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Media release

New Sketchbook Highlights Technology Opportunities for Geelong

A sketchbook of ideas prepared by global engineering and technology giant Siemens has presented Geelong with four possible futures that could deliver high quality of life for its residents and help the city capitalise on technology to drive future economic growth.

Developed collaboratively by a team from Greater Geelong and Siemens Centre of Competence for Cities in London (with Australian inputs), the four futures identified and sketched out include:

1. Creating a smart tech and transport hub
2. Digital industry (Industry 4.0) and energy
3. Agro-tourism
4. 3D Printing

The futures are based upon the aims of Greater Geelong and Siemens' strong history support developing cities across the globe. The Sketchbook ideas are intended to support Geelong in building on its city consultation process and identifying its future direction for economic growth. The futures showcase the importance of key global and Australian economic, industrial and technology movements and the opportunities they will present for Geelong.

City of Greater Geelong Administrator Chair Dr Kathy Alexander said the timing was right to consider what Geelong could be as the City developed a final 30-year Our Future vision for the region.

"Many of the examples included in the Siemens report aligns with the community feedback we received in stage one of the Our Future engagement," she said.

"Siemens has once again helped us ask the question – why not.

"This report is a great contribution to the thinking that will go into the City's Our Future assembly on May 6, where the community will be deciding the final 30-year vision for Greater Geelong."

Speaking at the handover of the Sketchbook, Siemens Australia and New Zealand CEO Jeff Connolly said, "Only liveable cities will compete in an urbanised world. Globally, we have worked with a range of cities at different stages of development and technology adoption – including San Francisco, London, Vienna and Adelaide, to help identify future pathways that leverage technology.

“Geelong is perfectly poised to plan for and implement new strategies that will help deliver sustained economic growth. I commend the city on taking the first step to understanding the role of technology in its future and opening the narrative to its residents.”

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