

GEELONG FAST FACTS

Geelong is located 75km south west of Melbourne and is Victoria's largest regional city.

Local Government Area	Population Estimate		Growth Rate % change p.a.	Area km ²
	2020*	2036**		
City of Greater Geelong	264,866	360,250	+1.94%	1,248
Surf Coast Shire	34,771	45,440	+1.69%	1,553
Borough of Queenscliffe	3,008	3,170	+0.33%	9
Golden Plains Shire	24,249	33,070	+1.96%	2,703
Colac Otway Shire	21,662	22,330	+0.19%	3,437
Total (G21 Region)	348,556	464,260	+1.81%	8,951
Greater Melbourne	5,159,211	6,884,100	+1.82%	9,993
Victoria	6,696,670	8,722,700	+1.67%	227,496

Source: *ABS, **Department of Environment, Land, Water and Planning, 'Victoria in Future 2019'.

Building Activity, City of Greater Geelong	2019/20	2020/21	% Change
New dwelling approvals (no.)	2573	4025	+56.43%
Domestic building activity	\$1,090.5m	\$1,654.58m	+51.72%
Non-domestic building activity	\$1,492.5m*	\$603.2m	-59.59%
Total Value of Building Activity	\$2,583.1m	\$2,257.7m	-12.59%

Source: City of Greater Geelong. *includes \$880m of permits for Chishlom Rd Prison.

Median House Prices	2019	2020	% Change
City of Greater Geelong	\$547,000	\$590,000	+7.9%
Surf Coast Shire	\$835,000	\$932,500	+11.7%
Borough of Queenscliffe	\$950,000	\$1,010,000	+6.3%
Golden Plains Shire	\$472,500	\$542,000	+14.7%
Colac Otway Shire	\$358,000	\$397,500	+11.0%
Metropolitan Melbourne	\$721,000	\$750,000	+4.0%
Victoria	\$601,000	\$625,000	+4.0%

Source: Department of Environment, Land, Water and Planning.

City of Greater Geelong Industry Sectors	Jobs			Value-added [^]	
	No.	%	5-year Change	\$m	%
Health Care and Social Assistance	14,024	15.2	+2791	1621.0	11.3%
Construction	11,992	13.0	+2,515	1366.0	9.5%
Retail Trade	11,183	12.1	+1,674	989.8	6.9%
Education and Training	9,872	10.7	+1,928	1229.7	8.5%
Manufacturing	7,499	8.1	-859	1224.8	8.5%
Public Administration and Safety	7,280	7.9	+3,293	713.0	5.0%
Professional, Scientific & Tech. Serv.	5,373	5.8	+1,007	753.2	5.2%
Accommodation and Food Services	4,444	4.8	+12	456.2	3.2%
Transport, Postal and Warehousing	3,693	4.0	+440	531.2	3.7%
Other Services	3,259	3.5	+286	280.3	1.9%
Administrative & Support Services	2,567	2.8	+706	455.3	3.2%
Financial and Insurance Services	2,449	2.7	+415	990.5	6.9%
Wholesale Trade	2,062	2.2	+120	468.9	3.3%
Agriculture, Forestry and Fishing	1,547	1.7	+330	195.8	1.4%
Electricity, Gas, Water & Waste Services	1,479	1.6	+329	546.7	3.8%
Arts and Recreation Services	1,302	1.4	-16	113.7	0.8%
Rental, Hiring & Real Estate Services*	1,201	1.3	+114	2181.8	15.2%
Information Media & Telecomm.	681	0.7	-93	185.7	1.3%
Mining	400	0.4	+93	90.2	0.6%
TOTAL	92,306		15,086	14,393.8	

Source: * National Institute of Economic and Industry Research (NIEIR) by .id (informed decisions)[^]REMPLAN Economy (based on ABS data) - Contribution to Gross Regional Product 2020
* Rental, Hiring & Real Estate Services includes 'Property Services', which is an imputed value of the service of dwellings, and accounts for \$2.1b or 14.7% of total value-added.

City of Greater Geelong Labour Force	139,932
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Source: Department of Education, Skills and Employment, June 2021.

Number of Commuters	2011	2016	% Change
Greater Geelong to Greater Melbourne	10,333	11,792	+14%
Greater Melbourne to Greater Geelong	4,889	6,513	+33%
Greater Geelong to other G21 Councils*	2,716	473	+28%
Other G21 Councils to Greater Geelong	10,315	13,891	+35%

Source: ABS census data.

*Other G21 LGAs: Surf Coast Shire, Borough of Queenscliffe, Golden Plains Shire and Colac Otway Shire.

Select Major Employers – City of Greater Geelong	Employees*
Barwon Health	4,944
Department of Education and Training	3,474
Deakin University	2,004
GenU	1,848
City of Greater Geelong	1,712
Cotton On (office, retail and warehouse)	1,429
Catholic Education System - Barwon Region	1,301
WorkSafe	1,043
Barwon Prison Precinct	915
Transport Accident Commission (TAC)	819
National Disability Insurance Agency	801
Viva Energy Australia (all refinery activities)	728
Ford Motor Company of Australia (design & testing)	695
St John of God Hospital	568
The Gordon	534
Golden Farms (Turosi)	503
Epworth Hospital	499
Australian Bureau of Statistics	480
Department of Health and Human Services^	480
gforce employment + recruitment (& labour hire)	411
MC Group (MC Herd & Challenge Foods)	392

This is a selection of some of the largest employers in the City of Greater Geelong.

Source: City of Greater Geelong. *Full-time equivalent (FTE) employee numbers at July 2021. ^2019.

Infrastructure & Research Assets

Avalon Airport (International)
Port of Geelong
V/Line and Ferry Services
CSIRO Australian Animal Health Lab.
Centre for Emerging & Infectious Diseases
Centre for Molecular & Medical Research
Geelong Future Economy Precinct
Pivot City Innovation District

Health & Allied Services

Barwon Health (University Hospital Geelong)
Epworth Hospital Geelong
St John of God Hospital
Lake Imaging
GenU Community Services
GMHBA
Bellarine Community Health
National Disability Insurance Agency

Major Tourism & Cultural Assets

3.5 million visitors 2020/21 (-45%)
Waterfront Geelong
Bellarine Peninsula
Great Ocean Road
Geelong Botanic Gardens
You Yangs Regional Park
Geelong Arts Centre
Geelong Art Gallery
Geelong Library and Heritage Centre
Narana Aboriginal Cultural Centre

Major Education Facilities

Deakin University
- Waterfront Campus
- Wairn Ponds Campus
The Gordon (TAFE)
Marcus Oldham College (Agricultural)
Geelong Tech School

Economic Development

100 Brougham Street Geelong

P: 03 5272 4888

E: ecodev@geelongcity.vic.gov.au

www.geelongaustralia.com.au/business



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