



State of Australian Cities 2013

Geelong



Population and Settlement

- Geelong's population grew by 3.8% between 2006 and 2011, to 174,086.
- In 2010–11, 463 more people moved to Geelong from other parts of Australia than departed for other parts of Australia. Additionally, births (2,100) outnumbered deaths (1,550) in the city in 2010–11.
- International education has grown to become Australia's fourth largest export industry. In 2011, 1,168 international students enrolled in the vocational education and training or the higher education sectors were living in Geelong, 0.7% of the city's population. It is estimated that international students in higher education, vocational and English language courses spend an average of \$42,531 per annum while studying in Australia.

Productivity

- In 2011, 81.4% of Geelong's employed males worked full-time, up from 80.9% in 2001, and only slightly below the national average of 81.7%. The proportion of Geelong's employed females working full-time in 2011 was 45.4%, up slightly from 45.1% in 2001 but well below the national average of 53.0%. Geelong had the lowest proportion of employed females working full-time of all the major cities in 2011.
- The sectors that employed the most males in Geelong in 2011 were manufacturing (18.5%), construction (16.3%) and retail trade (10.2%). Nationally, the construction and manufacturing sectors employed the most males in 2011 (13.8% and 12.8%).
- The sectors that employed the most females in Geelong in 2011 were health care and social assistance (23.9%), retail trade (16.8%) and education and training (13.0%). Nationally, the health care and social assistance sector employed more Australians than any other sector (11.6%) in 2011, including one in five working women.
- Of the major cities, Geelong in 2011 had the highest proportion of females employed in the retail trade sector (16.8%) in 2011, and the lowest proportion of females employed in the transport, postal and warehousing sector (1.6%) of the non-capital major cities.
- Employment by industry changed noticeably in Australia's major cities between 2001 and 2011. Reflecting the experience of all major cities in this period, the proportion of people employed in the manufacturing sector in Geelong declined substantially (26.0% to 18.5% for males and 8.5% to 5.1% for females) and so did the proportion of people employed in the retail trade sector (14.5% to 10.2% for males and 22.2% to 16.8% for females). The decrease in the proportion of people employed in the manufacturing sector in Geelong between 2001 and 2011 was the largest of all the major cities.
- The proportion of Geelong's males employed in the construction and the public administration and safety sectors increased significantly between 2001 and 2011 (12.1% to 16.3%; 2.5% to 5.9%). Most major cities saw significant increases in the proportion of males employed in these sectors during this period.

- The proportion of females employed in the health care and social assistance sector in Geelong increased significantly between 2001 and (20.0% to 23.9%). Most major cities saw significant increases in the proportion of females employed in this sector during this period.
- Higher education qualifications play a key role in Australia's productivity and there is an increasing demand for higher skill levels in the Australian workforce. In Geelong in 2011, 52.1% of males aged 15 and over had a post-school qualification, below the national average of 54.1%. This included 29% with a certificate, 7.8% with a diploma or advanced diploma and 15.3% with a bachelor degree or above. Nationally, 26.8% of males had a certificate, 7.8% had a diploma or advanced diploma and 19.5% had a bachelor degree or above.
- In 2011, 44.2% of females aged 15 and over in Geelong had a post-school qualification, below the national average (46.9%). This included 15.7% with a certificate, 9.8% with a diploma or advanced diploma and 18.7% with a bachelor degree or above. Nationally, 14.0% of females had a certificate, 10.1% had a diploma or advanced diploma and 22.7% had a bachelor degree or above.

Sustainability

- During the 2012-13 heatwave, Geelong experienced extreme temperatures, reaching a record maximum of 42.2°C on 4 January. Despite some extreme hot weather, the city actually recorded below long-term average minimums between December 2012 and February 2013. Across Australia, 123 weather records were broken during this period, including the hottest January, the hottest summer and the hottest day on record for Australian as a whole.
- In 2012 the City of Greater Geelong produced its *Climate Change Adaptation Toolkit*, designed to help local governments address climate change in a practical way. It follows Geelong's *Climate Change Adaptation Strategy and Roadmap*, released in 2011.

Liveability

- Geelong was ranked 5th of the 11 Australian cities included in the Property Council of Australia's 2012 *My City* liveability survey. The survey is one of a number of national and international efforts to measure wellbeing and quality of life in cities using more than simply economic factors. Across the 11 cities surveyed, participants rated safety, cost of living, health, employment and quality of the environment as the most important attributes for liveability.
- The median household income in Geelong increased by 19.0% between 2006 and 2011 to \$1,048 per week but it was still below the national median of \$1,234. Nationally, income has increased across all income groups; however it has increased more at the top and bottom.
- Geelong's estimated homeless population was 662 in 2011, 0.4% of the city's population.
- Active travel can improve liveability in cities by increasing health and wellbeing and reducing traffic congestion. In 2011, 4.8% of Geelong commuters walked or rode a bicycle to work. This was one of the lowest proportions of the non-capital major cities and was a drop from 5.4% in 2006.
- In 2011, Geelong had 4.1 male bicycle commuters for every female bicycle commuter, compared with an average ratio of 3.3:1 across the major cities.
- In 2011, 18.5% of people in Geelong volunteered their time, above the national average of 17.8%. As with most non-capital major cities, the proportion of volunteering declined between 2006 (18.6%) and 2011. Nationally, volunteering is more prevalent in the non-capital major cities than in the capitals.

Governance

- Geelong's planning is guided by the G21 - Geelong Region Alliance *Regional Growth Plan*. It is one of eight regional plans providing broad direction for land use and development that are under development or in place across regional Victoria.