



**Port Phillip Ferries**

## Self-Guided Group Itinerary Geelong’s National Wool Museum & Pub Lunch

**Duration:** 7 hours 30 mins inclusive of return ferry  
**Days available:** Wednesday to Sunday  
**Budget:** Return ferry \$31-36pp. Museum min group 15; \$5-8pp. Meals/drinks POA with venue.  
**Fitness level:** Light level - there are steps and slight elevation to the National Wool Museum. Total walking duration inclusive of museum is approx. 75mins.  
**Google map:** <https://goo.gl/maps/9JVMKkzqwrQi2MqF7>

### Summary

In the heart of Geelong, and one of the most visited attractions to the region is the National Wool Museum. Built in 1872, the bluestone wool store houses a fabulous collection that weaves the Australian story of wool, textiles, and fibres, its impact on culture and houses contemporary exhibitions and events.



Port Phillip Ferries Geelong Flyer arrives at Geelong terminal Steampacket Pier next to the picturesque Cunningham Pier. The National Wool Museum is only a 5-minute stroll up Moorabool Street and is located on the corner of Brougham Street.



Whilst the National Wool Museum is open 7 days per week, group bookings are essential. They required a minimum of 15 people per booking however, a maximum group number may be imposed with health and safety measures. If requested a month prior and with an additional fee, they can arrange shearing demonstrations for your group. Group bookings qualify for an extra 10% discount in the shop during your visit.

Then it is time to say goodbye to the National Wool Museum as the focus turns to your appetite. Geelong has plenty of dining experiences to satisfy even the most discerning taste. Only 60 metres from the museum is Phoenix Hotel. From 12 pm to 2 pm daily, the hotel's bistro can accommodate group sizes of up to 60 people, function space is available to hire for group sizes up to 100. They can arrange affordable set menus along with dietary requirements. For those who may love to have a flutter and are feeling lucky, a gaming room is available.



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Time permitting explore Eastern Beach Reserve. This bayside park is a pleasant spot for a walk along the water's edge on the Promenade. Check out the famous wooden carousel constructed circa 1892 and one of only 200 in operation. Be sure to pack your camera with over 100 Bayside Bollards, colourful carved characters depicting Geelong's history, all with a unique story to tell, have been placed along the foreshore.

Finally, you bid a fond farewell to Geelong as boarding commence 20 minutes prior to ferry departure times. If you are feeling peckish, the Geelong Flyer licensed café might have something to tempt your sweet or savoury tooth.



### How to book

#### Ferry bookings

Can be made online at <https://www.portphillipferries.com.au/group-ferry-tickets/> or via our customer experience team on 03 9514 8959. Times and FAQ's can also be found at [www.portphillipferries.com.au](http://www.portphillipferries.com.au)

#### National Wool Museum Geelong

Visit <https://www.geelongaustralia.com.au/nwm/about/groups/article/item/8cbdeb11d003f56.aspx> or during office hours call (03) 5272 4701

#### Phoenix Hotel Geelong (lunch 12pm – 2pm)

Visit <https://www.phoenixhotelgeelong.com/> bookings call (03) 5229 5577 or email [phoenixvenue@outlook.com](mailto:phoenixvenue@outlook.com)

#### Alternative lunch option – The Geelong Boat House

Visit <http://www.geelongboathouse.com.au/> or call (03) 5222 3642

#### Alternative lunch option - Edge Geelong

Reservations can be made at <https://kinggeorgefishandchips.com.au/> or call (03) 5222 2666. Port Phillip Ferries passenger offer can be found at <https://www.portphillipferries.com.au/geelong/edge-20-off-food-ferry-offer/>

### Map

This map shows where the National Wool Museum is located. The second map provides a detailed overview of accessible facilities in Geelong CBD.

Map: <https://ontheworldmap.com/australia/city/geelong/geelong-tourist-map.jpg>  
<https://www.geelongaustralia.com.au/maps/cbdaccess.aspx>

### Resources

Other shopping, dining, and attraction options

<https://www.centralgeelong.com.au/>

<https://www.geelongaustralia.com.au/bollards/default.aspx>