	3.9	4.6	4.5	5.2	4.6	3.4	-
Golden Plains Shire	"	4.0	4.7	5.1	5.2	4.3	3.9	-
Colac Otway Shire	"	4.0	4.9	5.6	6.3	5.2	4.5	-
Barwon Region	"	5.3	6.3	6.7	7.3	6.4	6.0	-
<b>Centrelink<sup>(3)</sup></b>								
Unemployment Allowance	No.	11,893	11,283	10,543	11,378	11,473	10,808	-5.8
<b>VALUE OF BUILDING ACTIVITY (BARWON REGION)</b>								
<b>Residential</b>								
Dwellings (New)	\$million	\$425.2	\$473.8	\$539.1	\$510.4	\$446.3	\$441.9	-1.0
<b>Non Residential</b>								
Commercial & Industrial	"	\$64.6	\$79.1	\$106.0	\$198.3	\$152.5	\$165.1	8.3
Government & Other	"	\$42.9	\$74.2	\$100.6	\$82.5	\$155.9	\$145.6	-6.6
Total Non Residential	"	\$107.5	\$153.3	\$206.6	\$280.8	\$308.4	\$310.7	0.8
<b>TOTAL BUILDING ACTIVITY</b>		<b>\$532.7</b>	<b>\$627.1</b>	<b>\$745.7</b>	<b>\$791.2</b>	<b>\$754.7</b>	<b>752.6</b>	<b>-0.3</b>
<b>New Dwelling Approvals</b>								
City of Greater Geelong	No.	2,098	1,876	1,982	1,608	1,394	1,117	-19.9
Surf Coast Shire	"	452	442	493	510	488	388	-20.5
Borough of Queenscliffe	"	51	42	40	22	37	58	56.8
Golden Plains Shire	"	188	241	285	186	166	152	-8.4
Colac Otway Shire	"	181	189	189	160	125	148	18.4
<b>TOTAL BARWON REGION</b>		<b>2,970</b>	<b>2,790</b>	<b>2,989</b>	<b>2,486</b>	<b>2,210</b>	<b>1,863</b>	<b>-15.7</b>
<b>Median Weekly Rental Values (3 bedroom house)</b>								
City of Greater Geelong		-	-	-	\$215	\$220	\$250	13.6
Barwon Region		-	-	-	\$220	\$225	\$250	11.1
Melbourne (Metropolitan)		-	-	-	\$230	\$240	\$260	8.3
Victoria		-	-	-	\$210	\$225	\$245	8.9
<b>Median House Prices (Valuer General)*</b>								
City of Greater Geelong		\$185,000	\$222,000	\$245,000	\$251,000	\$264,000	-	5.2
Surf Coast Shire		\$310,000	\$345,000	\$370,000	\$385,000	\$392,500	-	1.9
Borough of Queenscliffe		\$395,000	\$427,500	\$456,750	\$470,000	\$510,000	-	8.5
Golden Plains Shire		\$140,000	\$175,000	\$215,000	\$205,500	\$211,250	-	2.8
Colac Otway Shire		\$140,000	\$163,000	\$192,000	\$195,000	\$217,500	-	11.5

## Key Economic Indicators for the Barwon Region *Financial Year Summary 2006/2007 (continued)*

Regional Indicator		2001/02	2002/03	2003/04	2004/05	2005/06	2006/07	% Change 2005/06-2006/07
<b>ESTIMATED RESIDENT POPULATION (ABS)*</b>								<b>% Change 2005/06</b>
City of Greater Geelong		198,164	200,067	202,615	204,891	205,929		0.5
Surf Coast Shire		21,617	22,098	22,471	23,085	22,802		-1.2
Borough of Queenscliffe		3,263	3,226	3,212	3,191	3,150		-1.3
Golden Plains Shire		15,360	15,766	16,319	16,887	17,077		1.1
Colac Otway Shire		21,145	21,316	21,495	21,698	21,030		-3.1
<b>BARWON REGION</b>		<b>259,549</b>	<b>262,473</b>	<b>266,112</b>	<b>269,752</b>	<b>269,988</b>		<b>0.1</b>
<b>DEMOGRAPHY (ABS)*</b>								<b>% Change 2004/05</b>
<b>Births</b>								
City of Greater Geelong		2,353	2,293	2,358	2,368	-	-	0.4
Surf Coast Shire		262	301	278	279	-	-	0.4
Borough of Queenscliffe		28	17	30	22	-	-	-26.7
Golden Plains Shire		191	221	215	202	-	-	-6.0
Colac Otway Shire		240	232	238	244	-	-	2.5
<b>BARWON REGION</b>		<b>3,074</b>	<b>3,064</b>	<b>3,119</b>	<b>3,115</b>	-	-	<b>-0.1</b>
<b>Deaths</b>								
City of Greater Geelong		1,636	1,623	1,542	1,696	-	-	10.0
Surf Coast Shire		130	130	119	128	-	-	7.6
Borough of Queenscliffe		62	75	62	55	-	-	-11.3
Golden Plains Shire		72	53	58	73	-	-	25.9
Colac Otway Shire		170	181	196	188	-	-	-4.1
<b>BARWON REGION</b>		<b>2,070</b>	<b>2,062</b>	<b>1,977</b>	<b>2,140</b>	-	-	<b>8.2</b>
<b>STUDENT ENROLMENTS*</b>								
Primary School	No.	21,865	21,702	25,056	23,958	23,899	23,876	-0.1
Secondary School	"	17,643	17,814	18,133	20,162	20,480	20,793	1.5
Gordon Institute of TAFE	"	17,721	19,454	19,621	20,900	20,200	20,700	2.5
Deakin University	"	12,323	13,232	13,554	13,739 <sup>(4)</sup>	13,282	13,350	0.5
<b>Trainees &amp; Apprenticeships</b>	<b>"</b>	<b>5,440</b>	<b>5,784</b>	<b>5,530</b>	<b>6,942</b>	<b>6,856</b>	<b>6,881</b>	<b>0.4</b>
<b>NEW VEHICLE REGISTRATIONS (VICROADS)<sup>(5)</sup></b>								
Passenger Vehicles	No.	12,239	12,605	12,594	14,008	13,659	13,521	-1.0
Motor Cycles	"	747	751	783	935	976	1,276	30.7
Light Commercial Vehicles and Trucks	"	2,204	2,297	2,344	2,627	2,744	2,419	-11.8
<b>TOTAL</b>		<b>15,190</b>	<b>15,653</b>	<b>15,721</b>	<b>17,570</b>	<b>17,379</b>	<b>17,216</b>	<b>-0.9</b>
<b>PORT OF GEELONG</b>								
Imports	million tonnes	6.6	6.1	7.0	7.4	7.0	7.3	4.3
Exports	"	6.3	4.8	4.5	4.5	4.2	4.1	-2.4
<b>Total Trade</b>	<b>"</b>	<b>12.9</b>	<b>10.9</b>	<b>11.5</b>	<b>11.9</b>	<b>11.2</b>	<b>11.4</b>	<b>1.8</b>
Vessels	No.	555	515	518	546	560	494	-11.8
<b>CONSUMER PRICE INDEX<sup>(6)</sup></b>								
% Change Australia		2.9	3.1	2.4	2.4	3.2	2.9	-

Sources: City of Greater Geelong; Golden Plains Shire; Borough of Queenscliffe; Building Commission; Toll GeelongPort Pty Ltd; Australian Bureau of Statistics: Unpublished data on unemployment and demography; CPI Catalogue No. 6401.0 and Regional Population Growth Catalogue No. 3218.0. Department of Employment and Workplace Relations, Economic and Labour Market Analysis Branch, Small Area Labour Markets Australia. Office of Housing – Department of Human Services, Geelong Advertiser. Centrelink, Performance and Information Branch. VicRoads, Information Services Department. Department of Education, Regional Private Schools, Deakin University, Gordon Institute of TAFE. LANDATA on behalf of the Department of Sustainability and Environment.

(1) Due to an unusual monthly figure, July data has been used instead of June data.

(2) Figures refer to June Quarter 2007.

(3) Includes Newstart Allowance and Youth Allowance. Number of unemployment allowances for 2004/2005 includes Colac Otway for the first time.

(4) Figure revised in 2006.

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

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

- Data not available.

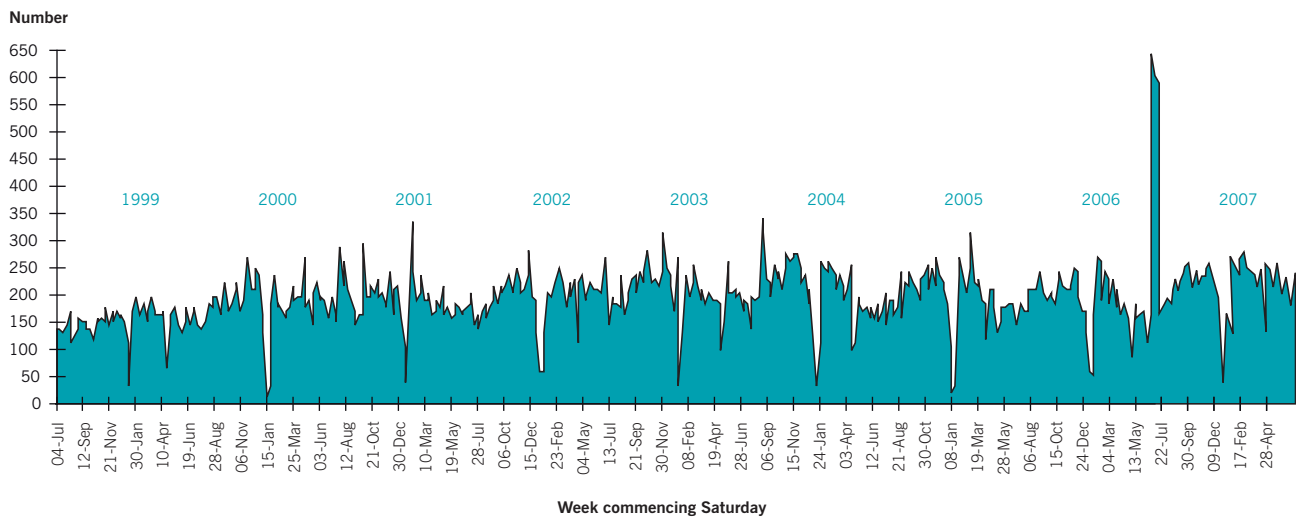
\* Data refers to the calendar year as at 30 June, i.e. financial year 1999/00 equates to calendar year 2000.

# Regional Employment Indicators

## Geelong Advertiser Job Vacancies

An average of 220 job vacancies were reported each week in the Geelong Advertiser during 2006/2007 an increase of 1.9% on last year's average and an increase of 42.9% on figures for 1998/1999 (154 vacancies per week).

## Average Weekly Job Vacancies (as reported in the Geelong Advertiser) 1 July 1998 - 30 June 2007



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 capacity Salesforce call centre.

## Australian Bureau of Statistics – Unemployment Rate

The unemployment rate in the Barwon Western District was 4.0% in June 2007 compared with the Victorian State figure of 4.4%.

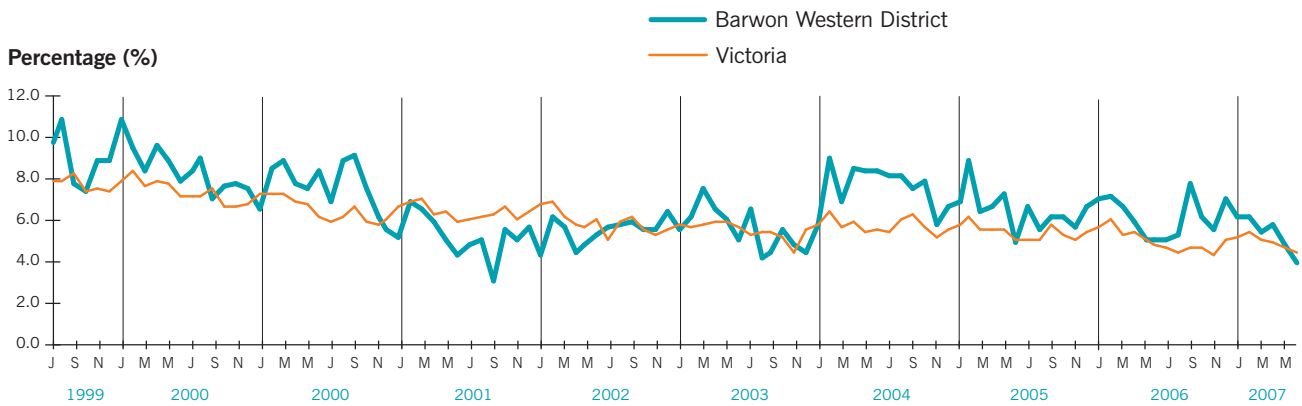
### LABOUR FORCE STATUS BY AGE: BARWON - WESTERN DISTRICT, JUNE 2007 POPULATION AGED 15 YEARS & OVER

Age	Employed ('000)	Unemployed ('000)	Labour Force ('000)	Not in Labour Force ('000)	Unemployment Rate %	Participation Rate %
15 - 19	15.9	*1.6	17.5	11.7	*9.3	59.9
20 - 24	18.0	*2.0	20.0	*2.2	*9.9	90.1
25 - 34	38.7	*1.6	40.3	6.2	*3.9	86.7
35 - 44	34.3	*1.5	35.8	9.0	*4.1	79.9
45 - 54	42.5	*1.0	43.5	8.7	*2.4	83.4
55 - 59	13.8	*0.0	13.8	6.4	*0.0	68.2
60 - 64	14.2	*0.0	14.2	9.6	*0.0	59.8
65+	5.5	*0.0	5.5	62.1	*0.0	8.1
<b>Total Barwon</b>	<b>182.9</b>	<b>7.7</b>	<b>190.6</b>	<b>115.9</b>	<b>4.0</b>	<b>62.2</b>
<b>Victoria</b>	<b>2,591.9</b>	<b>120.2</b>	<b>2,712.1</b>	<b>1,480.8</b>	<b>4.4</b>	<b>64.7</b>

Source: Australian Bureau of Statistics, Labour Force Victoria Unpublished Data. Errors in totals due to rounding.  
\*Data subject to sampling variability. The Barwon-Western District unemployment region refers to the whole of South-West Victoria.

## Regional Employment Indicators *(continued)*

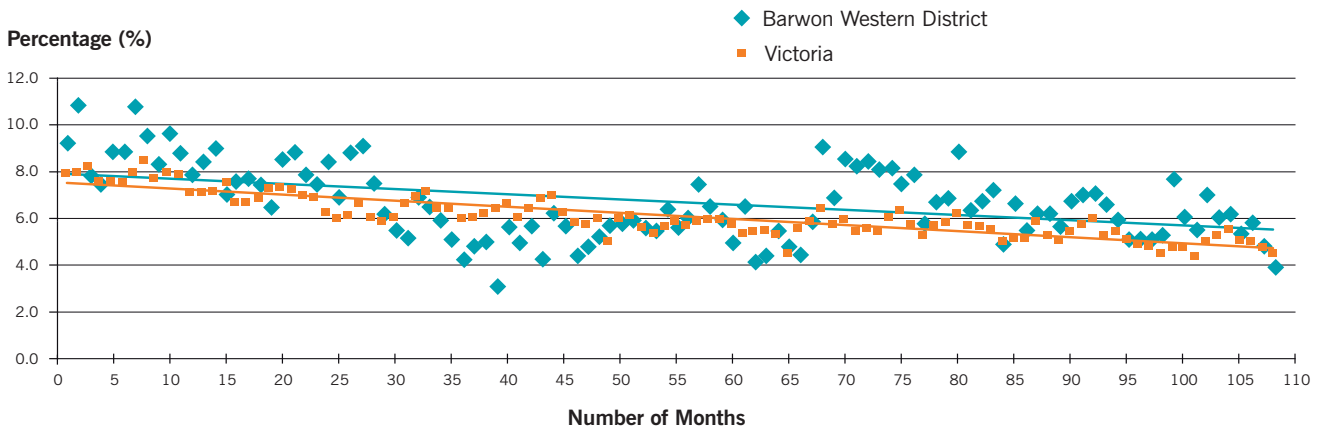
### ABS Unemployment Rate (Monthly) - Barwon Western District vs Victoria



Source: Australian Bureau of Statistics

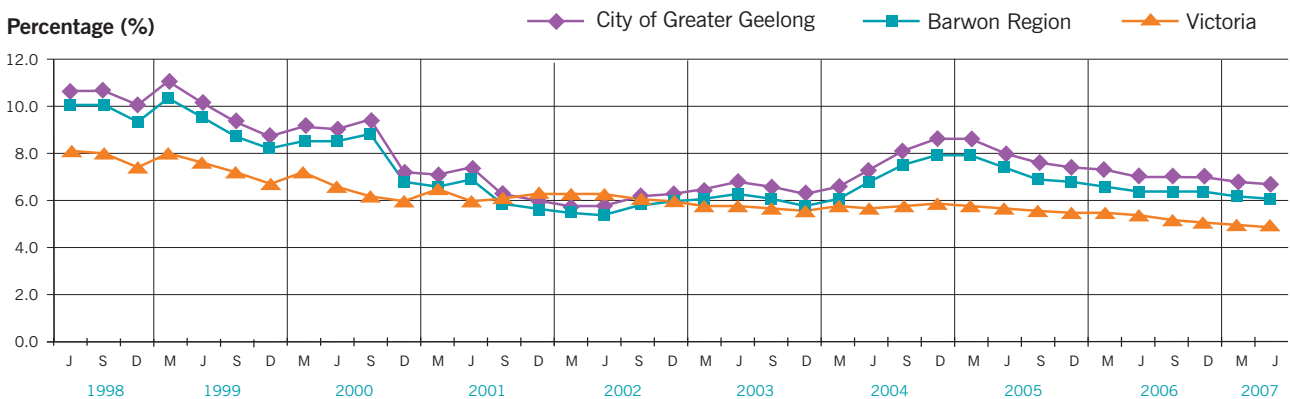
### Trend Line Analysis – Monthly Unemployment Rate July 1998 - June 2007

Trend line analysis shows that between July 1998 and June 2007 the unemployment rate in the Barwon Western District has dropped by 2.2% compared with 2.9% for Victoria.



Source: Australian Bureau of Statistics

### Department of Employment and Workplace Relations - Quarterly Unemployment Rates June 1998 - 2007



Source: Economic and Labour Market Analysis Branch, Department of Employment and Workplace Relations (DEWR), Small Area Labour Markets Australia.

# Building Activity in the Barwon Region

at 30 June 2007

## New Residential Dwelling Approvals

Area	Total Dwellings 2006 <sup>1</sup>	New Dwelling Approvals 2006/07	Value Dwelling Approvals 2006/07 (\$'000)	Estimated Dwellings 30/6/07
<b>CITY OF GREATER GEELONG</b>				
Bell Park	2,066	33	\$5,856	2,099
Bell Post Hill	2,051	8	\$1,537	2,059
Belmont	6,294	17	\$2,903	6,311
Breakwater	500	-	-	500
Corio	5,893	67	\$10,922	5,960
Drumcondra	229	-	-	229
East Geelong	1,776	5	\$1,313	1,781
Fyansford	75	1	\$450	76
Geelong City	2,319	5	\$1,550	2,324
Geelong West	3,205	13	\$2,415	3,218
Grovedale	5,230	127	\$22,169	5,357
Hamlyn Heights	2,602	23	\$4,742	2,625
Herne Hill	1,687	6	\$1,015	1,693
Highton	5,936	99	\$23,433	6,035
Lara	4,473	46	\$10,165	4,519
Leopold	3,288	62	\$12,759	3,350
Lovely Banks	499	37	\$7,296	536
Manifold Heights	1,144	5	\$976	1,149
Marshall	608	10	\$1,428	618
Moolap	511	3	\$592	514
Mount Duneed	354	-	-	354
Newcomb	2,157	10	\$1,442	2,167
Newtown	4,150	23	\$6,965	4,173
Norlane	3,773	6	\$925	3,779
North Geelong	1,139	3	\$1,474	1,142
North Shore	160	5	\$766	165
Rippleside	173	2	\$812	175
St Albans Park	1,766	22	\$3,943	1,788
South Geelong	460	2	\$240	462
Thomson	840	2	\$270	842
Wandana Heights	610	15	\$4,743	625
Waurm Ponds	1,002	76	\$16,628	1,078
Whittington	1,717	16	\$2,204	1,733
Anakie	257	9	\$1,955	266
Balliang	87	1	\$245	88
Batesford	287	13	\$3,710	300
Barwon Heads	1,825	33	\$10,832	1,858
Breamlea	160	1	\$148	161
Clifton Springs	2,992	23	\$4,651	3,015
Connewarre	77	20	\$7,698	97
Curlewis	176	2	\$2,425	178
Drysdale	1,543	50	\$10,753	1,593
Indented Head	844	28	\$5,470	872
Little River	299	5	\$1,343	304
Marcus Hill	132	6	\$1,322	138
Ocean Grove	5,817	92	\$22,251	5,909
Portarlington	2,331	34	\$8,931	2,365
St Leonards	1,834	43	\$9,465	1,877
Wallington	433	8	\$3,816	441
<b>SURF COAST SHIRE</b>				
Aireys Inlet	910	14	\$4,261	924
Anglesea	2,753	27	\$7,725	2,780
Bellbrae	548	1	\$250	549
Deans Marsh	445	5	\$1,702	450
Fairhaven	381	8	\$4,046	389
Freshwater Creek	214	-	-	214
Gherang	230	-	-	230
Gnarwarre	310	4	\$792	314
Jan Juc	1,686	21	\$6,114	1,707
Lorne	1,591	22	\$14,230	1,613
Moggs Creek	169	2	\$973	171
Moriac	193	11	\$3,208	204
Torquay	3,872	261	\$72,297	4,133
Winchelsea	815	12	\$1,970	827
Winchelsea South	123	-	-	123
<b>BOROUGH OF QUEENSCLIFFE</b>				
Point Lonsdale	2,205	32	\$12,480	2,237
Queenscliff	1,010	26	\$5,363	1,036

## Building Activity in the Barwon Region at 30 June 2007 (continued)

### New Residential Dwelling Approvals (continued)

Area	Total Dwellings 2006 <sup>1</sup>	New Dwelling Approvals 2006/07	Value Dwelling Approvals 2006/07 (\$'000)	Estimated Dwellings 30/6/07
<b>GOLDEN PLAINS SHIRE</b>				
Bannockburn	846	55	\$10,895	901
Berringa	157	6	\$1,053	163
Cambrian Hill	162	4	\$912	166
Dereel	320	1	\$166	321
Enfield	143	8	\$1,406	151
Haddon	395	9	\$1,739	404
Inverleigh	484	11	\$2,072	495
Lethbridge	310	11	\$1,896	321
Linton	455	2	\$320	457
Meredith	247	5	\$1,115	252
Napoleons	268	5	\$902	273
Rokewood	123	-	-	123
Ross Creek	162	5	\$1,037	167
Scarsdale	535	6	\$898	541
Smythesdale	218	2	\$332	220
Smythes Creek	465	3	\$638	468
Stonehaven	103	2	\$493	105
Sutherlands Creek	110	1	\$300	111
Teesdale	504	16	\$3,409	520
Wallinduc	62	-	-	62
<b>COLAC OTWAY SHIRE</b>				
Apollo Bay	1,729	23	\$8,335	1,752
Colac	4,045	30	\$6,271	4,075
Elliminyt	752	27	\$6,170	779
Marengo	223	4	\$739	227
Rural Colac Otway	3,993	64	\$8,415	4,057
<b>LOCAL GOVERNMENT AREAS</b>				
City of Greater Geelong	88,005	1,117	\$246,948	89,122
Surf Coast Shire	14,479	388	\$117,568	14,867
Borough of Queenscliffe	2,640	58	\$17,843	2,698
Golden Plains Shire	6,181	152	\$29,583	6,333
Geelong Region	111,305	1,715	\$411,942	113,020
Colac Otway Shire	10,742	148	\$29,930	10,890
<b>TOTAL BARWON REGION</b>	<b>122,047</b>	<b>1,863</b>	<b>\$441,872</b>	<b>123,910</b>

Source: City of Greater Geelong, Golden Plains Shire, Borough of Queenscliffe & the Building Commission. Australian Bureau of Statistics, 2006 Census of Population and Housing. Municipal totals based on suburbs and townships are not possible as in some instances they cross municipal boundaries.

(1) Excludes non-private dwellings. Errors in totals due to rounding.

- Data not available.

### Number of Dwelling Approvals in the Barwon Region



Source: Geelong Region Municipalities, the Building Commission and the Australian Bureau of Statistics.

## Building Activity in the Barwon Region at 30 June 2007 (continued)

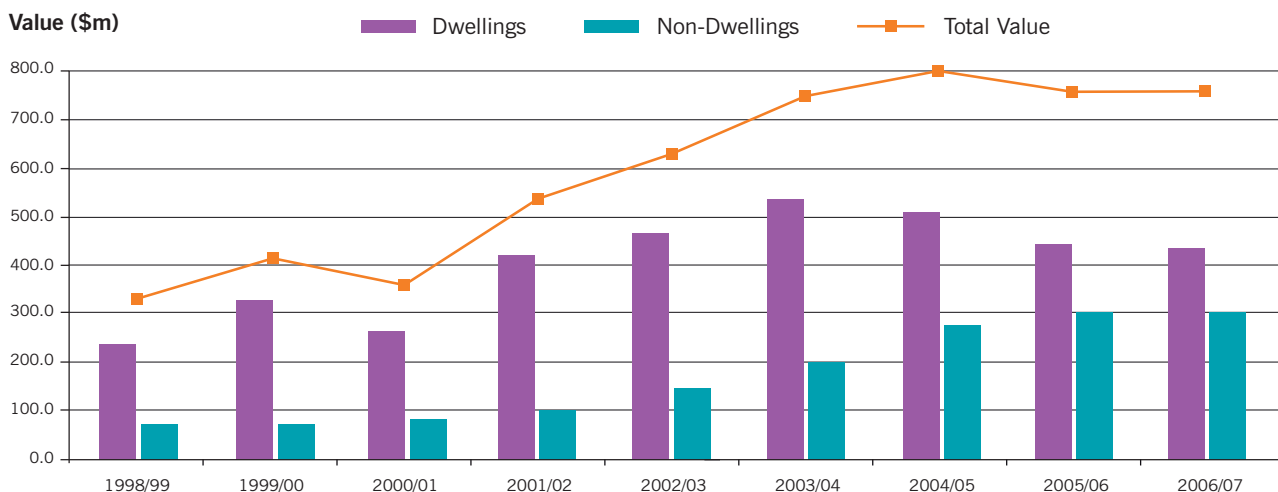
### Non Residential Building Activity

Building Type	Total Value (\$'000)							% Change 05/06-06/07
	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	174.8
Commercial	\$32,558	\$35,815	\$30,582	\$47,086	\$130,311	\$85,687	\$75,727	-11.6
Industrial	\$2,619	\$17,906	\$10,490	\$19,030	\$22,388	\$40,278	\$16,374	-59.3
Health	\$13,306	\$7,738	\$28,511	\$30,484	\$37,792	\$97,579	\$73,851	-24.3
Public Buildings	\$23,375	\$35,193	\$45,653	\$70,066	\$44,700	\$58,270	\$71,756	23.1
<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>0.8</b>

Source: City of Greater Geelong, Golden Plains Shire, Borough of Queenscliffe & the Building Commission. Includes new buildings plus those to which alterations exceed \$10,000. Errors in totals due to rounding.

(1) Building data for Colac Otway has been incorporated for the first time in 2005/06 with data dating back to 2001/2002. Therefore, figures for 2001/02 through to 2004/05 differ from previously published data.

### Value of Building Activity in the Barwon Region



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



# Residential Dwellings in the Barwon Region

2006 Census

	Occupied Dwellings	Unoccupied Dwellings	Total Dwellings	% Unoccupied Dwellings	Occupancy Rate
<b>SUBURBS AND TOWNSHIPS</b>					
<b>CITY OF GREATER GEELONG</b>					
<b>Urban Geelong</b>					
Bell Park	1,912	154	2,066	7.5	2.43
Bell Post Hill	1,945	106	2,051	5.2	2.53
Belmont	5,838	456	6,294	7.2	2.34
Breakwater	486	14	500	2.8	2.16
Corio	5,543	350	5,893	5.9	2.69
Drumcondra	220	9	229	3.9	2.72
East Geelong	1,620	156	1,776	8.8	2.37
Fyansford	65	10	75	13.3	2.63
Geelong City	1,977	342	2,319	14.7	2.20
Geelong West	2,897	308	3,205	9.6	2.18
Grovedale	4,903	327	5,230	6.3	2.69
Hamlyn Heights	2,399	203	2,602	7.8	2.44
Herne Hill	1,499	188	1,687	11.1	2.18
Highton	5,447	489	5,936	8.2	2.66
Lara	4,211	262	4,473	5.9	3.05
Leopold	3,079	209	3,288	6.4	2.84
Lovely Banks	478	21	499	4.2	3.23
Manifold Heights	1,043	101	1,144	8.8	2.44
Marshall	547	61	608	10.0	2.56
Moolap	478	33	511	6.5	2.60
Mount Duneed	328	26	354	7.3	3.00
Newcomb	1,986	171	2,157	7.9	2.27
Newtown	3,754	396	4,150	9.5	2.55
Norlane	3,462	311	3,773	8.2	2.29
North Geelong	1,019	120	1,139	10.5	2.62
North Shore	144	16	160	10.0	2.22
Rippleside	151	22	173	12.7	2.34
St Albans Park	1,673	93	1,766	5.3	2.81
South Geelong	403	57	460	12.4	2.13
Thomson	767	73	840	8.7	2.10
Wandana Heights	578	32	610	5.2	3.16
Waurm Ponds	934	68	1,002	6.8	3.60
Whittington	1,613	104	1,717	6.1	2.51
<b>Rural Geelong</b>					
Anakie	236	21	257	8.2	2.86
Balliang	87	0	87	0.0	2.68
Batesford	274	13	287	4.5	3.23
Barwon Heads	1,132	693	1,825	38.0	2.64
Breamlea	99	61	160	38.1	2.46
Clifton Springs	2,703	289	2,992	9.7	2.61
Connewarre	30	47	77	61.0	2.60
Curlewis	145	31	176	17.6	2.75
Drysdale	1,363	180	1,543	11.7	2.74
Indented Head	280	564	844	66.8	2.11
Little River	278	21	299	7.0	3.15
Marcus Hill	107	25	132	18.9	2.59
Ocean Grove	4,328	1,489	5,817	25.6	2.61
Portarlinton	1,320	1,011	2,331	43.4	2.29
St Leonards	759	1,075	1,834	58.6	2.14
Wallington	392	41	433	9.5	3.46
<b>SURF COAST SHIRE</b>					
Aireys Inlet	418	492	910	54.1	1.80
Anglesea	960	1,793	2,753	65.1	2.39
Bellbrae	445	103	548	18.8	3.13
Deans Marsh	234	211	445	47.4	2.70
Fairhaven	116	265	381	69.6	2.53
Freshwater Creek	188	26	214	12.1	2.96
Gherang	203	27	230	11.7	2.92
Gnarwarre	282	28	310	9.0	2.96
Jan Juc	1,141	545	1,686	32.3	2.76
Lorne	432	1,159	1,591	72.8	2.25
Moggs Creek	41	128	169	75.7	2.44
Moriac	180	13	193	6.7	3.30
Torquay	2,552	1,320	3,872	34.1	2.63
Winchelsea	730	85	815	10.4	2.62
Winchelsea South	102	21	123	17.1	2.89
<b>BOROUGH OF QUEENSLIFFE</b>					
Point Lonsdale	1,067	1,138	2,205	51.6	2.33
Queenscliff	598	412	1,010	40.8	2.36

## Residential Dwellings in the Barwon Region 2006 Census (continued)

	Occupied Dwellings	Unoccupied Dwellings	Total Dwellings	% Unoccupied Dwellings	Occupancy Rate
<b>SUBURBS AND TOWNSHIPS (continued)</b>					
<b>GOLDEN PLAINS SHIRE</b>					
Bannockburn	798	48	846	5.7	3.11
Berringa	114	43	157	27.4	2.26
Cambrian Hill	155	7	162	4.3	3.00
Dereel	279	41	320	12.8	2.40
Enfield	129	14	143	9.8	2.80
Haddon	366	29	395	7.3	3.04
Inverleigh	437	47	484	9.7	2.86
Lethbridge	290	20	310	6.5	3.08
Linton	413	42	455	9.2	2.71
Meredith	222	25	247	10.1	3.04
Napoleans	227	41	268	15.3	2.19
Rokewood	101	22	123	17.9	2.42
Ross Creek	162	0	162	0.0	3.49
Scarsdale	508	27	535	5.0	2.80
Smythesdale	202	16	218	7.3	2.63
Smythes Creek	443	22	465	4.7	3.14
Stonehaven	88	15	103	14.6	3.03
Sutherlands Creek	86	24	110	21.8	2.83
Teesdale	475	29	504	5.8	3.07
Wallinduc	57	5	62	8.1	2.88
Colac Otway Shire					
Apollo Bay	778	951	1,729	55.0	2.29
Barongarook	144	7	151	4.6	4.00
Barongarook West	159	36	195	18.5	2.87
Barwon Downs	69	53	122	43.4	2.43
Beeac	94	13	107	12.1	2.16
Birregurra	284	33	317	10.4	2.40
Bungador	67	23	90	25.6	2.82
Carlisle River	153	85	238	35.7	2.39
Colac	3,639	406	4,045	10.0	2.42
Colac West	161	15	176	8.5	2.75
Cororooke	0	0	0	-	-
Cressy	47	12	59	20.3	2.62
Dreeite	74	19	93	20.4	2.91
Elliminyt	696	56	752	7.4	2.96
Forrest	67	33	100	33.0	2.54
Gellibrand	58	38	96	39.6	2.50
Irrewarra	308	32	340	9.4	2.74
Irrewillipe	143	37	180	20.6	2.94
Kawarren	85	48	133	36.1	2.76
Larpent	74	3	77	3.9	2.92
Lavers Hill	88	77	165	46.7	2.36
Marengo	101	122	223	54.7	2.09
Nalangil	160	18	178	10.1	2.83
Ombersley	35	7	42	16.7	2.60
Skenes Creek	53	201	254	79.1	2.30
Warrion	196	29	225	12.9	2.66
Wye River	71	398	469	84.9	2.03
Yeodene	167	19	186	10.2	2.71
<b>STATISTICAL LOCAL AREAS</b>					
<b>CITY OF GREATER GEELONG</b>					
Bellarine Inner	8,829	610	9,439	6.5	2.63
Corio Inner	21,008	1,534	22,542	6.8	2.62
Geelong	5,093	618	5,711	10.8	2.23
Geelong West	6,105	668	6,773	9.9	2.24
Newtown	3,754	396	4,150	9.5	2.55
South Barwon Inner	18,351	1,444	19,795	7.3	2.63
Greater Geelong Pt A (Total)	63,140	5,270	68,410	7.7	2.55
Greater Geelong Pt B	13,011	5,728	18,739	30.6	2.58
Greater Geelong Pt C	803	53	856	6.2	3.67
<b>TOTAL CITY OF GREATER GEELONG</b>	<b>76,954</b>	<b>11,051</b>	<b>88,005</b>	<b>12.6</b>	<b>2.57</b>
<b>SURF COAST SHIRE</b>					
Surf Coast East SLA	4,774	1,994	6,768	29.5	2.77
Surf Coast West SLA	3,474	4,237	7,711	54.9	2.47
<b>TOTAL SURF COAST SHIRE</b>	<b>8,248</b>	<b>6,231</b>	<b>14,479</b>	<b>43.0</b>	<b>2.64</b>
<b>BOROUGH OF QUEENSCLIFFE</b>					
	<b>1,312</b>	<b>1,328</b>	<b>2,640</b>	<b>50.3</b>	<b>2.30</b>

## Residential Dwellings in the Barwon Region 2006 Census (continued)

	Occupied Dwellings	Unoccupied Dwellings	Total Dwellings	% Unoccupied Dwellings	Occupancy Rate
<b>STATISTICAL LOCAL AREAS (cont.)</b>					
<b>GOLDEN PLAINS</b>					
Golden Plains North West SLA	2,585	229	2,814	8.1	2.88
Golden Plains South East SLA	3,074	293	3,367	8.7	2.93
<b>TOTAL GOLDEN PLAINS SHIRE</b>	<b>5,659</b>	<b>522</b>	<b>6,181</b>	<b>8.4</b>	<b>2.91</b>
<b>COLAC OTWAY SHIRE</b>					
Colac Otway City SLA	4,335	462	4,797	9.6	2.50
Colac Otway North SLA	2,182	356	2,538	14.0	2.78
Colac Otway South SLA	1,454	1,953	3,407	57.3	2.33
<b>TOTAL COLAC OTWAY SHIRE</b>	<b>7,971</b>	<b>2,771</b>	<b>10,742</b>	<b>25.8</b>	<b>2.55</b>
<b>LOCAL GOVERNMENT AREAS</b>					
<b>City of Greater Geelong</b>	<b>76,954</b>	<b>11,051</b>	<b>88,005</b>	<b>12.6</b>	<b>2.57</b>
<b>Surf Coast Shire</b>	<b>8,248</b>	<b>6,231</b>	<b>14,479</b>	<b>43.0</b>	<b>2.64</b>
<b>Borough of Queenscliffe</b>	<b>1,312</b>	<b>1,328</b>	<b>2,640</b>	<b>50.3</b>	<b>2.30</b>
<b>Golden Plains Shire</b>	<b>5,659</b>	<b>522</b>	<b>6,181</b>	<b>8.4</b>	<b>2.91</b>
<i>Geelong Region</i>	<i>92,173</i>	<i>19,132</i>	<i>111,305</i>	<i>17.2</i>	<i>2.59</i>
<b>Colac Otway Shire</b>	<b>7,971</b>	<b>2,771</b>	<b>10,742</b>	<b>25.8</b>	<b>2.55</b>
<b>BARWON STATISTICAL DIVISION</b>	<b>100,144</b>	<b>21,903</b>	<b>122,047</b>	<b>17.9</b>	<b>2.59</b>
<b>MAJOR CITIES</b>					
Australia	7,596,183	830,376	8,426,559	9.9	2.61
Victoria	1,869,384	215,729	2,085,113	10.3	2.64
Melbourne Statistical Division	1,351,532	119,623	1,471,155	8.1	2.66

Source: Australian Bureau of Statistics Census of Population and Housing, 2006 and Economic Development Unit City of Greater Geelong.

Notes: Realignment of some collection district boundaries over the last three census periods may cause some growth patterns to be distorted.

- Data not available.

Statistical Local Areas: Municipal and Statistical Local Area totals by Suburb & Township are not possible as some suburbs and towns cross official municipal and suburb boundaries.



# Median House Prices and Weekly Rental Values

Barwon Region



Source: Median House Prices - LANDATA on behalf of the Department of Sustainability & Environment, 2006 'A Guide to Property Values 2006'.  
 Weekly Rental Values - City of Greater Geelong, Geelong Advertiser.  
 Regional real estate agents, www.domain.com.au & www.realestate.com.au  
 Rental data is as of August/September 2007.

# Median Weekly Rental Values

## Barwon Region 2007

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	\$110	\$190	\$195	\$215
Bell Post Hill	\$110	\$195	\$200	\$235
Belmont	\$120	\$190	\$230	\$230
Corio	\$110	\$150	\$150	\$170
Drumcondra	\$140	\$195	\$250	\$300
Geelong City	\$165	\$230	\$255	\$325
Geelong East	\$130	\$190	\$195	\$240
Geelong South	\$135	\$200	\$190	\$275
Geelong West	\$120	\$180	\$250	\$260
Grovedale	\$125	\$190	\$200	\$260
Hamlyn Heights	\$115	\$165	\$205	\$250
Herne Hill	\$115	\$150	\$180	\$230
Highton	\$120	\$190	\$260	\$270
Lara	\$120	\$195	\$220	\$240
Leopold	\$115	\$185	\$210	\$250
Manifold Heights	\$120	\$190	\$200	\$245
Newcomb	\$110	\$140	\$195	\$200
Newtown	\$140	\$190	\$220	\$300
Norlane	\$105	\$175	\$155	\$165
North Geelong	\$125	\$215	\$225	\$210
Rippleside	\$135	\$185	\$240	\$350
Waurin Ponds	\$130	\$190	\$205	\$315
Whittington	\$115	\$155	\$170	\$190
<b>Rural Geelong</b>				
Barwon Heads	-	\$255	\$320	\$315
Clifton Springs	-	\$190	\$195	\$220
Drysdale	-	\$185	\$200	\$230
Ocean Grove	\$140	\$180	\$205	\$280
Portarlington	\$105	\$170	\$180	\$215
<b>SURF COAST SHIRE</b>				
Anglesea	\$150	\$195	\$200	\$240
Lorne	\$160	\$300	\$200	\$250
Torquay	\$185	\$205	\$230	\$350
<b>BOROUGH OF QUEENSCLIFFE</b>				
Queenscliff	-	\$215	\$220	\$260
<b>GOLDEN PLAINS SHIRE</b>				
Bannockburn	\$115	\$175	\$210	\$245
<b>COLAC-OTWAY SHIRE</b>				
Apollo Bay	\$145	\$170	\$195	\$205
Colac	\$125	\$165	\$175	\$200

Source: City of Greater Geelong. Geelong Advertiser. Regional real estate agents. [www.domain.com.au](http://www.domain.com.au) & [www.realestate.com.au](http://www.realestate.com.au).  
Rental data is as of August/September 2007.  
- Data not available.



# Median House Prices

## Barwon Region 2006

Area:	Median Price 2003	Median Price 2004	Median Price 2005	Median Price 2006	% Change 2005 to 2006	Growth % p.a. 1995-2006
<b>CITY OF GREATER GEELONG</b>						
Bell Park	\$184,000	\$206,000	\$226,750	\$225,500	-1	10.2
Bell Post Hill	\$190,000	\$230,000	\$228,000	\$228,000	0	8.6
Belmont	\$215,000	\$232,000	\$240,500	\$245,000	2	10.5
Breakwater	\$157,250	\$177,750	\$195,000	\$173,500	-11	9.5
Corio	\$140,000	\$157,000	\$165,000	\$170,000	3	10.0
Geelong East	\$227,000	\$235,000	\$230,000	\$247,000	7	11.7
Geelong City	\$288,000	\$302,750	\$340,000	\$319,000	-6	10.6
Geelong South	\$227,500	\$258,000	\$264,000	\$312,500	18	13.4
Geelong West	\$250,000	\$248,000	\$262,500	\$265,000	1	12.3
Grovedale	\$215,000	\$240,000	\$252,750	\$252,750	0	9.6
Hamlyn Heights	\$217,868	\$236,000	\$235,000	\$228,000	-3	10.4
Herne Hill	\$188,000	\$224,250	\$225,000	\$222,250	-1	10.6
Highton	\$283,500	\$307,500	\$320,000	\$340,000	6	10.4
Lara	\$227,000	\$250,000	\$260,000	\$270,000	4	9.7
Leopold	\$222,500	\$265,000	\$250,500	\$268,000	7	9.1
Lovely Banks	\$266,250	\$294,000	\$322,500	\$299,250	-7	14.9
Manifold Heights	\$259,950	\$290,000	\$290,000	\$319,000	10	12.6
Marshall	\$205,500	\$215,250	\$240,000	\$255,000	6	8.9
Moolap	\$229,500	\$317,360	\$263,872	\$205,000	-22	7.4
Newcomb	\$179,250	\$184,500	\$190,000	\$190,000	0	10.3
Newtown	\$329,500	\$335,000	\$361,000	\$355,000	-2	10.9
Norlane	\$120,000	\$135,000	\$136,000	\$140,000	3	10.7
North Geelong	\$203,500	\$215,000	\$223,000	\$223,000	0	10.8
North Shore	\$197,750	\$234,000	\$201,000	\$243,300	21	11.9
Rippleside	\$291,000	\$282,000	\$306,000	\$346,000	13	15.1
St Albans Park	\$206,000	\$227,000	\$238,000	\$237,000	0	NA
Thompson	\$171,000	\$178,000	\$190,000	\$175,000	-8	NA
Wandana Heights	\$330,000	\$344,500	\$380,500	\$412,000	8	6.6
Wauron Ponds	\$244,000	\$234,500	\$335,000	\$329,000	-2	13.0
Whittington	\$177,000	\$201,250	\$205,000	\$198,500	-3	9.0
Barwon Heads	\$306,250	\$340,000	\$375,000	\$412,000	10	13.6
Clifton Springs	\$220,000	\$237,000	\$246,625	\$248,000	1	10.3
Drysdale	\$220,000	\$249,750	\$267,000	\$278,000	4	11.1
Indented Head	\$225,000	\$287,000	\$255,000	\$298,750	17	14.1
Ocean Grove	\$283,000	\$323,000	\$322,000	\$325,000	1	11.6
Portarlington	\$249,665	\$290,000	\$283,500	\$289,500	2	12.0
St Leonards	\$211,000	\$235,000	\$249,000	\$270,000	8	14.3
Wallington	\$385,000	\$235,000	\$365,000	\$525,000	44	12.3
<b>TOTAL CITY</b>	<b>\$222,000</b>	<b>\$245,000</b>	<b>\$251,000</b>	<b>\$264,000</b>	<b>5</b>	<b>9.8</b>
<b>SURF COAST SHIRE</b>						
Aireys Inlet	\$440,000	\$416,250	\$462,500	\$440,000	-5	14.3
Anglesea	\$345,000	\$385,000	\$400,000	\$415,000	4	13.4
Fairhaven	\$460,060	\$506,250	\$470,000	\$635,000	35	15.9
Jan Juc	\$330,000	\$323,000	\$372,000	\$358,000	-4	12.1
Lorne	\$670,000	\$668,000	\$685,000	\$677,500	-1	11.7
Moriac	\$282,000	\$321,000	\$260,000	\$285,000	10	4.5
Torquay	\$336,250	\$365,000	\$375,000	\$379,500	1	11.7
Winchelsea	\$155,500	\$166,000	\$198,000	\$202,500	2	10.2
<b>TOTAL SHIRE</b>	<b>\$345,000</b>	<b>\$370,000</b>	<b>\$385,000</b>	<b>\$392,500</b>	<b>2</b>	<b>10.8</b>
<b>BOROUGH OF QUEENSCLIFFE</b>						
Pt Lonsdale	\$445,000	\$462,500	\$500,000	\$468,500	-6	12.4
Queenscliff	\$425,000	\$441,000	\$437,500	\$505,000	15	13.9
<b>TOTAL BOROUGH</b>	<b>\$427,500</b>	<b>\$456,750</b>	<b>\$470,000</b>	<b>\$510,000</b>	<b>9</b>	<b>11.8</b>
<b>GOLDEN PLAINS SHIRE</b>						
Bannockburn	\$220,000	\$277,000	\$321,000	\$296,500	-8	10.2
Enfield	\$147,508	\$227,500	\$191,500	\$184,000	-4	8.6
Haddon	\$190,000	\$205,000	\$208,500	\$239,000	15	11.0
Inverleigh	\$176,000	\$182,000	\$239,501	\$192,500	-20	4.5
Linton	\$110,000	\$125,000	\$127,375	\$175,000	37	13.1
Meredith	\$135,000	\$166,125	\$152,000	\$173,000	14	6.0
Scarsdale	\$141,000	\$170,000	\$193,000	\$151,750	-21	9.7
Smythesdale	\$165,000	\$177,000	\$157,000	\$185,000	18	9.2
Teesdale	\$210,000	\$223,000	\$281,500	\$270,000	-4	8.9
<b>TOTAL SHIRE</b>	<b>\$175,000</b>	<b>\$215,000</b>	<b>\$205,500</b>	<b>\$211,250</b>	<b>2</b>	<b>7.0</b>
<b>COLAC-OTWAY SHIRE</b>						
Apollo Bay	\$277,500	\$320,000	\$350,000	\$370,000	6	14.6
Birregurra	\$150,000	\$160,000	\$172,000	\$182,000	6	12.3
Colac	\$151,000	\$179,000	\$180,000	\$189,000	5	10.1
Elliminyt	\$181,000	\$197,000	\$180,000	\$220,000	22	8.6
Skenes Creeks	\$342,500	\$340,000	\$345,000	\$480,000	39	18.6
Wye River	\$340,000	\$415,000	\$363,750	\$400,000	10	14.5
<b>TOTAL SHIRE</b>	<b>\$163,000</b>	<b>\$192,000</b>	<b>\$195,000</b>	<b>\$217,500</b>	<b>12</b>	<b>9.2</b>

Source: LANDATA® Land Victoria Department of Sustainability & Environment, A Guide to Property Values 2006. 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.

# Population Growth Barwon Region

## 2006 Census (Place of Usual Residence)

	Population 1996	Population 2001	Population 2006	Absolute Change 2001-2006	Growth Rate % p.a. 2001-2006 1991-2006	
<b>SUBURBS AND TOWNSHIPS</b>						
<b>CITY OF GREATER GEELONG</b>						
<b>Urban Geelong</b>						
Bell Park	4,644	4,242	4,654	412	1.87	0.02
Bell Post Hill	4,932	4,986	4,921	-65	-0.26	-0.02
Belmont	14,313	14,017	13,657	-360	-0.52	-0.47
Breakwater	1,188	1,096	1,052	-44	-0.82	-1.21
Corio	16,476	15,402	14,929	-473	-0.62	-0.98
Drumcondra	627	599	598	-1	-0.03	-0.47
East Geelong	3,683	3,735	3,835	100	0.53	0.41
Fyansford	207	215	171	-44	-4.48	-1.89
Geelong City	5,020	4,351	4,358	7	0.03	-1.40
Geelong West	6,382	6,424	6,311	-113	-0.35	-0.11
Grovedale	10,493	11,636	13,182	1,546	2.53	2.31
Hamlyn Heights	5,329	5,764	5,842	78	0.27	0.92
Herne Hill	3,300	3,318	3,270	-48	-0.29	-0.09
Highton	10,071	12,337	14,487	2,150	3.27	3.70
Lara	9,074	11,308	12,847	1,539	2.58	3.54
Leopold	6,034	7,565	8,743	1,178	2.94	3.78
Lovely Banks	748	1,011	1,545	534	8.85	7.52
Manifold Heights	2,311	2,460	2,549	89	0.71	0.99
Marshall	1,140	1,264	1,402	138	2.09	2.09
Moolap	1,079	1,251	1,243	-8	-0.13	1.42
Mount Duneed	1,139	966	984	18	0.37	-1.45
Newcomb	4,751	4,368	4,511	143	0.65	-0.52
Newtown	9,390	9,574	9,591	17	0.04	0.21
Norlane	8,867	8,656	7,943	-713	-1.70	-1.09
North Geelong	2,368	2,592	2,673	81	0.62	1.22
North Shore	-	322	319	-3	-0.19	0.00
Rippleside	346	355	353	-2	-0.11	0.20
St Albans Park	3,007	3,758	4,693	935	4.54	4.55
South Geelong	1,001	865	857	-8	-0.19	-1.54
Thomson	1,569	1,444	1,607	163	2.16	0.24
Wandana Heights	1,150	1,551	1,828	277	3.34	4.74
Waurm Ponds	1,482	1,930	3,367	1,437	11.77	8.55
Whittington	4,555	4,440	4,056	-384	-1.79	-1.15
<b>Rural Geelong</b>						
Anakie	642	623	675	52	1.62	0.50
Balliang	208	243	233	-10	-0.84	1.14
Batesford	584	594	885	291	8.30	4.24
Barwon Heads	2,117	2,230	2,994	764	6.07	3.93
Breamlea	313	259	244	-15	-1.19	-2.46
Clifton Springs	6,130	6,942	7,054	112	0.32	1.41
Connewarre	-	-	78	78	0.00	0.00
Curlewis	802	873	399	-474	-14.49	-6.74
Drysdale	2,562	2,991	3,741	750	4.58	3.86
Indented Head	453	610	590	-20	-0.66	2.68
Little River	711	784	875	91	2.22	2.10
Marcus Hill	447	463	277	-186	-9.76	-4.67
Ocean Grove	9,119	10,312	11,278	966	1.81	2.15
Portarlington	2,408	2,834	3,020	186	1.28	2.29
St Leonards	1,226	1,391	1,627	236	3.18	2.87
Wallington	594	706	1,355	649	13.93	8.60
<b>SURF COAST SHIRE</b>						
Aireys Inlet	592	759	753	-6	-0.16	2.43
Anglesea	1,982	2,301	2,296	-5	-0.04	1.48
Bellbrae	1,300	1,418	1,391	-27	-0.38	0.68
Deans Marsh	495	602	631	29	0.95	2.46
Fairhaven	165	199	294	95	8.12	5.95
Freshwater Creek	523	567	557	-10	-0.36	0.63
Gherang	691	809	592	-217	-6.05	-1.53
Gnarwarre	707	787	834	47	1.17	1.67
Jan Juc	2,304	3,063	3,153	90	0.58	3.19
Lorne	1,072	1,023	970	-53	-1.06	-0.99
Moggs Creek	173	80	100	20	4.56	-5.33
Moriac	390	479	594	115	4.40	4.30
Torquay	3,659	5,157	6,706	1,549	5.39	6.25
Winchelsea	1,755	1,785	1,915	130	1.42	0.88
Winchelsea South	-	-	295	295	0.00	0.00
<b>BOROUGH OF QUEENSCLIFFE</b>						
Point Lonsdale	2,181	2,276	2,482	206	1.75	1.30
Queenscliff	1,628	1,577	1,413	-164	-2.17	-1.41

## Population Growth Barwon Region 2006 Census (Place of Usual Residence) (continued)

	Population 1996	Population 2001	Population 2006	Absolute Change 2001-2006	Growth Rate % p.a. 2001-2006 1991-2006	
<b>SUBURBS AND TOWNSHIPS (cont.)</b>						
<b>GOLDEN PLAINS SHIRE</b>						
Bannockburn	878	1,555	2,484	929	9.82	10.96
Berringa	307	280	258	-22	-1.62	-1.72
Cambrian Hill	425	466	465	-1	-0.04	0.90
Dereel	634	667	670	3	0.09	0.55
Enfield	-	282	361	79	5.06	0.00
Haddon	1,021	1,080	1,112	32	0.59	0.86
Inverleigh	1,422	1,152	1,252	100	1.68	-1.27
Lethbridge	724	787	894	107	2.58	2.13
Linton	969	1,009	1,119	110	2.09	1.45
Meredith	713	518	675	157	5.44	-0.55
Napoleons	528	504	498	-6	-0.24	-0.58
Rokewood	243	238	244	6	0.50	0.04
Ross Creek	374	510	566	56	2.11	4.23
Scarsdale	1,305	1,322	1,423	101	1.48	0.87
Smythesdale	1,078	1,344	531	-813	-16.95	-6.84
Smythes Creek	454	496	1,391	895	22.90	11.85
Stonehaven	710	315	267	-48	-3.25	-9.32
Sutherlands Creek	363	496	243	-253	-13.30	-3.93
Teesdale	808	1,189	1,459	270	4.18	6.09
Wallinduc	185	164	164	0	0.00	-1.20
<b>COLAC OTWAY SHIRE</b>						
Apollo Bay	1,830	1,826	1,781	-45	-0.50	-0.27
Barongarook	-	-	576	576	0.00	0.00
Barongarook West	450	476	457	-19	-0.81	0.15
Barwon Downs	200	203	168	-35	-3.71	-1.73
Beeac	234	210	203	-7	-0.68	-1.41
Birregurra	597	653	683	30	0.90	1.35
Bungador	236	226	189	-37	-3.51	-2.20
Carlisle River	493	431	366	-65	-3.22	-2.93
Colac	8,701	8,852	8,797	-55	-0.12	0.11
Colac West	421	415	443	28	1.31	0.51
Cororooke	120	105	-	-105	0.00	0.00
Cressy	105	127	123	-4	-0.64	1.59
Dreeite	239	243	215	-28	-2.42	-1.05
Elliminyt	1,073	1,451	2,062	611	7.28	6.75
Forrest	133	154	170	16	2.00	2.48
Gellibrand	162	135	145	10	1.44	-1.10
Irrewarra	872	862	844	-18	-0.42	-0.33
Irrewillipe	496	481	420	-61	-2.68	-1.65
Kawarren	229	239	235	-4	-0.34	0.26
Larpent	563	276	216	-60	-4.78	-9.14
Lavers Hill	236	244	208	-36	-3.14	-1.25
Marengo	-	178	211	33	3.46	0.00
Nalangil	383	359	453	94	4.76	1.69
Ombersley	116	98	91	-7	-1.47	-2.40
Skenes Creek	-	-	122	122	0.00	0.00
Warrion	547	557	522	-35	-1.29	-0.47
Wye River	93	129	144	15	2.22	4.47
Yeodene	1,148	1,134	453	-681	-16.77	-8.88
<b>STATISTICAL LOCAL AREAS</b>						
<b>CITY OF GREATER GEELONG</b>						
Greater Geelong Part A						
Bellarine Inner	19,426	21,382	23,246	1,864	1.69	1.81
Corio Inner	52,249	53,997	54,939	942	0.35	0.50
Geelong	12,050	11,140	11,372	232	0.41	-0.58
Geelong West	13,556	13,666	13,664	-2	0.00	0.08
Newtown SLA	9,390	9,574	9,591	17	0.04	0.21
South Barwon Inner	38,956	43,014	48,211	5,197	2.31	2.15
Greater Geelong Pt A (Total)	145,627	152,773	161,023	8,250	1.06	1.01
Greater Geelong Pt B	26,804	30,327	33,535	3,208	2.03	2.27
Greater Geelong Pt C	2,362	2,586	2,951	365	2.68	2.25
<b>TOTAL CITY OF GREATER GEELONG</b>	<b>174,793</b>	<b>185,686</b>	<b>197,509</b>	<b>11,823</b>	<b>1.24</b>	<b>1.23</b>
<b>SURF COAST SHIRE</b>						
Surf Coast East	9,034	11,342	13,202	1,860	3.08	3.87
Surf Coast West	7,606	8,374	8,575	201	0.48	1.21
<b>TOTAL SURF COAST SHIRE</b>	<b>16,640</b>	<b>19,716</b>	<b>21,777</b>	<b>2,061</b>	<b>2.01</b>	<b>2.73</b>
<b>BOROUGH OF QUEENSCLIFFE</b>	<b>3,176</b>	<b>3,137</b>	<b>3,017</b>	<b>-120</b>	<b>-0.78</b>	<b>-0.51</b>

## Population Growth Barwon Region 2006 Census (Place of Usual Residence) (continued)

	Population 1996	Population 2001	Population 2006	Absolute Change 2001-2006	Growth Rate % p.a. 2001-2006 1991-2006	
<b>STATISTICAL LOCAL AREAS (cont.)</b>						
<b>GOLDEN PLAINS SHIRE</b>						
Golden Plains North West	6,390	6,966	7,444	478	1.34	1.54
Golden Plains South East	6,751	7,381	9,008	1,627	4.06	2.93
<b>TOTAL GOLDEN PLAINS SHIRE</b>	<b>13,141</b>	<b>14,347</b>	<b>16,452</b>	<b>2,105</b>	<b>2.78</b>	<b>2.27</b>
<b>COLAC OTWAY SHIRE</b>						
Colac Otway City	9,774	10,007	10,859	852	1.65	1.06
Colac Otway North	6,727	6,721	6,056	-665	-2.06	-1.05
Colac Otway South	3,176	3,336	3,382	46	0.27	0.63
<b>TOTAL COLAC OTWAY SHIRE</b>	<b>19,677</b>	<b>20,064</b>	<b>20,297</b>	<b>233</b>	<b>0.23</b>	<b>0.31</b>
<b>LOCAL GOVERNMENT AREAS</b>						
City of Greater Geelong	174,793	185,686	197,509	11,823	1.24	1.23
Surf Coast Shire	16,640	19,716	21,777	2,061	2.01	2.73
Borough of Queenscliffe	3,176	3,137	3,017	-120	-0.78	-0.51
Golden Plains Shire	13,141	14,347	16,452	2,105	2.78	2.27
Geelong Region	207,750	222,886	238,755	15,869	1.39	1.09
Colac Otway Shire	19,677	20,064	20,297	233	0.23	0.31
<b>BARWON STATISTICAL DIVISION</b>	<b>227,427</b>	<b>242,950</b>	<b>259,052</b>	<b>16,102</b>	<b>1.29</b>	<b>1.31</b>
<b>MAJOR CITIES</b>						
Australia	17,752,829	18,769,249	19,855,288	1,086,039	1.13	1.13
Victoria	4,414,195	4,660,991	4,932,422	271,431	1.14	1.12
Melbourne Statistical Division	3,158,165	3,367,169	3,592,591	225,422	1.30	1.30

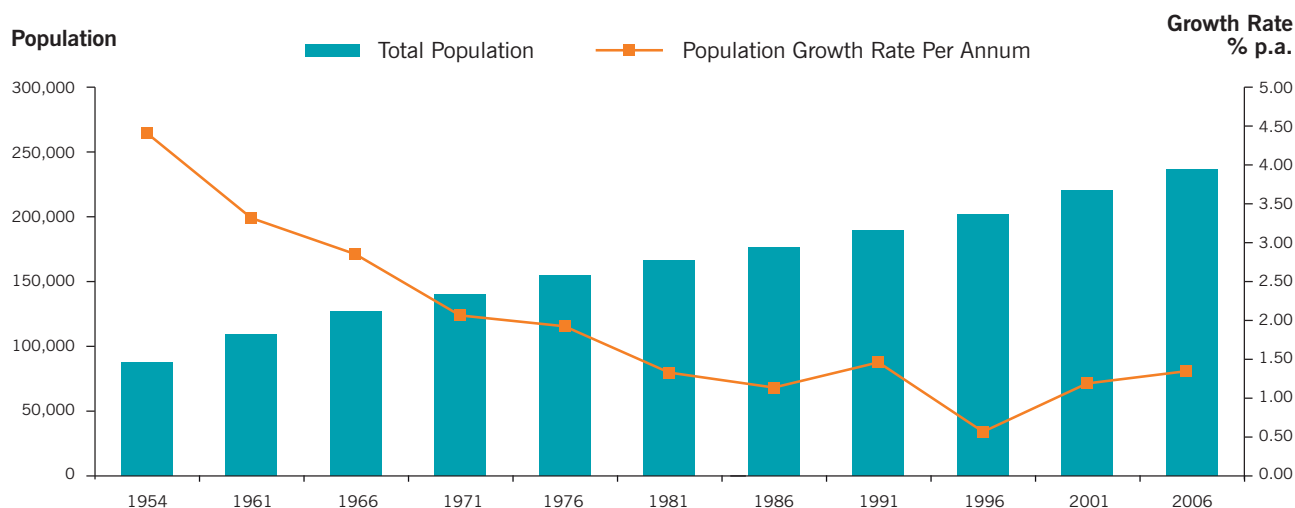
Source: Australian Bureau of Statistics Census of Population and Housing, 2006 and Economic Development Unit City of Greater Geelong.

Notes: Data refers to the Place of Usual Residence of the Population. Previously published data has been based on an as enumerated population count - as counted on census night. Realignment of some collection district boundaries over the last three census periods may cause some growth patterns to be distorted.

- Data not available.

Statistical Local Areas: Municipal and Statistical Local Area totals by Suburb & Township are not possible as some suburbs and towns cross official municipal and suburb boundaries.

### Population Growth in the Geelong Region



Source: Australian Bureau of Statistics, Census of Population and Housing, 2006 data refers to place of usual residence on census night.

## Estimated Resident Population Barwon Region at 30 June 2006

Statistical Local Area	Age											Total	% Change 2005-2006				
	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	1,525	1,723	1,715	1,661	1,376	1,539	1,659	1,691	1,780	1,619	1,504	1,475	1,128	3,766	24,161	0.1	
Corio - Inner	3,686	3,771	4,280	4,211	3,711	3,632	4,014	3,893	4,114	3,836	3,616	3,536	2,647	8,286	57,233	0.9	
Geelong	704	629	570	689	1,072	943	929	859	812	818	802	686	522	1,861	11,896	0.1	
Geelong West	952	777	751	795	1,153	1,106	1,227	1,149	1,031	943	881	739	524	2,227	14,255	2.5	
Newtown	578	704	702	800	692	521	543	640	743	818	722	612	476	1,406	9,957	1.1	
South Barwon - Inner	2,882	3,012	3,241	3,694	4,004	3,060	3,135	3,287	3,354	3,586	3,307	3,084	2,465	8,189	50,300	2.1	
<b>Total Greater Geelong Pt A</b>	<b>10,327</b>	<b>10,616</b>	<b>11,259</b>	<b>11,850</b>	<b>12,008</b>	<b>10,801</b>	<b>11,507</b>	<b>11,519</b>	<b>11,834</b>	<b>11,620</b>	<b>10,832</b>	<b>10,132</b>	<b>7,762</b>	<b>25,735</b>	<b>167,802</b>	<b>1.2</b>	
<b>Rural Geelong</b>																	
Greater Geelong - Pt B	1,937	2,228	2,546	2,340	1,601	1,434	1,823	2,217	2,453	2,635	2,537	2,429	2,174	6,670	35,024	-3.8	
Greater Geelong - Pt C	143	152	204	215	208	241	270	307	289	241	252	218	132	231	3,103	14.1	
<b>Total Rural Geelong</b>	<b>2,080</b>	<b>2,380</b>	<b>2,750</b>	<b>2,555</b>	<b>1,809</b>	<b>1,675</b>	<b>2,093</b>	<b>2,524</b>	<b>2,742</b>	<b>2,876</b>	<b>2,789</b>	<b>2,647</b>	<b>2,306</b>	<b>6,901</b>	<b>38,127</b>	<b>-2.6</b>	
<b>Total Greater Geelong</b>	<b>12,407</b>	<b>12,996</b>	<b>14,009</b>	<b>14,405</b>	<b>13,817</b>	<b>12,476</b>	<b>13,600</b>	<b>14,043</b>	<b>14,576</b>	<b>14,496</b>	<b>13,621</b>	<b>12,779</b>	<b>10,068</b>	<b>32,636</b>	<b>205,929</b>	<b>0.5</b>	
<b>SURF COAST SHIRE</b>																	
Surf Coast - East	1,015	1,016	1,007	925	731	751	1,026	1,184	1,107	1,143	962	887	621	1,423	13,798	0.6	
Surf Coast - West	550	554	620	546	344	359	505	571	722	735	732	677	521	1,568	9,004	-3.9	
<b>Total Surf Coast Shire</b>	<b>1,565</b>	<b>1,570</b>	<b>1,627</b>	<b>1,471</b>	<b>1,075</b>	<b>1,110</b>	<b>1,531</b>	<b>1,755</b>	<b>1,829</b>	<b>1,878</b>	<b>1,694</b>	<b>1,564</b>	<b>1,142</b>	<b>2,991</b>	<b>22,802</b>	<b>-1.2</b>	
<b>BOROUGH OF QUEENSCLIFFE</b>	<b>135</b>	<b>173</b>	<b>153</b>	<b>162</b>	<b>85</b>	<b>86</b>	<b>127</b>	<b>160</b>	<b>179</b>	<b>203</b>	<b>223</b>	<b>241</b>	<b>238</b>	<b>985</b>	<b>3,150</b>	<b>-1.3</b>	
<b>GOLDEN PLAINS SHIRE</b>																	
Golden Plains - North-West	477	590	710	575	316	336	481	618	614	678	618	614	413	699	7,739	0.7	
Golden Plains - South-East	688	802	789	609	382	398	607	778	840	728	748	664	495	810	9,338	1.5	
<b>Total Golden Plains Shire</b>	<b>1,165</b>	<b>1,392</b>	<b>1,499</b>	<b>1,184</b>	<b>698</b>	<b>734</b>	<b>1,088</b>	<b>1,396</b>	<b>1,454</b>	<b>1,406</b>	<b>1,366</b>	<b>1,278</b>	<b>908</b>	<b>1,509</b>	<b>17,077</b>	<b>1.1</b>	
<b>TOTAL GEELONG REGION</b>	<b>15,272</b>	<b>16,131</b>	<b>17,288</b>	<b>17,222</b>	<b>15,675</b>	<b>14,406</b>	<b>16,346</b>	<b>17,354</b>	<b>18,038</b>	<b>17,983</b>	<b>16,904</b>	<b>15,862</b>	<b>12,356</b>	<b>38,121</b>	<b>248,958</b>	<b>0.4</b>	
<b>COLAC OTWAY SHIRE</b>																	
Colac-Otway - Colac	692	740	792	847	710	639	659	684	687	712	659	645	550	2,213	11,229	0.1	
Colac-Otway - North	376	453	541	486	244	268	332	441	503	522	511	509	376	705	6,267	0.5	
Colac-Otway - South	179	196	228	198	152	150	205	222	276	323	337	276	233	559	3,534	-16.4	
<b>Total Colac Otway Shire</b>	<b>1,247</b>	<b>1,389</b>	<b>1,561</b>	<b>1,531</b>	<b>1,106</b>	<b>1,057</b>	<b>1,196</b>	<b>1,347</b>	<b>1,466</b>	<b>1,557</b>	<b>1,507</b>	<b>1,430</b>	<b>1,159</b>	<b>3,477</b>	<b>21,030</b>	<b>-3.1</b>	
<b>BARWON REGION</b>	<b>16,519</b>	<b>17,520</b>	<b>18,849</b>	<b>18,753</b>	<b>16,781</b>	<b>15,463</b>	<b>17,542</b>	<b>18,701</b>	<b>19,504</b>	<b>19,540</b>	<b>18,411</b>	<b>17,292</b>	<b>13,515</b>	<b>41,598</b>	<b>269,988</b>	<b>0.1</b>	

Source: Australian Bureau of Statistics, Population Estimates by Age and Sex, Victoria 2006, Catalogue No. 3235.0 Table 3. Estimated Resident Population is an annual estimate of the number of persons who usually reside in an area. The estimate is based on the results of the Census of Population and Housing. A linear regression model is used to calculate intercensal growth. Independent indicators of population change, such as occupied dwellings and Medicare enrolments are used. Data on births, deaths, net migration and natural increases are calculated to obtain movements in age.

# Demography of the Barwon Region 2005

## Births and Deaths

Statistical Local Area	1999	2000	2001	2002	2003	2004	2005	% Change 2004-2005
<b>Births (Year of Registration)</b>								
<b>CITY OF GREATER GEELONG</b>								
Greater Geelong Pt A								
Bellarine - Inner	291	291	250	289	285	319	278	-12.9
Corio - Inner	686	657	742	732	722	690	719	4.2
Geelong	163	137	156	151	165	164	137	-16.5
Geelong West	202	168	195	188	187	217	200	-7.8
Newtown	113	128	108	123	90	116	92	-20.7
South Barwon - Inner	449	453	449	507	496	521	558	7.1
<b>Total Greater Geelong Pt A</b>	<b>1,904</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>-2.1</b>
Greater Geelong - Pt B	322	323	296	345	323	301	352	16.9
Greater Geelong - Pt C	23	20	23	18	25	30	32	6.7
<b>Total Rural Geelong</b>	<b>345</b>	<b>343</b>	<b>319</b>	<b>363</b>	<b>348</b>	<b>331</b>	<b>384</b>	<b>16.0</b>
<b>Total City of Greater Geelong</b>	<b>2,249</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>0.4</b>
<b>SURF COAST SHIRE</b>								
Surf Coast - East	142	148	143	179	188	193	187	-3.1
Surf Coast - West	95	94	96	83	113	85	92	8.2
<b>Total Surf Coast Shire</b>	<b>237</b>	<b>242</b>	<b>239</b>	<b>262</b>	<b>301</b>	<b>278</b>	<b>279</b>	<b>0.4</b>
<b>BOROUGH OF QUEENSCLIFFE</b>								
	<b>32</b>	<b>30</b>	<b>25</b>	<b>28</b>	<b>17</b>	<b>30</b>	<b>22</b>	<b>-26.7</b>
<b>GOLDEN PLAINS SHIRE</b>								
Golden Plains - North-West	79	87	90	84	101	99	85	-14.1
Golden Plains - South-East	87	94	106	107	120	116	117	0.9
<b>Total Golden Plains Shire</b>	<b>166</b>	<b>181</b>	<b>196</b>	<b>191</b>	<b>221</b>	<b>215</b>	<b>202</b>	<b>-6.0</b>
<b>COLAC OTWAY SHIRE</b>								
Colac-Otway - Colac	133	137	128	133	134	135	139	3.0
Colac-Otway - North	59	81	70	69	58	63	63	0.0
Colac-Otway - South	35	41	42	38	40	40	42	5.0
<b>Total Colac Otway Shire</b>	<b>227</b>	<b>259</b>	<b>240</b>	<b>240</b>	<b>232</b>	<b>238</b>	<b>244</b>	<b>2.5</b>
<b>TOTAL BARWON REGION</b>	<b>2,911</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>-0.1</b>
<b>Deaths</b>								
<b>CITY OF GREATER GEELONG</b>								
Greater Geelong Pt A								
Bellarine - Inner	147	178	169	205	194	201	234	16.4
Corio - Inner	415	448	435	468	440	447	437	-2.2
Geelong	144	120	135	120	127	130	125	-3.8
Geelong West	176	154	161	151	179	127	128	0.8
Newtown	88	96	70	76	70	67	75	11.9
South Barwon - Inner	274	255	337	369	365	336	418	24.4
<b>Total Greater Geelong Pt A</b>	<b>1,244</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>8.3</b>
Greater Geelong - Pt B	212	225	256	241	240	230	272	18.3
Greater Geelong - Pt C	7	9	8	6	8	4	7	75.0
<b>Total Rural Geelong</b>	<b>219</b>	<b>234</b>	<b>264</b>	<b>247</b>	<b>248</b>	<b>234</b>	<b>279</b>	<b>19.2</b>
<b>Total City of Greater Geelong</b>	<b>1,463</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>10.0</b>
<b>SURF COAST SHIRE</b>								
Surf Coast - East	41	63	63	61	60	62	53	-14.5
Surf Coast - West	82	63	58	69	70	57	75	31.6
<b>Total Surf Coast Shire</b>	<b>123</b>	<b>126</b>	<b>121</b>	<b>130</b>	<b>130</b>	<b>119</b>	<b>128</b>	<b>7.6</b>
<b>BOROUGH OF QUEENSCLIFFE</b>								
	<b>57</b>	<b>57</b>	<b>55</b>	<b>62</b>	<b>75</b>	<b>62</b>	<b>55</b>	<b>-11.3</b>
<b>GOLDEN PLAINS SHIRE</b>								
Golden Plains - North-West	28	21	24	38	25	25	36	44.0
Golden Plains - South-East	25	39	34	34	28	33	37	12.1
<b>Total Golden Plains Shire</b>	<b>53</b>	<b>60</b>	<b>58</b>	<b>72</b>	<b>53</b>	<b>58</b>	<b>73</b>	<b>25.9</b>
<b>COLAC OTWAY SHIRE</b>								
Colac-Otway - Colac	102	108	130	103	132	131	136	3.8
Colac-Otway - North	32	38	29	36	28	27	31	14.8
Colac-Otway - South	19	33	30	31	21	38	21	-44.7
<b>Total Colac Otway Shire</b>	<b>153</b>	<b>179</b>	<b>189</b>	<b>170</b>	<b>181</b>	<b>196</b>	<b>188</b>	<b>-4.1</b>
<b>TOTAL BARWON REGION</b>	<b>1,849</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>8.2</b>

Source: Australian Bureau of Statistics, Demographic Summary, Victoria Statistical Areas, 2005 Cat. No. 3301.0 and 3302.0. Data for 2000 - 2001 revised in 2007 and will be different to previously published data.

## Trade Through the Port of Geelong 2006/2007

IMPORTS	Tonnes ('000)	% Share	EXPORTS	Tonnes ('000)	% Share
<b>Overseas</b>			<b>Overseas</b>		
Crude Oil & Petroleum Products	4,033	77.6	Woodchips	1,335	56.1
Fertiliser	627	12.1	Bulk Grain	536	22.5
Liquid Bulk	176	3.4	Petroleum Products	256	10.8
Steel & Iron	160	3.1	Pine Logs	157	6.6
Alumina/Raw Materials	64	1.2	Steel & Iron	0	0.0
Dry Bulk	120	2.3	Liquid Bulk	7	0.3
Sulphuric Acid	0	0.0	Fertiliser	32	1.3
Containers	0	0.0	Dry Bulk	0	0.0
General	14	0.3	Bagged Grain	0	0.0
			Containers	0	0.0
			General	57	2.4
<b>Total Overseas</b>	<b>5,194</b>	<b>100.0</b>	<b>Total Overseas</b>	<b>2,380</b>	<b>100.0</b>
<b>% OF TOTAL IMPORTS</b>		<b>71.3</b>	<b>% OF TOTAL EXPORTS</b>		<b>57.5</b>
<b>Interstate</b>			<b>Interstate</b>		
Crude Oil & Petroleum Products	1,180	56.5	Petroleum Products	1,276	94.7
Alumina/Raw Materials	368	17.6	Bulk Grain	0	0.0
Dry Bulk	176	8.4	Fertiliser	50	3.7
Fertiliser	239	11.5	Liquid Bulk	1	0.1
Sulphuric Acid	125	6.0	Containers	0	0.0
Bulk Grain	0	0.0	Crude Oil	20	1.5
Liquid Bulk	0	0.0	General	0	0.0
Steel & Iron	0	0.0			
General	0	0.0			
<b>Total Interstate</b>	<b>2,088</b>	<b>100.0</b>	<b>Total Interstate</b>	<b>1,347</b>	<b>100.0</b>
<b>% OF TOTAL IMPORTS</b>		<b>28.7</b>	<b>% OF TOTAL EXPORTS</b>		<b>32.5</b>
<b>Intrastate</b>			<b>Intrastate</b>		
Alumina/Raw Materials	0	0.0	Petroleum Products	414	100.0
Crude Oil & Petroleum Products	0	0.0	General	0	0.0
Steel and Iron	0	0.0			
Liquid Bulk	0	0.0			
<b>Total Intrastate</b>	<b>0</b>	<b>0.0</b>	<b>Total Intrastate</b>	<b>414</b>	<b>100.0</b>
<b>% OF TOTAL IMPORTS</b>		<b>0.0</b>	<b>% OF TOTAL EXPORTS</b>		<b>10.0</b>
<b>TOTAL IMPORTS</b>	<b>7,282</b>	<b>100.0</b>	<b>TOTAL EXPORTS</b>	<b>4,141</b>	<b>100.0</b>

Total Trade: 11,424,000 tonnes  
Number of Vessels: 494  
Gross Tonnage of Vessels Entering Port: 13,533,000 tonnes

Source: Patrick GeelongPort Pty Ltd. Apparent errors in totals due to rounding.

### Trade Through the Port of Geelong



Source: Patrick GeelongPort



# Traineeships and Apprenticeships

Barwon Region as at 31 August 2007

Occupation	No.	Occupation	No.
<b>TRAINEESHIPS</b>		<b>Other Intermediate Production &amp; Trans. Workers</b>	<b>191</b>
<b>Business and Admin. Associate Professionals</b>	<b>354</b>	CIII in Trans and D'buton (Warehouse and Storage)	107
CIV in Disability Work	166	CIII in Health Service Assist (Pharmacy)	20
Diploma of Children's Services	74	Other	64
Advanced Diploma of Children's Services	22	<b>Other Labourers and Related Workers</b>	<b>123</b>
CIV in Business (Frontline Management)	14	CII in General Construction	28
CIV in Business	12	CIII in Asset Maintenance (Waste Management)	27
Other	66	Other	68
<b>Cleaners</b>	<b>85</b>	<b>Road and Rail Transport Drivers</b>	<b>104</b>
CIII in Asset Maintenance (Cleaning Operations)	76	CIII in Transport and Distribution (Road Transport)	103
Other	9	Other	1
<b>Elementary Sales Workers</b>	<b>29</b>	<b>Skilled Agricultural and Horticultural Workers</b>	<b>109</b>
CII in Community Pharmacy	13	CIII in Rural Operations	39
Other	16	Other	70
<b>Elementary Service Workers</b>	<b>59</b>	<b>Other Traineeships</b>	<b>229</b>
CIII in Health Support Services	21		
CIII in Health Sup. Services (Client/Patient Sup Serv)	16	<b>Total Traineeships</b>	<b>4,255</b>
Other	22		
<b>Factory Labourers</b>	<b>206</b>	<b>APPRENTICESHIPS</b>	
CII in Meat Processing (Abattoirs)	116	<b>Automotive Tradespersons</b>	<b>277</b>
CII in Automotive Manufacturing	22	CIII in Auto Mech Tech: Auto Mechanic Light Vehicle	92
CIII in Meat Processing (Food Services)	21	CIII in Automotive (Mechanical – Light Vehicle)	70
Other	47	CIII in Automotive (Vehicle Body – Vehicle Painting)	18
<b>Food Tradespersons</b>	<b>149</b>	Other	97
CIII in Food Processing	66	<b>Construction Tradespersons</b>	<b>1,027</b>
CIII in Meat Processing (Boning)	30	CIII in Gen Construction (Carpentry: Framework)	424
CIII in Meat Processing (General)	19	CIII in Plumbing	140
Other	34	CIII in Gen Con (Bricklaying/Blocklaying)	117
<b>Health &amp; Welfare Associate Professionals</b>	<b>40</b>	CIII in Plumbing & Gasfitting	104
CIV in Community Services (Protective Care)	10	CIII in General Cons (Painting & Decorating)	62
CIV in out of School Hours Care	9	CIII in Off-site Construction (Joinery)	37
CIV in Community Services Work	6	CIII in General Construction (Wall & Ceiling Lining)	35
Other	15	CIII in General Construction (Wall and Floor Tiling)	21
<b>Health Professionals</b>	<b>16</b>	CIII in Floor Covering and Finishing	21
CIV Health (Nursing)	16	CIII in General Construction (Roof Tiling)	20
<b>Intermediate Clerical Workers</b>	<b>529</b>	Other	46
CIII in Customer Contact	140	<b>Electrical and Electronic Tradespersons</b>	<b>290</b>
CIII in Business Administration	129	CIII in Electrotechnology Systems Electrician	236
CIII in Customer Contact	99	Other	54
CIII in Business	27	<b>Food Tradespersons</b>	<b>400</b>
Other	134	CIII in Hospitality (Commercial Cookery)	254
<b>Intermediate Sales and Related Workers</b>	<b>926</b>	CIII in Food Processing (Retail Baking - Bread)	57
CIII in Retail Operations	515	CIII in Meat Processing (Meat Retailing)	36
CII in Retail Operations	226	CIII in Food Processing (Retail Baking - Combined)	21
CIII in Retail Supervision	108	Other	32
CIII in Community Pharmacy	19	<b>Mechanical &amp; Fabrication Engineering Trades</b>	<b>234</b>
Other	58	CIII in Engineering - Fabrication Trade	105
<b>Intermediate Service Workers</b>	<b>926</b>	CIII in Engineering - Mechanical Trade	90
CIII in Hospitality (Operations)	392	Other	39
CIII in Children's Services	95	<b>Other Tradespersons and Related Workers</b>	<b>234</b>
CIII in Aged Care Work	62	CIII in Hairdressing	135
CIV in Aged Care Work	45	CIII in Furniture Making (Cabinet Making)	29
CIII in Home and Community Care	43	Other	70
CIII in Dental Assisting	28	<b>Skilled Agricultural &amp; Horticultural Workers</b>	<b>68</b>
CII in Hospitality (Operations)	27	CIII in Horticulture (Landscape)	30
CIII in Health Service Assistance (Client/Patient Services)	25	CIII in Horticulture (Turf)	21
CIII in Fitness	19	Other	17
Other	190	<b>Other Apprenticeships</b>	<b>96</b>
<b>Managing Supervisors (Sales and Service)</b>	<b>180</b>		
CIV in Customer Contact	79	<b>Total Apprenticeships</b>	<b>2,626</b>
CIV in Retail Management	58		
Other	43	<b>TOTAL TRAINEESHIPS &amp; APPRENTICESHIPS</b>	<b>6,881</b>

Source: Office of Training and Tertiary Education, Department of Education and Training - Victoria, 2007. C = Certificate

# Student Enrolments

## Barwon Region 2007

School / Institution	2001	2002	2003	2004 <sup>(1)</sup>	2005	2006	2007	% Change 2006-2007
<b>PRIMARY<sup>(2)</sup></b>								
State	13,396	16,145	15,565	18,399	17,185	17,175	17,303	0.7
Private	5,036	5,720	6,137	6,657	6,773	6,724	6,573	-2.2
<b>TOTAL</b>	<b>18,432</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>-0.1</b>
<b>SECONDARY</b>								
State	10,105	10,152	9,931	10,854	11,966	12,101	12,012	-0.7
Private	8,908	7,491	7,883	7,279	8,196	8,379	8,781	4.8
<b>TOTAL</b>	<b>19,013</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>1.5</b>
<b>GORDON INSTITUTE OF TAFE</b>								
Full-time	2,374	2,848	3,212	3,417	3,800	3,700	4,300	16.2
Part-time	11,859	14,224	15,390	15,399	16,600	15,800	15,700	-0.6
Off-campus	513	649	852	805	500	700	700	0.0
Fleximode <sup>(3)</sup>	2,807	-	-	-	-	-	-	-
<b>TOTAL</b>	<b>17,553</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>2.5</b>
<b>DEAKIN UNIVERSITY<sup>(4)</sup></b>								
Full-time	4,043	4,282	4,376	4,502	4,816	4,923	5,211	5.9
Part-time	714	635	736	841	897	776	832	7.2
Off-campus	6,956	7,406	8,120	8,211	8,026	7,583	7,307	-3.6
<b>TOTAL</b>	<b>11,713</b>	<b>12,323</b>	<b>13,232</b>	<b>13,554</b>	<b>13,739<sup>(5)</sup></b>	<b>13,282</b>	<b>13,350</b>	<b>0.5</b>

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

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

(2) Includes Special Schools.

(3) A mixture of two or more classroom, workplace, internet-based and off-campus deliveries. Fleximode figures for 2002 onwards are included in part-time.

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

(5) Figure revised in 2006.



## Tourist Accommodation at Hotels, Motels & Serviced Apartments *Barwon Region 2006/2007*

		September Quarter 2006	December Quarter 2006	March Quarter 2007	June Quarter 2007
<b>GUEST ARRIVALS (no. of persons)</b>	(No. Estab) <sup>(1)</sup>				
City of Greater Geelong	24	35,954	41,240	38,842	-
<i>Geelong</i>	10	22,014	23,561	19,866	23,493
<i>South Barwon</i>	6	5,291	6,318	6,653	4,801
Surf Coast Shire	13	15,066	20,696	24,850	17,318
Colac Otway Shire	14	13,727	24,063	31,774	19,671
Borough of Queenscliffe	3	3,159	4,428	4,365	-
<b>TOTAL ARRIVALS</b>	<b>54</b>	<b>67,906</b>	<b>90,427</b>	<b>99,831</b>	<b>-</b>
<b>AVERAGE LENGTH OF STAY (NO. OF NIGHTS)</b>					
City of Greater Geelong		1.9	1.9	2.4	-
<i>Geelong</i>		1.9	1.9	2.6	1.5
<i>South Barwon</i>		2.0	2.0	2.4	2.2
Surf Coast Shire		1.9	2.0	2.3	1.9
Colac Otway Shire		1.4	1.4	1.5	1.3
Borough of Queenscliffe		1.6	1.6	1.6	-
<b>ROOM OCCUPANCY RATE (%)</b>					
City of Greater Geelong		55.0	57.8	69.4	-
<i>Geelong</i>		62.8	65.9	74.8	56.0
<i>South Barwon</i>		49.5	58.4	70.7	51.8
Surf Coast Shire		36.7	53.1	75.1	44.7
Colac Otway Shire		40.2	63.3	78.9	48.8
Borough of Queenscliffe		28.6	38.6	49.0	-
<b>EMPLOYMENT (NO. OF PERSONS)</b>					
City of Greater Geelong		409	434	440	-
<i>Geelong</i>		281	289	286	299
<i>South Barwon</i>		78	74	74	79
Surf Coast Shire		228	284	277	220
Colac Otway Shire		73	85	91	94
Borough of Queenscliffe		50	57	51	-
<b>TOTAL NO. OF EMPLOYEES</b>		<b>760</b>	<b>860</b>	<b>859</b>	<b>-</b>
<b>TAKINGS FROM ACCOMMODATION (\$000)</b>					
City of Greater Geelong		\$4,857	\$5,531	\$7,241	-
<i>Geelong</i>		\$3,592	\$3,794	\$4,865	\$2,983
<i>South Barwon</i>		\$462	\$623	\$745	\$423
<i>Balance of Geelong</i>		\$803	\$1,114	\$1,631	-
Surf Coast Shire		\$2,009	\$3,356	\$4,770	\$2,413
Colac Otway Shire		\$1,000	\$1,844	\$2,629	\$1,458
Borough of Queenscliffe		\$288	\$441	\$409	-
<b>TOTAL TAKINGS</b>		<b>\$8,154</b>	<b>\$11,172</b>	<b>\$15,049</b>	<b>-</b>

Source: Australian Bureau of Statistics, *Tourist Accommodation Small Area Data*, Catalogue No. 8635.2.55.001.

Since the March quarter 1998 all hotels, motels and serviced apartments with 15 or more rooms/units have been included in the survey.

(1) Number of establishments is based on figures for the June Quarter 2007.

Data for areas within the City of Greater Geelong (excluding Geelong and South Barwon) is included in the total for the City.

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

# Peak Overnight Population in Selected Locations

Barwon Region, December 2006 - January 2007

Area	Permanent Population 2007	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	3,176	3,882	3,325	290	10,673
Clifton Springs/Drysdale	10,976	2,622	-	10	13,608
Indented Heads	586	3,206	1,270	-	5,062
Ocean Grove	11,482	8,322	6,465	405	26,674
Portarlinton	3,059	5,644	6,035	210	14,947
St Leonards	1,679	6,053	1,155	20	8,907
Geelong Rural Towns	5,122	1,479	455	145	7,201
Urban Geelong	164,148	29,412	5,765	3,325	202,650
<b>SURF COAST SHIRE</b>					
Aireys Inlet/Fairhaven/Moggs Creek	1,170	4,949	425	480	7,024
Anglesea	2,287	9,962	3,955	750	16,954
Deans Marsh	637	1,174	-	115	1,926
Jan Juc	3,171	3,036	1,165	70	7,442
Lorne	960	6,465	2,670	2,530	12,625
Torquay (incl Bellbrae)	8,445	8,293	5,185	625	22,549
Winchelsea (Incl. Winchelsea Sth)	2,307	591	-	45	2,943
Surf Coast Rural Towns	2,564	525	-	135	3,224
<b>BOROUGH OF QUEENSCLIFFE</b>					
Point Lonsdale	2,525	6,352	505	145	9,528
Queenscliff	1,382	2,325	1,830	735	6,273
<b>GOLDEN PLAINS SHIRE</b>					
	16,439	2,916	-	50	19,405
<b>COLAC OTWAY SHIRE</b>					
Apollo Bay/Marengo/Skenes Creek	2,137	7,095	3,745	1,630	14,607
Barwon Downs (incl Forrest)	334	473	-	35	842
Carlisle River	354	468	-	-	822
Colac (incl. Colac West & Elliminyt)	11,422	2,655	1,470	475	16,022
Lavers Hill	201	424	-	30	655
Wye River	147	2,190	1,670	65	4,072
Colac Rural Towns	5,756	2,111	1,280	695	9,842
<b>TOTAL BARWON REGION</b>	<b>262,468</b>	<b>122,624</b>	<b>48,370</b>	<b>13,015</b>	<b>446,477</b>

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

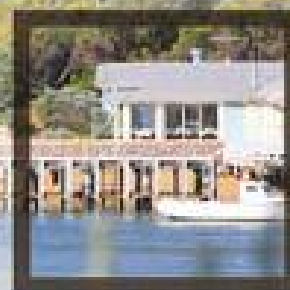
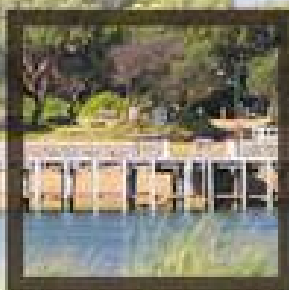
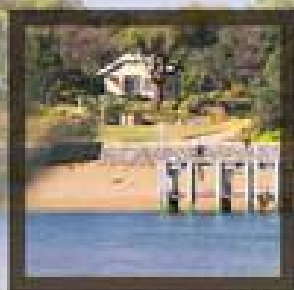
Assumptions: Population: 2006 Census (place of usual residence) population has been projected to the current year using annual growth rates for 2001-2006.

Holiday Homes: Occupied on average by 6 persons. Annual estimates for increases in holiday homes is made 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.

HOLIDAY  
LOCATIONS



HOLIDAY

OVERNIGHT  
ACCOMMODATION

# Selected Social Characteristics Barwon Region

## 2006 Census

	Median Income /\$Weekly			Median Rent \$/Weekly	Median Housing Loan Repayment \$/Monthly	Household Type		
	Individual	Household	Family			Family	Lone Person	Group
<b>CITY OF GREATER GEELONG</b>								
<b>Urban Geelong</b>								
Bell Park	\$333	\$695	\$926	\$155	\$1,083	1,309	516	39
Bell Post Hill	\$372	\$825	\$1,018	\$177	\$1,087	1,438	416	34
Belmont	\$394	\$775	\$1,053	\$165	\$1,083	3,505	1,846	247
Breakwater	\$335	\$616	\$697	\$139	\$910	284	150	24
Corio	\$326	\$696	\$815	\$140	\$867	3,942	1,269	145
Drumcondra	\$563	\$1,372	\$1,850	\$200	\$1,300	163	55	0
East Geelong	\$484	\$980	\$1,203	\$173	\$1,122	1,017	460	69
Fyansford	\$490	\$1,139	\$1,300	\$122	\$867	49	17	5
Geelong City	\$517	\$1,014	\$1,264	\$185	\$1,335	1,030	676	137
Geelong West	\$481	\$877	\$1,165	\$165	\$1,200	1,544	1,011	172
Grovedale	\$426	\$992	\$1,119	\$185	\$1,131	3,594	1,038	173
Hamlyn Heights	\$398	\$870	\$1,098	\$170	\$1,109	1,580	697	67
Herne Hill	\$406	\$712	\$1,031	\$125	\$1,000	860	568	43
Highton	\$487	\$1,113	\$1,342	\$190	\$1,270	3,971	1,206	178
Lara	\$484	\$1,162	\$1,303	\$190	\$1,257	3,393	702	61
Leopold	\$460	\$1,076	\$1,159	\$190	\$1,192	2,512	507	45
Lovely Banks*	\$430	\$1,179	\$1,253	\$313	\$1,247	410	57	0
Manifold Heights	\$457	\$936	\$1,269	\$150	\$1,144	659	316	25
Marshall*	\$375	\$795	\$1,027	\$281	\$1,007	340	195	10
Moolap*	\$408	\$811	\$1,051	\$269	\$928	333	125	10
Mount Duneed	\$476	\$1,159	\$1,240	\$180	\$1,264	272	40	5
Newcomb	\$349	\$618	\$826	\$150	\$900	1,186	689	67
Newtown	\$518	\$1,060	\$1,427	\$180	\$1,300	2,386	1,059	155
Norlane	\$273	\$528	\$621	\$115	\$813	2,106	1,148	111
North Geelong	\$342	\$665	\$915	\$143	\$1,031	586	352	45
North Shore	\$425	\$738	\$1,045	\$160	\$1,029	80	48	10
Rippleside	\$594	\$1,216	\$1,643	\$205	\$1,517	92	44	6
St Albans Park	\$444	\$984	\$1,113	\$170	\$1,126	1,234	368	38
South Geelong	\$501	\$907	\$1,244	\$170	\$1,180	215	152	22
Thomson	\$310	\$569	\$699	\$130	\$878	393	298	29
Wandana Heights	\$583	\$1,739	\$1,909	\$193	\$1,350	499	69	8
Waurm Ponds*	\$395	\$1,395	\$1,489	\$242	\$1,480	783	101	33
Whittington	\$333	\$626	\$737	\$130	\$867	1,042	459	33
<b>Rural Geelong</b>								
Anakie	\$464	\$1,136	\$1,207	\$57	\$1,083	192	28	3
Balliang	\$407	\$1,036	\$1,077	\$120	\$1,200	66	15	0
Batesford	\$560	\$1,351	\$1,425	\$150	\$1,393	217	32	11
Barwon Heads	\$502	\$1,042	\$1,208	\$185	\$1,200	777	266	30
Breamlea	\$520	\$1,014	\$1,133	\$190	\$1,540	65	21	3
Clifton Springs	\$400	\$905	\$1,054	\$180	\$1,100	2,076	518	48
Connewarre	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Curlewis	\$458	\$1,212	\$1,414	\$162	\$1,495	118	21	4
Drysdale	\$382	\$848	\$1,080	\$163	\$1,200	1,017	300	21
Indented Head	\$357	\$607	\$702	\$150	\$1,083	169	91	5
Little River	\$480	\$1,240	\$1,403	\$150	\$1,394	458	67	6
Marcus Hill	\$497	\$1,066	\$1,172	\$52	\$975	81	19	0
Ocean Grove	\$461	\$1,004	\$1,170	\$185	\$1,180	3,049	1,050	94
Portarlington	\$321	\$594	\$718	\$165	\$1,083	826	403	31
St Leonards	\$307	\$571	\$646	\$145	\$1,083	443	243	21
Wallington	\$507	\$1,232	\$1,322	\$180	\$1,300	343	46	4
<b>SURF COAST SHIRE</b>								
Aireys Inlet	\$485	\$869	\$1,066	\$180	\$1,473	184	88	9
Anglesea	\$417	\$787	\$1,059	\$160	\$1,083	605	275	16
Bellbrae	\$533	\$1,224	\$1,344	\$180	\$1,500	371	44	6
Deans Marsh	\$473	\$934	\$1,013	\$140	\$1,146	182	35	3
Fairhaven	\$508	\$1,040	\$1,162	\$160	\$1,220	56	23	0
Freshwater Creek	\$446	\$1,031	\$1,191	\$108	\$1,354	152	25	3
Gherang	\$517	\$1,205	\$1,315	\$51	\$1,247	167	30	0
Gnarwarre	\$502	\$1,372	\$1,467	\$140	\$1,450	244	29	8
Jan Juc	\$561	\$1,154	\$1,318	\$220	\$1,300	802	204	71
Lorne	\$465	\$842	\$1,089	\$205	\$1,094	221	102	13
Moggs Creek	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Moriac	\$518	\$1,311	\$1,358	\$106	\$1,257	158	11	3
Torquay	\$499	\$1,089	\$1,218	\$225	\$1,343	1,749	536	102
Winchelsea	\$360	\$747	\$955	\$130	\$953	507	178	16
Winchelsea South	\$540	\$1,105	\$1,144	\$130	\$1,300	90	14	0
<b>BOROUGH OF QUEENSCLIFFE</b>								
Point Lonsdale	\$450	\$883	\$1,127	\$175	\$1,000	651	331	16
Queenscliff	\$423	\$797	\$1,082	\$170	\$1,083	364	174	12

## Selected Social Characteristics Barwon Region 2006 Census (continued)

	Median Income \$/Weekly			Median Rent \$/Weekly	Median Housing Loan Repayment \$/Monthly	Household Type		
	Individual	Household	Family			Family	Lone Person	Group
<b>GOLDEN PLAINS SHIRE</b>								
Bannockburn	\$474	\$1,148	\$1,232	\$200	\$1,350	683	102	5
Berringa	\$309	\$589	\$659	\$130	\$574	75	32	0
Cambrian Hill	\$498	\$1,115	\$1,217	\$100	\$1,083	122	23	0
Dereel	\$349	\$697	\$900	\$25	\$771	193	64	4
Enfield	\$357	\$746	\$900	\$160	\$867	97	26	5
Haddon	\$419	\$1,039	\$1,076	\$130	\$1,076	300	49	11
Inverleigh	\$435	\$1,071	\$1,187	\$110	\$1,200	358	64	11
Lethbridge	\$478	\$1,102	\$1,160	\$120	\$1,092	241	37	4
Linton	\$352	\$624	\$782	\$120	\$693	141	71	3
Meredith	\$463	\$1,004	\$1,098	\$125	\$1,028	303	91	5
Napoleans	\$404	\$1,061	\$1,096	\$148	\$1,083	190	31	4
Rokewood	\$396	\$743	\$974	\$80	\$719	73	25	4
Ross Creek	\$442	\$1,163	\$1,207	\$178	\$1,083	142	13	0
Scarsdale	\$352	\$835	\$892	\$125	\$800	390	84	13
Smythesdale	\$342	\$725	\$955	\$120	\$964	149	43	3
Smythes Creek	\$465	\$1,134	\$1,182	\$200	\$1,181	188	238	13
Stonehaven	\$561	\$1,181	\$1,333	\$22	\$1,300	75	12	5
Sutherlands Creek	\$518	\$1,172	\$1,300	\$120	\$1,700	71	15	0
Teesdale	\$425	\$1,125	\$1,171	\$150	\$1,149	408	50	5
Wallinduc	\$395	\$1,017	\$1,139	\$0	\$2,500	37	11	0
<b>COLAC OTWAY SHIRE</b>								
Apollo Bay	\$398	\$663	\$924	\$155	\$1,100	458	227	14
Barongarook	\$356	\$988	\$1,126	\$118	\$975	118	20	0
Barongarook West	\$420	\$870	\$1,063	\$31	\$980	118	34	5
Barwon Downs	\$380	\$680	\$819	\$110	\$661	52	22	0
Beeac	\$385	\$660	\$1,021	\$88	\$600	49	38	0
Birregurra	\$418	\$745	\$1,033	\$140	\$867	175	94	3
Bungador	\$516	\$919	\$1,080	\$60	\$1,200	48	13	3
Carlisle River	\$411	\$809	\$1,012	\$65	\$867	110	35	4
Colac	\$390	\$705	\$1,003	\$140	\$867	2,265	1,187	125
Colac West	\$431	\$926	\$1,090	\$115	\$943	114	40	0
Cororooke	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Cressy	\$234	\$492	\$564	\$128	\$531	29	16	0
Dreeite	\$444	\$949	\$1,050	\$70	\$1,000	54	13	3
Elliminyt	\$462	\$1,083	\$1,154	\$155	\$1,083	561	116	15
Forrest	\$380	\$638	\$949	\$120	\$823	42	18	3
Gellibrand	\$247	\$599	\$638	\$110	\$1,170	44	9	0
Irrewarra	\$451	\$927	\$1,018	\$100	\$940	228	44	5
Irrewillipe	\$470	\$1,006	\$1,115	\$69	\$867	113	28	4
Kawarren	\$345	\$706	\$850	\$150	\$919	58	23	5
Larport	\$419	\$949	\$1,100	\$145	\$867	57	15	0
Lavers Hill	\$385	\$956	\$1,028	\$120	\$700	62	14	0
Marengo	\$384	\$850	\$985	\$170	\$1,142	53	18	0
Nalangil	\$413	\$908	\$1,094	\$95	\$800	120	29	6
Ombersley	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Skenes Creek	\$409	\$601	\$724	\$170	\$1,040	30	22	0
Warrion	\$381	\$774	\$992	\$120	\$887	140	51	3
Wye River	\$542	\$866	\$1,012	\$170	\$1,029	39	28	0
Yeodene	\$532	\$1,076	\$1,219	\$108	\$923	138	32	3
<b>STATISTICAL LOCAL AREAS</b>								
<b>GREATER GEELONG</b>								
Greater Geelong Pt A SLA	\$405	\$881	\$1,094	\$160	\$1,091	42,565	16,617	2,058
Bellarine Inner SLA	\$397	\$840	\$1,046	\$150	\$1,083	6,301	2,147	193
Corio Inner SLA	\$359	\$774	\$993	\$145	\$1,050	14,828	5,144	506
Geelong SLA	\$444	\$857	\$1,117	\$165	\$1,123	2,853	1,682	274
Geelong West SLA	\$462	\$851	\$1,159	\$155	\$1,170	3,421	2,119	276
Newtown SLA	\$518	\$1,060	\$1,427	\$180	\$1,300	2,386	1,059	155
South Barwon Inner SLA	\$436	\$1,005	\$1,167	\$180	\$1,200	12,776	4,466	650
Greater Geelong Pt B SLA	\$411	\$888	\$1,084	\$175	\$1,148	9,237	3,071	273
Greater Geelong Pt C SLA	\$462	\$1,147	\$1,265	\$110	\$1,300	654	109	9
<b>SURF COAST SHIRE</b>								
Surf Coast East SLA	\$513	\$1,134	\$1,278	\$220	\$1,300	3,475	863	195
Surf Coast West SLA	\$439	\$890	\$1,079	\$160	\$1,098	2,232	781	60
<b>BOROUGH OF QUEENSCLIFFE</b>								
	\$438	\$811	\$1,112	\$170	\$1,000	775	415	22

**Selected Social Characteristics Barwon Region 2006 Census (continued)**

	Median Income \$/Weekly			Median Rent \$/Weekly	Median Housing Loan Repayment \$/Monthly	Household Type		
	Individual	Household	Family			Family	Lone Person	Group
<b>STATISTICAL LOCAL AREAS (cont.)</b>								
<b>GOLDEN PLAINS SHIRE</b>								
Golden Plains North West SLA	\$393	\$952	\$1,057	\$130	\$975	2,028	422	49
Golden Plains South East SLA	\$455	\$1,083	\$1,169	\$130	\$1,170	2,507	467	41
<b>COLAC OTWAY SHIRE</b>								
Colac Otway City SLA	\$401	\$763	\$1,039	\$140	\$911	2,825	1,300	141
Colac Otway North SLA	\$412	\$864	\$1,055	\$100	\$86	1,599	490	39
Colac Otway South SLA	\$396	\$709	\$938	\$150	\$1,014	893	392	28
<b>LOCAL GOVERNMENT AREAS</b>								
City of Greater Geelong	\$407	\$886	\$1,093	\$160	\$1,100	52,459	19,796	2,337
Surf Coast Shire	\$481	\$1,055	\$1,175	\$195	\$1,270	5,696	1,640	258
Borough of Queenscliffe	\$438	\$811	\$1,112	\$170	\$1,000	775	415	22
Golden Plains Shire	\$426	\$1,031	\$1,118	\$130	\$1,083	4,539	886	88
Colac Otway Shire	\$403	\$777	\$1,031	\$138	\$911	5,317	2,183	206
<b>BARWON STATISTICAL DIVISION</b>	<b>\$414</b>	<b>\$901</b>	<b>\$1,097</b>	<b>\$160</b>	<b>\$1,083</b>	<b>68,780</b>	<b>24,923</b>	<b>2,912</b>
<b>MAJOR CITIES</b>								
Australia	\$466	\$1,027	\$1,171	\$190	\$1,300	5,122,760	1,740,481	280,856
Victoria	\$456	\$1,022	\$1,170	\$185	\$1,252	1,273,494	436,458	71,170
Melbourne Statistical Division	\$481	\$1,079	\$1,242	\$200	\$1,300	920,915	305,138	57,248

Source: Australian Bureau of Statistics, 2006 Census of Population and Housing. City of Greater Geelong.

\*Data for these suburbs in their entirety is not available therefore \$ values have been averaged.

n.a. = Not available.

Municipal totals by suburb and township are not available as some suburb and townships cross municipal boundaries.



# 2006/2007 Regional News Events

## As reported by Geelong Region media

### July 2006

**12/7** The City of Greater Geelong announces \$4.6 million in traffic management plans to improve east west traffic access through the City centre.

**21/7** Powercor announces its intention to invest \$25 million in the Geelong Region over the next five years to meet growing demand. Plans include a new \$20 million substation at Torquay and a \$5 million upgrade to its Waurm Ponds substation.

**21/7** State and Federal Government funding worth \$3.9 million is secured to redevelop the Grovedale Secondary College. Plans include the construction of classrooms and the refurbishment of administration and staff facilities.

**27/7** Local company Express Promotions is named the Geelong Advertiser Business of the Year.

### August

**10/8** The State Government announces funding to upgrade the Great Ocean Road tourism precinct. \$6.3 million will be spent upgrading Turtons Track in the Otway Ranges and \$1.96 million will be spent on safety improvements to the Great Ocean Road itself between Beech Forrest and Haines Junction.

**9/8** Salesforce opens its new \$4 million, 300-seat call centre in Geelong. The Centre is expected to employ up to 500 people and inject \$12 million into the local economy.

**18/8** Geelong Otway Tourism in conjunction with the City of Greater Geelong launch their vision for an \$80 million 1,500 seat waterfront convention and exhibition centre. A feasibility report shows the facility is capable of injecting in excess of \$56 million and 1,300 jobs into the regional economy. Concept plans for the facility include a 4 1/2 star hotel, smaller theatrettes, a meeting room alongside a main auditorium and up to 4,000sqm of exhibition space. Private and public interest in the project will be sought.

**23/8** Developers, Argyle Street Central Pty Ltd, announce plans for a new \$30 million medical centre on a site adjacent the Geelong Private Hospital. The Geelong Private Medical Centre will include 55 medical suites, pharmacy, pathology and a café. Concept plans also include an air bridge connecting the development to the Geelong Private Hospital and a tunnel under Bellerine Street which will connect the centre to the Geelong Hospital.

**24/8** The City of Greater Geelong receives \$100,000 from the State Government to facilitate Geelong's biotechnology industry. The funds will be used by BioGeelong to investigate a number of projects including the viability of establishing a centralised laboratory facility in the Region.

### September

**1/9** The City of Greater Geelong announces plans for \$1.2 million upgrade of Landy Field in a bid to attract more state and national athletic events.

**2/9** The \$5.9 million alignment of Bayside Road in North Shore is officially opened. The new road includes a two-lane two-way road between The Esplanade roundabout and Seabeach Parade. The road is expected to carry 4,000 vehicles a day diverting heavy vehicle traffic away from residential homes in the area.

**2/9** The State Government commits \$40 million to the realignment of the Breakwater Bridge.

**5/9** Geelong's newest education facility the Marjorie Milner College commences operations in Geelong. The college specialises in education for international students. 76 students have moved to Geelong from India to study information technology.

**6/9** The State Government commits \$1.1 million towards the construction of a new marina on the eastern and western sides of the harbour at Apollo Bay.

**9/9** The Department of Education announces plans to merge Colac's two secondary schools and incorporate the new college as part of a greater community, education and recreation precinct. The precinct will include the Blue Water Fitness Centre and Central Reserve. The new college will cater to 1,100 students and is expected to be operational by 2009.

**12/9** The State Government announces plans for a \$6.8 million redevelopment of Barwon Prison to include a "Supermax" High Security Unit. The new 27-bed Melaluca Unit which will be totally independent of other facilities within the prison, is expected to be completed by the end of 2007 and will replace the existing Grevillea Unit.

**13/9** Australian based company Wind Hydrogen Limited purchases the proposed 116-turbine Colac Wind Farm Project at Mount Gellibrand from German based Pro Ventum International for \$320 million.

**29/9** Plans are announced for a \$25 million six-storey redevelopment of the building on the corner of Western Beach Road and Cunningham Street. The waterfront development includes plans for restaurants and shops on the ground floor, four levels of offices and six penthouse apartments.



2006/2007 Regional News Events *As reported by Geelong Region media (continued)*

POPULATION

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**October**

**7/10** Development company Urban Pacific unveils plans for a \$100 million housing development in Melaluka Road, Leopold. An estimated 650 homes are earmarked for the development.

**10/10** St John of God Hospital receives approval for a \$16.5 million hospital expansion on the former Geelong Tyre Centre site opposite its current Myers Street facility. The 3,000sqm expansion will allow for a new Surgery Medical Centre, that will include three new operating theatres, two levels of consulting suites, pathology and radiology services and underground car park. The new facility is expected to be open by mid 2008.

**30/10** Plans are announced for a \$3.4 million upgrade of the Australian Automotive Research Centre at Anglesea. The State Government and TAC will each contribute \$500,000 towards the project whilst Linfox, Robert Bosch Australia and Acacia Ridge will contribute the remaining \$2.4 million. The upgrade is expected to create an additional 12 jobs at the testing facility.

**November**

**11/11** Work commences on Solid Investments \$50 million Edgewater Apartments. The development located along waterfront Geelong includes 53 apartments and a mix of retail outlets and a restaurant.

**17/11** GeelongPort relocates its headquarters to a new \$1.4 million purpose built facility at Corio Quay.

**21/11** Australian air Express launches the first of four former Qantas passenger jets converted to Boeing 737-300 freighter aircraft. Qantas Engineering are working with Bedek Aviation Group (a subsidiary of Israel Aircraft Industries) to carry out the conversions at Avalon.

**23/11** The City of Greater Geelong approves plans for a \$6.5 million redevelopment of the Ritz Flats in Bellerine Street. The five storey development will include 38 residential apartments, two ground floor restaurants, wine bar and underground parking.

**24/11** The City of Greater Geelong Economic Development Unit wins Economic Development Australia's national award for Best Overall Economic Development Unit as well as being a finalist in three other award categories.

**30/11** Work commences on Australian Unity Investment Retail Property Fund's \$35 million redevelopment of the Waurm Ponds shopping centre. Plans include 36 speciality shops, an expanded Target Store and improved vehicle and pedestrian access. Floorspace at the centre will be increased by one-third to 21,000sqm. Work is expected to be completed by the end of 2007.

**December**

**5/12** Owners of the Belmont Hotel unveil concept plans for a \$2.5 million redevelopment of the site. Plans include an extension of the Hotel and demolishing the existing bottleshop to make way for a 1,400sqm liquor superstore.

**8/12** The City of Greater Geelong unveils a \$71 million Masterplan to revamp historic Osborne House and surrounding grounds. Plans include a four-star hotel, cafes, restaurants and 200-berth marina.

**8/12** The Federal Government announces \$8.5 million in additional funding for Geelong's CSIRO Animal Health facility to establish a dedicated laboratory for local and external researchers to work on joint research projects.

**14/12** Development company the Ingles Group, unveils concept plans for a \$10 million 400-home residential estate in Jetty Road Clifton Springs.

**15/12** Plans are approved for the new \$20 million Western Heights College in Vines Road. The state-of-the-art facility will combine the college's current three campuses and will include the Vines Road Community Centre. The college is expected to commence operating in 2008 with all students transferred to the new location by 2009.

**23/12** The Costa Property Group purchases the Cunningham Pier and restaurant complex. The company is investigating development options for the site.

**January 2007**

**16/1** Work commences on the \$150 million redevelopment of Westfield's Bay City Shopping Centre. Approved plans include the expansion of the centre onto the site on the corner of Malop and Yarra Streets, construction of a flyover across Yarra Street and redevelopment of shops on the east side of Yarra Street. The redevelopment will increase floor space at the Centre from 35,000sqm to 50,000sqm.

**19/1** Geelong's new Australian Technical College officially opens. The College will provide training in metal, engineering, building and construction for Year 11 and 12 students.

**20/1** Toll GeelongPort announces a \$20 million expansion of its Corio Quay north terminal. The facility will almost double in length to 675 metres to create a dedicated berth for woodchip exports, freeing up the existing berth for bulk cargo such as steel, paper and timber products.

## 2006/2007 Regional News Events *As reported by Geelong Region media (continued)*

### February

**7/2** The City of Greater Geelong unveils plans for the \$30 million redevelopment of Leisurelink in Waurn Ponds. Plans include a 50m pool that can be divided into two 25m pools, a hydro-exercise pool, learn-to-swim pool and gymnasium. The complex will also house an adventure playground and Australia's first cannon ball 15m-high waterslide.

**9/2** Deakin University commits \$2.5 million toward the upgrade of laboratories and office space at its Geelong Technology Precinct. The upgrade will result in the facility accommodating up to 200 researchers up from the 100 researchers at the centre when it commenced in 2004.

**13/2** Clyde Wool Scouring Pty Ltd closes its doors retrenching 16 workers.

**23/2** The Country Fire Authority announces a new \$1m Fire Station in McCurdy Road Herne Hill. The new station will replace facilities in Geelong West. The move is part of the CFA's \$14m capital investment project within the Region that includes new stations being built at Lara, Ocean Grove and the \$8.4m redevelopment of the Geelong Fire Station.

### March

**3/3** Ballarat-consortium Country Club Villages, announce plans for a \$90m retirement village and nursing home in Moolap. The five star Bellarine Lakes Village will be set around a nine hole-golf course and will include a 120-bed nursing home, 36 independent units, 45 serviced apartments and 28 condominiums.

**3/3** Fertiliser company Hi Fert opens its new multimillion dollar fertiliser shed in Lara. The new facility which will employ 20 staff, can hold 100,000 tonnes of finished product.

**6/3** Barwon Water announces a \$70m plan to investigate potential new underground water resources in Anglesea. If successful, the bores could provide an additional 20% to the Region's water storages.

**6/3** Construction of Deakin University's School of Medicine at its Waurn Ponds campus is on track to accommodate the new Regional and Rural Medical School due to commence its first year of teaching in 2008.

**15/3** The Torquay Golf Club enters into negotiations for sale of its facilities to the RACV. The RACV has proposed spending \$45 million on construction of a new club house and resort including accommodation facilities, meeting rooms, dining areas and parking. The Automotive club has also committed to spending \$6 million on redeveloping the golf course and \$4 million will be offered in Torquay Golf Club member concessions.

**26/3** The 2007 Australian International Airshow and Aerospace Expo is held at Avalon Airport. Attendances at the event, which generates \$15 million in economic flow-on to the Region, were up 6% on previous figures to 182,000 spectators.

**30/3** Lascorp Development Group officially opens the \$15 million Gateway Plaza at Leopold. The complex which has a floor area of 5,200 sqm includes a supermarket and mixed retailing.



### April

**13/4** Local car manufacturer Coghlan-Russell Engineering closes its doors retrenching 50 workers.

**13/4** Work commences on the Transport Accident Commission's \$100 million headquarters on the former Bow Truss building site in Brougham Street. The development which will accommodate 600 staff, will include five levels of office space (15,000sqm), 1,000sqm of retail and food outlets on the ground floor and 300 car parks in two basement levels.

**19/4** Axiom Energy announces its intention to establish a \$50 million bio-diesel plant in Geelong. It is anticipated that the plant which would convert plant oils and animal fats into fuel, will employ 20 people when operational.

**24/4** The Sunland Group, developers of the "The Province" a new \$55 million housing estate in Scenic Road Highton commence sale of the 272 lots in the estate.

**28/4** The State Government and Barwon Water launch a \$1.4 million mega pipe system at Barwon Downs adding 55 mega-litres of extra capacity to Geelong's water supply.

### May

**1/5** Budget Malaysian-based airline Air Asia commences discussions with Avalon Airport to investigate the potential for international flights directly from Avalon to Malaysia.

**2/5** The Surf Coast Shire approves plans for the development of a three-storey residential and retail complex on the corner of The Esplanade and Zeally Bay Road. The development will include 8 retail shops, 18 units, basement car parking as well as a lap pool and gym.

**2/5** The Surf Coast Shire approves plans for a 283-unit retirement village in Grossmans Road Torquay.

**2/5** The Victorian State Government establishes a \$5.7 million fund that will allow it to purchase land in prime central Geelong areas to facilitate appropriate city development. The Geelong Railway Station, City Hall, the Waterfront and Geelong CAA will be targeted.

**10/5** Deakin University unveils a five year Masterplan to expand facilities at its Waurn Ponds Technology Precinct. Plans include the addition of another \$25 million two hectare research building that would complement the University's existing research capabilities of biotechnology, nano-technology, prototyping and wine science.

2006/2007 Regional News Events *As reported by Geelong Region media (continued)*

**11/5** Discount supermarket chain Aldi opens its Corio Store located at the entrance to Geelong.

**12/5** The Federal Government commits an additional \$17 million to Geelong's CSIRO Animal Health laboratory to boost important research and diagnostic and testing facilities for diseases such as Bird Flu, SARS and rabies.

**15/5** A 63-hectare piece of residential land near Buckley Falls is offered for sale. The land known as Lower Highview has the potential to accommodate 420 housing blocks.

**18/5** The Geelong Manufacturing Council is successful in attracting \$50,000 from the State Government to carry out a feasibility study to investigate the potential for the establishment of manufacturing clusters in areas such as research and development, exporting and cost reduction.

**23/5** British company, International Power, applies to the State Government for permission to establish a 14-turbine wind farm at Winchelsea.

**23/5** The City of Greater Geelong purchases the Balfour Motors site at 20 Gheringhap Street and adjoining land at 117 and 137 Mercer Street as a potential site to consolidate its administrative operations.

**24/5** Lara based company, Geelong Leather, announces plans to relocate its tannery operations interstate. The closure will result in the loss of 35 jobs.

**June**

**1/6** Plans are approved for \$5 million caravan park resort at Leopold. The five-star development will include 134 on-site cabins, 44 caravan sites with ensuite facilities, camping site, two large dormitory-style buildings and recreational facilities including a swimming pool, tennis courts adventure playground and indoor games room.

**1/6** Avalon Airport announces \$2 million expansion plans of its airport facilities that will allow for more arrival and departure space, shops and seating.

**2/6** Deakin University signs a Memorandum of Understanding (MOU) with India's biggest biotechnology company Biocon. The MOU will focus on the development of a business case for the establishment of a facility located at the Geelong Technology Precinct which will produce proteins for use in testing and clinical trials of drugs. Deakin University is also investigating the opportunity of establishing a Research Institute in Bangalore, India.

**2/6** Cheetham Salt announces its intention to close its Geelong salt refinery operations by 2009. 15 workers will be offered relocation to Sea Lake or redundancy.

**4/6** The State Government commits \$845,000 to upgrade facilities at the Portarlington Port to assist the local commercial fishing and aquaculture industry.

**8/6** Revised plans are approved for a \$30m nine storey residential and commercial tower on the former Harding Park site. Developers Bovis Lend Lease, have received approval for the Promenade Development that will include 37 luxury apartments facing into Bellerine Street and a two storey restaurant.

**8/6** The City of Greater Geelong hosts a function to welcome 200 skilled migrants and their families to Geelong. The skilled migrants move to Geelong has been facilitated through the State Government's Skilled Migration program.

**13/6** Retail giant Direct Factory Outlets purchases the former Torquay Primary School site for an estimated \$16 million. Plans for the site include 35 stores and a series of units on top of the shopping centre.

**20/6** Development company Stockland, releases revised plans for its Lonsdale Lakes development in Point Lonsdale. The relaunched plans include 600 houses, up to 170 retirement units and an aged care facility for 120 residents. Plans also include a 94 hectare green wedge between Point Lonsdale and Ocean Grove.

**23/6** Plans are confirmed for a \$64 million water recycling plant near Shell's Geelong Refinery. The plant will be jointly funded by the Federal and State Government, Barwon Water and Shell Australia. It is anticipated that the plant will lead to savings of about 5% of Geelong's annual potable water use.

POPULATION

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# Other publications

*Produced by the City of Greater Geelong's Economic Development Unit*

- Lifestyle Geelong
- Invest Geelong
- Discover Geelong (DVD)
- Geelong Economic Development Strategy 2005-2010
- Skilled Migration
- Services
- Facts At A Glance
- Geelong Fast Facts
- Cityscope - Geelong Investment News
- Biotechnology Geelong
- Careers in Biotechnology



# ECONOMIC INDICATOR

GEELONG, SMART THINKING

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