



The City of Greater Geelong Economic Development team supports and promotes business and investment across Greater Geelong to foster a resilient, sustainable, self-sufficient local economy.

During 2019 we continued our work with local business people, industry stakeholders and state and federal agencies to develop key industry sectors and deliver our ongoing business support program.

The review brings together highlights and achievements, showcasing our wide-ranging work and the many stakeholders and industries that contribute to our growing economy.

LEFT: Cr Bruce Harwood with Annie Marrs (Dundee City of Design), Dominiek Callewier (Kortrijk City of Design) and Stewart Murdoch (Dundee City of Design) at the Geelong UNESCO Stakeholder Day.

GEELONG UNESCO CITY OF DESIGN

We made the most of local and international opportunities to raise awareness of Geelong's designation as a UNESCO City of Design during 2019.

The UNESCO Creative Cities Network Annual General Meeting in Fabriano, the UNESCO Creative Cities Subnetwork Meeting in Detroit and the Asia Pacific Creative Cities Conference in Adelaide provided platforms for us to share our creative heritage and design-driven future with a global audience.

We welcomed international and local stakeholders to talk about sustainable, inclusive, creative cities at our Stakeholder Day in March.

A UNESCO Advisory Group, Framework Group and Geelong Design Week Curatorial Group were

established and met regularly in 2019, providing advice and guidance on City of Design initiatives.

Hosting three PechaKucha nights and over 20 events as part of the 2019 Melbourne Design Week regional program turned the spotlight on local designers.

Building on this success, we developed a community-led program for the first ever Geelong Design Week in 2020.

Our activities are supported by a strong stakeholder network, our Geelong City of Design website and Geelong Design City Instagram page, and regular updates to the region's design community through our e-newsletter.

FIND OUT MORE:
geelongcityofdesign.com.au

KEY UNESCO EVENTS

- Asia Pacific Creative Cities Conference
- Geelong UNESCO City of Design Stakeholder Day
- Geelong Chamber of Commerce corporate stakeholder luncheon
- Melbourne Design Week regional program
- PechaKucha Geelong Vol. 1, Vol. 2 and Vol. 3
- Singapore Design Week
- UNESCO Creative Cities Network Annual General Meeting
- UNESCO Creative Cities Subnetwork Meeting

**A CLEVER and
CREATIVE FUTURE**



AGRIBUSINESS

Economic Development continued to lead the implementation of the *Sustainable Agribusiness Strategy for the G21 Region 2017–2022* in 2019.

The launch of new regional agribusiness website, www.theagricollective.com.au, delivered a virtual hub for local artisan producers to connect with each other and access agribusiness news, training opportunities, events and industry resources.

Supported by the strategy's focus on collaboration, local producers joined forces to stage showcase events throughout the year, presenting regional food and beverages to an appreciative hospitality, catering industry and media audience.

The strategy's business support program enabled five regional agribusinesses to develop new products, expand national and international markets, establish new supply chains and achieve production efficiencies.

Economic Development Australia acknowledged our achievements in the regional agribusiness sector, selecting the strategy implementation project as a finalist in the 2019 Awards for Excellence – Economic Development Initiatives over 15,000 residents category.

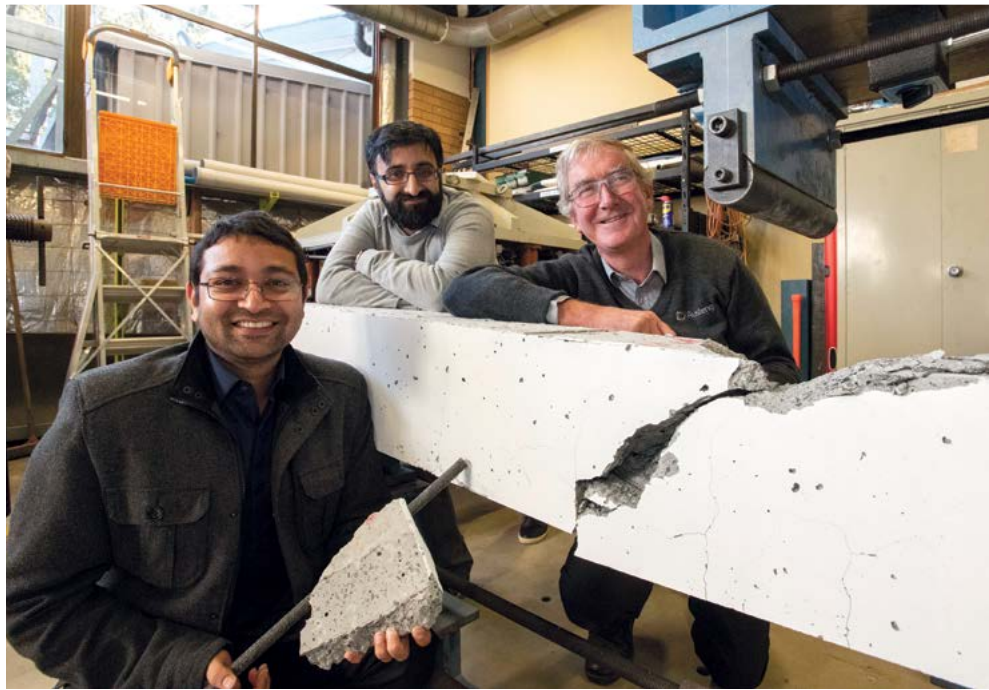
KEY AGRIBUSINESS EVENTS

- Autumn and Spring Yield
- Foodie Lunch Spectacular

FIND OUT MORE:

theagricollective.com.au

BELOW: Regional food and wine took centre stage at The Agri Collective's Spring Yield event.



CLEAN TECHNOLOGIES

Cleantech Innovations Geelong (CIG) is a business and industry support program to develop markets for clean technologies and position Geelong as a clean technology centre of excellence. The program is funded by the City of Greater Geelong, the Victorian Government and the Geelong Manufacturing Council. In 2019, CIG commissioned the G21 commercial and industrial food waste study to investigate food waste processing capacity in the Barwon South West region. The study identified processing capacity gaps that could be used to stimulate investment in food waste processing in the region.

CIG conducted the first procurement for innovation process in Australia, generating a new low-waste, low-cost, low-maintenance geopolymer construction material. The geopolymer

will be used to build a new age-defying bridge over Cowie's Creek in North Geelong, a project that has attracted local and global interest, featuring in the United Kingdom's Economist magazine in October.

The program also supported local agribusiness startup STRUT to develop a smart soil monitoring system that makes it possible for farmers and producers to monitor growing conditions remotely. STRUT connected with local industry stakeholders to test their new system at Boundary Bend Olives and Leura Park.

FIND OUT MORE:

geelongaustralia.com.au/business/sectors

ABOVE: The new low-maintenance geopolymer created through the first procurement for innovation process in Australia.

KEY CLEANTECH INNOVATIONS GEELONG EVENTS

- Geelong green roofs tour (part of Geelong Design Week 2019)
- Geelong Small Business Festival (event sponsor)
- Is keeping your stock cool making you hot under the collar? Facebook Live refrigeration efficiency presentation for Geelong Small Business Festival 2019
- Innovate Expo (event sponsor)
- Procurement for innovation – making innovation a reality (presentation to the Institute of Public Works Engineering Australasia (IPWEA) National and International Conferences)
- Regional Innovation for a Circular Economy (event co-host)
- Transforming the economy – one cleantech product at a time (presentation to the National Cleantech Conference & Exhibition)



REGIONAL INDUSTRY SECTOR EMPLOYMENT PROGRAM (RISE GEELONG)

In October, our Regional Industry Sector Employment program, RISE Geelong, won Economic Development Australia's prestigious 2019 Community Collaboration Award for Excellence. RISE Geelong was also a finalist in the 2019 Victorian Training Awards Industry Collaboration Category.

RISE is a construction pathways program that prepares work-ready candidates from target groups to start a career in construction – a skill shortage sector in Greater Geelong.

Four RISE programs were delivered during the year, with 43 participants graduating and 33 graduates placed in apprenticeships with local construction industry employers.

In 2019 RISE was led by the City of Greater Geelong and funding partner Gforce, with support from The Gordon TAFE, Master Builders Victoria, Urban Development Institute of Australia,

Geelong Region Local Learning and Employment Network, Northern Futures, Hamlan Homes, Dennis Family Homes and Lyons Construction.

RISE's success has established robust community and industry organisations networks, and linked candidates with apprenticeship opportunities.

FIND OUT MORE:
risegeelong.com.au

WINNER:

Economic Development Australia Award for Excellence – Community Collaboration in Economic Development

FINALIST:

Victorian Training Awards – Industry Collaboration

ABOVE: RISE won a prestigious national award for community collaboration in 2019.

DEFENCE

As the secretariat for the Geelong Defence Alliance (GDA), Economic Development is the key contact for defence investment in the region.

GDA advocates for local defence projects and supply chain opportunities so that Geelong is well-placed to benefit from significant Federal Government investment in defence.

At the 2019 Avalon Airshow, local defence ready businesses displayed their products and services under the GDA banner. This gave Avalon Airport, Cross Laminated Offsite Solutions (CLOS), Flaim Systems, McHugh and Eastwood, and XTM Performance exposure to an audience of over 170,000 people.

In October GDA joined the Victorian Government Pavilion at the Pacific 2019 International Maritime Exposition in Adelaide. The expo attracted over 21,000 people from around the world and offered further opportunities for networking and collaboration.

GDA continues to support Hanwha Defence Australia's bid to establish an elite defence facility in Greater Geelong.

FIND OUT MORE:
geelongaustralia.com.au/business/sectors

KEY DEFENCE EVENTS

- Avalon Airshow
- Pacific 2019 International Maritime Exposition

GEELONG SMALL BUSINESS FESTIVAL

We curated a range of practical and interactive events for the ninth Geelong Small Business Festival in 2019. With support from the City of Greater Geelong, Cleantech Innovations Geelong and the Victorian Government, we delivered 44 events in Geelong, Torquay and Queenscliff throughout August to an audience of close to 3,000 local small business people.

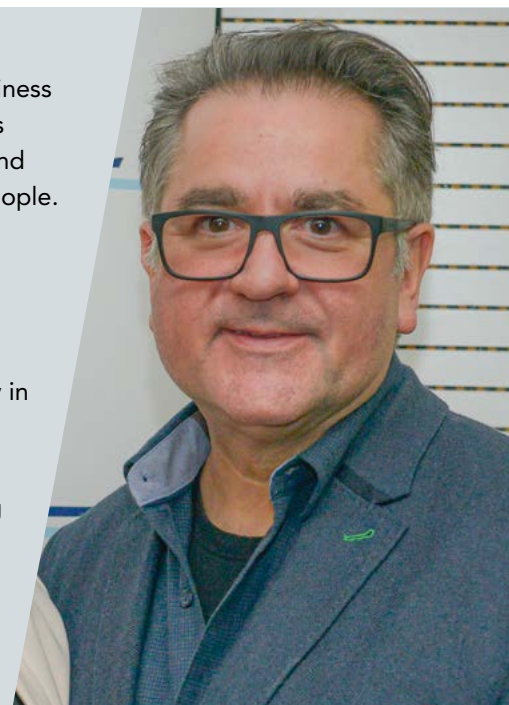
The 2019 program covered marketing and social media, start ups and entrepreneurs, networking, business development and sales, employing and leading people, and sustainability.

Internationally acclaimed entrepreneur, author and chef, Guy Grossi, headlined the Festival's popular launch event, sharing his recipe for success, motivation and longevity in a fiercely competitive business environment.

Feedback indicates that the 2019 program offered excellent value, with 96 per cent of attendees reporting they gained additional skills and knowledge, 93 per cent reporting they received information that they will apply to their business and 97 per cent reporting the Festival was relevant to their needs.

FIND OUT MORE: gsbf.com.au

RIGHT: Acclaimed chef Guy Grossi sharing his recipe for success at the 2019 GSBF launch.



BUSINESS SUPPORT

As well as the Geelong Small Business Festival, we delivered ongoing business support activities during 2019.

In early 2019 we introduced the Business Concierge to guide people through the permit process when starting a business in Greater Geelong. This free service is part of the Victorian Government's Better Approvals Project.

We responded to 79 enquiries received through the Business Concierge during the year.

In November the City signed the Victorian Small Business Commission's Small Business Friendly Charter, committing to:

- Reducing payment times for small business suppliers,
- Streamlining the approval process for starting a business,
- Working with small businesses to manage the impacts of infrastructure projects, and
- Helping set up and support local business networks.

We provided professional mentoring and support to over 200 businesses with free and low-cost workshops, and our free Spotlight On Business Facebook feature promoted local businesses to over 30,000 people.

Economic Development continued to deliver Regional Certifying Body assessments during 2019, and received 114 RCB assessment requests from employers applying to sponsor skilled overseas professionals under government migration programs.

FIND OUT MORE:
geelongaustralia.com.au/business

KEY BUSINESS EVENTS

- Geelong Small Business Festival
- Business In Heels Business Solutions Summit
- Geelong Business Excellence Awards

BELOW: Our Business Concierge service guided new business Augustus Gelatery through the permit approval process.



OTHER KEY EVENTS

We supported local and regional events with sponsorship, promotion and resources throughout 2019:

- Bendigo Business Awards
- Deakin Clever and Creative Lecture Series
- Geelong Youth Summit
- girllworld
- International delegations from China, USA and Vietnam
- Pivot Summit – tech vs humanity
- Rural and regional medtech and pharma industry day
- Upstart Challenge
- Victorian Digital Innovation Festival

DATA RESOURCES



Our online data resources include the Geelong Community Profile, Geelong Population Forecast, Geelong Economic Profile and Stats Centre, which provides quarterly updates on key local economic indicators. These resources attracted over 75,000 page views between January and December 2019.

The team responded to 60 data enquiries to support regional strategies, market research, advocacy and funding applications. We also released the latest Geelong Economic Profile video to demonstrate our clever and creative region's enormous potential for investment and development.

FIND OUT MORE:
geelongaustralia.com.au/business/statistics

Find out how we can help you start, run and grow your business.

Contact Economic Development, City of Greater Geelong.

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geelongaustralia.com.au/business

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