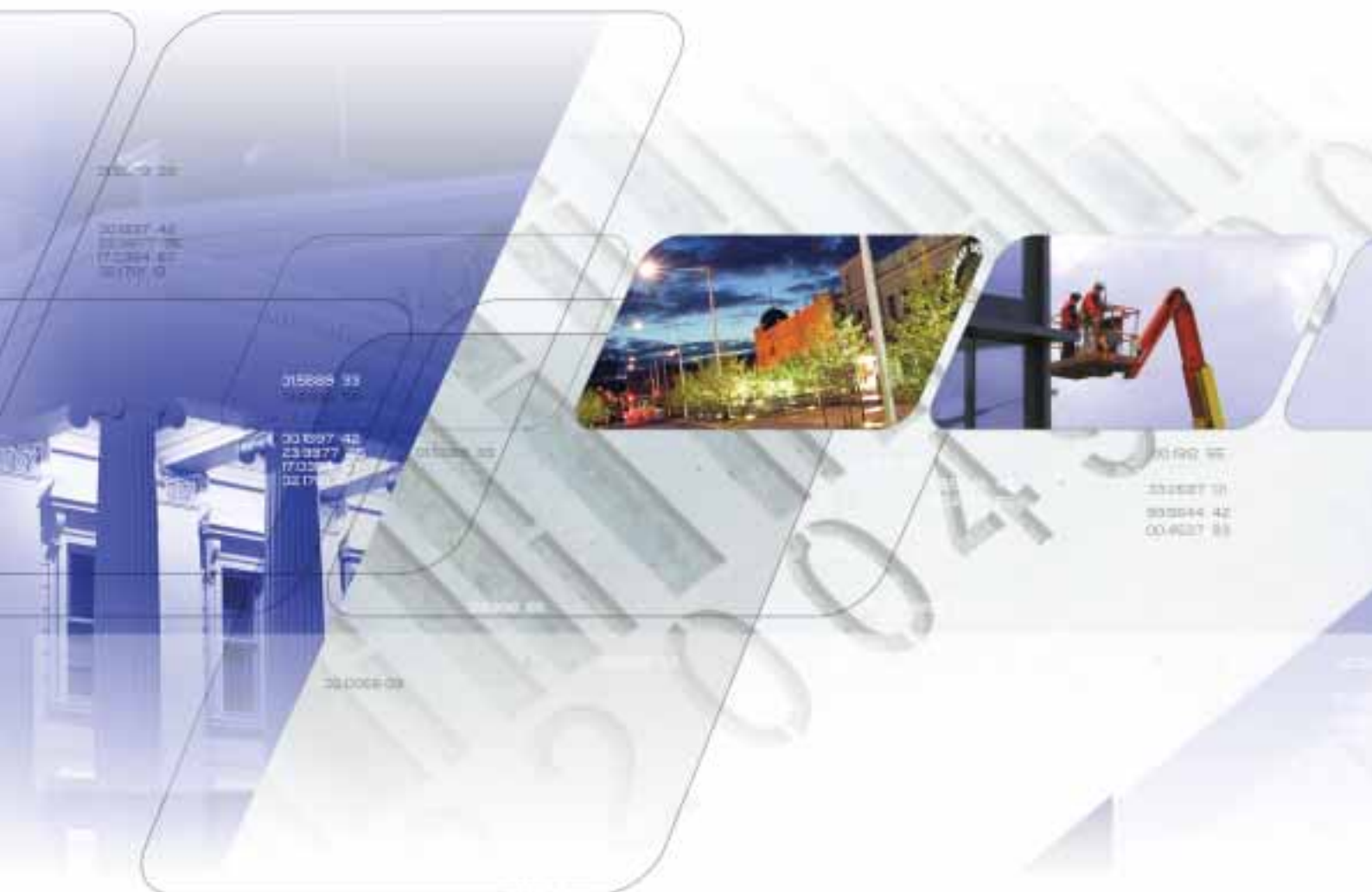


GEELONG ECONOMIC INDICATORS BULLETIN

2001/2002





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Waterfront Geelong,
enjoyed by locals and
tourists alike.

Significant investment announcements during the year were led by the Region's major manufacturers reaffirming their confidence in Geelong. Shell Refining announced several projects for its Geelong Refinery including plans to build a \$30m plant to treat wastewater, the construction of new plant worth \$100m to strip sulphur from diesel fuel, and an additional \$430m on various plant upgrades over the next four years. Terminals Pty Ltd and Basell Australia announced their intention to spend \$100m on new plant and storage facilities in North Shore to double Basell's polypropylene production. Ford Australia announced the company's new 4WD (design is estimated at \$500m) that will result in an additional 130 workers in Geelong plus \$40m on its Powertrain Operations in preparation of the release of its new BA Falcon. Bartter Enterprises (Steggles) announced plans to relocate its South Australian operations to Geelong, creating 120 additional local jobs.

Other commercial projects announced during the year include Primelife's announcement of a \$20m expansion and redevelopment of the Tannoch Brae Retirement Village; Bunnings Hardware confirmed plans for a \$13m mega-store at Waurin Ponds; the opening of the Pettavel Winery complex at Waurin Ponds; Great Southern Waters announcement of its intention to establish Victoria's first commercial shellfish hatchery at Indented Head; Adara Engineering completion of a \$19m contract for wool carbonising equipment; the Geelong Racing Club's announcement of a new \$2.6m Grandstand at its Breakwater facility; and Telstra's opening of its \$2.1m high-tech Credit Management Centre.

Several developers also announced ambitious concepts for Geelong-based projects including a \$65m residential village at Rippleside, \$500m residential, commercial and marina development at Point Richards (Portarlinton), a \$120m waterfront housing development for the former Power House site in North Geelong, and a mixed use retail development for the former Kinnears Ropeworks site in Geelong West.

Local infrastructure received a major boost with Toll GeelongPort confirming plans for a multi-million-dollar expansion at Lascelles Wharf following the State Government's pledge of \$5.1m to build a dual-gauge rail link to the wharf. The State Government also announced a Fast Rail Service on the Geelong line with \$69m to be spent on improvements to infrastructure and a further \$4.2m for a new road in North Geelong to divert trucks away from residential areas.

The education and research sector generated substantial investment with Deakin University announcing plans worth \$200m to extend its Woolstore campus on Waterfront Geelong; the Gordon Institute of TAFE commencing work on a new \$5.3m building and construction centre in East Geelong; and the State Government announcing plans for a \$4.5m secondary school in Lara.

GEELONG, VICTORIA, AUSTRALIA

Geelong, located some 75 km south west of the State Capital Melbourne, is Victoria's largest regional city and Australia's eleventh largest urban centre. The City of Greater Geelong has an estimated resident population of 194,902 residents whilst Geelong and the surrounding region, boasts a population of 234,259.

Geelong is one of Australia's leading commercial and industrial centres. The City is an ideal centre for investment with over 10,000 business enterprises, access to markets and suppliers, world-class infrastructure, a capable labourforce and an excellent array of business support services.

Geelong has major industry strengths in the manufacture and processing of automotive components, transport equipment, aerospace activities, timber products, petroleum, chemicals, textiles, clothing and footwear and food items.

The Region's service sector offers abundant opportunities in tourism, hospitality, contact centres, research, education and health related activities.

2001/2002 THE YEAR IN REVIEW

Regional Highlights

Key indicators show a fifth consecutive year of robust growth of the Geelong economy. New dwelling approvals were at an all time high with the number of approvals issued being amongst the highest in Victoria and non-residential building activity exceeding \$90m. Unemployment remained under 6.0% and below the State average for the entire year whilst advertised job vacancies were up 2.1%, and the number of unemployed people requiring financial assistance fell 5.8%. Trade through the Port of Geelong was again at unprecedented levels and population growth of 2.4% was at its strongest level for sometime.

Building Activity

Unprecedented building activity of \$490.7m was carried out in the Geelong Region over the past year, an increase of 36.1% on last year's figure.

Non Residential Activity

Over \$90m worth of non-residential building construction was undertaken during 2001/2002. \$57.5m on commercial and industrial approvals (up 9.5% on the previous year) and \$33m on Government and other approvals (down 10.1% on last year).

\$25.2m was generated on construction of offices, \$16.4m on education facilities, \$16.1m on factories and \$10.1m on retail premises.

Residential Building Activity

During the 2001/2002 financial year 2,789 residential dwelling approvals worth \$400.2m were issued for new homes throughout the Region.

The City of Greater Geelong issued 2,098 approvals worth \$292.9m. New residential development in urban Geelong focused on the City's southern suburbs of Belmont, Grovedale, Highton, Wandana Heights and Waurin Ponds, which accounted for 38.3% of all new urban development. The urban fringe suburbs of Lara and Leopold remained a popular choice for home builders accounting for 23.7% of residential approvals. St Albans Park accounted for a further 9.9% of approvals.

Urban consolidation within the City's inner established suburbs continued throughout the year with the suburbs Geelong, East Geelong, Geelong West and Newtown accounting for 7.8% of total approvals. A large proportion of the development in these areas is medium density.

The coastal township of Ocean Grove accounted for the largest proportion of approvals outside the urban area with 197 approvals and 66 issued for the adjoining town of Barwon Heads. Residential development was also strong in Clifton Springs with 129 approvals.

Strong building growth continued in the Surf Coast Shire with the Shire being a popular choice for many homebuilders. 452 approvals were issued throughout the municipality for a total value of \$73.6 million.

Torquay accounted for the greatest coastal growth with 199 approvals and 33 issued in the adjoining town of Jan Juc. Strong development also occurred in the Shire's other townships with 60 in Anglesea, 42 in Lorne and 39 in Aireys Inlet/Fairhaven.

A total of 188 approvals were issued in the Golden Plains Shire for a total value of \$24.7m. 60 of these approvals were issued for Bannockburn.

Employment Trends

Employment indicators for the Region continued to show a strong labour market.

Australian Bureau of Statistics data, which officially measures unemployment for the Barwon-Western Region, estimated the unemployment rate in June 2002 at 5.3%. The unemployment rate remained below the State figure for the year.

Trend analysis of unemployment rates between 1998 and 2002 show that the regional rate has fallen by 5.5% compared with a drop of 2.0% for Victoria.



New residential property
development, Waterfront
Geelong.

Data released by the Department of Employment and Workplace Relations, designed to measure movements in the labour market (based on different statistical assumptions to official ABS methods), also showed a drop in the number of people seeking work throughout the Region. According to this data source, the unemployment rate for the City of Greater Geelong fell from 7.3% to 5.7% over the past year. Surf Coast Shire remained relatively unchanged from 4.3% to 4.4%. Golden Plains Shire remained unchanged at 4.0%, as did the Borough of Queenscliffe at 3.9%.

The Region's buoyant labour market was further supported by Centrelink data that showed the number of unemployed people in the Geelong Region that required financial assistance decreasing by 5.8% in the 12 months to 30 June 2002.

Improvements to the local job market over the past twelve months were also reinforced by the demand for labour in the Region, as measured by the average number of job vacancies advertised each week in the Geelong Advertiser. Vacancies rose to a twelve-year high of 198 vacancies per week. This figure represents an increase of 2.1% over the previous year and an increase of 52.3% on figures from five years ago (1996/97) when an average of 130 vacancies per week were recorded.

2001 Census of Population and Housing

During 2001 the Australian Bureau of Statistics conducted its five yearly census of population and housing. Census data relates to people who were counted at home on Census night (the ABS refers to this as an "as enumerated" population count).

Population

At the 2001 Census 221,357 people were counted in the Geelong Region, representing a growth rate of 1.2% per annum between 1996 and 2001. This compares with the 1991-1996 period when the Region grew at 0.6% per annum.

The City of Greater Geelong recorded a population of 184,331 persons. Of this total 151,851 reside in urban Geelong and 32,480 in towns on the Bellarine Peninsula or surrounding rural areas. In total, an additional 8,922 people were counted as living in Geelong since 1996.

Urban Geelong experienced population growth of 0.77% p.a. Growth continued in several suburbs throughout the urban area whilst many were still experiencing population decline, due for the major part, to decreasing household sizes.

The City's outlying suburbs of Lara and Leopold experienced substantial growth. An additional 1,868 people live in Lara bringing the total population to 9,206. 1,292 additional people live in Leopold bringing the total population to 6,783. The number of people residing in the City's southern growth corridor over the past five years also experienced significant growth with 1,349 additional people in Grovedale (population 12,147), 1,221 in Highton (population 11,349) and 959 in Wandana Heights/Ceres (population 2,121).

The rate of population decline in the City's older inner suburbs that has occurred over the past twenty years has slowed. Urban renewal and 'gentrification' has resulted in the many inner areas experiencing positive population growth. This includes Geelong City with an increase of 428 people (population 3,141), North Geelong 160 (population 3,030), Newtown 28 (population 9,459) and 91 in Manifold Heights (population 2,405).

The popularity of living in one of the City's rural areas or townships on the Bellarine Peninsula continued with unparalleled growth being recorded across all towns. Ocean Grove experienced the greatest absolute growth with 911 new residents (population 10,055) and a further 472 in adjoining Barwon Heads (population 2,600). Clifton Springs attracted 651 additional residents (population 7,302). The townships of Indented Head, Portarlington and St Leonards also experienced population increases.

The Surf Coast Shire recorded a total population of 19,629 persons. Over the period 1996-2001 the Shire experienced strong growth of 3.27% per annum, with an increase of 2,915 persons in the municipality over the five years.

Torquay recorded the strongest growth with 1,043 additional persons living in the town (population 4,719) and a further 976 persons in the adjoining town of Jan Juc (population 3,284).

Estimated Resident Population

During the year the Australian Bureau of Statistics published its annual estimated resident population (ERP) count. The ERP is based on "as enumerated" census population counts (that is, the number of people counted at home on census night) to which the number of people who normally reside in an area are added. Annual population increases/decreases are then calculated. The ERP is used to monitor movements in population in between each census.

The estimated resident population for the Geelong Region in 2001 was 234,259, growth 2.4% on the previous year.

Residential Dwellings

In 2001 there were 101,822 dwellings in the Geelong Region, an increase of 8.8% since 1996. The regional occupancy rate is 2.59 persons per household, down on the 1996 rate of 2.68 persons per household.

The region's popularity as a holiday destination continues with 16.1% of the total dwelling stock in the Region being unoccupied (16,388).

While there are many reasons for a dwelling being unoccupied, a significant proportion of the unoccupied dwellings in coastal areas are holiday homes.

The Bellarine Peninsula and other rural areas within the City of Greater Geelong have 27.6% of their dwelling stock unoccupied (4,799). Over recent years towns offering coastal and bayside lifestyles, have become increasingly popular commuter suburbs for people who work in Geelong and Melbourne. This has resulted in the proportion of unoccupied dwellings in these areas decreasing by 2.1% since the last Census.

The Surf Coast Shire has 41.6% of its dwelling stock unoccupied (5,315). Like Geelong, the municipality has also attracted a large proportion of new residents who commute out of the Shire for work each day with the proportion of unoccupied dwellings decreasing by 2.8% since the last Census.

The Borough of Queenscliffe continues to be a popular holiday destination with 49.8% of its dwelling stock unoccupied, an increase of 4.0% since the last Census.

Families enjoy easy access to the regions features.

Industry Structure of the Workforce

The 2001 Census shows a regional workforce of 92,777 persons.

Retail trade is the City's largest single industry employer with 15,391 employees. This represents 16.6% of the workforce compared with 14.8% for Victoria.

Manufacturing continues to be a major employer for the City's workers with 16.3% (15,093 persons) employed in this sector (compared with 15.3% for Victoria). The manufacture of machinery and equipment is the largest manufacturing sector, employing 4,009 people followed by metal products 2,440 and textiles, clothing and footwear 2,150.

The health industry employs 10,213 people, followed by property and business services 8,105, the education sector 7,587 and the construction industry 7,265.

There have been a number of notable changes in the industry structure of the workforce over the past five years. This includes the decline in manufacturing employment from 19.5% in 1996 to 16.3% in 2001. The increase in construction industry employment by 1.2% (coinciding with the high local levels of building activity over recent years) and the increase in the proportion the workforce in the Region's primary sector by 1.2% (reflecting the interest in boutique wineries and aquaculture activities in the Region).

Occupation Structure of the Workforce

The 2001 Census shows that the occupations of the Geelong workforce have continued to diversify since the last Census, as workers keep pace with business and industry needs. The proportion of people employed in professional, managerial or associate-professional roles collectively increased by 2.5% since 1996. Conversely, the proportion of workers employed in intermediate production and transport occupations (-1.8%), advanced clerical occupations (-0.5%) or as a tradespersons (-0.3%) declined.

Journey to Work

Journey to work data monitors the movement of people between where they live and their location during working hours.

The Census showed that 71,209 people live and work in the Geelong Region, 11,502 people live in the Geelong Region and travel to Melbourne each day for work (an increase of 24.1% from 1996), 371 local residents travel to the Colac Otway Shire and 11,218 travel elsewhere.

Alternatively, 2,483 people travel into the Geelong Region from Melbourne each day for work, 453 travel from the Colac Otway Shire and 1,161 travel from elsewhere into the Region.

On a typical workday, 22,726 workers make their way into Geelong's Central City area whilst 14,426 workers travel to the City's northern suburbs.

Social and Housing Characteristics

Throughout the Geelong Region households made up of family members comprise 69.9% of all dwellings. A further 24.3% of households comprise only one person and 2.9% are made up of unrelated family members or "group" households.

The statistical local areas of Geelong (6.1%), Geelong West (4.8%) and Newtown (4.4%) have higher proportions of group households than the regional average



(2.9%). The urban renewal of the City's inner suburbs has attracted larger groups of younger people into the City seeking a more cosmopolitan lifestyle. Deakin's waterfront campus has contributed to this trend.

The appeal of coastal living has also attracted a higher proportion of group households (3.1%) to the Surf Coast Shire in towns such as Torquay, Jan Juc, and Anglesea.

The statistical local areas of Queenscliffe (31.7%), Geelong (34.4%) and Geelong West (36.5%) have a higher proportion of single person households than the regional average (24.3%). This trend is indicative of the many older residents of these areas and is reflective of changing community patterns with many people across all age groups living on their own.

One of the features that makes the Geelong Region an attractive place to live is its affordability coupled with the various lifestyle choices on offer - inner city, coastal, rural or bay side. This is reflected in the proportion of Geelong Region households that fully own their home (44.8%) or who are purchasing their home (28.6%) which is higher than Melbourne (41.9% and 28.1% respectively). The median monthly home repayment in the Geelong Region of \$799 compared with \$915 in Melbourne contributes to this trend.

As a result of greater home ownership, fewer Geelong Region households are rented 20.6%, compared with Melbourne 22.8%. The median weekly property rental for the Region is \$136 compared with \$169 in Melbourne.

The monthly median individual income in the Geelong Region is \$352 per week, compared with \$405 for Melbourne. The median weekly income varies throughout the Region with statistical local areas such as Surf Coast East (\$416), Newtown (\$407), Golden Plains South East (\$354) and Greater Geelong Part C (\$391), all attracting above average weekly incomes. The Statistical local area of Corio attracted the lowest median weekly income of \$287 per week.

Freeway upgrades make commuting easier.

Tourism

Victoria's Geelong/Otway Region is one of the State's most popular tourist destinations with its great surf and bay beaches and hinterlands. City of Greater Geelong estimates show that the population in the Geelong/Otway Region on a peak holiday night, swells by an estimated 121,140 people, from its permanent population base of 221,357 (peak total 342,497 people).

Australian Bureau of Statistics data shows that during the 2001/2002 year, a total of 289,462 guest arrivals were recorded at hotels and motels (with facilities) throughout the Region. Trend line analysis of guest arrivals between 1989/90 and 2001/02 shows the number of annual guest arrivals has risen from approximately 220,000 to approximately 300,000.

Hotels and motels (with facilities) generate approximately \$29.3 million per annum in takings from accommodation into the local economy. On average during the year 793 people are employed at these facilities.

Major Employers

The region's top employers include -

Manufacturing: Ford Motor Company, 2,500 (automotive components), Aerospace related activities at Avalon 720, Alcoa of Australia-Point Henry 700 (aluminium ingot), Godfrey Hirst Australia Pty Ltd 700 (carpets), Bartter Enterprises 630 (poultry processing), KAAL Australia 450 (aluminium coil) and Shell Refining Aust Pty Ltd 404 (petroleum products).

Services: Target 650 (head office operations), Coles Supermarkets 384 (retail), Skilled Engineering 280 (labour recruitment), Rex Gorell 255 (automotive dealerships), Quiksilver 230 (retail), Swift Advertising 200 (advertising material distributors), Rip Curl 190 (retail), Myer 163 (retail), Kmart 132 (retail) and McColls Transport 120 (transport).

Health & Infrastructure: Barwon Health 2,706 (health), Victoria Police 395 (public safety & order), St John of God Health Care 329, Barwon Water 313 (water authority), Pathcare 305 (pathology and medical services).

Education & Research: Department of Education 2,210, Deakin University 1,848, Catholic Education Department 589 and Gordon Institute of TAFE 412.

Local Government: City of Greater Geelong, 1,069.

Trade through the Port

Trade through the Port of Geelong for the year was again at record levels with a total of 12.9 million tonnes entering or leaving the Port, an increase of 0.8% on last year.

The volume of imports (6.6 million tonnes) being shipped into the Port exceeded the volume being exported (6.3 million tonnes). Crude oil and petroleum products, fertiliser, and liquid bulk imports were the Port's major overseas imports. Alumina raw materials, fertiliser, sulphuric acid and petroleum were the main interstate imports.

Bulk grain, woodchips and petroleum products were the Port's main overseas exports whilst petroleum products were the main interstate export.

Education and Training

During 2002 there were 39,508 students undertaking primary or secondary education in the Region. An additional 30,044 were undertaking tertiary or further education at either the Gordon Institute of TAFE or Deakin University.

A total of 5,440 people within the Region were undertaking a traineeship or apprenticeship.

There were 3,672 trainees adding to their skill levels in fields such as elementary sales work (particularly in retail sales) 1,224 trainees; factory labourers (most frequently in meat processing) 579 trainees; intermediate service work (specifically in hospitality) 564 trainees, and intermediate clerical work (particularly in office administration) 219 trainees.

During the year 1,768 people were formalising their trade with an apprenticeship. 649 people were undertaking apprenticeships in construction work, 361 in a food related trade such as commercial cookery or in an automotive trade, 254.

Waterfront Geelong is taking shape.



KEY ECONOMIC INDICATORS - FINANCIAL YEAR SUMMARY 2001/2002

Regional Indicator		1996/97	1997/98	1998/99	1999/00	2000/01	2001/02	% Change 2000/01-2001/02
VALUE OF BUILDING ACTIVITY								
Residential Dwellings (New)	\$million	130.2	186.4	246.8	335.1	271.4	400.2	+47.5
Non Residential Commercial & Industrial	"	58.4	31.5	46.4	56.0	52.5	57.5	+9.5
Government & Other	"	25.9	60.9	39.6	25.8	36.7	33.0	-10.1
Total Non Residential	"	84.3	92.4	86.0	81.8	89.2	90.5	+1.5
TOTAL BUILDING ACTIVITY		214.5	278.8	332.8	416.9	360.6	490.7	+36.1
New Dwelling Approvals	No.	1,342	1,739	2,137	2,636	1,943	2,789	+43.5
NEW VEHICLE REGISTRATIONS								
Passenger Vehicles	-	-	-	-	-	11,372	12,239	+7.6
Motor Cycles	-	-	-	-	-	700	747	+6.7
Light Commercial Vehicles and Trucks	-	-	-	-	-	1,788	2,204	+23.2
TOTAL	-	-	-	-	-	13,860	15,190	+9.6
PORT OF GEELONG								
Imports	million tonnes	4.6	5.3	5.9	5.7	5.9	6.6	+11.9
Exports	"	5.1	4.7	5.2	6.3	6.9	6.3	-8.7
TOTAL TRADE	"	9.7	10.0	11.1	12.0	12.8	12.9	+0.8
Vessels	No.	461	480	478	546	542	555	+2.4
EMPLOYMENT INDICATORS								
Australian Bureau of Statistics - Barwon-Western District (1)								
Number Unemployed	No	19,600	16,200	12,500	14,200	7,700	9,400	+22.1
Unemployment Rate	%	12.1	10.0	7.9	8.4	4.3	5.3	--
Average Weekly Advertised Employment Vacancies								
	No.	130	131	154	184	194	198	+2.1
Department of Employment and Workplace Relations Unemployment Rate (%)								
City of Greater Geelong	--	--	10.6	10.1	9.0	7.3	5.7	--
Surf Coast Shire	--	--	9.0	7.9	7.1	4.3	4.4	--
Golden Plains Shire	--	--	6.9	6.9	6.1	4.0	4.0	--
Borough of Queenscliffe	--	--	8.0	6.3	5.5	3.9	3.9	--
Centrelink(2) Unemployment Allowance (No) --								
	--	--	--	--	--	12,625	11,893	-5.8
ESTIMATED RESIDENT POPULATION								
								Growth Rate % p.a
City of Greater Geelong	184,949	186,307	188,564	191,056	194,902	--	--	+2.0
Surf Coast Shire	18,085	18,652	19,226	19,939	20,920	--	--	+4.9
Golden Plains Shire	13,821	13,958	14,096	14,481	15,164	--	--	+4.7
Borough of Queenscliffe	3,419	3,406	3,457	3,419	3,273	--	--	-4.2
Geelong Region	220,274	222,323	225,343	228,895	234,259	--	--	+2.4
CONSUMER PRICE INDEX (1)								
% Change Australia		+0.3%	+0.7	+1.1	+2.4	+6.0	+2.9	--

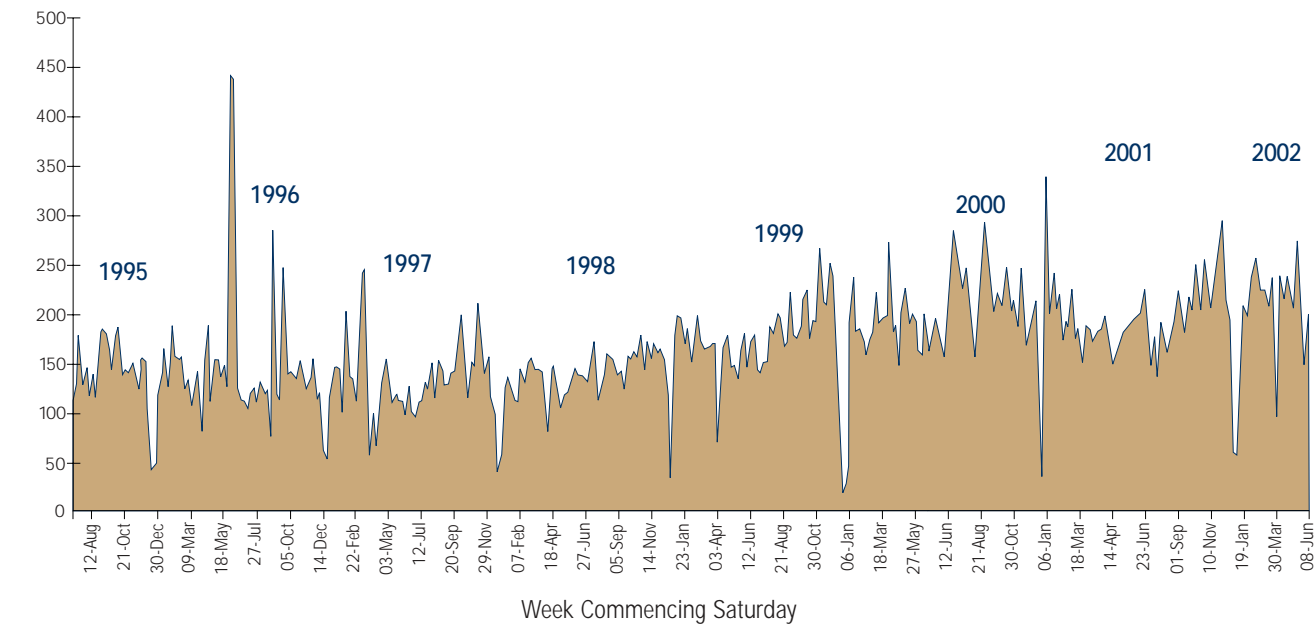
SOURCES: City of Greater Geelong; Borough of Queenscliffe; Surf Coast Shire; Golden Plains Shire; Toll GeelongPort Pty Ltd; Geelong Advertiser; Australian Bureau of Statistics unpublished data on unemployment, CPI Catalogue No. 6401.0, Estimated Resident Population by Age and Sex Catalogue 3235.2. Department of Employment and Workplace Relations, Economic and Labour Market Analysis Branch, Small Area Labour Markets Australia. Geelong Advertiser. Vicroads, Information Services Department. (1) Shows the change on June quarter figures of the previous year for the weighted average of Australia's eight capital cities. -- Not Available. * Denotes revised figure. (2) Includes Newstart Allowance and Youth Allowance

REGIONAL EMPLOYMENT INDICATORS

AVERAGE WEEKLY JOB VACANCIES

(As reported in the Geelong Advertiser) 1 July 1995 - 29 June 2002

An average of 198 job vacancies were reported each week in the Geelong Advertiser throughout 2001/2002 an increase of +2.1% on last year's figure and +52.3% on figures for 1996/97 (130 vacancies per week)



AUSTRALIAN BUREAU OF STATISTICS – UNEMPLOYMENT RATE

In June 2002 the unemployment rate in the Barwon Western District was 5.3% compared with the Victorian rate of 6.0%. The unemployment rate for the Barwon Western District in June 2002 represented the 19th consecutive month that the rate had been below or equal to the State average.

LABOURFORCE STATUS BY AGE: BARWON - WESTERN DISTRICT, JUNE 2002

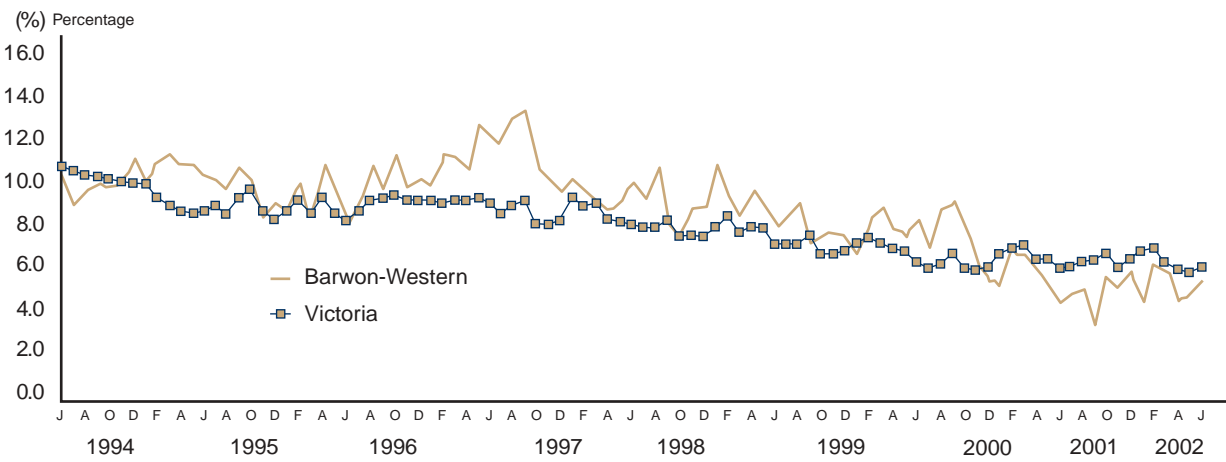
Population Aged 15 Years & Over

Age	Employed ('000)	Unemployed ('000)	Labour force ('000)	Not in Labourforce ('000)	Unemployment Rate %	Participation Rate %
15 - 19	11.2	*2.3	13.5	8.2	*16.8	62.3
20 - 24	20.6	*1.6	22.2	*3.9	*7.1	85.0
25 - 34	36.2	*2.0	38.2	8.6	*5.1	81.7
35 - 44	38.8	*1.4	40.2	6.5	*3.5	86.2
45 - 54	39.3	*1.5	40.9	8.5	*3.8	82.8
55 - 59	10.5	*0.6	11.1	7.2	*5.4	60.5
60 - 65	6.6	*0.0	6.6	11.7	0.0	36.0
65+	4.1	*0.0	4.1	54.4	0.0	*6.9
Total Barwon	167.3	9.4	176.7	109.0	5.3	61.9
Victoria	2,353.7	150.1	2,503.8	1,429.4	6.0	63.7

Source: Australian Bureau of Statistics, LabourForce Victoria Unpublished Data. Errors in totals due to rounding. * Data subject to sampling variability. The Barwon Western District unemployment region refers to the whole of South West Victoria.

REGIONAL EMPLOYMENT INDICATORS

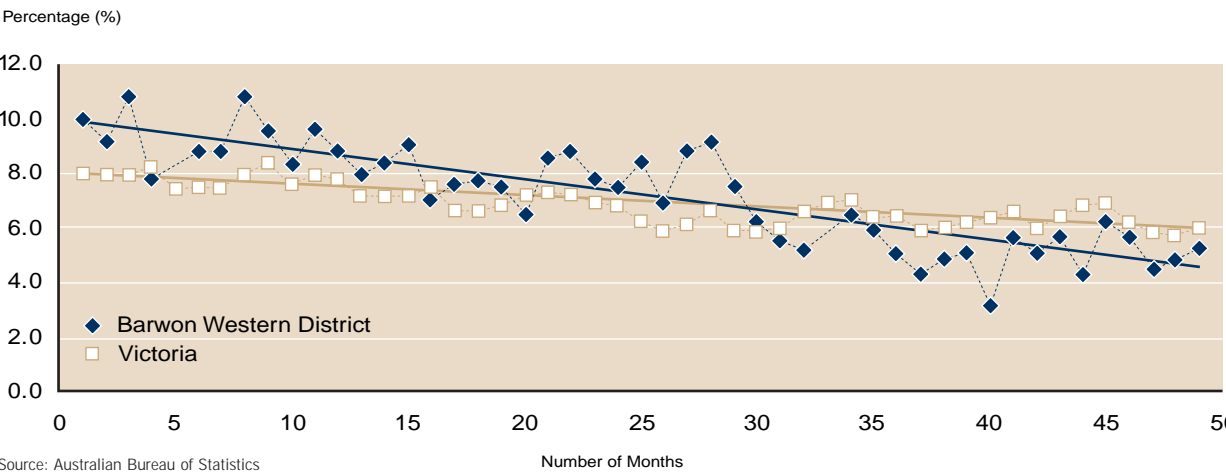
ABS UNEMPLOYMENT RATE (MONTHLY) Barwon Western District v's Victoria



Source: Australian Bureau of Statistics

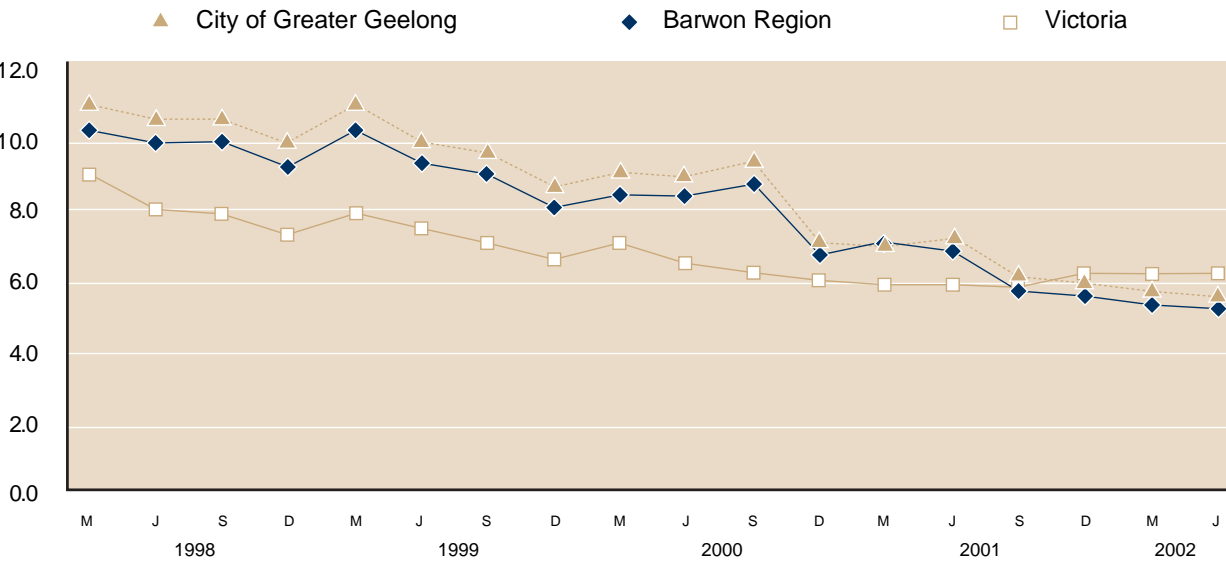
TREND LINE ANALYSIS - MONTHLY UNEMPLOYMENT RATE July 1998 to June 2002

Trend line analysis shows that between 1998 and 2002 the unemployment rate in the Barwon Western District has dropped by 5.5% compared with 2.0% for Victoria



Source: Australian Bureau of Statistics

DEPARTMENT OF EMPLOYMENT AND WORKPLACE RELATIONS - QUARTERLY UNEMPLOYMENT RATES 1998 - 2002



Source: Employment Analysis and Evaluation Group, Department of Employment and Workplace Relationships (DEWR). Small Area labour Markets Australia

BUILDING ACTIVITY IN THE GEELONG REGION

NEW RESIDENTIAL DWELLING APPROVALS

Area:	Total Dwellings 2001*	New Dwelling Approvals 2001/02	Value Dwelling Approvals \$'000	Estimated Dwellings 30 June 2002
City of Greater Geelong				
Bell Park	1,494	36	\$3,872	1,530
Bell Post Hill	1,915	34	\$4,941	1,949
Belmont	6,310	55	\$5,931	6,365
Breakwater	492	0	0	492
Corio	5,799	58	\$6,086	5,857
Drumcondra	434	0	0	434
East Geelong	2,253	23	\$2,440	2,276
Geelong City	1,345	38	\$6,543	1,383
Geelong West	3,218	10	\$1,428	3,228
Grovedale	4,630	160	\$18,927	4,790
Hamlyn Heights	2,514	26	\$3,653	2,540
Herne Hill	1,651	9	\$1,019	1,660
Highton	4,857	203	\$36,453	5,060
Lara	3,355	185	\$25,328	3,540
Leopold	2,557	164	\$23,299	2,721
Lovely Banks	330	20	\$3,132	350
Manifold Heights	1,126	6	\$732	1,132
Moolap	208	4	\$628	212
Newcomb	1,828	11	\$964	1,839
Newtown	4,186	43	\$8,116	4,229
Norlane	3,982	14	\$1,193	3,996
North Geelong	1,299	14	\$1,877	1,313
North Shore	162	4	\$436	166
Rippleside	171	0	0	171
St Albans Park	1,398	146	\$16,981	1,544
South Geelong	671	1	\$100	672
Thomson	730	57	\$4,508	787
Whittington	1,913	2	\$249	1,915
Wandana/Ceres	709	32	\$6,510	741
Waurin Ponds	553	113	\$16,543	666
Other Urban	1,468	2	\$150	1,470
Total Urban Geelong	63,558	1,470	\$202,039	65,028
Barwon Heads	1,645	66	\$9,738	1,711
Clifton Springs	2,937	129	\$19,276	3,066
Drysdale	627	61	\$9,294	688
Indented Head	838	24	\$3,415	862
Ocean Grove	5,170	197	\$31,879	5,367
Portarlington	2,108	58	\$8,552	2,166
St Leonards	1,529	37	\$4,460	1,566
Other Rural	2,551	56	\$4,256	2,607
Total Rural Geelong	17,405	628	\$90,870	18,033
Total Greater Geelong	80,963	2,098	\$292,909	83,061
Surf Coast Shire				
Aireys Inlet/Fairhaven	1,366	39	\$5,384	1,405
Anglesea	2,597	60	\$9,136	2,657
Jan Juc	1,698	33	\$4,180	1,731
Lorne	1,486	42	\$7,698	1,528
Moriac	155	16	\$2,439	171
Torquay	2,870	199	\$36,464	3,069
Winchelsea	472	22	\$2,347	494
Rural SurfCoast	2,145	41	\$5,968	2,186
Total	12,789	452	\$73,616	13,241
Golden Plains Shire				
Bannockburn	514	60	\$9,172	574
Inverleigh	197	13	\$1,514	210
Lethbridge	146	0	0	146
Meredith	137	3	\$298	140
Linton	169	5	\$534	174
Napoleons	108	8	\$1,064	116
Scarsdale	56	7	\$392	63
Smythesdale	123	7	\$841	130
Teesdale	283	15	\$1,634	298
Rural Bannockburn	3,753	70	\$9,219	3823
Total	5,486	188	\$24,668	5,674
Borough of Queenscliffe				
Point Lonsdale	1,353	27	\$4,256	1,380
Queenscliffe	1,231	24	\$4,790	1,255
Total	2,584	51	\$9,046	2,635
Geelong Region	101,822	2,789	\$400,240	104,611

Source: City of Greater Geelong, Surf Coast Shire, Golden Plains Shire & Borough of Queenscliffe. Australian Bureau of Statistics, 2001 Census of Population and Housing. * Excludes non private dwellings. Errors in totals due to rounding.

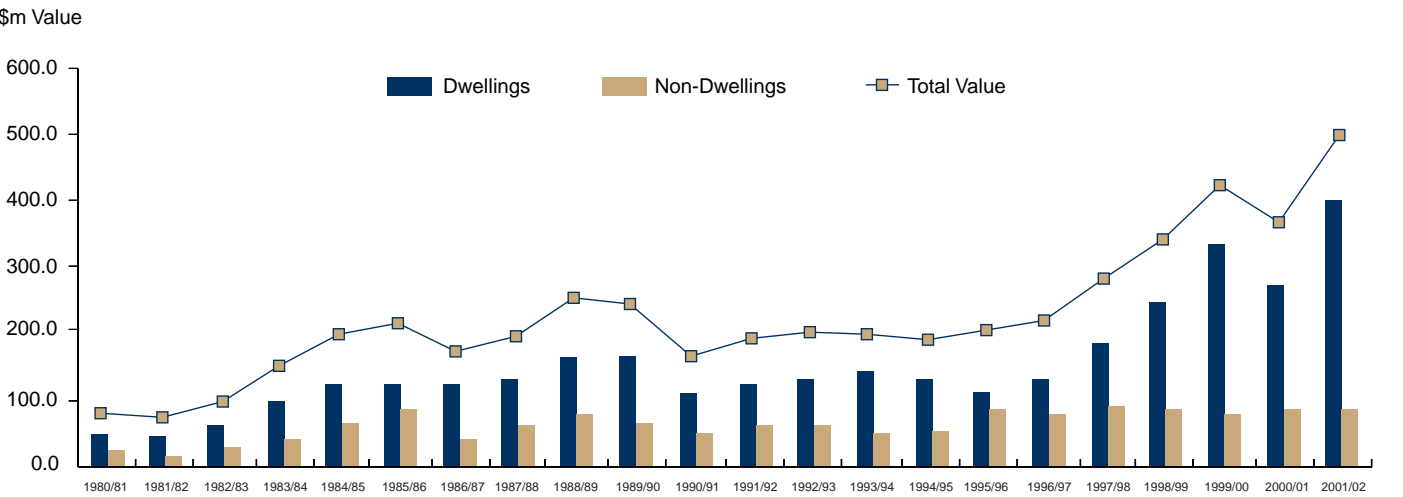
BUILDING ACTIVITY IN THE GEELONG REGION

NON RESIDENTIAL BUILDING ACTIVITY

Building Type:	Total Value (\$'000)						% Change
	1996/97	1997/98	1998/99	1999/00	2000/01	2001/02	00/01-01/02
Hotels	1,212	1,243	1,967	17,908	1,134	1,639	+44.5
Shops	16,760	6,319	20,222	13,109	17,305	10,125	-41.5
Factories	16,307	13,010	5,926	3,310	2,619	16,143	+516.4
Offices	19,981	8,384	11,450	15,491	22,999	25,221	+9.7
Education	9,866	18,867	23,960	10,452	14,247	16,426	+15.3
Religious	951	855	470	1,387	2,311	3,254	+40.8
Health	11,947	32,640	12,729	7,495	13,306	7,139	-46.3
Entertainment	4,164	2,541	6,802	6,218	8,425	4,432	-47.4
Miscellaneous	3,139	8,548	2,424	6,434	6,817	6,166	-9.5
Total Value	84,329	92,407	85,950	81,803	89,162	90,545	+1.6

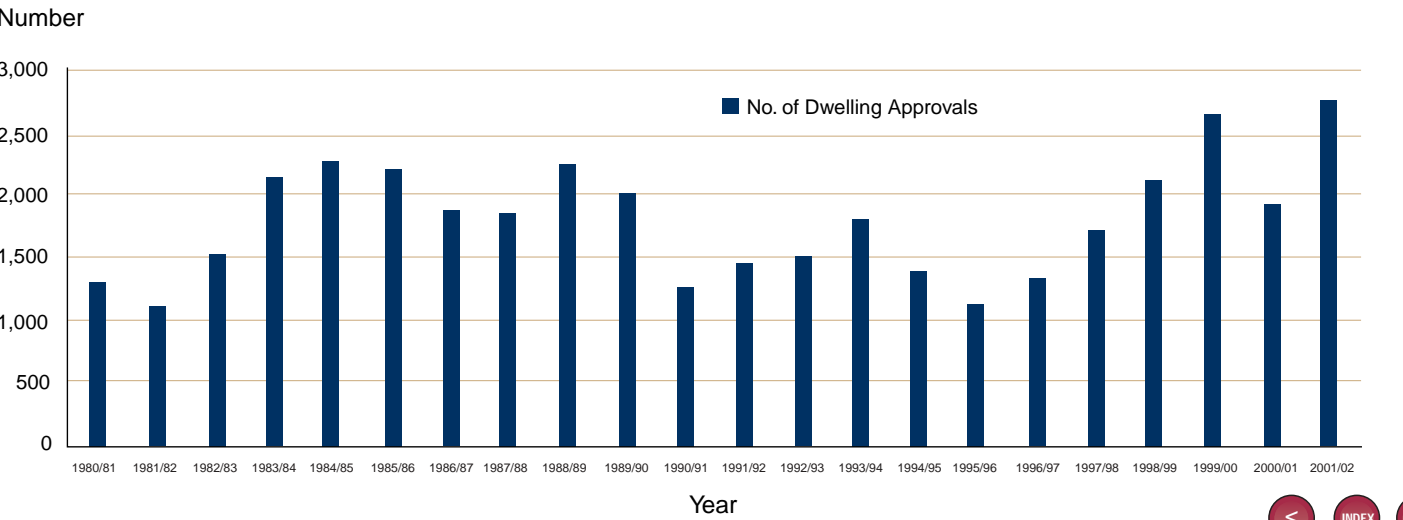
Source: City of Greater Geelong, Surf Coast Shire, Golden Plains Shire, Borough of Queenscliffe. Figures for 1999 & 2000 are sourced from the Australian Bureau of Statistics. Includes new buildings plus those to which alterations exceed \$10,000. Errors in totals due to rounding.

VALUE OF BUILDING ACTIVITY IN THE GEELONG REGION



Source: Geelong Region Municipalities and ABS

NUMBER OF DWELLING APPROVALS IN THE REGION



RESIDENTIAL DWELLINGS IN THE GEELONG REGION, 2001 CENSUS*

	Occupied Dwellings	Unoccupied Dwellings	Total Dwellings	Occupancy Rate
City of Greater Geelong (Urban Geelong)				
Bell Park	1,380	114	1,494	2.37
Bell Post Hill	1,828	87	1,915	2.70
Belmont	5,816	494	6,310	2.37
Breakwater	480	12	492	2.33
Corio	5,497	302	5,799	2.81
Drumcondra	371	63	434	2.61
East Geelong	2,088	165	2,253	2.33
Geelong City	1,122	223	1,345	2.80
Geelong West	2,931	287	3,218	2.16
Grovedale	4,410	220	4,630	2.75
Hamlyn Heights	2,347	167	2,514	2.41
Herne Hill	1,503	148	1,651	2.16
Highton	4,453	404	4,857	2.55
Lara	3,193	162	3,355	2.88
Leopold	2,399	158	2,557	2.83
Lovely Banks	324	6	330	3.09
Manifold Heights	1,038	88	1,126	2.32
Moolap	194	14	208	2.86
Newcomb	1,711	117	1,828	2.33
Newtown	3,818	368	4,186	2.48
Norlane	3,732	250	3,982	2.47
North Geelong	1,176	123	1,299	2.58
North Shore	149	13	162	2.17
Rippleside	156	15	171	2.22
St Albans Park	1,337	61	1,398	2.84
South Geelong	602	69	671	2.04
Thomson	689	41	730	2.08
Whittington	1,795	118	1,913	2.63
Wandana Heights/Ceres	667	42	709	3.18
Waurin Ponds	505	48	553	4.09
Other Urban	1,394	74	1,468	2.82
Total Urban Geelong	59,105	4,453	63,558	2.57
1996 Census	54,836	4,216	59,052	2.67
Rural Geelong				
Barwon Heads	1,057	588	1,645	2.46
Clifton Springs	2,716	221	2,937	2.69
Drysdale	592	35	627	2.92
Indented Head	301	537	838	1.98
Ocean Grove	3,925	1,245	5,170	2.56
Portarlington	1,249	859	2,108	2.15
St Leonards	655	874	1,529	2.04
Other Rural	2,111	440	2,551	2.92
Total Rural Geelong	12,606	4,799	17,405	2.58
1996	11,062	4,672	15,734	2.64
Total City of Greater Geelong	71,711	9,252	80,963	2.57
1996	65,898	8,888	74,786	2.66
Surf Coast Shire				
Aireys Inlet/Fairhaven	446	920	1,366	2.32
Anglesea	940	1,657	2,597	2.34
Jan Juc	1,271	427	1,698	2.58
Lorne	452	1,034	1,486	2.69
Moriac	146	9	155	3.29
Torquay	1,899	971	2,870	2.48
Winchelsea	432	40	472	2.55
Rural Surf Coast	1,888	257	2,145	2.96
Total	7,474	5,315	12,789	2.63
1996	6,299	5,033	11,332	2.65
Golden Plains Shire				
Bannockburn	490	24	514	3.12
Inverleigh	181	16	197	2.85
Lethbridge	139	7	146	3.19
Linton	138	31	169	2.48
Meredith	122	15	137	2.52
Napoleons	93	15	108	3.09
Scarsdale	50	6	56	2.28
Smythesdale	112	11	123	2.79
Teesdale	270	13	283	2.84
Rural Bannockburn	3,358	395	3,753	2.89
Total	4,953	533	5,486	2.89
1996	4,396	589	4,985	2.99
Borough of Queenscliffe				
Point Lonsdale	522	831	1,353	2.13
Queenscliffe	774	457	1,231	2.54
Total	1,296	1,288	2,584	2.38
1996	1,328	1,122	2,450	2.40
Total Geelong Region:	85,434	16,388	101,822	2.59
1996	77,921	15,632	93,553	2.68

Source: Australian Bureau of Statistics, 2001 Census of Population and Housing and City of Greater Geelong. * Note collection district boundary realignment has occurred since the 1996 census that may result in differences between previously published figures, and suburb boundaries have been realigned to coincide with State Government legal suburb boundaries. The area known as Chilwell is now included in the suburb of Newtown. Excludes non private dwellings.

MEDIAN WEEKLY RENTAL VALUES IN THE GEELONG REGION, MARCH QUARTER 2002

	1 Bed Flat Med.Wk. Rent	Annual %Change	2 BedFlat Med.Wk. Rent	Annual %Change	2 Bed House Med.Wk. Rent	Annual %Change	3 Bed House Med.Wk. Rent	Annual %Change
Outer Northern Suburbs:								
Lara	-	-	-	-	-	-	\$185.00	+2.8
Northern Suburbs:								
Corio, Norlane	-	-	-	-	\$125.00	+4.2	\$140.00	+1.8
Inner Northern Suburbs:								
Geelong North	-	-	-	-	-	-	\$165.00	+3.1
Central & Inner East Suburbs:								
Geelong, Newcomb	\$90.00	-	\$150.00	+9.1	\$160.00	-	\$170.00	+6.3
Inner Western Suburbs:								
Newtown	-	-	\$150.00	+7.1	-	-	\$200.00	+11.1
Western Suburbs:								
Geelong West, Man. Heights	\$90.00	+12.5	\$130.00	+10.6	-	-	\$170	+9.7
Southern Suburbs:								
Highton, Belmont, Grovedale	\$95.00	+5.6	\$150.00	+3.4	\$155.00	+3.3	\$180.00	+5.9
Total Urban Geelong:	\$90.00	+5.9	\$145.00	+3.6	\$150.00	+3.4	\$175.00	9.4%
City of Greater Geelong:								
	\$90.00	+5.9	\$145.00	+7.4	\$150.00	+7.1	\$175.00	+9.4
Surf Coast Shire:								
	-	-	\$160.00	+10.3	\$158.00	-	\$185.00	+8.8
Golden Plains Shire:								
	-	-	-	-	-	-	-	-
Borough of Queenscliffe:								
	-	-	-	-	-	-	-	-
Total Metropolitan Melbourne								
	\$160.00	+1.9	\$195.00	+5.4	\$230.00	+4.5	\$210.00	+5.0

Source: Department of Human Services - Office of Housing, March Quarter 2002. Rental Report. Total includes "other" areas within Urban Geelong. Property types in suburbs with less than (10) new bonds per quarter are not shown.

Property values have
enjoyed a steady rise



Municipality	Growth Rate % p.a										
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	Total
City of Greater Geelong:											
Urban Geelong -											
Bellarine	1,689	1,700	1,602	1,397	1,340	1,486	1,675	1,758	1,511	1,434	22,308 +2.9
Corio	3,872	4,103	4,043	4,178	3,600	4,132	4,064	4,095	3,960	3,732	56,532 +0.3
Geelong	695	625	537	758	975	1,067	944	874	817	788	11,746 -1.1
Geelong West	907	812	766	853	1,090	1,243	1,190	1,119	1,046	920	14,323 +0.1
Newtown	644	674	705	779	612	607	681	686	803	756	10,041 +2.4
South Barwon	2,602	2,865	3,169	3,667	3,236	2,722	2,828	2,964	3,355	3,218	45,108 +2.8
Total Urban Geelong:	10,409	10,779	10,822	11,632	10,853	11,257	11,382	11,496	11,492	10,848	160,058 +1.3
Greater Geelong Pt B	1,894	2,295	2,380	2,007	1,361	1,575	1,816	2,191	2,525	2,398	32,154 +5.3
Greater Geelong Pt C	126	179	198	178	183	226	212	220	257	237	2,690 +5.3
Total Rural Geelong	2,020	2,474	2,578	2,185	1,544	1,801	2,028	2,411	2,782	2,635	34,844 +5.3
Total Greater Geelong (C):	12,429	13,253	13,400	13,817	12,397	13,058	13,410	13,907	14,274	13,483	194,902 +2.0
Surf Coast Shire											
Surf Coast (S) - East	884	937	987	745	690	749	925	1,007	1,066	943	12,006 +7.4
Surf Coast (S) - West	562	607	663	510	366	498	538	674	759	686	8,914 +1.8
Total Surf Coast (S)	1,446	1,544	1,650	1,255	1,056	1,247	1,463	1,681	1,825	1,629	20,920 +4.9
Golden Plains (S)											
Golden Plains (S) N-West	501	618	649	572	343	349	558	561	670	619	7,392 +2.9
Golden Plains (S) S-East	544	650	663	572	294	356	569	692	681	679	7,772 +6.5
Total Golden Plains (S)	1,045	1,268	1,312	1,144	637	705	1,127	1,253	1,351	1,298	15,164 +4.7
Borough of Queenscliffe (B)	133	191	208	155	98	114	142	179	212	243	3,273 -4.2
Total Geelong Region	15,053	16,256	16,570	16,371	14,188	15,124	16,142	17,020	17,662	16,653	234,259 +2.4

Source: Australian Bureau of Statistics, Population by Age and Sex Catalogue 3235.2. (C) City, (S) Shire, (B) Borough. Estimated Resident Population is an annual estimate of the number of persons who usually reside in an area. The estimate is based on the results of the Census of Population and Housing. A linear regression model is used to calculate intercensal growth. Independent indicators of population change, such as occupied dwellings and medicare enrolments. Data on births, deaths, net migration and natural increases are calculated to obtain movements in age. Statistical Local Areas include: Bellarine Inner, Newcomb, Whittington, St Albans Park, Moorlap, Corio Inner: Lara, Corio, Norlane, Lovely Banks, North Shore, North Geelong, Hamlyn Heights, Bell Post Hill, Bell Park, Geelong, South Geelong, East Geelong, Breakwater, Thomson, Geelong City, Geelong West, Herne Hill, Drumcondra, Rippleside, Newtown, Newtown Inner, Belmont, Highton, Grovedale, Waurun Ponds, Wandana Heights, Greater Geelong Pt B, Clifton Springs, Portarlinton, St Leonards, Barwon Heads, Drysdale, Indented Head, Ocean Grove, Greater Geelong Pt C: Rural area north of Lara to Little River. Surf Coast East: Torquay, Anglesea, Moriac, Jan Juc, Aireys Inlet. Surf Coast West: Lorne, Winchelsea, Golden Plains South East: Inverleigh, Lethbridge, Meredith, Bannockburn, Golden Plains North West: Linton, Napoleans, Scarsdale, Smythesdale, Teesdale.

POPULATION BY SUBURB AND TOWNSHIP IN THE GEELONG REGION, 2001 CENSUS*

	Population			Absolute Change (96/01)	Growth Rate %pa	
	1991	1996	2001		1996-2001	1991-2001
City of Greater Geelong (Urban Geelong)						
Bell Park	4,187	3,859	3,271	-588	-3.25	-2.44
Bell Post Hill	5,341	4,949	4,941	-8	-0.03	-0.78
Belmont	15,272	14,377	13,802	-575	-0.81	-1.01
Breakwater	1,256	1,188	1,120	-68	-1.17	-1.14
Corio	17,262	16,523	15,431	-1,092	-1.36	-1.12
Drumcondra	1,051	1,051	970	-81	-1.59	-0.80
East Geelong	5,154	4,994	4,855	-139	-0.56	-0.60
Geelong City	2,827	2,713	3,141	+428	+2.97	+1.06
Geelong West	6,602	6,398	6,345	-53	-0.17	-0.40
Grovedale	10,201	10,798	12,147	+1,349	+2.38	+1.76
Hamlyn Heights	5,490	5,349	5,659	+310	+1.13	+0.30
Herne Hill	3,434	3,305	3,239	-66	-0.40	-0.58
Highton	9,046	10,128	11,349	+1,221	+2.30	+2.29
Lara	6,324	7,338	9,206	+1,868	+4.64	+3.83
Leopold	4,431	5,491	6,783	+1,292	+4.32	+4.35
Lovely Banks	1,431	753	1,000	+247	+5.84	-3.52
Manifold Heights	2,320	2,314	2,405	+91	+0.77	+0.36
Moolap	565	568	554	-14	-0.50	-0.20
Newcomb	4,569	4,163	3,979	-184	-0.90	-1.37
Newtown	9,857	9,431	9,459	+28	+0.06	-0.41
Norlane	9,362	9,184	9,202	+18	+0.04	-0.17
North Geelong	2,793	2,870	3,030	+160	+1.09	+0.82
North Shore	n.a.	n.a.	323	+323	n.a.	+0.00
Rippleside	505	347	347	0	+0.00	-3.68
St Albans Park	2,458	3,016	3,800	+784	+4.73	+4.45
South Geelong	1,681	1,626	1,228	-398	-5.46	-3.09
Thomson	1,612	1,570	1,430	-140	-1.85	-1.19
Whittington	4,983	4,889	4,714	-175	-0.73	-0.55
Wandana Heights/Ceres	1,728	1,162	2,121	+959	+12.79	+2.07
Waurun Ponds	114	1,523	2,066	+543	+6.29	+33.60
Other Urban	3,106	4,289	3,934	-355	-1.71	+2.39
Total Urban Geelong	144,962	146,166	151,851	+5,685	+0.77	+0.47
Rural Geelong						
Barwon Heads	1,914	2,128	2,600	+472	+4.09	+3.11
Clifton Springs	5,847	6,651	7,302	+651	+1.89	+2.25
Drysdale	1,404	1,474	1,731	+257	+3.27	+2.12
Indented Head	549	453	597	+144	+5.68	+0.84
Ocean Grove	8,674	9,144	10,055	+911	+1.92	+1.49
Portarlinton	2,563	2,407	2,686	+279	+2.22	+0.47
St Leonards	1,203	1,226	1,339	+113	+1.78	+1.08
Other Rural	5,824	5,760	6,170	+410	+1.38	+0.58
Total Rural Geelong	27,978	29,243	32,480	+3,237	+2.12	+1.50
Total City of Greater Geelong	172,940	175,409	184,331	+8,922	+1.00	+0.64
Surf Coast Shire						
Aireys Inlet/Fairhaven	800	936	1,033	+97	+1.99	+2.59
Anglesea	1,975	1,995	2,203	+208	+2.00	+1.10
Jan Juc	1,928	2,308	3,284	+976	+7.31	+5.47
Lorne	1,147	1,082	1,216	+134	+2.36	+0.59
Moriac	508	390	480	+90	+4.24	-0.57
Torquay	2,953	3,676	4,719	+1,043	+5.12	+4.80
Winchelsea	970	1,027	1,101	+74	+1.40	+1.27
Rural Surf Coast	3,866	5,300	5,593	+293	+1.08	+3.76
Total SurfCoast Shire	14,147	16,714	19,629	+2,915	+3.27	+3.33
Golden Plains Shire						
Bannockburn	823	882	1,527	+645	11.60	+6.38
Inverleigh	279	283	515	+232	12.72	+6.32
Lethbridge	368	411	443	+32	1.51	+1.87
Linton	366	393	342	-51	-2.74	-0.68
Meredith	320	320	308	-12	-0.76	-0.38
Napoleans	n.a.	n.a.	287	+287	n.a.	n.a.
Scarsdale	119	108	114	+6	+1.09	-0.43
Smythesdale	216	234	312	+78	+5.92	+3.75
Teesdale	n.a.	n.a.	768	+768	n.a.	n.a.
Rural Bannockburn	10,484	10,527	9,703	-824	-1.62	-0.77
Total Golden Plains Shire	12,975	13,158	14,319	+1,161	+1.71	+0.99
Borough of Queenscliffe						
Point Lonsdale	1,188	1,160	1,111	-49	-0.86	-0.67
Queenscliffe	1,935	2,033	1,967	-66	-0.66	+0.16
Total Queenscliffe Borough	3,123	3,193	3,078	-115	-0.73	-0.15
Total Geelong Region	203,185	208,474	221,357	+12,883	+1.21	+0.86

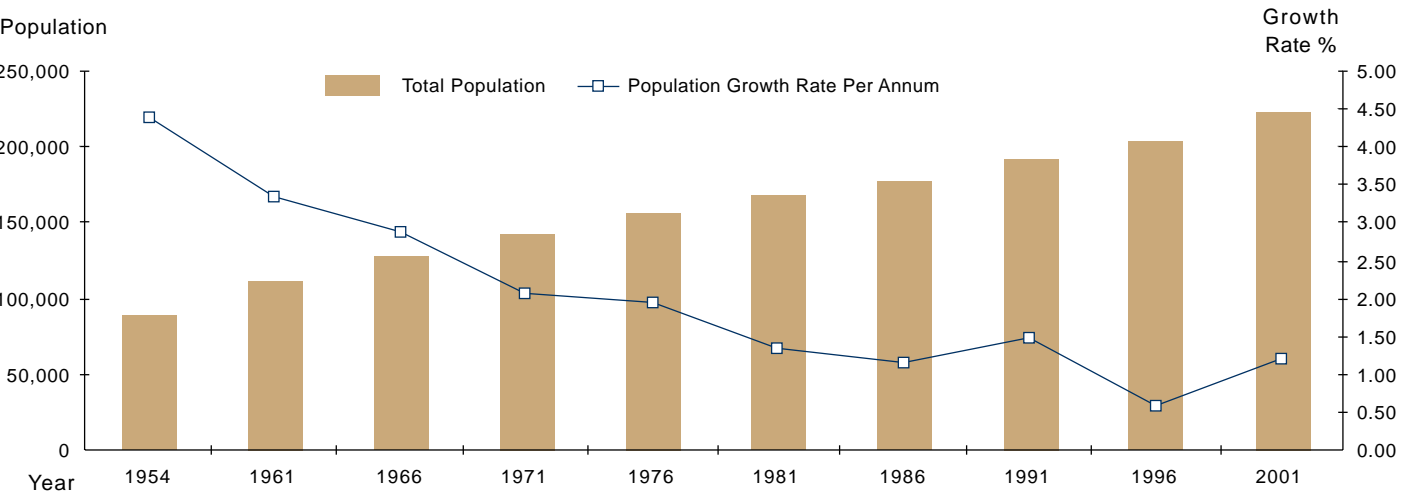
Source: Australian Bureau of Statistics, 2001 Census of Population and Housing and City of Greater Geelong. Refers to an "as enumerated" population count (counted at home on Census night). * Note: Collection district boundary realignment since the 1996 Census has occurred that may result in differences between previously published figures, and some collection district boundaries were realigned to coincide with State Government legal suburb boundaries. The area known as Chilwell is now included in the suburb of Newtown. n.a. Not Available.

OCCUPATION OF THE WORKFORCE IN THE GEELONG REGION, 2001 CENSUS

Occupation:	Greater Geelong(C)	Surf Coast(S)	Golden Plains(S)	Queens cliffe(B)	Total Geelong Region	Geelong Region % 2001	Geelong Region % 1996	Victoria % 2001
Managers and Administrators	4,801	985	833	85	6,704	7.2	6.1	9.5
Professionals	12,897	1,858	805	315	15,875	17.1	15.9	19.2
Associate Professionals	8,705	1,240	633	198	10,776	11.6	11.4	11.4
Tradespersons and Related Workers	11,437	1,246	975	127	13,785	14.9	15.2	12.2
Advanced Clerical and Service Workers	2,331	312	156	25	2,824	3.0	3.5	3.6
Intermediate Clerical Sales and Service Workers	12,259	1,168	804	151	14,382	15.5	14.9	16.1
Intermediate Production and Transport Workers	7,432	493	642	39	8,606	9.3	11.1	8.1
Elementary Clerical, Sales and Service Workers	8,381	717	521	77	9,696	10.4	10.3	9.6
Labourers and Related Workers	6,955	637	646	59	8,297	8.9	8.6	8.2
Not Classifiable Economic Units & Not stated	1,516	153	139	24	1,832	2.0	2.8	2.0
Total Workforce	76,714	8,809	6,154	1,100	92,777	100.0	100.0	100.0

Source: Australian Bureau of Statistics, 2001 Census of Population and Housing. Refers to persons aged 15 years and over. (C) City, (S) Shire, (B) Borough. Statistical Local Areas include: Bellarine Inner: Newcomb, Whittington, St Albans Park, Moolap. Corio Inner: Lara, Corio, Norlane, Lovely Banks, North Shore, North Geelong, Hamlyn Heights, Bell Post Hill, Bell Park. Geelong: South Geelong, East Geelong, Breakwater, Thomson, Geelong City. Geelong West: Manifold Heights, Geelong West, Herne Hill, Drumcondra, Rippleside. Newtown: Newtown. South Barwon Inner: Belmont, Highton, Grovedale, Waurm Ponds, Wandana Heights. Greater Geelong Pt B: Clifton Springs, Portarlington, St Leonards, Barwon Heads, Drysdale, Indented Head, Ocean Grove. Greater Geelong Pt C: Rural area north of Lara to Little River. Surf Coast East: Torquay, Anglesea, Moriac, Jan Juc, Aireys Inlet. Surf Coast West: Lorne, Winchelsea. Golden Plains South East: Inverleigh, Lethbridge, Meredith, Bannockburn. Golden Plains North West: Linton, Napoleans, Scarsdale, Smythsdale, Teesdale.

POPULATION GROWTH IN THE GEELONG REGION



Source: Australian Bureau of Statistics

INDUSTRY SECTOR OF THE WORKFORCE IN THE GEELONG REGION, 2001 CENSUS

Local Government Area	Greater Geelong (C)	Surf Coast (S)	Golden Plains (S)	Queen -scliffe (B)	Total Geelong Region	Geelong Region %2001	Geelong Region % 1996	Victoria %2001
Agriculture, Forestry & Fishing	1,143	506	762	15	2,426	2.6	1.4	3.5
Mining	74	6	14	0	94	0.1	0.2	0.2
Manufacturing	13,046	908	1,096	43	15,093	16.3	19.5	15.3
Manufacturing Sub Sectors -								
Food & Beverages	1,060	64	213	6	1,343	8.9	9.5	14.4
Textiles, Clothing, Footwear & Leather	1,904	141	102	3	2,150	14.2	17.6	8.9
Wood & Paper Products	603	47	38	3	691	4.6	3.4	5.5
Printing, Publishing & Recording	785	98	42	12	937	6.2	5.7	9.4
Petroleum & Chemicals	1,123	63	70	0	1,256	8.3	8.7	11.0
Non Metallic Mineral Products	596	51	76	0	723	4.8	5.4	3.3
Metal Products	2,149	139	149	3	2,440	16.2	16.7	9.9
Machinery and Equipment	3,548	157	292	12	4,009	26.6	27.6	23.3
Other Manufacturing	527	85	50	0	662	4.4	3.1	6.1
Manufacturing, undefined	751	63	64	4	882	5.8	2.3	8.0
Electricity, Gas & Water Supply	582	84	37	7	710	0.8	0.8	0.6
Construction	5,871	854	462	78	7,265	7.8	6.6	6.6
Wholesale Trade	3,425	377	267	16	4,085	4.4	4.5	5.6
Retail Trade	13,159	1,230	889	113	15,391	16.6	16.2	14.8
Accommodation, Cafes & Restaurants	3,547	748	155	155	4,605	5.0	4.4	4.3
Transport & Storage Services	2,769	215	251	43	3,278	3.5	3.3	3.8
Communication Services	1,137	91	107	12	1,347	1.5	1.6	2.0
Finance and Insurance	1,929	158	97	19	2,203	2.4	2.8	3.9
Property and Business Services	6,818	800	367	120	8,105	8.7	8.0	11.4
Government, Administration & Defence	2,261	234	170	69	2,734	2.9	3.7	3.0
Education	6,148	893	422	124	7,587	8.2	8.0	7.1
Health	8,493	914	654	152	10,213	11.0	10.1	9.7
Cultural & Recreational Services	1,726	226	101	31	2,084	2.2	1.6	2.6
Personal & Other Services	2,937	331	175	65	3,508	3.8	3.8	3.3
Not Classifiable Economic Units & Not stated	1,680	188	156	25	2,049	2.2	3.5	2.4
Total Workforce	76,745	8,763	6,182	1,087	92,777	100.0	100.0	100.0

Source: Australian Bureau of Statistics 2001 Census of Population and Housing. Refers to persons aged 15 years and over. (C) City, (S) Shire, (B) Borough.

Waterfront Geelong development



STUDENT ENROLMENTS IN THE GEELONG REGION

School/ Institution	1996	1997	1998	1999	2000	2001	2002	% Change
								2001/ 2002
Primary								
State (1)	15,615	16,026	15,712	15,712	16,092	13,396	16,145	+20.5
Private	5,962	5,969	4,038	5,026	5,024	5,036	5,720	+13.6
TOTAL	21,577	21,995	19,750	20,738	21,116	18,432	21,865	+18.6
Secondary								
State	10,739	10,625	10,650	10,629	9,880	10,105	10,152	+0.5
Private	5,886	6,379	8,596	7,297	8,585	8,908	7,491	-15.9
TOTAL	16,625	17,004	19,246	17,926	18,465	19,013	17,643	-7.2
Gordon Institute of TAFE								
Full-time	2,399	2,496	2,363	2,606	2,869	2,374	2,848	+20.0
Part-time	10,699	11,451	12,070	10,662	9,006	11,859	14,224	+19.9
Off-campus	1,026	956	919	945	940	513	649	+26.5
Fleximode(2)(4)	-	-	-	3,439	2,669	2,807	--(4)	
TOTAL	14,124	14,903	15,352	17,652	15,484	17,553	17,721	+1.0
Deakin University(3)								
Full-time	4,135	4,100	4,090	4,178	3,995	4,043	4,282	+5.9
Part-time	1,036	1,141	1,145	751	765	714	635	-11.1
Off-campus	7,634	7,155	7,003	6,619	6,699	6,956	7,406	+6.5
TOTAL	12,805	12,396	12,238	11,548	11,459	11,713	12,323	+5.2

Source: Department of Employment, Education and Training. Gordon Institute of TAFE; Deakin University, Regional Private Schools. (1) Includes Special Schools. (2) A mixture of two or more classroom, workplace, internet-based and off-campus deliveries. (3) This figure refers to enrolments at the Waurn Ponds & Waterfront Campuses (4) 2002 figures for fleximode included in part-time.

Ocean views, Waterfront Geelong dining.



TRAINEES AND APPRENTICES IN THE GEELONG REGION (AS AT 31 AUGUST 2002)

Occupation:	No.	Occupation:	No.
TRAINEES			
Business and Administration Associate Professionals	83	Mechanical & Fabrication Engineering Tradespersons	24
CIII in Financial Services	22	CII in Textile Production (Complex or Multiple Processes)	10
CIV in Information Technology (Technical Support)	17	Other	14
Other	44	Other Associate Professionals	24
Cleaners (Traineeship)	73	CII in Sport (Officiating)	20
CIII in Asset Maintenance (Cleaning Operations)	63	Other	4
Other	10	Other Intermediate Production & Transport Workers	73
Construction Tradespersons	45	CII in Transport and Distribution (Warehousing)	16
CII in General Construction	42	CII in Transport and Distribution (Warehousing)	14
Other	3	Other	43
Education Professionals	17	Other Labourers and Related Workers	77
C3 Education Office IT Support Lang Lit Integration Library Aide	14	CII in Asset Maintenance (Waste Management)	23
Other	3	Other	54
Elementary Sales Workers	1,224	Other Traineeships	105
CII in Retail Operations	547		
CIII in Retail Operations	493	Total Trainees	3,672
CIV in Telecommunications (Call Centres)	119		
CIII in Retail Operations	12	APPRENTICESHIPS	
Other	53	Automotive Tradespersons	254
Elementary Service Workers	216	C3 Auto Repair Services & Retail (Light Vehicle Mech)	78
CII in Security (Guarding) (P/T)	35	CIII in Automotive (Mechanical - Light Vehicle)	59
CIII In Security (Guarding) (P/T)	161	CIII in Automotive (Vehicle Body - Vehicle Painting)	18
Other	20	C3 Auto Repair Services & Retail Heavy Vehicle Mech	15
Factory Labourers	579	CIII in Automotive (Vehicle Body - Panel Beating)	14
CII in Meat Processing (Abattoirs)	296	C3 Auto Repair Services & Retail (Autobody Refinishing)	13
CIII in Meat Processing (Abattoirs)	101	CIII Auto (Mech - Heavy Vehicle Road Transport)	13
CII in Vehicle Industry Studies	45	C3 Auto Repair Services & Retail (Autobody Repairs)	10
CII in Food Processing	41	Other	34
CII in Forest and Forest Products (Timber Manufacturing Products)	20	Construction Tradespersons	649
CII in Engineering - Production	18	CIII Gen Construction (Carpentry/Framewk/Formwk/Finishing)	166
CII in Forest and Forest Products (Timber Manufacturing Products)	15	CIII in Plumbing and Gasfitting	87
CII in Automotive Manufacturing	11	CIII in General Construction (Bricklaying/Blocklaying)	63
Other	32	Apprenticeship Certificate Plumbing and Gasfitting	58
Farmers and Farm Managers	47	C3 Building & Construction (Fitout & Finish) (Carpentry)	48
CIII In Agriculture (Dairy)	20	App/ship Cert: Carpentry & Joinery(Joiner/Stairbuilding/Shopfitting)	43
CIII in Horticulture (Production)	10	CIII in General Construction (Painting and Decorating)	42
Other	17	CIII in Carpentry & Joinery (Joiner/Stairbuilding/Shopfitting)	28
Food Tradespersons	52	CIII in General Construction (Roof Tiling)	23
CIII in Meat Processing (Slaughtering)	25	CIII in General Construction (Wall and Ceiling Tiling)	22
CIII in Meat Processing (Slaughtering)	11	C3 in Building & Constr (Fit & Fin) (Painting & Decorating)	17
Other	16	Certificate in General Construction (Wall and Floor Tiling)	10
Road and Rail Transport Drivers	68	Other	42
CIII in Transport and Distribution (Road Transport)	57	Electrical and Electronics Tradespersons	149
CIII in Transport and Distribution (Road Transport) (P/T)	10	CIII in Electrical (Electrician)	99
Other	1	CIII in Electrotechnology Systems Electrician	24
Skilled Agricultural and Horticultural Workers	70	Other	26
CIII in Horticulture (Landscape) (F/T)	19	Food Tradespersons	361
CIII in Horticulture (Turf Management) (F/T)	16	CIII in Hospitality (Commercial Cookery) (F/T)	206
Other	35	CIII in Baking (Apprenticeship) (F/T)	31
Social Arts and Miscellaneous Professionals	46	CIII in Breadmaking (Apprenticeship) (F/T)	24
CIV in Community Services (Children's Services) (P/T)	15	CIII in Meat Processing (Meat Retailing) - Butchering (F/T)	22
Diploma of Community Services (Children's Services) (F/T)	15	CIII in Food Processing (Retail Baking - Bread) (F/T)	18
Other	16	CIII in Hospitality (Commercial Cookery) (F/T)	15
Health & Welfare Associate Professionals	46	CIII in Food Processing (Retail Baking - Combined) (F/T)	13
CIII in Community Services (Children's Services) (P/T)	41	CIII in Hospitality (Commercial Cookery) (P/T)	10
Other	5	Other	22
Health Professionals	20	Mechanical and Fabrication Engineering Tradespersons	165
CIV in Health (Nursing)	20	CIII in Engineering - Mechanical Trade	44
Intermediate Clerical Workers	219	CIII in Engineering - Fabrication Trade	33
CIII in Business (Office Administration)	72	Certificate in Engineering (Mechanical) Certificate 3	32
CIII in Business (Office Administration)	46	Certificate in Engineering (Fabrication) Certificate 3	25
CIII in Business Administration (F/T)	24	Other	31
CII in Business (Office Administration)	18	Other Associate Professionals	173
CII in Business (Office Administration)	10	CIII in Hairdressing	16
CIV in Business (Administration)	10	CIII in Furnishing - Cabinet Making Stream	24
Other	39	CIII in Hairdressing (Apprenticeship)	22
Intermediate Service Workers	564	CIII in Hairdressing	61
CIII in Hospitality (Food and Beverage)	347	Other	50
CIII in Community Services (Aged Care Work)	74	Other Apprenticeships	17
CII in Hospitality (Operations)	44		
CIII in Dental Assisting	23	Total Apprenticeships	1,768
CIV in Community Services (Disability Work)	19		
Other	57	Total Trainee & Apprenticeships	5,440

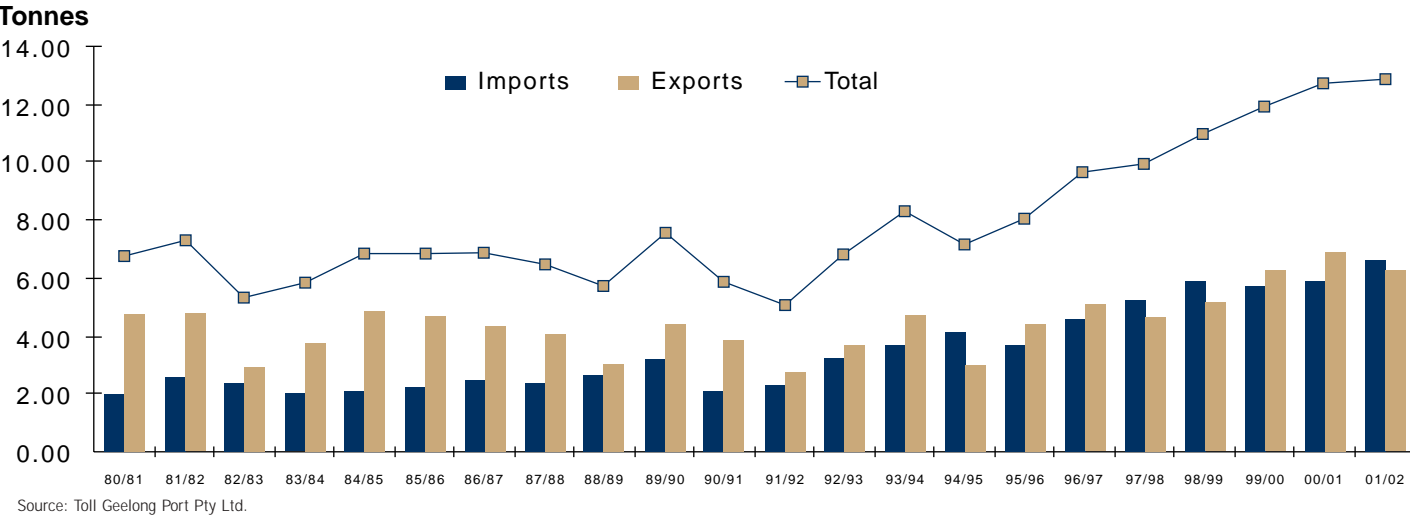
Source: Apprenticeship Administration Branch, Office of Post Compulsory Education Training And Employment, State Training Board Victoria, 2002

TRADE THROUGH THE PORT OF GEELONG 2001/2002

Imports			Exports		
	Tonnes	%		Tonnes	%
	('000)	Share		('000)	Share
Overseas			Overseas		
Crude Oil & Petroleum Products	4,431	79.2	Petroleum Products	1,009	20.9
Fertiliser	768	13.7	Bulk Grain	2,239	46.3
Steel & Iron	86	1.5	Bagged Grain	43	0.9
Liquid Bulk Imports	181	3.2	Refrigerated Cargo	0	0.0
Sulphuric Acid	0	0.0	Woodchips	1,238	25.6
Dry Bulk Imports	5	0.1	Pine Logs	229	4.7
Explosives	0	0.0	Steel & Iron	4	0.1
Alumina/Raw Materials	76	1.4	Fertiliser	4	0.1
Containers	2	0.0	General	68	1.4
General	47	0.8	Containers	0	0.0
Total Overseas:	5,596	100.0	Total Overseas	4,834	100.0
% of Total Imports		85.0	% of Total Exports		77.2
Interstate			Interstate		
Crude Oil & Petroleum Products	117	12.0	Petroleum Products	1,355	97.3
Fertiliser	224	23.0	Bulk Grain	7	0.5
Alumina/Raw Materials	397	40.7	Containers	1	0.1
Sulphuric Acid	139	14.3	Fertiliser	22	1.6
Dry Bulk	91	9.3	Explosives	0	0.0
Steel and Iron	0	0.0	General	7	0.5
Bulk Grain	0	0.0			
Liquid Bulk	0	0.0			
General	7	0.7			
Total Interstate:	975	100.0	Total Interstate:	1,392	100.0
% of Total Imports		14.8	% of Total Exports		22.2
Intrastate			Intrastate		
Crude Oil & Petroleum Products	10	71.4	Petroleum Products	36	100.0
Alumina/Raw Materials	0	0.0	General	0	0.0
Liquid Bulk	1	7.1			
Steel and Iron	3	21.4			
Total Intrastate:	14	100.0	Total Intrastate:	36	100.0
% of Total Imports		0.2	% of Total Exports		0.6
Total Imports:	6,585	100.0	Total Exports:	6,262	100.0

Total Trade ('000): 12,847 tonnes
Number of Vessels: 555
Gross Tonnage Of Vessels Entering Port ('000): 13,694 tonnes
Source: Toll Geelong Port Pty Ltd. Apparent errors in totals due to rounding.

TRADE THROUGH THE PORT OF GEELONG



SELECTED MAJOR EMPLOYERS IN THE GEELONG REGION, 2002

Employees (EFT)	No.	Employees (EFT)	No.
Manufacturing		Services Sector	
Ford Motor Co of Aust Ltd	2,500	Target	650
Aerospace Activities at Avalon**	720	Coles Supermarkets	384
Alcoa of Australia Ltd (Pt Henry)	700	Skilled Engineering Ltd	280
Godfrey Hirst Aust Ltd	700	Rex Gorell	255
Barter Enterprises	630	Quiksilver	230
KAAL Australia Pty Ltd	450	Swift Advertising Pty Ltd	200
Shell Refining (Aust) Pty Lt	404	Ripcurl	190
Timbertruss Geelong Pty Ltd	271	Myer	163
MC Herd Pty Ltd	210	Kmart	132
Pilkington (Aust) Pty Ltd	193	McCollis Transport	120
Huyck Australia Pty Ltd	186	Kempe International	110
Brintons Carpets	170	Winter & Taylor Pty Ltd	95
Blue Circle Southern Cement	148	Bunnings Warehouse	92
Backwell IXL Pty Ltd	145	West Coast Railway	88
Pivot Ltd	130	Transwest Haulage Pty Ltd	88
Melba Industries (Australia) Pty Ltd	130	Gordon McKay Pty Ltd	86
Geelong Wool Combing Limited	120	Fagg's Mitre 10	85
OneSteel Wire Pty Limited	115	R & B Smith	78
Danum Engineering Pty Ltd	110	Day Neilson	77
Kempe Manufacturing	105	Benders Busways	77
Candy Australia	104	Josies Transport Geelong	75
Air Radiators	100	Geelong City Toyota	74
Sunicrust Bakeries Goodman Fielder	90	Harwood Andrews	70
Challenge Meats Pty Ltd	90	Costa's Pty Ltd	68
Riverside Textiles Pty Ltd	82	Austin Group	65
Beaumonts Pies and Cakes	80	Toll GeelongPort Pty Ltd	58
Express Promotions Australia Pty Ltd	78	Harvey Norman	48
Calco Timbers Pty Ltd	76	Ensign Services	35
Rohm and Haas Australia Pty Ltd	75	DeakinPrime	32
E Brockman & Son Pty Ltd	75	P & O Ports	28
Hendersons Automotive	72	Health, Infrastructure & Statutory Authorities	
Olin Australia Limited (Winchester Division)	70	Barwon Health***	2,706
Rip Curl Pty Ltd	65	Victoria Police (Geelong)*	395
Filigree Textiles Pty Ltd	65	St John of God Health Care	329
Coghlan-Russell Engineering	65	Barwon Water	313
Austrimi Seafoods Pty Ltd	60	Pathcare	305
Cheetham Salt Limited	56	St Laurence Community Service	280
Basell Australia Pty Ltd	50	Australia Post	272
		Barwon Prison	230
		Centrelink Call Centre	166
		Australian Taxation Office	160
		Telstra Credit Management Centre	157
		Centrelink	148
		PowerCor	136
		Bellarine Peninsula Health Services	101
		Child Support Agency	71
		Geelong Football Club	70
		GMHBA	67
		MacKillop Family Services	57
		Local Government	
		City of Greater Geelong	1,069
		Surf Coast Shire	190
		Golden Plains Shire	73
		Queenscliffe Borough	25

Source: City of Greater Geelong. EFT – Equivalent Full time * does not include trainees. ** Refers to a number of organisations carrying out aerospace activities at Avalon. ***Refers to 30/06/02.

TOURIST ACCOMMODATION: AT HOTELS & MOTELS WITH FACILITIES, 2001/2002

		September Quarter 01	December Quarter 01	March Quarter 02	June Quarter 02
Guest Arrivals (No. of Persons)					
(No. Estab)					
Colac Otway Shire	- Colac	4,492	4,310	7,539	5,708
	- South	7,116	10,237	12,342	5,516
City of Greater Geelong	- Geelong	12,982	17,734	20,816	18,860
	- South Barwon	3,491	3,931	5,010	4,015
	- Balance Geelong	7,257	7,358	9,518	6,025
Borough of Queenscliffe		4,139	5,687	7,121	4,652
Surf Coast Shire		19,137	25,018	31,280	18,171
Total Arrivals:		58,614	74,275	93,626	62,947
Average Length of Stay (No. of Nights)					
Colac Otway Shire	- Colac	1.3	1.4	1.4	1.4
	- South	1.3	1.5	1.7	1.6
City of Greater Geelong	- Geelong	1.9	1.5	1.5	1.5
	- South Barwon	2.1	2.2	2.2	2.1
	- Balance Geelong	1.9	2.3	2.2	2.3
Borough of Queenscliffe		1.3	1.4	1.3	1.5
Surf Coast Shire		1.8	1.8	1.8	1.9
Room Occupancy Rate (%)					
Colac Otway Shire	- Colac	42.4	39.1	61.0	50.5
	- South	35.4	59.0	78.1	42.4
City of Greater Geelong	- Geelong	43.0	46.6	54.6	51.7
	- South Barwon	52.8	61.6	69.1	58.9
	- Balance Geelong	45.8	56.4	64.5	50.2
Borough of Queenscliffe		37.7	42.4	50.2	39.7
Surf Coast Shire		51.1	62.4	73.9	45.7
Employment (No. of Persons)					
Colac Otway Shire	- Colac	35	38	44	31
	- South	46	48	53	35
City of Greater Geelong	- Geelong	222	253	261	250
	- South Barwon	27	28	27	27
	- Balance Geelong	62	70	65	67
Borough of Queenscliffe		63	83	90	65
Surf Coast Shire		279	314	308	279
Total:		734	834	848	754
Takings From Accommodation (\$000)					
Colac Otway Shire	- Colac	236	226	436	352
	- South	388	699	1,024	408
City of Greater Geelong	- Geelong	1,844	2,039	2,460	1,866
	- South Barwon	380	450	494	368
	- Balance Geelong	675	858	994	737
Borough of Queenscliffe		347	510	587	437
Surf Coast Shire		1,901	2,834	3,848	1,893
Total:		5,771	7,616	9,843	6,061

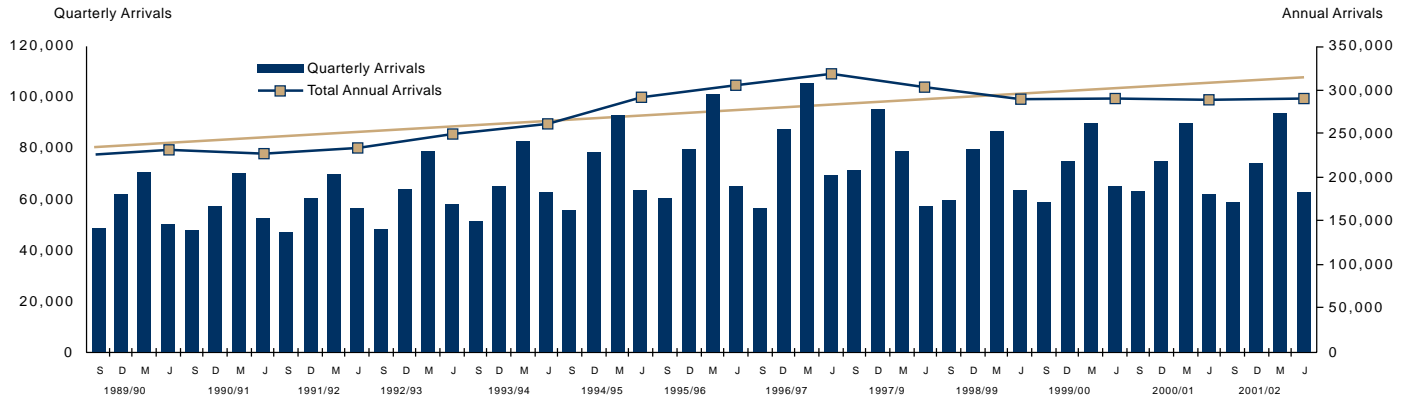
Source: Australian Bureau of Statistics. Tourist Accommodation Small Area Data. Catalogue No., 8635.2.40.001.
Figures in brackets refer to the number of establishments during the June Quarter 2002.

PEAK OVERNIGHT POPULATION IN SELECTED LOCATIONS DECEMBER 2001 - JANUARY 2002*

Area:	Permanent Population 2001 (1)	Population Holiday Homes (2)	Population Caravan Parks or Camping Sites (3)	Population Hotels Motels, Units (4)	Peak Overnight Population (5)
Indented Head	597	2,994	1,005	8	4,604
Portarlington	2,686	4,794	12,770	108	20,358
St Leonards	1,339	4,878	1,100	4	7,321
Drysdale/Clifton Springs	9,033	1,434	0	12	10,479
Ocean Grove	10,055	6,948	6,185	348	23,536
Barwon Heads	2,600	3,282	3,135	52	9,069
Queenscliffe	1,967	2,550	2,350	700	7,567
Point Lonsdale	1,111	4,638	475	296	6,520
Torquay	4,719	5,418	5,400	332	15,869
Jan Juc	3,284	2,382	1,010	40	6,716
Aireys Inlet/Fairhaven	1,033	5,136	400	224	6,793
Winchelsea	1,101	222	0	68	1,391
Lorne	1,216	5,772	2,740	2,100	11,828
Anglesea	2,203	9,246	3,790	332	15,571
Urban Geelong	151,851	6,408	6,850	3,204	168,313
TOTAL ***	221,357	66,102	47,210	7,828	342,497

Source: City of Greater Geelong. (1) &(2) Australian Bureau of Statistics 2001 Census of Population and Housing. *** Population in rural areas outside townships included in totals. Holiday homes occupied on average by 6 persons. (3) & (4) RACV Tourist Accommodation Guide. Caravans or sites occupied on average by 5 persons. Apartments and Motel Rooms occupied on average by 4 persons. An example of a peak weekend is for example New Years weekend.

GUEST ARRIVALS AT HOTELS/MOTELS WITH FACILITIES BARWON REGION



Source: City of Greater Geelong.

JOURNEY TO WORK DATA, 2001 CENSUS
PLACE OF RESIDENCE OF THE WORKFORCE GEELONG REGION – WORKPLACE DESTINATION GEELONG, MELBOURNE & OTHER LOCATIONS

Destination:	Bellarine Inner	Corio Inner	Geelong			South Barwon Inner	Greater Geelong Pt B	Origin Greater Geelong Pt C	Total Greater Geelong	Surf Coast East	Surf Coast West	Total Surf Coast	Golden Plains NWest	Golden Plains SEast	Total Golden Plains	Total Queen -scliffe	Total Geelong Region	
			Geelong	West	Geelong													
City of Greater Geelong	Bellarine Inner	1,798	544	283	226	113	705	722	14	4,405	133	60	193	0	98	98	29	4,725
	Corio Inner	1,011	7,098	543	922	442	2,254	946	164	13,380	321	131	452	3	545	548	46	14,426
	Geelong	2,770	3,968	2,349	1,656	1,407	5,581	2,729	106	20,566	1,034	397	1,431	7	571	578	151	22,726
	Geelong West	408	1,316	226	958	308	1,034	436	19	4,705	165	71	236	3	159	162	17	5,120
	Newtown	203	387	143	224	703	671	191	9	2,531	109	40	149	0	45	45	14	2,739
	South Barwon Inner	499	701	353	315	333	4,602	552	25	7,380	534	191	725	3	141	144	25	8,274
	Greater Geelong (C) Pt B	311	109	70	60	43	244	3,599	4	4,440	68	16	84	0	18	18	79	4,621
	Greater Geelong (C) Pt C	50	397	21	45	28	136	44	190	911	13	0	13	0	35	35	3	962
	Total City Gr Geelong	7,050	14,520	3,988	4,406	3,377	15,227	9,219	531	58,318	2,377	906	3,283	16	1,612	1,628	364	63,593
	Surf Coast Shire																	
Surf Coast (S) East	62	101	50	44	26	312	126	3	724	1,575	209	1,784	3	15	18	7	2,533	
Surf Coast (S) West	30	33	12	20	19	136	43	0	293	187	1,696	1,883	0	17	17	0	2,193	
Total SurfCoast	92	134	62	64	45	448	169	3	1,017	1,762	1,905	3,667	3	32	35	7	4,726	
Golden Plains Shire																		
Golden Plains (S) North West	0	0	0	3	0	0	0	0	3	0	0	0	457	12	469	0	472	
Golden Plains (S) South East	15	67	15	24	18	57	14	6	216	10	33	43	28	964	992	0	1,251	
Total Golden Plains	15	67	15	27	18	57	14	6	219	10	33	43	485	976	1,461	0	1,723	
Queenscliffe Borough																		
Queenscliffe (B)	61	26	21	16	8	48	461	0	641	13	4	17	0	0	0	509	1,167	
Total Geelong Region:	7,218	14,747	4,086	4,513	3,448	15,780	9,863	540	60,195	4,162	2,848	7,010	504	2,620	3,124	880	71,209	
Colac Otway Shire																		
Total Colac Otway Shire	14	16	21	15	13	83	27	3	192	24	119	143	6	27	33	3	371	
Melbourne Statistical Division																		
Western Suburbs																		
Brimbank (C)	48	202	21	43	32	81	72	25	524	24	20	44	4	7	11	0	579	
Hobsons Bay (C)	52	398	35	57	33	99	71	51	796	21	8	29	6	31	37	6	868	
Hume (C)	30	129	14	37	24	86	50	12	382	25	5	30	3	14	17	6	435	
Melton (S)	4	30	3	0	3	18	10	7	75	3	3	6	4	6	10	0	91	
Wyndham (C)	109	786	65	136	67	256	149	109	1,677	76	13	89	5	57	62	5	1,833	
Sub Total	243	1,545	138	273	159	540	352	204	3,454	149	49	198	22	115	137	17	3,806	
Inner Suburbs																		
Darebin (C)	3	23	3	11	3	14	11	3	71	13	5	18	0	3	3	3	95	
Maribymong (C)	28	208	18	32	17	81	60	25	469	19	9	28	7	15	22	0	519	
Melbourne (C)	254	1,064	224	345	241	772	314	103	3,317	169	80	249	30	72	102	35	3,703	
Moonee Valley (C)	9	52	15	19	5	41	25	11	177	9	0	9	3	3	6	3	195	
Moreland (C)	12	40	3	6	0	27	26	3	117	7	6	13	3	6	9	3	142	
Port Phillip (C)	53	220	40	69	39	119	86	24	650	48	15	63	5	19	24	15	752	
Yarra (C)	16	97	21	23	19	62	44	11	293	21	14	35	3	12	15	3	346	
Sub Total	375	1,704	324	505	324	1,116	566	180	5,094	286	129	415	51	130	181	62	5,752	
Inner Eastern Suburbs																		
Banyule (C)	3	14	3	0	0	10	8	3	41	0	3	3	0	0	0	0	44	
Boroondara (C)	15	45	13	15	13	32	21	6	160	6	4	10	0	0	0	3	173	
Glen Eira (C)	0	10	0	3	4	8	10	0	35	3	0	3	0	3	3	3	44	
Knox (C)	40	161	21	45	28	106	70	18	489	31	8	39	8	17	25	9	562	
Manningham (C)	0	9	3	0	3	4	3	0	22	0	3	3	0	0	0	0	25	
Stonnington (C)	7	37	17	11	18	37	13	0	140	10	9	19	3	4	7	3	169	
Whitehorse (C)	12	24	6	9	3	23	16	6	99	7	3	10	3	0	3	0	112	
Sub Total	77	300	63	83	69	220	141	33	986	57	30	87	14	24	38	18	1,129	
Outer Eastern Suburbs																		
Maroondah (C)	0	4	3	3	3	4	5	3	25	0	3	3	0	3	3	0	31	
Nillumbik (S)	0	0	0	0	0	3	3	0	6	0	0	0	3	3	3	0	19	
Whittlesea	3	11	0	3	7	11	11	0	46	6	4	10	3	0	3	0	19	
Yarra Ranges (S)	0	3	3	0	0	0	7	0	13	0	0	0	0	0	0	0	13	
Sub Total	3	18	6	6	10	18	26	3	90	6	7	13	3	6	9	3	115	
South Eastern Suburbs																		
Cardinia (S)	0	6	0	3	0	3	0	0	12	0	0	0	0	0	0	0	12	
Casey (C)	0	6	0	3	0	0	4	0	13	0	3	3	3	0	3	0	19	
Frankston (C)	3	6	0	0	0	0	4	3	16	0	0	0	3	0	3	0	19	
Gr. Dandenong (C)	8	17	3	6	0	22	12	3	71	0	0	0	0	8	8	0	79	
Bayside (C)	7	4	0	0	3	10	10	0	34	9	3	12	3	0	3	0	49	
Kingston (C)	10	32	7	8	4	20	20	6	107	6	3	9	5	3	8	3	127	
Monash (C)	15	55	9	25	6	39	25	9	183	11	3	14	9	4	13	0	210	
Mornington Peninsula (S)	0	6	3	0	0	7	3	0	19	0	3	3	7	3	10	0	32	
Sub Total	43	132	22	45	13	101	78	21	455	26	15	41	30	18	48	3	547	
Melbourne Undefined	15	59	4	15	5	23	11	4	136	5	3	8	3	3	6	3	153	
Total Melbourne	756	3,758	557	927	580	2,018	1,174	445	10,215	529	233	762	123	296	419	106	11,502	
Other	804	2,035	453	573	317	1,708	1,285	145	7,320	589	434	1,023	2,313	459	2,772	103	11,218	
Total Workforce	8,792	20,556	5,117	6,028	4,358	19,589	12,349	1,133	77,922	5,304	3,634	8,938	2,946	3,402	6,348	1,092	94,300	

Source Australian Bureau of Statistics, 2001 Census of Population and Housing. Unpublished Data. Statistical Local Areas include: Bellarine Inner: Newcomb, Whittington, St Albans Park, Moolap. Corio Inner: Lara, Corio, Norlane, Lovely Banks, North Shore, North Geelong, Hamlyn Heights, Bell Post Hill, Bell Park. Geelong: South Geelong, East Geelong, Breakwater, Thomson, Geelong City. Geelong West: Manifold Heights, Geelong West, Herne Hill, Drumcondra, Ripplside. Newtown: Newtown. South Barwon Inner: Belmont, Highton, Grovedale, Waurn Ponds, Wandana Heights. Greater Geelong Pt B: Clifton Springs, Portarlington, St Leonards, Barwon Heads, Drysdale, Indented Head, Ocean Grove. Greater Geelong Pt C: Rural area north of Lara to Little River. Surf Coast East: Torquay, Anglesea, Moriac, Jan Juc, Aireys Inlet. Surf Coast West: Lorne, Winchelsea. Golden Plains South East: Inverleigh, Leithbridge, Meredith, Bannockburn. Golden Plains North West: Linton, Napoleans, Scarsdale, Smythsdale, Teesdale.

Origin:	Destination																
	Bellarine Inner	Corio Inner	Geelong			South Barwon Inner	Greater Geelong			Surf Coast East	Surf Coast West	Total Surf Coast	Golden Plains		Total Golden Plains	Queen -scliffe	Total Geelong Region
			Geelong	West	Newtown		Geelong Pt B	Greater Geelong Pt C	Total Greater Geelong				Golden Plains NW	Golden Plains SE			
City of Greater Geelong																	
Bellarine - Inner	1,798	1,011	2,770	408	203	499	311	50	7,050	62	30	92	0	15	15	61	7,218
Corio - Inner	544	7,098	3,968	1,316	387	701	109	397	14,520	101	33	134	0	67	67	26	14,747
Geelong	283	543	2,349	226	143	353	70	21	3,988	50	12	62	0	15	15	21	4,086
Geelong West	226	922	1,656	958	224	315	60	45	4,406	44	20	64	3	24	27	16	4,513
Newtown	113	442	1,407	308	703	333	43	28	3,377	26	19	45	0	18	18	8	3,448
South Barwon - Inner	705	2,254	5,581	1,034	671	4,602	244	136	15,227	312	136	448	3	57	60	48	15,783
Greater Geelong (C) - Pt B	722	946	2,729	436	191	552	3,599	44	9,219	126	43	169	0	14	14	461	9,863
Greater Geelong (C) - Pt C	14	164	106	19	9	25	4	190	531	0	3	3	0	6	6	0	540
City of Greater Geelong	4,405	13,380	20,566	4,705	2,531	7,380	4,440	911	58,318	721	296	1,017	6	216	222	641	60,198
SurfCoast Shire:																	
Surf Coast (S) - East	133	321	1,034	165	109	534	68	13	2,377	1,575	187	1,762	0	10	10	13	4,162
Surf Coast (S) - West	60	131	397	71	40	191	16	0	906	209	1,696	1,905	3	33	36	4	2,851
Total Surf Coast Shire	193	452	1,431	236	149	725	84	13	3,283	1,784	1,883	3,667	3	43	46	17	7,013
Golden Plains Shire																	
Golden Plains (S) North-West	0	3	7	3	0	0	0	3	16	3	0	3	457	28	485	0	504
Golden Plains (S) South-East	98	545	571	159	45	141	18	35	1,612	15	17	32	12	964	976	3	2,623
Total Golden Plains Shire	98	548	578	162	45	141	18	38	1,628	18	17	35	469	992	1,461	3	3,127
Borough of Queenscliffe (B)	29	46	151	17	14	25	79	3	364	7	3	10	0	0	0	509	883
Geelong Region	4,725	14,426	22,726	5,120	2,739	8,271	4,621	965	63,593	2,530	2,199	4,729	478	1,251	1,729	1,170	71,221
Melbourne Statistical Division:																	
Western Suburbs																	
Brimbank (C)	0	27	48	15	3	7	3	16	119	0	3	3	0	0	0	0	122
Hobsons Bay (C)	9	58	83	13	10	8	6	24	211	3	0	3	0	0	0	6	220
Hume (C)	0	17	18	0	0	3	6	17	61	0	0	0	0	6	6	0	67
Melton (S)	0	36	30	3	16	3	3	17	108	3	0	3	0	6	6	0	117
Wyndham (C)	19	142	220	50	12	24	11	84	562	3	3	6	0	3	3	6	577
Sub Total:	28	280	399	81	41	45	29	158	1061	9	6	15	0	15	15	12	1,103
Inner Suburbs																	
Darebin (C)	3	6	22	3	0	11	0	0	45	0	0	0	3	0	3	3	51
Maribyrnong (C)	3	13	26	9	3	7	3	9	73	0	0	0	0	0	0	0	73
Melbourne (C)	0	11	28	4	0	11	0	3	57	3	3	6	0	0	0	3	66
Moonee Valley (C)	7	25	26	5	0	11	7	7	88	3	3	6	0	0	0	0	94
Moreland	3	9	23	4	3	10	6	10	68	3	0	3	0	0	0	3	74
Port Phillip (C)	4	35	27	3	3	15	3	7	97	4	3	7	3	0	3	0	107
Yarra (C)	3	7	23	8	0	10	7	6	64	3	3	6	0	0	0	4	74

Sub Total:	23	106	175	36	9	75	26	42	492	16	12	28	6	0	6	13	539
Inner Eastern Suburbs																	
Banyule (C)	3	6	18	9	0	6	0	3	45	3	4	7	0	3	3	3	58
Boroondara (C)	9	24	33	6	6	3	6	0	87	6	6	12	3	6	9	0	108
Glen Eira (C)	6	8	13	6	3	4	0	0	40	0	0	0	3	0	3	0	43
Knox (C)	0	3	7	7	0	0	0	0	17	0	10	10	3	3	6	0	33
Manningham (C)	3	7	12	10	3	3	0	4	42	0	0	0	0	0	0	0	42
Stonnington (C)	6	15	27	9	6	3	3	0	69	0	4	4	3	3	6	0	79
Whitehorse (C)	0	8	20	3	0	6	3	3	43	0	3	3	0	0	0	0	46
Sub Total:	27	71	130	50	18	25	12	10	343	9	27	36	12	15	27	3	409
Outer Eastern Suburbs																	
Maroondah (C)	3	26	33	12	3	7	6	9	99	0	3	3	0	0	0	3	105
Nilfumbik (S)	0	9	8	3	0	3	0	3	26	0	0	0	0	0	0	0	26
Whittlesea (C)	0	12	10	3	0	6	3	5	39	0	3	3	0	0	0	3	45
Yarra Ranges (S)	3	0	6	4	0	0	3	0	16	0	3	3	3	3	6	0	25
Sub Total:	6	47	57	22	3	16	12	17	180	0	9	9	3	3	6	6	201
South Eastern Suburbs																	
Cardinia (S)	0	6	3	0	0	0	0	0	9	0	0	0	3	0	3	0	12
Casey (C)	3	6	6	0	6	0	0	0	21	0	3	3	0	0	0	0	24
Frankston (C)	0	0	3	3	3	0	3	0	12	0	0	0	6	0	6	0	18
Gr. Dandenong (C)	0	3	5	0	19	0	0	0	27	3	0	3	3	0	3	0	33
Bayside (C)	0	5	12	0	0	3	3	3	26	3	0	3	0	0	0	0	29
Kingston (C)	0	0	4	0	0	3	6	3	16	0	0	0	0	0	0	0	16
Monash (C)	0	6	22	3	6	14	0	6	57	3	0	3	6	0	6	3	69
Mornington P'sula (S)	0	3	4	3	3	4	0	0	17	3	0	3	4	0	4	6	30
Sub Total:	3	29	59	9	37	24	12	12	185	12	3	15	22	0	22	9	231
Total Origin Melbourne	87	533	820	198	108	185	91	239	2,261	46	57	103	43	33	76	43	2,483
Colac Otway Shire	5	33	89	10	3	19	0	0	159	6	271	277	3	14	17	0	453
Other	37	186	304	62	22	70	31	94	806	30	44	74	191	80	271	10	1,161
Total Workforce	4,854	15,178	23,939	5,390	2,872	8,545	4,743	1,298	66,819	2,612	2,571	5,183	715	1,378	2,093	1,223	75,318

Source: Australian Bureau of Statistics. 2001 Census of Population and Housing, unpublished data.

Mode of Travel	Bellarine		Corio		Geelong		Geelong		Geelong		South Barwon		Greater Geelong		Greater Geelong		Surf Coast		Total Surf Coast		Golden Plains		Golden Plains		Golden Plains		Total		Queens -cliffe		Total	
	Inner		Inner		Geelong		Geelong		Geelong		Barwon		Pt B	Pt C	Coast East	Coast West	Coast	West	Coast	Surf Coast	Golden Plains	Golden Plains	Golden Plains	Golden Plains	Golden Plains	Golden Plains	Golden Plains	Golden Plains	Golden Plains	Golden Plains	Golden Plains	
One Method:																																
Train	63		400		103		151		72		190		30		22		5		27		3		9		12		4				1,073	
Bus	96		265		59		65		34		165		62		18		12		30		7		12		19		7				805	
Ferry	0		0		0		3		0		8		0		3		3		6		0		3		3		0				20	
Tram	0		3		0		4		0		3		4		0		0		0		0		0		0		3				17	
Taxi	9		49		18		26		10		33		8		6		3		9		0		3		3		0				165	
Car as driver	5,901		13,339		2,976		3,641		2,793		12,961		8,046		3,412		2,102		5,514		1,931		2,049		3,980		597				60,426	
Car as passenger	522		1,489		351		355		237		1,116		586		219		133		352		133		135		268		41				5,367	
Truck	128		223		31		43		37		209		162		65		67		132		68		62		130		16				1,137	
Motorbike/scooter	28		77		15		26		11		58		47		18		9		27		13		19		32		4				330	
Bicycle	97		223		102		109		48		186		79		41		13		54		6		4		10		23				931	
Other	24		60		16		12		10		61		46		16		20		36		9		20		29		12				310	
Walked only	136		396		501		287		216		273		267		114		173		287		36		102		138		72				2,601	
One method only: Total	7,004		16,524		4,172		4,722		3,468		15,263		9,337		3,934		2,540		6,474		2,206		2,418		4,624		779				73,182	
Two Methods:																																
Train, bus	4		14		3		5		3		6		8		0		0		0		0		0		0		3				46	
Train/other (excl bus)	80		229		51		65		60		210		99		49		16		65		7		14		21		15				921	
Bus/other (excl train)	14		42		10		11		8		47		28		0		3		3		3		5		8		3				177	
Other two methods	68		124		30		39		26		101		75		31		28		59		22		23		45		13				586	
Two methods: Total	166		409		94		120		97		364		210		80		47		127		32		42		74		34				1,730	
Three Methods:																																
Train & other Two methods	10		25		7		7		3		22		12		3		4		7		3		0		3		0				96	
Bus/other 2 methods (excl train)	3		7		5		3		3		3		3		0		0		0		0		0		0		0				27	
Other three methods	0		0		5		3		3		5		7		3		0		0		4		0		4		0				30	
Three methods: Total	13		32		17		13		9		30		22		3		4		7		7		0		7		0				153	
Worked at home	285		458		178		201		183		670		600		390		414		804		231		372		603		90				4,174	
Did not go to work	988		2,348		698		750		447		2,657		1,609		658		576		1,234		335		403		738		175				11,759	
Not Stated	184		457		100		107		75		329		211		74		72		146		57		67		124		31				1,788	
Total	8,640		20,228		5,259		5,913		4,279		19,313		11,989		5,139		3,653		8,792		2,868		3,302		6,170		1,109				92,786	

Source: Australian Bureau of Statistics. 2001 Census of Population & Housing, unpublished data.

SELECTED SOCIAL AND HOUSING CHARACTERISTICS, 2001 CENSUS

Household Type										Dwellings					Income	
(a) Family	% of Total H'holds	Lone Person	% of Total H'holds	Group H'hold	% of Total H'holds	Fully Owned	% of Total Dwell.	(c) Being Purchased	% of Total Dwell	Median Monthly Loan Re- payment	Rented Dwellings	% Total Dwell	Median Weekly Rent	(b) (d) Total HrHolds/ Dwellings	Median Weekly Individual Income	
Greater Geelong Part A	5,796	1,825	23.0	166	2.1	3,348	42.2	2,669	33.7	\$689	1,510	19.0	\$126	7,929	\$326	
	14,716	4,569	22.7	458	2.3	8,422	41.9	5,682	28.2	\$655	4,887	24.3	\$115	20,119	\$287	
	2,770	1,712	34.4	306	6.1	1,827	36.7	1,171	23.5	\$712	1,632	32.8	\$136	4,976	\$343	
	3,449	2,230	36.5	295	4.8	2,373	38.8	1,491	24.4	\$710	1,893	31.0	\$124	6,109	\$348	
	2,383	1,140	29.8	168	4.4	1,712	44.8	973	25.5	\$930	906	23.7	\$136	3,820	\$407	
	11,511	3,803	23.6	549	3.4	7,681	47.6	4,668	28.9	\$788	3,000	18.6	\$143	16,144	\$355	
	40,625	15,279	25.9	1,942	3.3	25,363	42.9	16,654	28.2	\$715	13,828	23.4	\$128	59,097	\$327	
	Greater Geelong Part B	8,563	2,702	22.8	235	2.0	6,066	51.3	3,382	28.6	\$767	1,776	15.0	\$140	11,827	\$332
	Greater Geelong Part C	635	107	13.7	12	1.5	382	49.0	261	33.5	\$1,001	59	7.6	\$121	780	\$391
Total Rural Geelong	9,198	2,809	22.3	247	2.0	6,448	51.1	3,643	28.9	*\$884	1,835	14.6	*\$130	12,607	*\$362	
Total Greater Geelong	49,823	18,088	25.2	2,189	3.1	31,811	44.4	20,297	28.3	*\$774	15,663	21.8	*\$130	71,704	*\$346	
Surf Coast Shire																
Surf Coast East	2,939	795	19.1	151	3.6	1,694	40.7	1,307	31.4	\$898	784	18.8	\$163	4,162	\$416	
Surf Coast West	2,216	745	22.7	82	2.5	1,651	50.2	768	23.4	\$794	532	16.2	\$137	3,287	\$358	
Total SurfCoast Shire	5,155	1,540	20.7	233	3.1	3,345	44.9	2,075	27.9	*\$846	1,316	17.7	*\$150	7,449	*\$387	
Golden Plains Shire																
Golden Plains North West	1,916	362	15.2	32	1.3	1,177	49.4	908	38.1	\$667	151	6.3	\$117	2,384	\$305	
Golden Plains South East	2,063	357	14.0	33	1.3	1,176	46.0	984	38.5	\$748	177	6.9	\$115	2,559	\$354	
Total Golden Plains Shire	3,979	719	14.5	65	1.3	2,353	47.6	1,892	38.3	*\$707	328	6.6	*\$116	4,943	*\$330	
Queenscliffe	785	412	31.7	25	1.9	770	59.3	181	13.9	\$869	249	19.2	\$147	1,298	\$346	
Geelong Region	59,742	20,759	24.3	2,512	2.9	38,279	44.8	24,445	28.6	*\$799	17,556	20.6	*\$136	85,394	*\$352	
Melbourne																
Statistical Division	867,788	277,777	22.3	50,579	4.1	520,729	41.9	349,507	28.1	\$915	283,161	22.8	\$169	1,243,373	\$405	

Source: Australian Bureau of Statistics. Selected Social and Housing Characteristics for Statistical Local Areas, 2001 Catalogue No., 2015.2. City of Greater Geelong

(a) Comprises one, two and three household families. (b) Includes "Visitors only" and Other not classifiable" households. (c) Comprises the categories "Being purchased" and "Being Purchased Under a Rent/Buy Scheme".

(d) Total household/dwelling data includes the categories "Being Occupied rent-free", "Being occupied under a life tenure scheme", "Other tenure type" and "Not Stated". * Median not available so an average has been substituted.

H'holds - Households, Dwell - Dwellings

Statistical Local Areas include: Bellarine Inner: Newcomb, Whittington, St Albans Park, Moorlap. Corio Inner: Lara, Corio, Norlane, Lovely Banks, North Shore, North Geelong, Hamlyn Heights, Bell Post Hill,

2001/2002 REGIONAL NEWS EVENTS

(AS REPORTED BY GEELONG REGION MEDIA)

July 2001

3/7 In an Australian first, Barwon Health installs a new \$2.6m patient information tracking system iSOFT, enabling the service to link acute, aged care and community service facilities.

10/7 Development company Modern Art Constructions, lodges a planning application to build 20 medium density apartments at the former North Geelong Primary School site. The development is estimated at \$700,000.

12/7 Geelong's Mantzaris Fisheries receives a \$100,000 Federal Government grant to commercialise ready-to-eat fish products for the export market. The project could bring potential export earnings of up to \$4m and create an additional 10 jobs.

13/7 Prominent local law firms, Coulter Burke, Doyle Considine and Gargen & Roache announce the merger of their operations. From the 1st January, 2002, they will operate under the new name Coulter, Doyle, Roache Lawyers and Consulting.

18/7 The City of Greater Geelong's Customer Contact Centre wins the Australian Teleservices Association, Victorian Greenfield Teleservice Centre of the Year Award.

24/7 Local business improvement and accountant firm McHenry Hough, wins the 2001 Geelong Advertiser Business Excellence Awards.

26/7 Powercor confirms plans to spend \$8.5m over the next five years upgrading 1,200 power poles in the Geelong area. The works will reduce the risk of power pole fires.

30/7 Melbourne based company Wind Power Pty Ltd, announces their intention to erect three wind turbines on the Bellarine Peninsula at a cost of approximately \$7m. The turbines have the capacity to provide power to about 4,000 homes.

August 2001

2/8 Ocean Grove shopping centre's \$1.5m streetscape improvements are completed.

9/8 Geelong Otway Tourism, the Department of Natural Resources and Environment and Tourism Victoria launch a new tourism website www.greatoceanroad.org. The website features virtual tours, interactive maps, video clips and is the first e-commerce venture for local tourism operators.

10/8 Primelife, owners of Tannoch Brae Retirement Village (formerly Kirkbrae), announce \$20m expansion and redevelopment plans for the facility. The property was purchased in 2000 for \$3.4m.

21/8 Following months of speculation over the future of Target Head Office's operations in North Geelong, Coles Myer Limited's (CML) new management team confirms the company's future in Geelong. A restructure of CML's Australia wide operations however results in the loss of 200 local jobs.

22/8 A consortium of investors commit development funding of \$1.7m to the Chirogen Venture. The Venture is a joint program between Melbourne University and Deakin's Centre for Chiral and Molecular Technologies. The research, based at Waurm Ponds will present findings on safer production of pharmaceutical's, insecticides, biodegradable plastics, herbicides and other chemicals.

28/8 The Committee for Geelong, a group comprising business, industry and community representatives, is launched to develop projects to improve the quality of life for residents of Geelong.

31/8 The Australian Taxation Office reduces its Geelong office workforce by 50 employees.

September 2001

7/9 Shell Refining announces plans to build a \$30m treatment plant at its Geelong refinery to treat refinery wastewater.

7/9 The Federal Government commits \$1m funding to Deakin University to develop an e-campus for web-based courses. The funding will be available from 2004.

13/9 Telstra officially opens its refurbished \$2.1m high-tech Credit Management Centre. The centre responsible for credit and billing enquiries will employ 182 staff.

13/9 Peck and Stokes car dealership announces plans to spend \$1.5m on a new showroom complex in Gordon Avenue, Geelong West.

24/9 The Geelong Racing Club undertakes a \$2.6m upgrade of its grandstand.

29/9 Sharp Aviation commences a twice daily service between the airports at Essendon, Avalon and Portland.

October 2001

8/10 Powercor Australia opens its new \$2m depot and office complex at Roseneath Street North Geelong. Functions of the complex include connections, metering and accounts payable for its 150,000 square-kilometre distribution area.

10/10 James Harrison College merges with Newcomb Secondary School.

13/10 Improvements to channel lighting on key navigation beacons will allow most shipping to navigate in the Port of Geelong 24 hours a day. Previously ships of more than 200 metres could only use the channel in daylight hours because of limitations with channel beacons, channel width and bends. The upgrades will allow improved turnaround time of ships in the Port of Geelong.

21/10 Deakin University buys the Geelong waterfront property on the corner of Western Beach Road and Gheringhap Street for \$1.6m. This will enable consolidation with surrounding University land.

24/10 Construction commences on the \$3.8m Geelong Grain Loop project that will convert the existing broad gauge track to a dual gauge system. The loop runs from North Geelong to GrainCorp's bulk grain wharf at the Port of Geelong.

25/10 A number of Queensliff's best known landmarks are offered for sale. The Ozone Hotel is expected to realise \$2.6m and the Seaview Hotel approximately \$1.3m.

26/10 The Grand Hotel at Portarlinton receives a \$100,000 grant to assist in restoring the building under the Federal Government's Rural and Regional Historic Hotels Program.

26/10 The State Government announces plans for a \$4.5m secondary school in Lara. The school will be operational by 2003.

November

3/11 Bartter Enterprises, the parent company of Steggles, announces plans to close its South Australian plant and relocate its operations to Geelong. An additional 120 local jobs are expected to be created by the move.

5/11 Torquay becomes home to Oakley's first "O" store outside North America. The store features a full range of Oakley products including eyewear, apparel, footwear, watches and accessories.

7/11 Deakin University wins a \$1.7m Federal Government grant to boost materials manufacturing in Geelong. The funding will be used to develop new materials and fabrics for the car and textile industry.

15/11 Ford Australia's future in Geelong and Broadmeadows is confirmed with the announcement of the company's new 4WD. Design of the new vehicle is estimated at \$500m and is expected to result in 130 additional workers at the Geelong plant.

16/11 Design of the \$65m Rippleside Village continues. It is anticipated that final designs will include a mix of housing, office and retail spaces.

17/11 Geelong's \$3.35m Lt Malop Street Mall is officially re-opened. The redevelopment, jointly funded by the State Government and the City of Greater Geelong, is part of the \$22m Geelong Central Activities Area revitalisation project. Stage two of the project, the redevelopment of Ryrrie Street worth \$3.6m, will commence in February 2002.

19/11 The State Government approves a State Government grant of \$700,000 under the Linking Victoria program for improvements to north bound lanes along La Trobe Terrace from Sharp Street to Virginia Street.

30/11 Incitec Fertilisers opens its new 30,000 tonne dispatch facility at Lara. The purpose built facility will increase the company's Victorian urea storage capacity by 30%.

December 2001

5/12 A new \$5m, (45 bed) high care residential nursing wing at St Laurence Community Services is officially opened.

6/12 Work commences on the Geelong Railway Station's new \$1.25m transport interchange. Works include a canopy over the bus interchange, security cameras and improved lighting.

14/12 The multi-million dollar Pettavel Winery opens at Waurm Ponds. The complex incorporates a restaurant, café, tasting area, private room for meetings or corporate dining, and a fully operational winery and cellar door and is surrounded by 30 acres of land under vines.

19/12 Golden Plains Shire receives \$225,000 funding for improvements to the Midland Highway.

25/12 Cunningham Pier is sold to the APP corporation. Concept plans for the Pier include a mix of residential, retailing and restaurants, with the possibility of a marina and extension of the Pier. Initial concept plans are valued at \$120m.

January 2002

5/1 Stage One of Lorne's \$60m Erskine House redevelopment is complete.

11/1 Deakin University reveals \$200m plans to extend its Woolstores campus on waterfront Geelong. The plans include the relocation of some of the University's undergraduate courses to a new purpose built facility on its Western Beach site.

18/1 Geelong firm Ardara Engineering Services completes a \$19m contract to deliver wool carbonising equipment to the Victorian Wool Processor's plant at Laverton. The firm entered into a joint venture with Italian Company Dizma Illma to manufacture early stage textile equipment.

Multi-million dollar Pettavel Winery and Restaurant.



21/01 The luxurious cruise liner 'Silver Shadow', berths at Geelong's Cunningham Pier on a half-day stop over attracting strong local interest.

25/1 Three of Geelong's famous Bollards will be relocated to Melbourne Airport to greet overseas visitors in the International arrivals terminal. The Bollards will promote the Region and the Great Ocean Road.

25/1 Work commences on the new Princes Highway Service Centres located beside the Little River Rest Area. The new centres (on both sides of the Highway) will include BP service stations and fast food outlets, and are expected to generate 80 to 100 full-time and part-time jobs.

February 2002

13/2 Shell Australia receives approval to construct new plant worth up to \$100m to strip sulphur from diesel fuel making it more environmentally friendly.

13/2 Terminals Pty Ltd and Basell Australia will spend \$100m on new plant and storage facilities in North Shore to double Basell's polypropylene production.

20/2 A multi-million dollar development is announced for the former Kinnear Ropeworks site in Geelong West. Initial plans suggest a mix of supermarket and retailing shopping.

23/2 Local aquaculture company, Great Southern Waters, announces plans to establish Victoria's first commercial shellfish hatchery as part of its aquaculture farm at Indented Head. The hatchery will initially specialise in mussel spat with the potential to produce spat for scallops and flat oysters.

28/2 A \$5.3m new building and construction centre for the Gordon Institute of TAFE in East Geelong is underway. The new training facility will be used for carpentry, joinery plumbing, bricklaying and painting apprenticeships.

March 2002

2/3 Melba Industries announces its intention to consolidate the company in Geelong. More than 100 new local jobs and \$20m in additional exports will be created.

Shell Australia, planning \$430m upgrade to Geelong plant.



29/3 Geelong is chosen by Sailing International's Organising Committee to host the 2003 International Sailing Summit. Over 180 delegates from 30 countries are expected to attend the event.

April 2002

5/4 Geelong's bid to electrify the Melbourne-Geelong rail line and build a new station at Grovedale continues to be reviewed by the State Government.

5/4 Local company Beaumonts Pies and Cakes merges with Australia's largest privately owned bakery, Adelaide based Balfour Wauchope.

6/4 Candy Footwear announces plans to cut its Geelong workforce from 140 to 100 employees.

14/4 Owners of the Anglesea proving ground, the Linfox Group, re-launch the complex with plans to develop the site into a major research and development facility for Victoria's \$9 billion automotive industry. The ground will be renamed the Australian Automotive Research Centre and will focus on attracting new tenants to the centre.

15/4 Ford Australia announces plans to invest \$40m in its Geelong Powertrain Operations in preparation of the release of the new Falcon in late 2002. The company will spend \$20m on a new facility for building aluminium cylinder heads and \$20m upgrading the iron and aluminium foundries. Design of the new Falcon is valued at \$300m.

17/4 Upgrade works on the T&G Building in Moorabool Street commence. Plans include a luxury penthouse, modern retail space and state-of-the-art office facilities. A basement style tavern/wine bar and entertainment venue is also being considered.

26/4 Deakin University purchases the Bells Market site in Brougham Street in a multi-million land swap for the former Bow Truss building site also in Brougham Street. The purchase is part of the University's plan to double the size of its waterfront woolstore campus.

May 2002

1/5 Organisers of the International Airshow approve plans for a free of charge camp site at the Lara Sports Club. The visitors are expected to contribute \$1m into the town's economy.

2/5 The Lions Club of Australia hosts its 50th Annual Convention in Geelong. The four day convention, that attracted members from around Australia, New Zealand, Asia, Papua New Guinea and the United States contributed an estimated \$2m into the local economy.

2/5 Deakin University is successful in attracting \$600,000 a year for three years from Australian Wool Innovation, to develop the world's softest and finest yarn.

3/5 Lewmarine P/L operators of the Western Beach ship yards go into liquidation.

3/5 Shell Australia announces plans to spend \$430m on upgrades to its Geelong Refinery over the next four years. This project together with others announced by the company are expected to employ 50 people and add \$15m on top of the \$100m the company already contributes to the local economy each year.

8/5 The State Government announces funding for a number of Geelong based projects including \$4.2m for a new road in North Geelong to divert trucks from residential areas, \$3m for the upgrades to the Lorne Hospital, \$3m for additional beds at Grace McKellar, \$1.5m for the Geelong Hospital and \$9m for West Coast Rail to upgrade the Melbourne to Warrnambool Rail Service.10/5 The City of Greater Geelong is successful in its bid to host the World Life Saving Championships, Rescue 2006, in Geelong and Lorne. The Event is estimated to inject more than \$18m into the regional economy. An upgrade to one of the Region's pools to an olympic size pool will be required to accommodate the event. The Kardinia Pool is one of several possible sites with upgrades of the existing facility estimated to be worth \$3m.

10/5 The City of Greater Geelong is successful in attracting \$60,000 from the Federal Government to improve reception to 657 households in the Belmont, Highton and Newtown area to overcome television blackspot reception.

14/5 Footwear mould manufacturer Schofield Pty Ltd closes its doors retrenching 11 workers.

15/5 German supermarket chain Aldi, receives approval to build a 24 hour store in High Street Belmont. The store will have 1,332 square metres of gross floor area and will provide parking for 102 vehicles.

15/5 Toll GeelongPort confirms plans for a multi-million-dollar expansion at Lascelles Wharf following the State Government's pledge of \$5.1m to build a dual-gauge rail link to the wharf. The company is also planning a relocation of its headquarters to Corio Quay when the lease on its current site expires.

16/5 Pilkington Australia achieves a world first with the launch of its revolutionary self cleaning glass – Pilkington Activ. The self cleaning glass breaks down and loosens organic dirt on the glass surface.

24/5 Local firm Adams Printers opens its new \$3m printing facility in Breakwater.

June 2002

1/6 The Committee for Geelong and its counterparts the Committee for Melbourne and the Committee for Werribee sign a deal to forge a working relationship on government and private enterprises.

3/6 The former Impulse Nightclub is sold for \$680,000. New owners will spend \$1m redeveloping the club into a world class venue.

4/6 The City of Greater Geelong together with representatives of the Cities of Wollongong and Newcastle meet with Federal Government and Opposition representatives in Canberra to discuss issues of mutual regional significance. Major issues include telecommunications, revitalisation of town centres, transport and education.

14/6 Neighbourhood Cable commences its \$40m rollout of broadband cabling to the Geelong Region.

15/6 The \$2.6m redeveloped Nangatta Hostel is officially opened. The improvements are part of the \$5.4m upgrade of Kalkee Community aged facilities.

18/6 Alcoa's Point Henry Plant announces a proposal for a multi-million-dollar power plant fuelled by industrial waste.

18/6 Market Square Shopping Centre undergoes a \$1m facelift as part of the revitalisation of the Central Activities Area.19/6 The Marine and Freshwater Resources Institute receives a \$119,329 grant from the State Government to identify spawning and habitat locations of King George Whiting in areas including Anglesea, Torquay and Port Campbell.

21/6 Tenders are called for the construction of a new \$18m state-of-the-art Marine and Freshwater Resources Institute in Queenscliffe.

22/6 Bunnings Hardware confirms its plans for a new \$13m megastore on the Princes Highway at Waurin Ponds. The new store is expected to create about 300 jobs.

26/6 The State Government's announces a Fast Rail Service on the Geelong line. \$69m will be spent on improvements to line and infrastructure. Work is expected to commence in late 2002.

28/6 Geelong's Western Wedge Project, that proposes a revitalisation of the area between Corio Bay foreshore, Geelong Railway Station and the City's Central Activities Area, is announced. The Project funded under the Transit Cities Project, has identified underutilised areas close to the foreshore and offered possible alternatives such as a modern entrance to the Railway Station from La Trobe Terrace, higher density mixed use development close to public transport and an education precinct focus. The concept plans are to be developed in partnership with the Department of Infrastructure, City of Greater Geelong and Deakin University.

30/6 Plans are announced for a \$500m residential, commercial and marina development at Point Richards west of Portarlington.

10/7 Plans for a \$120m waterfront housing development are announced for the former Power House site in North Geelong. Developers, Geelong Power House Pty Ltd, have lodged plans for 439 apartments housed in eight buildings from five to 25 storeys.

Market Square Shopping Centre gets a \$1m facelift.



MEDIAN HOUSE PRICES IN THE GEELONG REGION, 2001

Area:	Median Price 2001	Median Price 2000	% Change 2000 to 2001	Compound Growth p.a. 1992-2001
City of Greater Geelong				
Urban Geelong:				
Bell Park	\$117,750	\$93,000	27	4.5
Bell Post Hill	\$133,250	\$107,500	24	3.4
Belmont	\$139,250	\$120,000	16	4.5
Breakwater	\$102,506	\$89,975	14	2.0
Corio	\$88,000	\$78,000	13	1.2
Drumcondra	\$270,000	\$262,500	3	7.5
Geelong East	\$155,250	\$115,750	34	6.0
Geelong City	\$212,000	\$180,000	18	7.6
Geelong South	\$160,000	\$130,000	23	7.6
Geelong West	\$150,000	\$129,000	16	6.2
Grovedale	\$150,000	\$134,500	12	3.4
Hamlyn Heights	\$133,500	\$113,000	18	3.7
Herne Hill	\$130,000	\$102,000	27	3.9
Highton	\$187,000	\$157,500	19	3.6
Lara	\$150,000	\$140,000	7	4.0
Leopold	\$159,000	\$132,000	20	2.9
Lovely Banks	\$172,500	\$145,000	19	1.4
Manifold Heights	\$182,500	\$138,000	32	6.5
Moolap	\$168,500	\$130,000	30	3.2
Newcomb	\$106,875	\$90,000	19	2.9
Newtown	\$227,000	\$177,275	28	7.5
Norlane	\$69,000	\$64,000	8	1.4
North Geelong	\$125,500	\$112,000	12	4.7
North Shore	\$147,800	\$87,500	69	5.4
St Albans Park	\$130,000	\$117,000	11	0.0
Wandana Heights	\$267,000	\$235,000	14	3.2
Waurm Ponds	\$161,500	\$180,000	-10	-3.9
Whittington	\$109,000	\$100,000	9	2.6
Non Urban Geelong:				
Barwon Heads	\$203,000	\$157,000	28	6.9
Clifton Springs	\$142,000	\$119,500	19	4.1
Drysdale	\$176,000	\$129,000	36	4.4
Indented Heads	\$140,000	\$90,000	56	5.0
Ocean Grove	\$181,500	\$140,250	29	5.4
Portarlinton	\$150,000	\$118,000	27	5.1
St Leonards	\$139,500	\$105,000	33	4.8
Wallington	\$247,500	\$245,000	1	2.1
Total Municipality	\$148,000	\$126,000	17	n.a
Surf Coast Shire				
Aireys Inlet	\$265,000	\$203,950	30	10.4
Anglesea	\$262,000	\$180,000	46	8.1
Bellbrae	\$228,000	\$265,000	-14	0.7
Fairhaven	\$296,000	\$220,000	34	7.0
Jan Juc	\$213,500	\$170,000	26	5.5
Lorne	\$400,000	\$376,500	6	9.3
Moriac	\$181,750	\$175,000	4	3.8
Torquay	\$238,500	\$195,000	22	6.6
Winchelsea	\$115,000	\$84,500	36	5.6
Total Shire	\$245,500	\$185,000	32	n.a
Golden Plains Shire				
Bannockburn	\$150,500	\$130,875	15	3.3
Inverleigh	\$120,000	\$113,000	6	1.2
Linton	\$80,750	\$60,000	17	1.4
Lethbridge	\$147,000	\$116,000	27	3.6
Meredith	\$85,000	\$74,500	14	0.0
Scarsdale	\$83,500	\$93,000	-11	0.9
Smythesdale	\$90,000	\$84,000	2	1.2
Total Shire	\$132,000	\$118,000	12	n.a
Borough of Queenscliffe				
Pt Lonsdale	\$253,750	\$176,500	44	6.2
Queenscliff	\$290,500	\$270,000	8	7.8
Total Borough	\$280,000	\$235,000	19	n.a

Source: LANDATA on behalf of the Valuer General. A Guide to Property Values 2001 Edition. - Data not available due to insufficient property sales.



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