

Geelong - Open For Business

Geelong is an industrial city in transition. It has a changing and diversifying economy with an emphasis in encouraging knowledge based industry. Working hard to maintain existing industry, whilst increasing efforts to identify new industries with the potential to increase the employment base is a priority. A number of major opportunities have been identified and the City is working to bring them to fruition. Importantly, they are industries which can be supported by Geelong's skill base and education systems.

The Armstrong Creek growth area is immediately to the south of urban Geelong. In total, over 4,500 hectares of land, of which, just under 3,000 hectares will be developed. This area was first identified back in the 1980s as the next growth corridor for Geelong. Over the past four years significant planning has gone into ensuring that this development incorporates the most modern principles of urban development and sustainable design. This paper focuses on the planning for Armstrong Creek.

Cr Rod Macdonald

Rod has been a councillor at the City of Greater Geelong since December 2004. In that time he has served on numerous committees and held the Portfolios for Infrastructure Parks and Gardens, Planning. Rod is now Deputy Mayor and holds the Portfolio for Economic Development.

Rod served in the RAAF for over 12 years and later worked in several manufacturing management roles. He is currently self-employed and serves on several boards. He holds a Bachelor of Business from D.D.I.A.E. (now USQ).

Rod has been heavily involved in the strategic direction of planning and economic development within the City of Greater Geelong and is vitally interested in the transition of the city's economy and the development of new industry. In particular, developing 'liveable' cities for the future and understanding and meeting the challenges of a low carbon emission environment.