



Media Release

1 September 2017 (*embargoed to 5pm*)

Geelong benefits from regional connections

G21 welcomes data showing that Geelong and G21 region workers, business people and leaders are among the most 'connected' within regional Australian cities.

The top five 'connected' industries in the G21 region are information technology, construction, retail, financial services and marketing/advertising.

The *Connecting Our Great Small Cities* report was released today (1 September - embargoed to 5pm) by the Regional Australia Institute CEO Jack Archer at the G21 Stakeholder Forum 2017 in Torquay.

The report compares professional connections, economic trends and skill demands in Geelong, Townsville, Sunshine Coast-Noosa, Newcastle, Wollongong and Launceston.

The report is produced jointly by the Regional Australia Institute (RAI) and business networking online site LinkedIn, based on their combined data sources.

People from the G21 region connect most with people in Melbourne, followed by people within their own G21 region, then Sydney, Brisbane and Perth. Internationally, London is the top city for connections by G21 region people.

G21 CEO Elaine Carbines said the report's data confirmed the G21 region community to be an engaged and connected business and professional environment.

"G21 is particularly pleased to see people in the Geelong region embracing technology to network and connect, and people outside the region wanting to connect with us," Ms Carbines said.

"That's the sign of a healthy and capable regional economy with much to offer. Our economy is evolving and expanding in exciting directions.

“I particularly note top skills in the G21 region include healthcare management, IT infrastructure, systems management and education. Design, project management and leadership are also high on the list.”

The *Connecting Our Great Small Cities* report and an RAI media release are attached (both embargoed until 5pm, 1 September).

Information on the RAI can be found at: www.regionalaustralia.org.au

Media Contacts:

G21 CEO Elaine Carbines
Phone 5227 4000 or 0437 202 300

Regional Australia Institute's Shannon Rennie
Phone 02 6260 3733 or shannon.rennie@regionalaustralia.org.au