

GEELONG

Defence Alliance

Geelong Defence Alliance (GDA) is a collaboration between Geelong-based industry and key stakeholders focused on increasing local involvement in the defence industry. GDA is a central point of contact for organisations interested in doing business with Geelong.

It champions involvement in key projects across all defence domains, identifying and coordinating opportunities, facilitating information, and advocating for Geelong business in defence-based initiatives.

GEELONG DEFENCE ALLIANCE



CITY OF GREATER GEELONG

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GEELONG IS DEFENCE READY



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Location, infrastructure, growing population, a robust economy and room to move. Geelong is ideally positioned for any organisation looking to establish, grow or invest.

LOCATED TO LEVERAGE OPPORTUNITY

Geelong is strategically located just one hour from Melbourne. The city is in a prime position along Australia's south-eastern seaboard, making it easy to access national and international markets.

CONNECTIVITY

Geelong offers a strategic and central location to trade locally, nationally and internationally. With road, rail, Geelong Port and Avalon Airport access, Geelong offers the advantage of a full range of transport and logistics infrastructure. Our supply chain networks and highly self-sufficient economy can deliver all the supplies businesses need.

ROOM TO MOVE

Geelong offers an abundance of options when it comes to accommodating development. There are a range of opportunities within Central Geelong; and dedicated areas including the Geelong Ring Road Employment Precinct, Pivot City Innovation District, Deakin University, Geelong Future Economy Precinct and the Greater Avalon Industrial Precinct.

Geelong also offers a variety of housing and residential development options.



ROBUST ECONOMY

Geelong's diverse and robust economy supports over 21,000 business enterprises. Geelong also has a major construction investment pipeline of more than \$16.2 billion which will continue to support strong economic growth in our region.

We have several growing and thriving industries - including advanced manufacturing, clean technologies; transport, warehousing and logistics; research and innovation; professional and advisory services; creative industries, the visitor economy and major events. These sectors present significant opportunities for new growth and investment.

Our Greater Avalon Industrial Precinct is one of several locations to attract a range of innovative industries, and will soon be home to Hanwha Defense Australia's \$170 million Armoured Vehicle Centre of Excellence, as well as Recharge Industries' \$300 million lithium-ion battery cell production facility. HDA will manufacture self-propelled howitzers and armoured ammunition resupply vehicles for the Australian Army. Recharge will create thousands of jobs supplying new generation batteries to defence and commercial customers.



POSITIVE LOCAL GOVERNMENT

The City of Greater Geelong champions projects that contribute to the sustainable economic development and growth of the region.

We work with all tiers of government and peak industry bodies to support the defence sector by actively promoting local industry capabilities. We also focus on creating partnership opportunities between industry, academia and government.

TALENTED PEOPLE

Geelong's growing population means we have access to a large labour pool. Our workforce is talented and adaptable with the ability to meet a range of skill needs in existing and emerging industries. Businesses have access to the skills of more than 140,000 people in the region as well as millions more in nearby Melbourne, Ballarat, Colac and the Surf Coast.

LIFESTYLE AND LIVEABILITY

Geelong offers all the benefits of capital city living without the congestion. Housing choice, a strong commercial and retail heart, internationally recognised education facilities and comprehensive health services are all located in picturesque bayside, urban, coastal and rural settings.

A SUSTAINABLE AND RESILIENT CITY

In 2017, Geelong was globally recognised as Australia's first UNESCO Creative City of Design. This designation reflects our long history as a leader in design and is about using creativity and innovation to build a more sustainable, resilient and inclusive city, in turn supporting a smart and forward-looking base for industry.

Greater Geelong is also working towards being internationally recognised as a clever and creative city that is enterprising and adaptive. This community-led strategic aspiration forms the basis of everything we do.



DEFENCE SUPPLY CHAIN CAPABILITY

Geelong offers strong advanced manufacturing and engineering expertise, coupled with cutting edge research offered through Deakin University.

We are a practical and highly efficient investment location for defence-related activity, markets, customers and suppliers.

Geelong provides access to a wide range of supply chain capabilities and expertise across:

- Manufacturing, engineering and advanced materials
- Research and innovation
- Support services and information and communications technology.

We have ample room to accommodate defence companies with plans for expansion or development, in a capable city offering land for growth, infrastructure, transport logistics, skilled workforce and an ideal lifestyle.

Geelong is now home to the Hanwha Armoured Vehicle Centre of Excellence at Avalon. The centre is part of a A\$1 billion defence contract awarded to Hanwha Defense Australia in December 2021. It will be the home of specialist armoured vehicle manufacturing in Australia. The centre is expected to create 300 jobs in design, engineering, manufacturing and corporate support over the life of the project and offers supply chain opportunities for businesses.

BENEFITS OF GEELONG

- Geelong Defence Alliance is an industry stakeholder collaboration and designated central point of contact for Geelong's defence-based capacity.
- Established networks offering fast tracked introductions to local businesses and industry for defence supply chain opportunities.
- International maritime port and air access.
- A proven track record in manufacturing, engineering, and advanced materials.
- Geelong companies with defence industry capabilities include: Air Radiators, Automotive Research Centre, BullEx Australia, Chemring, Cross Laminated Offsite Solutions, Deakin University, Flaim Systems, Hanwha, IXL Group, Marand, McHugh & Eastwood, Quickstep, RAPP Australia, Recharge Industries, RPC Technologies, Sykes, Winchester, UMS and XTM Performance.
- Heavy rail connections to Melbourne and the national freight rail network.
- World-class facilities at Deakin University offering capability in composites, haptics, robotics, virtual reality, and advanced materials technology.
- Strong, capable, and supportive business environment with a positive attitude to growth.
- Strategic location on the Victorian western growth corridor.
- Geelong is the fastest growing region nationally.
- Big city services without the big city financial and lifestyle overheads.

