

GEELONG

CITY DEAL



Delivering Transformative Change for Geelong and the Great Ocean Road

Geelong is one of Australia’s fastest growing cities – offering attractive lifestyle choices, job opportunities in new and growing industries, and the chance to be a part of a vibrant community with an exciting future. Geelong is the gateway to the Shipwreck Coast and Great Ocean Road, and its diverse natural beauty attracts over five million tourists each year.

The Geelong City Deal capitalises on the significant growth and economic transformation taking place in the city. The Deal supports the region’s continued economic diversification by unlocking the significant economic potential of the visitor economy, a revitalised city centre and emerging industries.

The Geelong City Deal will deliver \$370 million of new investment in the Geelong and Great Ocean Road economy. This builds on almost \$500 million in upgrades and planning for rail, road and air transport infrastructure across the region.

The Geelong City Deal will facilitate new private investment, creating businesses and jobs that will allow the region to benefit from its natural assets, and encourage visitors to spend more time in the region. Through the City Deal, Geelong will be looked to as a benchmark for success by transitioning economies around the country.



The Hon Scott Morrison MP

Prime Minister of Australia



The Hon Alan Tudge MP

Minister for Cities, Urban Infrastructure and Population



The Hon Daniel Andrews MP

Premier of Victoria



The Hon Jaclyn Symes MLC

Minister for Regional Development



Cr Bruce Harwood

Mayor of City of Greater Geelong



Geelong City Deal Key Commitments

Geelong Convention and Exhibition Centre

The Australian and Victorian Governments are investing \$171.2 million in a new Convention and Exhibition Centre in the city centre. The City of Greater Geelong is investing \$3 million towards public realm improvements around the Convention and Exhibition Centre. The feasibility of a new hotel, retail, restaurants and other commercial offerings will also be explored. The Convention Centre and surrounding precinct will attract visitors from across the country and overseas, positioning Geelong as a global and national competitor for business events.

Revitalising Central Geelong Action Plan

The Australian and Victorian Governments are investing \$27.85 million, alongside an investment of \$10.28 million from the City of Greater Geelong, to deliver a range of projects to revitalise public spaces in central Geelong. This investment will support a vibrant Geelong city centre that attracts visitors, residents and businesses, boosting the visitor economy, and creating opportunities for new investment and jobs.

Geelong Waterfront Safe Harbour project

The Australian Government is investing \$3.5 million in the Geelong Waterfront Safe Harbour project, building on existing investments of \$2 million from the Australian Government, \$7.5 million from the Victorian Government and \$3 million from the City of Greater Geelong. This will transform and activate the entire precinct, improving connectivity and public access to the waterfront, supporting tourism and community activities, ensuring year round visitation to the waterfront, and providing support for major events that contribute to the local economy.

Shipwreck Coast Master Plan and Great Ocean Road Infrastructure

The Australian and Victorian Governments are jointly investing \$135.65 million to deliver priority projects under the Shipwreck Coast Master Plan and improve public infrastructure at key tourist sites along the Great Ocean Road. This investment will shift the perception of the Great Ocean Road from a day trip destination to an overnight and multi-day visitor experience, while maintaining the region’s unique local character and reducing the impacts of increased visitation on the local community.

Deakin University Future Economy Precinct

The Australian and Victorian Governments are investing \$7.6 million in the expansion of Deakin University’s Future Economy Precinct at the Waurn Ponds campus. The investment will drive the growth of emerging advanced industries building on the University’s strengths in advanced manufacturing, biotech, renewable energy, robotics and high value agriculture. New road capacity will also improve pedestrian safety on the campus.

Queenscliff Ferry Terminal

The Australian Government is investing \$10 million in the construction of a new ferry terminal at Queenscliff to improve ferry services crossing the heads of Port Phillip Bay. The project will deliver modern facilities, improved access, and new opportunities for retail developments, boosting passenger numbers and creating new opportunities in the local economy.

Smart Cities

The City of Greater Geelong is investing \$900,000 towards smart parking activities and \$250,000 towards other smart cities initiatives, to deliver a range of projects using smart technology and data to provide greater public value and improved service delivery.