GREATER GEELONG

THE IDEAL HOME FOR COMCARE
SOCIAL INSURANCE INNOVATION HUB AND HEADQUARTER BASE

A CLEVER AND CREATIVE FUTURE
MESSAGE FROM THE PREMIER

The Victorian Government is pleased to support the proposed relocation of Comcare to Geelong.

As the automotive industry winds up in Geelong and the local economy transitions, it’s vital that all levels of government play their part in ensuring the region’s continued prosperity.

Even more, as home to the Transport Accident Commission, WorkSafe and the National Disability Insurance Agency, as well as a dedicated and experienced workforce, locating Comcare in Geelong would be a natural fit.

The Victorian Government commends the City of Greater Geelong, the Committee for Geelong, the Geelong Chamber of Commerce and the G21 Geelong Region Alliance for their leadership and initiative in developing this proposal. We call on the Commonwealth Government to relocate Comcare to Geelong to help ensure a bright future for this great city.

The Hon Daniel Andrews MP  
Premier

The Hon Jaala Pulford MP  
Minister for Regional Development
MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

By 2047, Greater Geelong will be internationally recognised as a clever and creative city-region that is forward looking, enterprising and adaptive, and cares for its people and environment.

More than 16,000 people contributed to Greater Geelong’s community-led blueprint to be recognised regionally, nationally and internationally as a clever and creative city-region.

This community vision provides the clarity to guide our region’s development over the next 30 years. A long-term focus that will help attract investment and inform how we grow.

Geelong – a hub for social insurance innovation dovetails with the clever and creative vision and builds on our already strong foundations in this area of expertise.

We are known for our strong leadership in education, healthcare, social insurance and social investment sectors.

We are proud to be the home of the headquarters of the Transport Accident Commission, National Disability Insurance Agency and WorkSafe.

The relocation of Comcare would further strengthen this leadership and expertise, and deepen the labour market through growth in high skilled jobs.

Our business and community networks are well-established, supportive and welcoming of new investment in the social insurance sector, while a growing population provides a skilled workforce.

As the transformation story for Geelong gathers pace, there is a real enthusiasm for further developing Geelong as a social insurance innovation hub.

Clever and creative, we welcome Comcare to Geelong.

Kelvin Spiller  
Chief Executive Officer  
City of Greater Geelong
The Australian Government has announced its interest in decentralising a number of Canberra-based departments to regional areas. The intention is to improve regional and rural access to government jobs, ease the pressure on capital cities and provide public servants with better access to affordable housing and other community and lifestyle benefits.

We believe one of the agency’s that could be under consideration for relocation is Comcare. Comcare is the statutory authority that administers the Commonwealth’s workers’ compensation scheme and provides expert advice on occupational health and safety and workers’ compensation issues.

The agency’s strategic focus is to “support participation and productivity through healthy and safe workplaces that minimise the impact of harm in workplaces covered by Comcare”.

Comcare delivers its objectives by working with employers, workers and stakeholders to ensure best practice and sustainable outcomes.

We believe the relocation of Comcare to the city of Geelong – Victoria’s second largest city – would ensure the agency could continue to build on its reputation as a leading national insurer and regulator within a knowledgeable and supportive environment.

Geelong is more than capable, ready and willing to support Comcare in achieving its goals of excellence in scheme management and design, along with effective and efficient operations.

Elaine Carbines
CHIEF EXECUTIVE OFFICER
G21 GEELONG REGION ALLIANCE

“The G21 Region will play an important role in advancing Victoria to 2050. The decentralisation of government agencies, specifically Comcare to Geelong, will help secure a strong and robust economy for the future by building on our existing expertise and stimulating employment opportunities in a broad range of sectors. The opportunities for the G21 community are vast.”

Elaine Carbines
CHIEF EXECUTIVE OFFICER
G21 GEELONG REGION ALLIANCE

228K LABOUR POOL
50% EMPLOYED IN AN INDUSTRY RELEVANT TO SOCIAL INSURANCE
Rebecca Casson CHIEF EXECUTIVE OFFICER COMMITTEE FOR GEELONG

“Geelong, as Victoria’s second largest city, is ideally positioned to drive social insurance expertise and innovation. Agencies located in Geelong have already experienced benefits through collaborations, improved efficiencies and attraction of allied businesses. There is enormous opportunity to build on this into the future and lead the world from Geelong on social insurance.”

The relocation of important federal agencies ideally complements Greater Geelong’s A Clever and Creative Future, which aims to position Geelong as a clever and creative city region well into the future.

We believe relocating Comcare to Geelong presents a range of unique opportunities for both partners in this venture. Comcare stands to join an already strong and established insurance sector, whilst Geelong has the opportunity to build and ensure an exciting future for our city, with a growing economy and increased job opportunities for future generations.

Joe Calafiore CHIEF EXECUTIVE OFFICER TRANSPORT ACCIDENT COMMISSION

“The TAC came to Geelong in 2009 and since that time we’ve gone from strength to strength. The TAC would warmly welcome Comcare to the nation’s growing social insurance hub.”

GREATER GEELONG’S POPULATION IS EXPECTED TO INCREASE BY 80,000 BY 2036

$14.3B GROSS REGIONAL PRODUCT WITH AVERAGE ANNUAL GROWTH OF 4.3%

GEELONG HAS A DIVERSE AND ROBUST ECONOMY WITH 17,000 BUSINESSES
GEELONG
AN IDEAL FIT FOR COMCARE
The recently released Greater Geelong’s: A Clever and Creative Future, positions Geelong as a smart, vibrant and sustainable city of the future linked to Melbourne, Australia and the world. More than 16,000 people contributed to the development of the vision, which focused on critical issues such as transport, tourism, housing, and law and order.

The substantial community contribution to planning Geelong’s future clearly demonstrates our commitment to exploring every opportunity to grow our city and maintain its status as a strong, stable and unique place to do business, while also supporting Victoria as our state’s second largest city.

Recent Federal Government inquiries into the decentralisation of government bodies to regional areas has stimulated discussion about opportunities for Geelong.

Geelong is a highly desirable destination for a range of decentralised government agencies given the size of our city and region, the breadth of our labour market, our supporting infrastructure and expertise, and our welcoming community.

A well-established social insurance hub already exists within Geelong. Leading sector agencies and organisations including the Transport Accident Commission, WorkSafe and the National Disability Insurance Agency are currently based here.

These key organisations provide opportunities for future growth, development and collaborations across the sector. Together with Comcare, they can ensure Geelong is the global leader in the social insurance sector.

Bernadette Uzelac CHIEF EXECUTIVE OFFICER
GEELONG CHAMBER OF COMMERCE

“Our region has a proven track record of successfully relocating large government agencies and headquarter operations. Geelong’s vibrant economy, skilled and talented workforce, diversity of businesses and wide ranging employment opportunities coupled with unparalleled lifestyle advantages are fundamental to this success.”
Geelong is strategically positioned only one hour from metropolitan Melbourne. There are strong dual-city linkages between the two cities.

The Victorian Government’s Plan Melbourne 2017 – 50 provides a strategic framework for accommodating and capitalising on the strong population and economic growth earmarked for metropolitan Melbourne to 2050. Forecasts predict Melbourne’s population will grow from 4.5 million to 7.9 million people.

Plan Melbourne specifically refers to growing Geelong by prioritising land-use strategies that position the region for accelerated growth and becoming a centre of employment for the state. It also refers to the population services sector (such as the healthcare and social assistance industries) as drivers of strong employment growth in regional Victoria.

GREATER GEELONG’S FASTEST GROWTH SECTORS

Financial and insurance services (8.2% pa)
Healthcare and social assistance (4.7% pa)
Education and training (3.0% pa)
Professional, scientific and technical services (2.5% pa)

"Ranked in the top two per cent of universities globally, and number one for learning satisfaction in Victoria, Deakin University is delivering world-class education to its 55,000 students. Its multidisciplinary approach and close partnerships with industry deliver innovation in research for Geelong’s social insurance sector in a broad range of areas including: materials science, safety and quality of health care, rehabilitation, health economics, assistive technology, data analytics and intelligent systems."
GEELONG HAS A DIVERSE AND ROBUST ECONOMY

Geelong has a diverse and robust economy. During recent years Geelong’s economic base has mirrored global trends. We have responded to the economic challenges to ensure Geelong has a vibrant and sustainable future, which builds on our competitive advantages and embraces new opportunities.

We have diverse expertise and capabilities in fields such as innovation and research, health and allied services (social insurance), education, advanced manufacturing, the visitor economy, creative and entrepreneurial industries, information and communications technology and agribusiness.

GEELONG OFFERS ABUNDANT CHOICE WHEN IT COMES TO ACCOMMODATING DEVELOPMENT

Geelong offers abundant choice when it comes to accommodating development. Central Geelong, located on the shores of Corio Bay, is the city’s central business district, driving retail and commercial activity. It also delivers a strong social, residential and cultural centre catering to workers, residents, students, visitors and events.

Revitalising Central Geelong sets out the Victorian Government’s action plan to deliver a city centre that will attract new jobs and sustainable growth.

Major investments such as the new WorkSafe and National Disability Insurance Agency headquarters, Deakin University student accommodation, Barwon Water headquarters, Geelong Library and Heritage Centre and Geelong Performing Arts Centre/Geelong Gallery are leading the transformation of Central Geelong’s infrastructure, which will help to create a more vibrant, edgy, connected and contemporary city centre, reflecting the growing status of Victoria’s second largest city.

LISA LINE CHIEF EXECUTIVE OFFICER
THE GORDON TAFE

“Our role is to drive the workforce of the future by working with Geelong businesses and our community to deliver specialised and tailored training and education services that are responsive to meet local needs. We welcome the opportunity to support the social insurance sector.”

$1.5B (+15%)
RECORD BUILDING ACTIVITY FOR 2016-17 IN GREATER GEELONG
INFRASTRUCTURE TO SUPPORT SUCCESS

Geelong boasts transport and logistics infrastructure that is not typically found outside a capital city.

V/line rail services operate every 10 minutes weekday peak times, connecting Geelong with Melbourne in just 60 minutes.

Only 20 minutes from central Geelong is Avalon Airport, Victoria’s second airport, with regular flights to Sydney, the Gold Coast, Adelaide and Hobart. A service to Canberra is also under consideration. Avalon is serviced by the international aviation transport company Skybus, enabling passengers to connect easily into Geelong and Melbourne.

Melbourne International Airport is located 60 minutes from Geelong, with transit bus services available from central Geelong.

TALENT AND CAPABILITY

Geelong’s greatest asset is its people.

Geelong has a healthy economy and jobs market. We pride ourselves on being responsive to market trends and proactive when it comes to the ever-changing work environment.

Our labour force is talented and adaptable, with the ability to meet a diverse range of employer needs. Geelong’s labour pool reach is broad, with talent easily sourced from centres within a 50 minute commute, including Melbourne’s western suburbs, the Surf Coast, Ballarat and Colac.

POSITIVE COMMUNITY AND BUSINESS LEADERSHIP

Geelong’s community and business leaders have a positive ‘can do’ attitude to realising the city’s full potential, and they – along with the broader community – champion projects that will contribute to the sustainable economic development of the city.

EXPERIENCE THE GEELONG WAY OF LIFE

Geelong enjoys all the benefits of being within arm’s reach of a capital city while being free of the constraints of big city living.

Housing choice, a strong commercial and retail heart, internationally recognised education facilities, and comprehensive health services are all located in a picturesque bayside and coastal setting.
Geelong has a highly established social insurance eco-system that supports agencies such as Comcare. Comcare has multiple offices across Australia, including a significant base in Melbourne.

The relocation to Geelong of the Transport Accident Commission, and more recently WorkSafe and the establishment of the National Disability Insurance Agency, have been catalysts for lifting Geelong’s national and international profile and credentials as a social insurance hub.

Additional activity in this sector, such as the relocation of Comcare, has the potential to deliver enormous economic development and job creation outcomes for Geelong in a number of ways:

- **Increasing efficiencies** by strengthening collaborations and partnerships, procurement opportunities, information sharing, identifying prospects, addressing challenges and promoting local competitive advantages
- **Fostering and driving social insurance excellence** through strong linkages between business, industry, entrepreneurs, and research and education institutions to effect real change and thought leadership in areas such as digital transformation
- **Attracting and expanding social insurance activities** including professional and business support activities, service suppliers and other allied support.

**Professor Ruth Salom**  
**Chief Executive Officer**  
**Barwon Health**

“Barwon Health plays a key role in supporting the social insurance sector with specialised health services and preeminent rehabilitation expertise. We have a strong track record in collaborating with other agencies, including the TAC. The most recent example being the development of the Sunrise Centre, a rehabilitation centre located at Simonds Stadium developed in partnership with the TAC.”
Geelong has proven experience when it comes to successfully relocating established government agencies.

Two successful decentralisation examples are Victoria’s Transport Accident Commission and WorkSafe. Both organisations have reported the successful move as a ‘transformational journey’ that has allowed each agency to continue their purpose and vision, whilst enabling a largely positive experience for staff.

Joe Calafiore CHIEF EXECUTIVE OFFICER
TRANSPORT ACCIDENT COMMISSION

“Since relocating to Geelong, the TAC has achieved record client outcome scores, our highest ever level of staff satisfaction and continually strong balance sheets. Our experience shows that Geelong has everything a social insurance agency needs to be successful.”
WHAT EXPERIENCE TELLS US

ORGANISATION WORKFORCE

Maximising staff retention

- Relocation to Geelong, a robust city offering housing affordability, lifestyle choices, mix of schools and education, employment opportunities for partners and proximity to a capital city is a huge workforce attractor.
- Flexible employee relocation packages support employee decision making.
- A temporary office base in Geelong encouraging employees to experience the move before committing is beneficial.
- Engaging with local Geelong organisations to provide forums for information exchange for employees and their families to assist with decision-making is well received.

Staff turnover

- The relocation of any agency will result in some natural turnover of personnel. Relocation is not an option for all employees for a variety of reasons. Staged moves where staff can trial the Geelong environment have proven to be advantageous to transitioning the workforce.

Geelong capability – filling the gaps

- Recruitment from the Geelong labour market has exceeded expectations. The depth, diversity and talent of the workforce at all levels has enabled a smooth transition.
- Recruitment from the local labour market has resulted in low staff turnover rates.
- There is enormous support for training and up-skilling via Deakin University and The Gordon TAFE.
- The establishment of a social insurance hub in Geelong provides an ideal basis for career progression opportunities for existing staff and the wider community.

ORGANISATION REFRESH

The relocation process for both the TAC and WorkSafe has provided a platform for delivering an organisation-wide refresh of purpose, vision, mission and structure.

FACILITIES FIT FOR PURPOSE

Relocation to Geelong has provided both the Transport Accident Commission and WorkSafe with the opportunity to build state-of-the-art facilities providing contemporary workplaces that are fit for purpose. This has also enabled the construction of modern sustainable offices that are 5 and 6 Green Star rated.

ORGANISATION TO ORGANISATION MENTORING

As good corporate citizens, agencies that have relocated to Geelong have shared their learnings, experience and relationships, and have even offered temporary accommodation to new arrivals to the city.

WELCOMING BUSINESS COMMUNITY

The welcoming spirit of the Geelong community and its leaders is very attractive for agencies considering relocation.

Clare Amies CHIEF EXECUTIVE OFFICER
WORKSAFE VICTORIA

“Geelong’s social insurance hub offers career pathways within the sector at all levels, as well as collaboration of leadership and strategy development.”
Geelong offers the best of both city and regional living, with the perfect environment to balance work and home-life.

Geelong’s property market is buoyant and offers a range of lifestyle choices – inner city, suburban, waterfront, coastal and rural.

Homes in Geelong offer exceptional value for money when compared to similar properties in Melbourne. There is a healthy supply of land in a range of locations which can accommodate substantial growth. There is further strategic work underway to ensure healthy levels of future land supply.
A key asset is accessibility. For a large and vibrant city, movement in and around Geelong and its hinterlands is comfortable. Congestion, delays, and time wasted in traffic are not part of the Geelong way of life. Travel times between central Geelong, the coast, parklands and sporting facilities are all within 20 minutes.

Geelong’s schools – including Geelong Grammar, The Geelong College, Kardinia International College, Christian College, St Joseph’s College, Sacred Heart College and Belmont High School – boast some of the best and most sought-after facilities in Australia.

The region offers a ‘turquoise lifestyle’ that blends our magnificent bay, coastal and river precincts to inspire water based living together with our pristine green open spaces that deliver a wide choice of recreational activities including golf, sailing, surfing, cycling and windsurfing just to name a few.

Geelong is spoilt for choice when it comes to gourmet eateries and wine bars, theatre, movies, galleries, community events and entertainment.

The city is home to more than 17,000 businesses including a large range of retail outlets, with most major national outlets having a presence in Geelong.

Our community is supported by a comprehensive range of healthcare services and community organisations.

In essence, Geelong offers the best of both worlds – all the advantages of city living without the constraints of big-city living.