

# DESTINATION

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Only an hour's drive from Melbourne, Geelong is Victoria's second largest city and the gateway to the Great Ocean Road. Overlooking Corio Bay, Geelong was once a major wool shipping port, and while the wool hey-days are gone, their legacy remains in attractions such as the National Wool Museum. The city's new drawcard, Waterfront Geelong, features many cafes and restaurants, fully restored art deco seawater baths, a yacht club marina and a scenic bayside promenade dotted with brightly painted bollards, depicting many of Geelong's historical characters.

The bay provides a vital role in the success of the city and is a focus for recreation and leisure.

Today, Geelong is a lively commercial city, with shopping facilities, restaurants, nightlife and recreation on a par with any capital city.

Rolling hills, bay views and beautiful beaches are all prominent on the Bellarine Peninsula. You can watch the ships navigate through 'The Rip' at Point Lonsdale, swim where the river meets the sea at Barwon Heads, sample some of the fruits of the vine at local wineries, or explore the historic township of Queenscliff.

The Great Ocean Road leads you along the contours of Victoria's scenic south-west coast to unique townships with individual identities. Torquay is home to the Surfworld Surfing Museum and is world renowned for the surf at Bells Beach. Kangaroos graze in their dozens on the golf course at Anglesea; Aireys Inlet has the elegant 1891 Split Point Lighthouse and Lorne provides a beach side playground with a cosmopolitan feel.

Moving inland to the hinterland region, the landscape changes dramatically. The rich farmland of the volcanic plains are dotted with old bluestone homesteads and galvanised iron shearing shed. The hinterland area is richly interspersed with restaurants, tea rooms, galleries, cottage industries, B&B's, historic homesteads and beautiful gardens.

The Geelong Otway region is rich and diverse. By exploring the region's culture, history, local food, wines and natural attractions you will experience a unique and exciting destination.



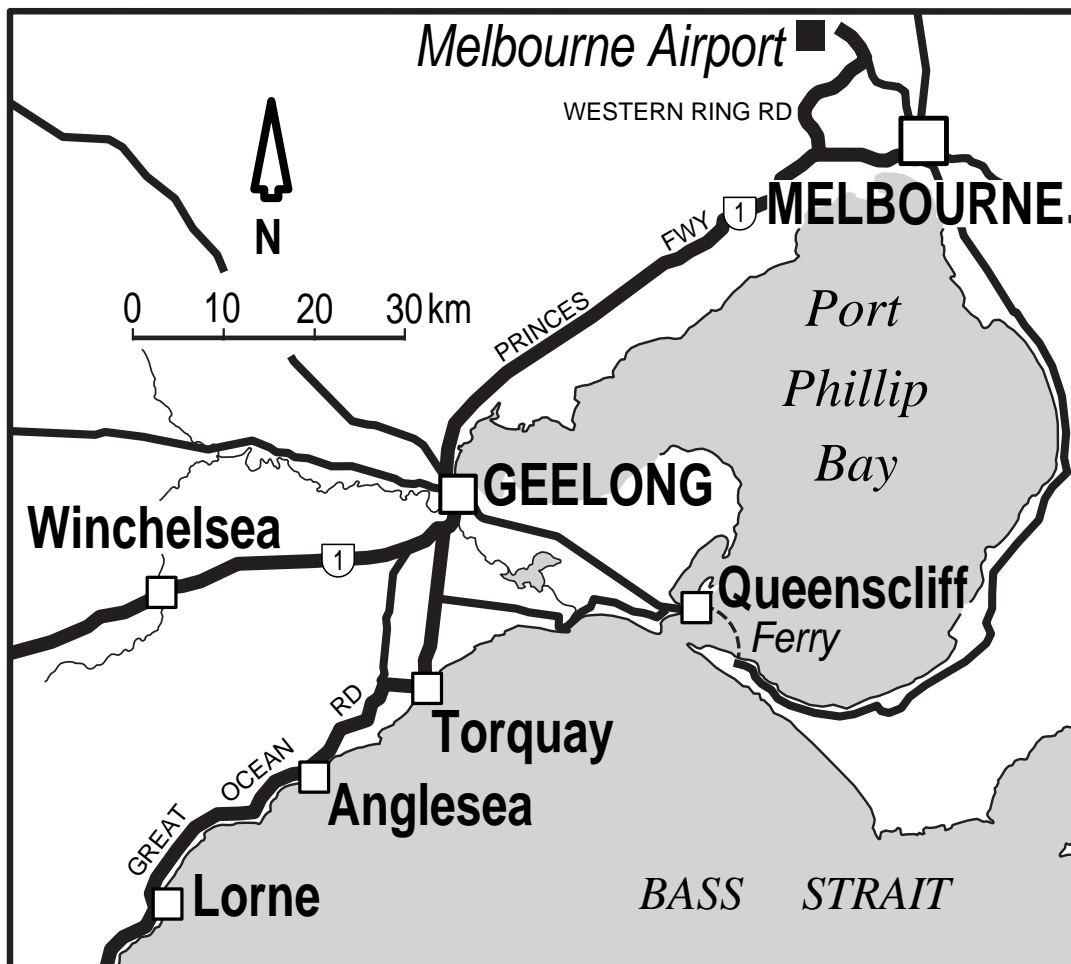
# LOCATION

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The city of Geelong is located on Victoria's south-west coast, a one hour drive from both Melbourne CBD and the Tullamarine Airport.

Geelong is Victoria's largest provincial city with an urban population of 190,000 and therefore can support the conference with the necessary infrastructure of a major city.

In recent years Geelong has been subject to major development with the main focus being the \$300million waterfront restoration. The City of Greater Geelong, in conjunction with the Victorian State Government, is now working on the redevelopment of Geelong's CBD, which will include many new landscaping features.



# ACCESS

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Access into Geelong is via the Princes Highway, a direct route from Melbourne CBD or Tullamarine Airport.

Geelong is also easily accessible from the south-eastern suburbs of Melbourne with transportation to Queenscliff (a 30 minute drive to Geelong) on the car/passenger ferry service which operates hourly between Sorrento and Queenscliff, 365 days a year.

Geelong is the gateway to some of Australia's greatest tourist destinations, from the tranquility and charm of historic Queenscliff to the rolling surf of Bells Beach and the unsurpassed beauty of the world's most spectacular drive - the Great Ocean Road. The area provides an opportunity for delegates to extend their stay and enjoy a diversity of activities.

## **AIRPORT TRANSFERS:**

Gull Transport operates 13 runs a day from Tullamarine Airport to Geelong. A one way fare is \$25 for adults. Buses depart at regular intervals (13 return services per day) and drop-off at their station in McKillop St, Geelong.

We recommend to book your transfers in advance. To book please contact:

Gull Airport Service

Tel #: 03 5222 4966

Website: [www.gull.com.au](http://www.gull.com.au).

Avalon Airport Shuttle bus operates between Geelong and the new Avalon Airport, located only 15 minutes from Geelong. Avalon Airport shuttle meets each flight, for those delegates travelling by Jetstar. Avalon Airport Shuttle operates a door to door service between Avalon Airport and Geelong. A one way fare is from \$15.00 per person.

We recommend to book your transfers in advance. To book please contact:

Avalon Airport Shuttle

Tel #: 03 5278 8788

Website: [www.avalonairportshuttle.com.au](http://www.avalonairportshuttle.com.au)

## **CAR RENTAL:**

All major car rental companies operate from Tullamarine Airport. Local car rental companies include: Avis, Budget, Delta, Hertz, Thrifty & various other companies.

## **QUEENSCLIFF-SORRENTO FERRY:**

Peninsula Searoad Transport operate the car/passenger ferry service 7 days per week, departing each hour, on the hour between 7am and 6pm, operating between Queenscliff and Sorrento.



# Geelong Fast Facts...

## History

Geelong was first surveyed and declared a town in 1838 with a local population of 545. The City's humble beginnings were founded in the rich pastoral hinterland and the prosperity of the local wool trade.

By the 1850's Geelong was swept-up in "gold fever" becoming the principal seaport for the gold industry around Ballarat. The City's population ballooned to more than 23,000 people, making Geelong the fourth largest town in Australia.

In the later half of the 19<sup>th</sup> Century, as the gold prosperity declined, Geelong turned its attention to emerging industrial development. The City became the major trading port for the export of wool to Britain and textile industries flourished along the Barwon River.

Following the establishment of Phosphate Coop and the Ford Motor Company, other international and national manufacturing industries moved to Geelong.

Today, Geelong enjoys a reputation as one of Australia's leading industrial centres. The City has also developed as a centre of excellence in the area of education, research and development, health, hospitality and tourism.

## Climate

With a temperate climate, the region enjoys four distinct seasons; warm summers, sunny spring, colourful autumns and mild winters.

Average temperatures (cel.)	Max	Min	
Summer	23.1	12.1	
Autumn	19.8	10.3	
Winter		14.1	5.7
Spring	19.1	8.5	

# Geelong Fast Facts...

## Travel Times

Travel time from either Melbourne city or Tullamarine Airport is the same:

<b>Town</b>	<b>Time</b>
<b><i>Melbourne to:</i></b>	
Geelong	1 hour
<b><i>From Geelong to:</i></b>	
Queenscliff	30 minutes
Torquay	30 minutes
Lorne	1 hour
Apollo Bay	2 hours
Colac	1 hour
Twelve Apostles (via Colac)	2 hours 15 minutes
Twelve Apostles (via Great Ocean Road)	3 hours 30 minutes

## Currency/Banking

All major credit cards are widely accepted and can be used in the numerous 24 hour automatic teller machined located in throughout Geelong. Banking hours are 9:30am – 4:00pm Monday to Friday.

## Safety

Australia is a stable country, politically and economically. It was acknowledged as 'The safest destination in the World' in the Concerned Traveler Research from a series of Burson studies amongst travelers in the UK and USA.

## Tourist information

For more tourist information on Geelong, the Bellarine Peninsula, the Great Ocean Road or the Otways, please contact:

Geelong Otway Tourism Visitor Information Centres

Toll Free Number: 1800 620 888

Or go to the following websites:

[www.greatoceanroad.org](http://www.greatoceanroad.org)

[www.visitgeelong.org](http://www.visitgeelong.org)



# Geelong is...

## **Geelong is...Arts and Culture**

The Geelong Performing Arts Centre attracts a wide range of performances, from theatre to Shakespeare, dance & comedy. Nearby, the Geelong Art Gallery and Museum draws large crowds with their ever-changing exhibitions.

## **Geelong is...People**

Geelong is a multi-cultural city with many nationalities living in the region.

## **Geelong is...Food and Wine**

Geelong's restaurant profile continues to increase, and boasts many fine-dining restaurants along the waterfront, coupled with cafes, bars, pubs and other restaurants in the City. Only a short drive from Geelong are the many wineries which are increasing in prominence, such as Scotchmans Hill, Spray Farm, Bellarine Estate, Innisfail and Bannockburn.

## **Geelong is ... Sport**

Geelong is host to many sporting events, and most importantly, the home to the Geelong Football Club. As well as football, there is tennis, golf, cricket, motorsport, sailing, surfing, basketball and horse racing to keep the sports loving audience entertained.

## **Geelong is...Nature**

Whether its aboriginal culture, animal and wildlife reserves or just a stroll amongst the natural habitat, Geelong's Narana Creations, Serendip Sanctuary and Gabbinbar Animal and Wildlife park offer hours of entertainment.

## **Geelong is...History**

Discover the history of Geelong's agricultural past by visiting the National Wool Museum; or visit the Naval and Maritime Museum and learn about the port of Geelong and it's history.

## **Geelong is...Waterfront**

Over the past three years Geelong's unique north facing waterfront, set against the backdrop of spectacular Corio bay has been rejuvenated. Over \$10 million of public and private investment has produced a vibrant recreational and leisure precinct for Geelong residents and visitors. Lined with eateries, visitors can enjoy the attractions of this area which include the antique horse carousel, baywalk bollards representing Geelong's colourful history.