

INVEST

BARWON SOUTH WEST REGION



Discover how our region can unlock your business potential

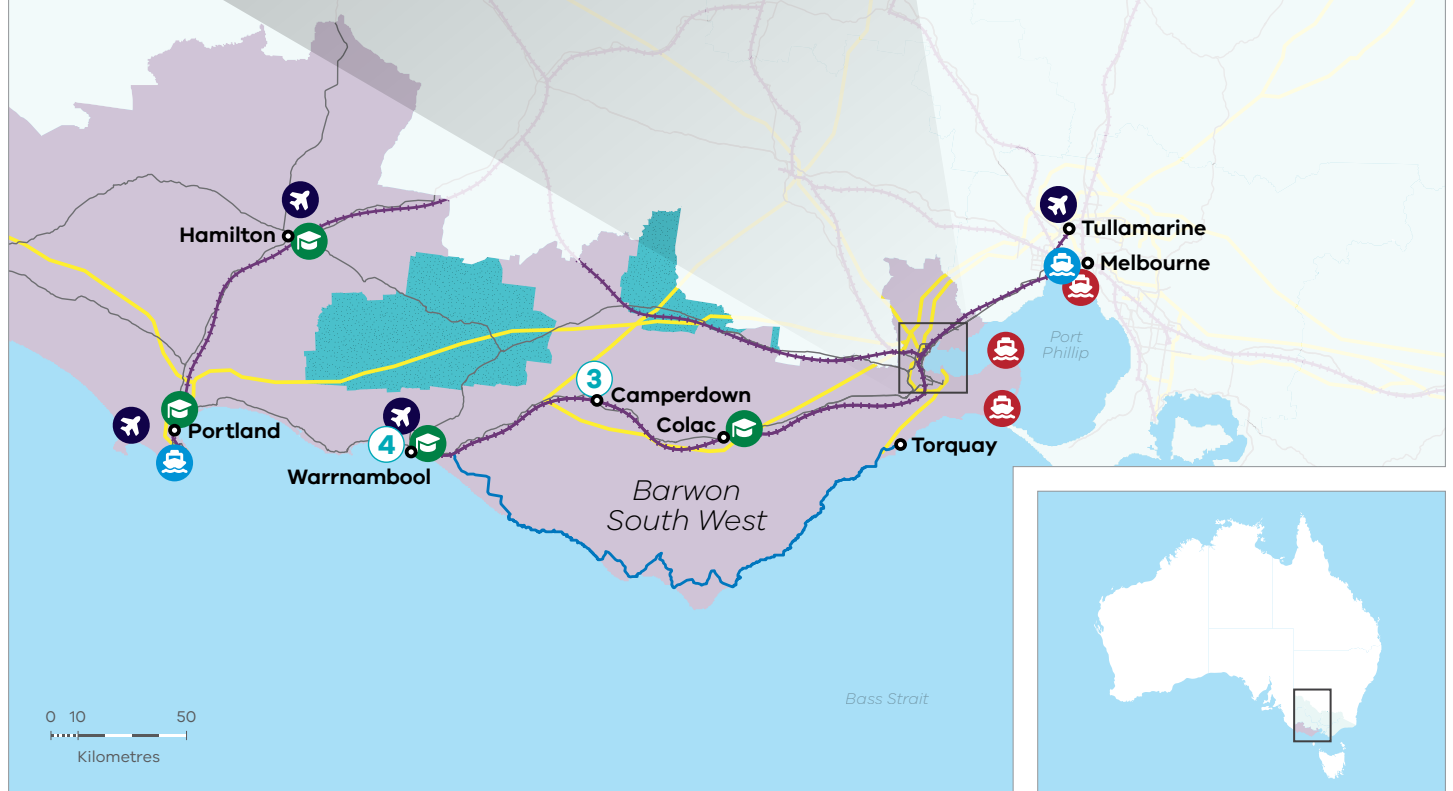
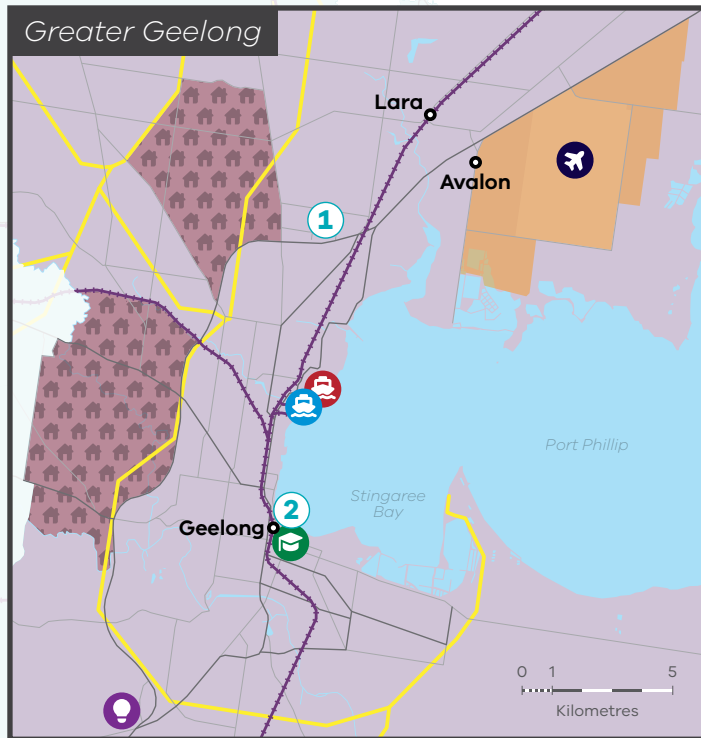
Barwon South West is Victoria's largest regional economy. Driven by diverse, high-growth industries the region combines research excellence and global market access with exceptional opportunities to manufacture, process and add value close to source, across advanced manufacturing, agribusiness, circular economy, tourism and services.

Connected for Success

New South Wales

KEY

- Freight Roads
- Great Ocean Road
- Freight Rail
- Transmission Lines
- Proposed Renewable Energy Zone
- Avalon Airport and Greater Avalon Employment Precinct
- Northern and Western Growth Areas
- 1 Geelong Ring Road Employment Precinct
- 2 Nyaal Banyul Geelong Convention and Event Centre & Geelong Waterfront
- 3 Camperdown Production Precinct
- 4 Warrnambool West Industrial Precinct
- Geelong Future Economy Precinct & Deakin University
- Airport
- Seaport
- Ferry Terminal
- University & Technical Training Providers





At a glance



\$33.9 billion
gross regional product



Population:
466,960
residents



Geelong
Victoria's second-largest city.



237,700+
workers



1.2%
payroll tax rate for regional
businesses – the lowest
in Australia.



50% cheaper
than Melbourne on average,
industrial and commercial
land delivers greater value
for businesses and investors.



Advanced Manufacturing and Innovation

Barwon South West is where advanced technologies move from research to commercial success. The region combines industrial capability, world-class research, specialist manufacturing expertise and investment-ready land to help businesses commercialise innovation, scale production and compete in global markets.

At the centre of this ecosystem is the 500-hectare Geelong Future Economy Precinct, supported by Deakin University's ManuFutures accelerator, the Advanced Fibre Cluster Geelong, REACH – the Recycling and Clean Energy Commercialisation Hub, and a growing network of research and industry partners. Together, these assets give businesses access to specialist facilities, applied research, skilled talent and industry collaboration that accelerate technology development and manufacturing growth.

The region's capability is demonstrated through globally competitive industries spanning defence, advanced materials, composite manufacturing, clean technologies, medical technologies and engineering. Facilities such as Deakin University's Hydrogen Hub in Warrnambool and the Geelong Manufacturing Council strengthen collaboration between industry, researchers and supply-chain partners, while major investors including Hanwha Defence Australia, Viva Energy, Ford Australia, Godfrey Hirst and Sun Pharmaceuticals reinforce Barwon South West's position as a nationally significant manufacturing and innovation hub.

Investment opportunities lie in advanced manufacturing businesses and emerging technologies seeking to commercialise innovation, expand production and access specialised supply chains, research expertise, skilled talent and industrial land within one of Australia's leading advanced manufacturing ecosystems.

Hanwha Defence Australia's Armoured Vehicle Centre of Excellence (H-ACE) is a major advanced manufacturing investment in the Geelong region, reinforcing the city's long-standing strengths in high-technology vehicle production, including skilled workforce and industrial capability. Comprising a \$220 million investment, the 32,000 square metre state-of-the-art production facility supports production of major Australian Army vehicle programs.

The centre is also home to the largest electromagnetic interference testing chamber in the southern hemisphere, further strengthening the region's advanced manufacturing and defence industry credentials.

"The support from the Victorian Government to both Hanwha Defence Australia and our supply chain partners has been excellent, confirming Geelong as the right choice for our manufacturing base."

(former) CEO Ben Hudson
Hanwha Defence Australia and UK/Europe

Industrial Decarbonisation and Circular Manufacturing

Barwon South West is primed to lead the next generation of low-emissions industry. Combining major industrial operations, emerging clean energy infrastructure and world-class research capability, the region offers outstanding opportunities to decarbonise production, recover resources and develop circular manufacturing solutions.

The region's industrial precincts, major energy users, port and freight infrastructure, and growing hydrogen and renewable energy capabilities create a strong platform for industrial transformation. Investment opportunities include low-emissions manufacturing, renewable fuels and hydrogen applications, resource recovery, waste-to-value technologies and circular production systems. The proposed South West Renewable Energy Zone and planned transmission upgrades will further strengthen the region's capacity to support industrial growth powered by affordable, renewable energy.

Applied research and commercialisation capability underpin this opportunity. Deakin University's Hydrogen Hub in Warrnambool and REACH – the Recycling and Clean Energy Commercialisation Hub in Geelong provide industry with specialist facilities to test, validate and scale new technologies, helping businesses accelerate the transition from innovation to commercial deployment.

The region is home to nationally significant hydrogen infrastructure, including Australia's first commercially scaled, publicly accessible hydrogen refuelling station at the Viva Energy Hub in Geelong, and Deakin University's Hydrogen Hub in Warrnambool.

Barwon Water is also planning an innovative renewable organics facility in Connemara that aims to convert biosolids – a by-product of wastewater treatment – and other commercial organic waste, into high value carbon products, such as biochar and renewable energy.

Food and Fibre Value-Adding

Barwon South West is one of Australia's leading food and fibre production regions, offering outstanding opportunities to capture more value through processing, manufacturing and export. Abundant agricultural production, established processors, integrated supply chains and direct access to domestic and international markets create a competitive platform for investment in higher-value products.

The region has nationally significant capabilities across dairy, meat, forestry and grain, supported by major businesses including Fonterra, Bega, Bulla Dairy Foods, Midfield Meat International, MC Herd, Australian Lamb Company, Cobram Estate Olives, Portland Pine Products and Turosi Food Solutions Group.

South West Victoria also forms part of the Green Triangle, the largest plantation forestry resource in the Southern Hemisphere, providing a strong foundation for timber processing, engineered wood products and fibre-based manufacturing.

Export pathways through the Port of Portland, established industrial capability and coordinated industry leadership through Food and Fibre Great South Coast further strengthen the region's competitive advantage. Investment opportunities include higher-value food and ingredient processing, timber and fibre products, by-product utilisation and circular production, and export-oriented processing supported by integrated cold chain and logistics infrastructure.



Based in Warrnambool, **Midfield** is one of Victoria's largest beef and lamb processors and a major contributor to the region's export economy. Its integrated operations support thousands of jobs across agriculture, transport, logistics and professional services, demonstrating the scale and sophistication of Barwon South West's food manufacturing sector.

Midfield's success highlights the region's strength in export-oriented food processing and reinforces opportunities across value-added food production, meat processing, cold chain logistics, packaging, by-product utilisation, export services and supply-chain innovation.



The **Budj Bim Cultural Landscape**, on Gunditjmarra Country, is the world's oldest aquaculture system, built over 6,600 years ago. It is a UNESCO World Heritage listed site and one of Australia's most distinctive cultural tourism assets. As international and domestic demand for First Peoples experiences grows, opportunities exist for high-quality accommodation, eco-tourism, hospitality and complementary visitor services. More than \$20 million in government investment in enabling infrastructure, such as the Tae Rak Lake Condah Aquaculture Centre has helped build the foundations for sustainability of the precinct.

High-Value Visitor Economy

Barwon South West has nationally significant visitor economy assets and a growing pipeline of public infrastructure that can support private investment in accommodation, hospitality, business events, cultural tourism, nature-based tourism and premium food and wine experiences.

The region's globally recognised destinations – including the Great Ocean Road, Geelong, the Bellarine Peninsula, the Twelve Apostles, the Shipwreck Coast and the Budj Bim Cultural Landscape – provide a unique foundation for sustained domestic and international visitation.

Major investments are strengthening the visitor experience, including the Twelve Apostles Visitor Experience Centre along the Shipwreck Coast, the Nyaal Banyul Geelong Convention and Event Centre, Budj Bim Cultural Landscape, Queenscliff Ferry Terminal, Great Ocean Road coastal upgrades and the Spirit of Tasmania Terminal in Geelong.

At the heart of this transformation is Nyaal Banyul, featuring a 1,000-seat convention venue, exhibition and meeting spaces, a 200-room Crowne Plaza hotel, food and beverage offerings, and a vibrant public plaza that will strengthen Geelong's role as a premier business events destination.

These investments are positioning Barwon South West to build a higher-yield, longer-stay visitor economy, supported by world-class visitor infrastructure, an expanding calendar of conferences and major events, and diverse food, wine and cultural experiences.

Strong Infrastructure – Strong Returns

Local Skills and Workforce

Barwon South West combines a skilled workforce with industry-focused education, research and innovation that supports business growth. Deakin University, The Gordon TAFE and South West TAFE work closely with industry to develop the skills required across advanced manufacturing, tourism and hospitality, clean energy, food production and engineering.

The region's innovation ecosystem – including ManuFutures, REACH, Carbon Nexus and the Deakin Hydrogen Hub – helps businesses adopt new technologies, commercialise innovation and access specialist expertise, giving investors the capability to scale and compete in global markets.

The Freight Advantage

Barwon South West provides investors with direct access to domestic and international markets through one of regional Australia's most integrated freight networks. The Port of Geelong and deep-water Port of Portland support bulk, break-bulk and containerised exports, while Avalon Airport's 24-hour operations provide air freight capability for high-value and time-sensitive industries.

National road and rail corridors connect manufacturers and producers to major markets, while the Spirit of Tasmania service provides a direct freight link between Tasmania and the mainland, reinforcing Geelong's role as a key national freight gateway. Together, this multimodal network reduces transport costs, strengthens supply chains and supports investment across the region's export-focused industries.

Space to Scale

Barwon South West offers investment-ready industrial land at a scale rarely available in metropolitan markets. Strategically located precincts with direct access to ports, airports, road and rail networks enable businesses to establish, expand and operate efficiently.

Major employment precincts include the Avalon Corridor, Geelong Ring Road Employment Precinct, North Geelong Industrial Precinct, Portland Industrial and Employment Precincts, Portland North Employment Precinct, Pivot City Innovation Precinct and Black Rock Circular Economy Precinct.

Together, these locations provide the capacity to accommodate large-scale industrial, logistics and manufacturing investment now and into the future. Industrial land to support new business growth is also available in Warrnambool, Camperdown, Torquay, Colac and Hamilton.

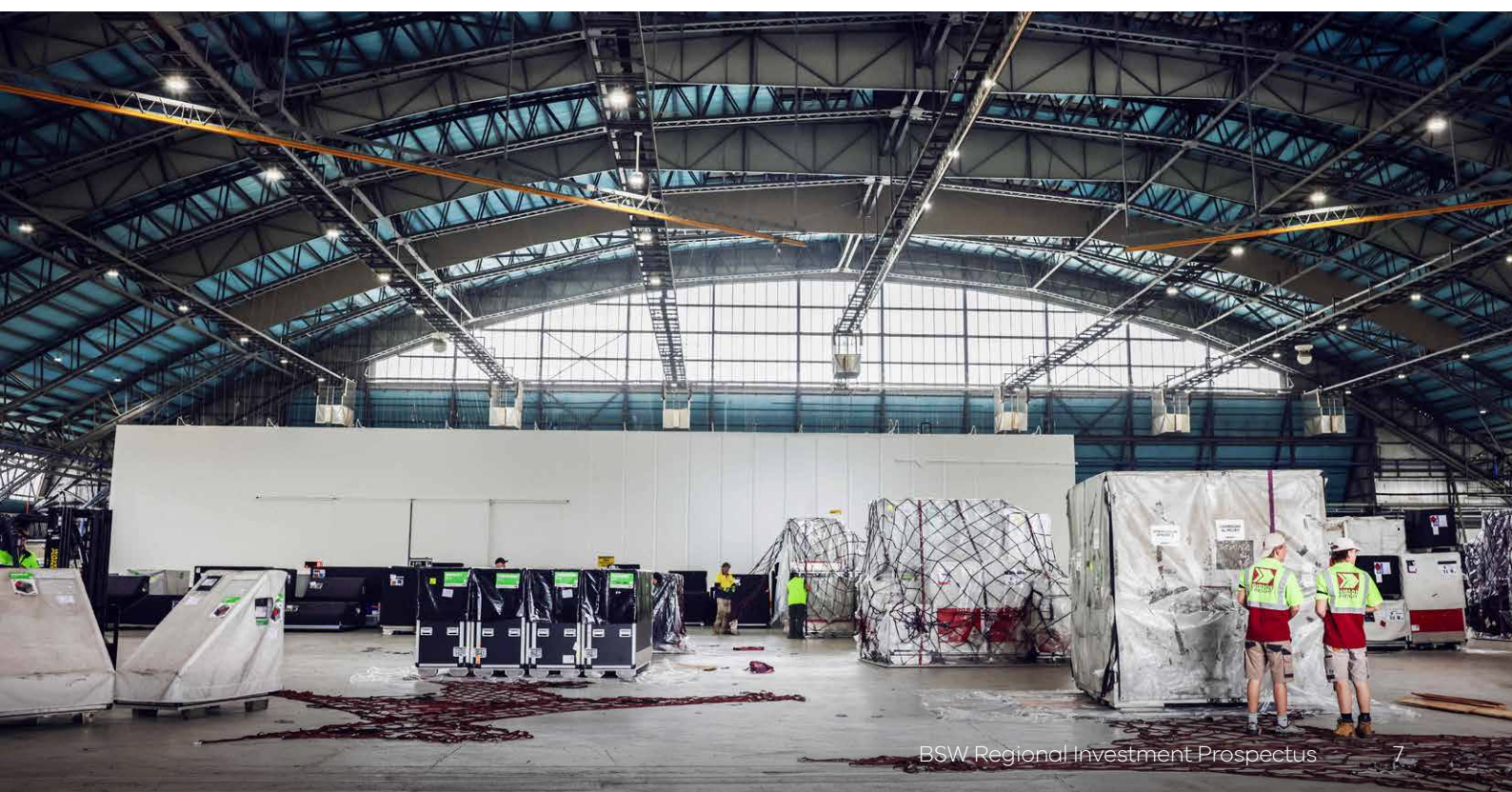
The region offers large-scale industrial and logistics investment opportunities with efficient freight connections at costs significantly below metropolitan markets.

The **Avalon Corridor** is emerging as one of Victoria's most significant industrial and employment precincts, combining investment-ready land, international freight connectivity and long-term growth potential.

At its core, the 1,700-hectare Avalon Airport Employment Precinct has attracted major investors including Cotton On Group, Australia Post and Hanwha Defence Australia, demonstrating the corridor's strength as a destination for advanced manufacturing, logistics and freight-dependent industries.

Building on this success, the planned Greater Avalon Employment Precinct of over 3,400-hectares will unlock one of Victoria's largest future industrial development opportunities. With capacity to support up to 16,500 jobs, the precinct will accommodate manufacturing, logistics, clean technology, recycling and other emerging industries, while strengthening connections to national and global supply chains.

Together, these precincts are establishing the Avalon Corridor as a major industrial, freight and export gateway, creating a platform for the next generation of investment in Victoria's growing economy.





Regional Development Victoria

Barwon South West Investment Specialists

Regional Development Victoria has dedicated, expert investment-facilitation teams to support your investment journey that are located at both the Geelong and Warrnambool offices.

Regional Development Victoria works closely with Invest Victoria to connect you with regional opportunities, local partners and relevant approvals.

Key services to help your business include:

- identifying potential sites and properties
- assistance navigating regulatory and planning approvals
- helping you build business cases to support your investment decisions
- advising development approvals
- matching research and development with universities to build partnerships
- responding to emerging workforce needs by connecting you to recruitment agencies, Victoria's high-performing TAFE network and targeted upskilling programs.
- connecting you with government departments, agencies and regulators, as well as incentives, grants and programs.

Connect with us today

Connect with our dedicated regional investment specialists located in your region via investregional@rdv.vic.gov.au or for general investment enquiries, visit the Investment Front Door.

