

LANDMARK POSTCODE

3220



Geelong's vibrant waterfront precinct. Image courtesy of the City of Greater Geelong.

Story: Sheryl Allen

LOCATION: Geelong
1.0 hour southwest of Melbourne

POPULATION: 216,000

INDUSTRIES: Manufacturing, retail, tourism, service

CLIMATE: Temperate
Summer: 13.2°C – 25.0°C
Winter: 5.2°C – 13.6°C
Rainfall: 536mm

With its ever-growing urban landscapes spreading out from a beautiful north-facing bay, Geelong is regarded as one of Australia's most liveable 'second cities'.

In terms of population it ranks within the nation's top ten cities and the second largest in Victoria.

Including outlying urban areas, Geelong's population is more than 216,000 and is growing at rates well above the national average.

And why not? Geelong offers an enviable lifestyle at the gateway to the Great Ocean Road, the Victorian Surfcoast and the Bellarine Peninsula, and within an hour's freeway drive of Melbourne.

Geelong's earliest heritage as a port city developed on the fortunes of the goldfields' prospectors and the Western District's wool-growers. The first woollen mills in the 1860s were soon joined by other industries and by the 1920s, Geelong's economy was strongly based in manufacturing and processing. The Ford Motor Company, Alcoa and Shell are still sizable

employers but, today, the economy is also dominated by retail, services industries and tourism.

Each year, millions of domestic and international tourists travel to and through Geelong. A vibrant waterfront precinct, modern shopping plazas, a lively arts culture, the Ford Discovery Centre, National Wool Museum and a catalogue of heritage-listed buildings are all drawcards to the city itself.

Beyond are delights to suit all tastes – the food and wine trails of the Bellarine Peninsula, the legendary big waves of the Surfcoast and the stunning drive-by scenic vistas of the Great Ocean Road. It's a feast for tourists that has been made even more accessible with the recent development of the Geelong Ring Road and the upgrade of Avalon Airport.

Geelong is positioning itself as a learning city and a centre for technology and commerce. Deakin University has an extensive presence here and The Gordon provides a thriving agenda of TAFE courses and vocational training.

The growing urban population is being catered to in two main growth corridors to the north and south of Geelong.

According to Landmark's Murray Shannon, a rural real estate specialist, Geelong's attraction is all about lifestyle.

"Any property within 20 minute of the CBD is pretty much lifestyle, from 5 acres up to 150 acres," he said. "The region is well within commuting distance of Melbourne, via car or rail

and the lifestyle and more affordable and diverse housing options make this a very attractive alternative."

Beyond the 20 minute radius of Geelong are larger holdings, particularly those in the productive Western District and also to the north. Some of these mixed farming and grazing properties range into thousands of acres.

"The property values have come off their peak of three or four years ago but there continues to be considerable interest in the really good lifestyle sector," explained Murray. "Many commodity prices are better than they've been in years so the outlook is good for people looking to get into rural property. It's a great opportunity for buyers as land values here haven't been on the rise."

Geelong is a fully-serviced, full-featured, fast-growing second city that is well worth a second look for prospective visitors, residents or investors.

CONTACT:

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PROPERTY GUIDE:

Rural: 253 acre lifestyle property with considerable improvements and 9 separate allotments \$2.3 million

1,500 acre grazing property with excellent improvements \$2,100 per acre

640 acre cropping and grazing country \$2,000 per acre

Three bedroom brick veneer home \$450,000