



GEELONG CITYSCOPE

GEELONG: OPEN FOR BUSINESS

JULY 2009 VOL 3

GEELONG: OPEN FOR BUSINESS

With a population of over 211,800, Geelong is Victoria's largest regional centre.

We have a strong and robust economy and a business base of over 15,000 enterprises.

Over the last 12 months there has been over \$826m invested in Geelong from a large range of sectors. A further \$677.9m worth of redevelopment and construction is now underway, and more than \$1b worth of projects are confirmed and awaiting commencement.

With so many major growth and development opportunities in the region, there has never been a better time to invest in Geelong.



Anglesea Borefield - Image courtesy Barwon Water

PROJECTS UNDERWAY

- > Construction has begun for **Section 4a of the Geelong Ring Road**. The \$1.25m extension stretches 2.5km, providing a direct connection with Anglesea Road. Work is due for completion in late 2010.
- > Barwon Water has commenced construction of a **\$76m bio-solids drying facility at Black Rock**. The fully enclosed facility will transform waste product from the nearby Black Rock Water Reclamation Plant into nutrient-rich farm fertiliser and renewable fuel. The thermal drying facility is expected to be completed in 2010.
- > Work has commenced on the **\$68m Rippleside Quay development** on the former Rippleside Ship Repair site in North Geelong. The development will include 176 dwellings, a marina and recreational facilities.
- > Barwon Water's **Anglesea Borefield** will be commissioned in late 2009. The \$60m project will supply an average 7,000 million litres of drinking water a year, or 20 per cent of the region's current demand. Production bores will draw water from around 700 metres below ground, near Barwon Water's existing Forest Road basin and the southern boundary of Alcoa's mine operations.



Geelong Ring Road



Kan Tan 1V - Image courtesy Victorian Regional Channels Authority

- > The City of Greater Geelong has commenced work on a **\$30m Aquatic Centre** in Waurn Ponds.
- > The Geelong Football Club has begun work on the **\$28m refurbishment of Skilled Stadium**. Work includes the redevelopment of the Ross Drew Stand to increase capacity at the facility by 3,500 people (to a total capacity of 30,000 people).
- > Construction has commenced on a **\$20m Clinical Teaching Unit** in Ryrie Street, Geelong. The Deakin University – Barwon Health initiative will provide three above ground levels for dedicated teaching and research and two levels of basement parking. The first stages of the development are due for completion in early 2010 to coincide with progression of 3rd year medical students undertaking their 12 months with Geelong Hospital.
- > Successful projects from the first round of the Federal and State Government's **Geelong Innovation and Investment Fund (GIIF)** are well underway. Investment worth \$24m will be generated by projects at Air Radiators Pty Ltd, Mako Craft Pty Ltd, Modern Olives Pty Ltd and Challenge Meats Pty Ltd. The investment is expected to result in 193 jobs.
- > Ford Australia has started **\$21m worth of upgrades to its Geelong plant** for the development and construction of the I6 engine to meet new Euro IV emissions standards that will be introduced in Australia in 2010. The project is supported by the Federal and State Government as it will save 400 jobs at the plant.
- > Tenova and McConnell Dowell have commenced work on the **\$20m expansion of the Corio Quay north terminal** at Geelong Port. A new wharf and dedicated woodchip facility are expected to be completed by 2010.

- > The second stage of the **Promenade Towers Apartments** has begun construction along Waterfront Geelong. The \$40m nine-storey residential development includes 37 apartments.
- > A \$40m refit and repair has begun on the **Kan Tan 1V**, a 13,000 tonne oil rig that will operate in Bass Strait. Global maritime company, A.P.Moller-Maersk, have set up purpose built facilities at Geelong Port's Lascelles Wharf to undertake the work.
- > Construction has commenced on the \$35m 6,000sqm redevelopment of **Queenscliff Harbour**. The new 24-hour facility will accommodate 280 wet-berths, 100 dry-berths, 30 land storage berths and a retail component.
- > Argyle Street Central developers have commenced construction of the **\$30m Geelong Private Medical Centre** adjacent to the Geelong Private Hospital. The five-storey facility will include consulting suites, a pharmacy, a café and a pathology centre.

PROJECTS UNDERWAY THE FACTS

- 23 major projects currently underway
- Total value of projects exceeds \$677 million
- Extensive growth and investment across the region

PROJECTS UNDERWAY

- > Construction has begun on the seven-storey **\$15m Pier Point Apartments** along Waterfront Geelong. The development will contain 40 apartments and a café restaurant on the ground floor.
- > Chemring Australia, manufacturers of products for the defence and marine safety industry, have commenced a **\$17m expansion** of its Lara facility. (The company are recipients of GIFF funding).
- > Deakin University has commenced construction of a **\$13m facility at the Geelong Technology Precinct** that will accommodate a new design, proof of concept and manufacturing research centre.
- > Target Australia has commenced construction of its **\$10m Ocean Grove store**. The new store is expected to be completed in late 2009.
- > The **\$5m Eureka Hotel refurbishment** is now underway in Lt Malop Street, Geelong.
- > Work has started on the **\$4.9m redevelopment of the Geelong Fire Station** on the corner of Yarra and McKillop Streets, Geelong.
- > Residential development has commenced in the **Grand Lakes Estate, Lara**. The estate will consist of approximately 790 residential lots.
- > Work has begun on the **Arlington Rise Estate** residential development in Portarlington. The 24.6ha estate will consist of approximately 300 residential lots.
- > Work is well underway on the **16,000sqm Geelong Gateway project**. The development will include 11 retail premises at Geelong's entrance in Corio.



Geelong Fire Station



Portarlington Pier

...If you're thinking about investing in Geelong, there has never been a better time.

AWAITING COMMENCEMENT...

- > The City of Greater Geelong have adopted the **\$330m Stockland residential development at Point Lonsdale**. The 660-lot development will be based around a man-made water system and will provide 86ha of public open space, a community centre, retirement village and aged care facility. The development is awaiting Ministerial approval.
- > Ford Australia have announced a **\$230m green engine initiative**. The project, supported by the Federal and State Governments, will run over three years and will support the development of a 4-cylinder turbo charged eco-boost engine to fit the Falcon.
- > Barwon Water has begun designing the **Melbourne Geelong Interconnection**. The 55 kilometre pipeline will be able to deliver 16,000 million litres of drinking water a year to the Geelong region - equivalent to about half the region's current supply. The \$137.9m project will link Geelong to the State water grid and is critical to meeting the region's water supply needs for the next 50 years. Construction is scheduled to begin in mid-2010 and be completed at the end of 2011. The State Government has committed \$20 million to the project.
- > Approval has been given for Quay Consortium's **\$100m WaterMarque apartment complex** in Mercer Street, Geelong. The 15 level twin tower development will include 80 serviced apartments, 77 dwellings and a mix of retail and office space.
- > Barwon Water has awarded the contract for the design and construction of the **\$90m Northern Water Plant** near the Shell Refinery, Corio. The facility will be owned and operated by Barwon Water. The project is being funded by Barwon Water, Shell and the State and Federal Governments. It will recycle sewage from Geelong's northern suburbs and supply Shell with Class A recycled water. This will save 5 per cent of Geelong's drinking water, equivalent to the water used by 10,000 households. It will also supply recycled water for sports grounds near the refinery.

IN THE PIPELINE

- > The Surf Coast Shire has approved the **RACV's \$80m Torquay Golf Club redevelopment**. Plans include a hotel, upgraded 18-hole Golf Course, a swimming pool, tennis court, gym and restaurant.
- > Approval has been given for the **\$25m Bayside Tower complex** in Brougham Street, Geelong. The seven-storey development will include residential apartments, a restaurant, café and commercial/retail space on the ground floor.
- > Plans for a **\$25m six-storey office tower** in Gheringhap Street, Geelong have been approved. The development known as G73 will include 5 levels of office space and an underground carpark.
- > The second-round of successful applicants were announced for the Federal and State Government's **Geelong Innovation and Investment Fund (GIIF)**. \$21m worth of investment and 326 jobs are expected to be created from projects at RPC Technologies, Dulhunty Power Ltd, Backwell Group, Geelong Galvanizing, Geelong Glass and Aluminium, Insulpak, Express Promotions, ASCO Fertilizers, All Areas Replace a Glass, Quality Australian Farmed Rabbit and Loxley Trading.
- > Plans are being finalised for the **\$20m redevelopment of the Western Heights Secondary College** in Vines Road, Hamlyn Heights. The proposed state-of-the-art facility will combine the college's current three campuses and include the existing Vines Road Community Centre.
- > Approval has been given for a **\$17m office and apartment complex** in York Street, Geelong.
- > Plans for the **Gordon Institute of TAFE's \$15m redevelopment** of its East Geelong campus have been approved. The campus will house education services for emerging sectors such as biotechnology.
- > The Moltoni Group's land around the former **Fyansford Cement Works and Quarry** has been rezoned from industrial to residential. The development known as Fyansford Green will allow for 2,000 residential lots as well as retail and community facilities. Some sites are expected to be available by early 2010.
- > Plans have been approved for a **\$9.5m ten-storey student accommodation building** in Brougham Place, Geelong. The facility will include 113 apartments.
- > Plans for **16 residential apartments in McClarty Place**, Geelong have been approved.
- > Plans have been approved for the **conversion of the former grain silos** in Mercer Street, Geelong to 40 residential apartments.
- > Approval has been given for the **\$6.5m redevelopment of the Ritz Flats** in Bellarine Street, Geelong.
- > Plans have been approved for the **\$1.5m medical centre along Western Beach Road**, Geelong.



Ford Engine Plant, Geelong

IN THE PIPELINE

ON THE DRAWING BOARD...

- > The City of Greater Geelong has started work on a business case for the \$100m redevelopment of the Osborne House area. The project, known as the **Geelong Marine Industry Project**, will seek to transform the area into Victoria's premier marine industrial precinct and will include manufacturing, slip/lift facilities, dry-stack facilities, boat storage, maintenance/repair areas and improved public facilities.
- > Australian Unity has submitted an application to build a **\$50m expansion of the Waurn Ponds Shopping Centre**. The redevelopment will include a new Kmart, a relocated and expanded Coles Supermarket, Officeworks, liquor outlet and specialty stores.
- > VicRoads has begun planning for the delivery of **Section 4b of the Geelong Ring Road**. The \$45m, 5km road will link from Anglesea Road to the Princes Highway and will provide for future access to the Surf Coast Highway (Section 4c).
- > The State Government have earmarked **11 Geelong Schools for \$41.5m upgrades** under the first round of funding from the \$450 million Federal 'Building the Education Revolution' program.
- > The Surf Coast Shire have unveiled plans for a **\$40m Civic and Community precinct** in Torquay. A 20ha site adjacent to the Surf Coast Highway will include new Council offices as well as sporting and recreation facilities. The design stage is due for completion in late 2011.
- > **Avalon Airport** have begun an application to the Federal Government to become Victoria's second international passenger terminal. The \$30m development will include a 7,300sqm passenger terminal and facilities like quarantine, customs, retailing, dining and duty free. The proposed international passenger terminal will be located east of the existing domestic terminal.
- > Barwon Health have started planning for a **\$30m Geelong Hospital upgrade**. The development will include a 24-bed surgical ward, operating theatres, eight new mental health beds and other theatre and infrastructure upgrades. Design is expected to be completed in 2010.
- > A final Masterplan is nearing completion for the development of a **Safe Harbour at Portarlington**. The Masterplan allows for an enlarged commercial fishing fleet, recreational berths, ferry berth and onshore commercial and recreational facilities. The development will seek to enhance aquaculture development in the area and support tourism growth.
- > Barwon Water is investigating **Stage 1 of a new \$20m recycled water plant** at Black Rock. The plant will produce Class A recycled water suitable for residential use and low salinity Class C recycled water for industry, irrigation and sports grounds. The new plant is expected to be operational by 2012 and will service the new residential suburb of Armstrong Creek.
- > Land known as the **Riverlee Residential Estate** in Fyansford has been rezoned to residential. The 83ha development by Riverlee Corporation Pty Ltd will provide for up to 964 residential-lots and a small retail centre. A planning permit will be sought for the subdivision/development.
- > The Federal Government has approved funding for the development of a **\$7m super medical clinic** on the corner of Princes Highway and Reynolds Road, Belmont. The centre will include General Practitioners and a range of allied health services.
- > Greyhound Racing Victoria has unveiled plans for a **\$4.6m upgrade of Geelong's Beckley Park**. Plans include a new grandstand and racetrack.
- > The City of Greater Geelong has exhibited plans for a **\$2.85m Aldi Supermarket** on the corner of Torquay and Grove Roads, Grovedale.
- > Geelong company **Farm Foods**, located in Breakwater, have announced expansion plans worth \$150,000 that will create an additional 20 jobs. The company are recipients of GIIF funding.

FUTURE DIRECTION



- > The State Government have approved the rezoning of land to allow for development of the **Armstrong Creek Urban Growth Area**. The growth area is expected to provide for 22,000 homes and accommodate 60,000 people south of Geelong's existing urban area. The area will provide for a range of housing densities, a sub-regional activity centre, local activity centres, employment areas, transport networks and open space.
- > Amendment (C129) to the **Greater Geelong Planning Scheme** is awaiting Ministerial approval. The amendment will facilitate changes that have resulted from a review of the Municipal Strategic Statement (MSS) and Planning Policies. When adopted, the new MSS will enable a wide range of strategies and structure plans that have implications for the use and development of land in the municipality.
- > A report commissioned by the City of Greater Geelong and the State Government has identified a 670ha site along the Geelong to Melbourne railway line in Lara, as the preferred site for an **inter-modal transport freight facility**.
- > The City of Greater Geelong have adopted a new **Drysdale/Clifton Springs Structure Plan**. The Plan sets out development boundaries as well as identifying preferred sites for community and commercial activities.
- > A Structure Plan for the **Fyans/West Fyans Street Precinct** has been adopted by the City of Greater Geelong. The Plan identifies opportunities for retail and high density residential living.
- > A planning scheme amendment is considered for the rezoning of 158ha of land in the **Drysdale/Clifton Springs Urban Growth Area**. The rezoning supports the Jetty Road Urban Growth Plan (Stage 1) and will provide for 1,500 residential lots, a Neighbourhood Activity Centre and large public open spaces.
- > The City of Greater Geelong has finalised an Urban Design Framework to guide commercial development in the **Portarlington Town Centre**.
- > A planning scheme amendment (C60) is under consideration (at panel stage) for the rezoning of 228ha of land in the **Ocean Grove Urban Growth Area**. The rezoning will accommodate up to 1,990 residential lots and will provide for an activity centre, expanded industrial estate and a regional park.
- > The City of Greater Geelong is considering rezoning a **12ha parcel of land along Bacchus Marsh Road**, Corio from Residential 1 to Industrial 3 to accommodate a business park (C166).

FUTURE DIRECTION THE FACTS

- 9 major projects currently in planning stages
- A range of new urban development areas identified
- Armstrong Creek Growth Area expected to accommodate more than 60,000 people

PROJECTS COMPLETED IN THE LAST 12 MONTHS

- > The **\$380m Geelong Ring Road** (from Corio to Waurn Ponds) is completed and open to motorists. The 23km freeway link on Geelong's western outskirts avoids up to 31 sets of traffic lights, reducing north-south travel times to 15 minutes compared to the previous 25 to 60 minutes.
- > The **\$200m redevelopment of Westfield Geelong** is complete. The new centre offers 51,000sqm of floorspace, 1,700 carparks and has created 800 retail jobs. A further 2,345 jobs are estimated to be created in the wider community due to the flow on effect of the development.
- > The Transport Accident Commission (TAC) opened its **\$100m headquarters in Brougham Street, Geelong**. The state-of-the-art, energy efficient building accommodates the organisation's 650 staff and includes 15,475sqm of commercial office space, over 1,100sqm of retail floor space on the ground floor and provides for 338 car parking spaces.
- > Solid Investments opened its **six-level \$60m Edgewater development along Waterfront Geelong**. The development includes 36 residential apartments, retail and restaurant precinct, roof-top garden, gymnasium, swimming pool and glass atrium.
- > Deakin University expanded its Waterfront facilities with a new **\$37m campus building**. The facility, situated in the redeveloped Dennys Lascelles Wool Store, will house the University's Health Precinct and Alfred Deakin Library.
- > The **\$30m five-storey Harrison Place** office building in Ryrie Street, Geelong opened.
- > Barwon Health's **\$26.1m Emergency Department upgrade** at the Geelong Hospital is complete (Stages 1 & 2). The three-storey state-of-the-art facility includes new treatment and waiting areas, resuscitation bays, expanded emergency clinics and co-located medical imaging facilities.
- > Ford Australia officially opened its **\$20m Advanced Centre for Automotive Research and Testing (ACART)**. The centre was built in partnership with the State Government and University of Melbourne. It includes a multi-fuel emissions cell, an environmental testing laboratory and an engine dynamometer facility.
- > Work is complete on St John of God Hospital's new **\$17m day surgery Specialist Centre**. The new 2,000m² facility incorporates specialist medical services as well as two fully operational theatres and an underground car park. The new Centre is located opposite the organisation's hospital facility in Myers Street, Geelong.
- > The **\$12.5m Pakington Strand development** in Pakington Street, Geelong West is open for business. The development includes a full-line Woolworths Supermarket, specialty shops, office space and 300 carparking spaces.
- > The City of Greater Geelong opened its new **\$8m Bellarine Aquatic and Sports Centre** in Ocean Grove.
- > Boomaroo Nurseries completed an **\$8m expansion to its Lara facility**.
- > Geelong Lutheran School opened its new **\$5m college in Burvilles Road, Mt Duneed**. The college will accommodate 1,050 students ranging from prep to year 12 by 2014.
- > The **\$2.5m Medical One centre in Waurn Ponds** opened. The 1,500sqm one-stop-shop facility includes doctors, nurses, pharmacists, pathologists and other allied health services.
- > The new **\$1.9m Coles Supermarket in Shannon Avenue**, Geelong West opened.



Westfield

PROJECTS COMPLETED THE FACTS

- 15 projects completed in the past 12 months
- Over \$800 million injected into the Geelong economy
- Increase in educational, health retail, and leisure facilities

Geelong CityScope is one of many publications outlining opportunities in Geelong. More information can be obtained by visiting our website or contacting us directly via phone or email.

OUR OTHER MATERIALS INCLUDE:

- Geelong Economic Indicators Bulletin 2007/2008
- Invest Geelong
- Lifestyle Geelong
- Discover Geelong DVD
- Geelong Employment Land Opportunities
- Waterfront Geelong Positioned for Success

ECONOMIC DEVELOPMENT AND PLANNING CITY OF GREATER GEELONG

131 Myers Street
Geelong Victoria 3220
PO BOX 104 Geelong Victoria 3220
Telephone: (03) 5272 4888
Facsimile: (03) 5272 4855
Email: ecoinfo@geelongcity.vic.gov.au