

> Agriculture

The Rural City of Wangaratta sits in northeast Victoria, a highly productive agricultural area on naturally rich high yielding soils with consistent rainfall and a temperate climate.

The Rural City of Wangaratta has a plentiful supply of high-quality water and an abundance of ground water storage with irrigation licences available through Goulburn Murray Water.

Along with quality beef, lamb, dairy, cereal and pasture crops, and world-class wine grapes, the region produces apples, berries, citrus, goat meat and products, hops, kiwi fruit, nuts, olives, pork, stone fruit, and green tea, as well as niche crops such as oils, pumpkin seeds, saffron and capers.

The value of agricultural output is over \$323 million per annum and the local agriculture, forestry and fishing industry directly employs around 1000 people equating to 7.5% of total employment in the municipality.

The Australian Bureau of Agricultural and Resource Economics and Sciences is projecting the Australian agricultural industry to generate \$73 billion in 2022, and \$100 billion by 2030. The strength of the national industry will see the local sector expand by over 30% and this increasing value will present opportunity for expansion of related industries, particularly food and beverage manufacturing, rural sciences, and agricultural engineering.

Milk, cereal crops and grapes have provided the most opportunities for growth in the past decade.

Moving forward value adding to local produce and expanding markets for niche products presents a strong investment opportunity.



INVESTMENT ADVANTAGES

Output \$323 million

Employment 1,000 jobs

Industries Grains, livestock and viticulture

Located at the junction of the Ovens and King Rivers and availability of a plentiful supply of high quality water

Abundance of ground water storage

Irrigation licenses are available through Goulburn Murray Water

Naturally rich, high yielding soils



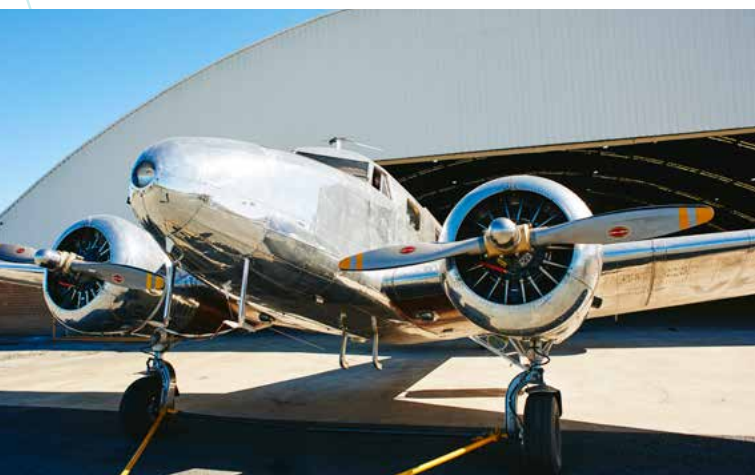
INVESTMENT OPPORTUNITIES

- Secondary and value add production
- Horticulture and intensive farming
- Agriculture services

Aviation

Owned and operated by the Rural City of Wangaratta, the Wangaratta Aerodrome is located close to the Hume Freeway, 7km south of the city.

The aerodrome is a hub of activity and provides for general aviation, emergency services and occasional RAAF flights. The aerodrome is home to a number of aviation businesses offering services and maintenance to aircraft, as well as a recreational club. The site offers commercial and recreational hangars and has been identified for further expansion with an industrial estate as identified in the Wangaratta Aerodrome Master Plan 2017.



Transport, Logistics and Warehousing

Wangaratta is a hub for surrounding regional transport activity and situated on the major road and rail transport corridor between Melbourne and Sydney a strategic position for the development of transport and warehousing services.

The Wangaratta Aerodrome provides opportunity to increase movement of goods via air freight. This would unlock the potential for local industry to expand their markets and of additional industries as export producers.



INVESTMENT OPPORTUNITIES

- Commercial and recreational hangars
- Flights and passenger transport linking major cities to High Country Victoria

INVESTMENT ADVANTAGES

Output \$150 million

Employment 497 jobs

Industries – Air general aviation, emergency services, and occasional RAAF flights.

Industries – Transport food and fibre, goods, navigation, passenger transport and scenic/sightseeing.

Wangaratta Aerodrome earmarked for further expansion.

Supporting industries including courier, maintenance and repair services.

Education

The education industry employs over 1,100 people across the Rural City of Wangaratta with wages and salaries amounting to almost \$100 million annually. The local education sector is the eighth largest economic contributor and fourth largest employer in the Rural City of Wangaratta.

Wangaratta has excellent educational facilities servicing the needs of the region. We are home to a range of childcare facilities and preschool centres, 20 rural and town based primary schools and we have five options for secondary education:

- Wangaratta High School
- Galen Catholic College
- Cathedral College Wangaratta
- Borinya Wangaratta Community Partnership
- The Academy for male students in Year 11 and 12

Wangaratta District Specialist School caters for students with additional needs from across the region and The Centre provides adult learning opportunities. We are also home to tertiary providers such as GoTAFE, Charles Sturt University and the new Country Universities Centre Ovens Murray.

The Wangaratta Clinical School is a collaboration between North East Health and Melbourne University which provides a state of the art training facility and accommodation for students studying the Doctor of Medicine (MD).

Wangaratta's education sector provides for over 5,500 students annually.



INVESTMENT OPPORTUNITIES

- Private education
- Student accommodation
- University
- Aeronautical training

SNAPSHOT

Output \$157 million

Employment 1,113 jobs

Primary Education 20 primary schools with 2,600 students.

Secondary Education 5 secondary schools with 2,412 students.

Tertiary Education GoTAFE, Charles Sturt University, The Centre and CUC Ovens Murray

Healthcare

The health care and social assistance industry is the largest employer in the Rural City of Wangaratta directly employing over 2,400 people, accounting for almost 20% of employment available in the municipality.

Health care and social assistance is the fourth largest local industry in terms of economic output generating around \$327 million per annum. It has developed to be one of the largest and strongest industries in the Rural City of Wangaratta with location quotient data analysis showing it to be a key industry of the future.

The industry requires an educated and skilled workforce which is drawn both from within the local community and neighbouring municipalities. The continued development of the tertiary education sector in Wangaratta seeks to positively increase local education levels to facilitate the growing demand of the local health industry.

Expansion of the health care and social services industry is anticipated and the Rural City of Wangaratta is working on a Health Precinct Strategy to facilitate this.

Wangaratta's historical role as regional health centre location and proximity to the Hume Freeway ensures the base for the continued growth of this industry.

The region is also serviced by air ambulance through the Wangaratta Aerodrome with over 300 flights to support patients per annum.

Wangaratta is well serviced by a public and private hospital, primary care, community health services and several aged care facilities. With a high ratio of specialists and General Practitioners health care requirements of the municipality are well met in Wangaratta.

Wangaratta is home to the Rural Clinical School ('The Chalet'), a University of Melbourne state of the art training facility. The Chalet provides students a unique experience, whilst delivering the Doctor of Medicine curriculum to provide a first-class medical education.



INVESTMENT OPPORTUNITIES

- Specialist medical services
- Medical support services
- Aged care

SNAPSHOT

Output \$327 million

Employment 2,488 jobs

HIGHLIGHTS

North East Health

Wangaratta Rural Clinical School

Gateway Health

Manufacturing

Manufacturing is by far the largest economic industry of the Rural City of Wangaratta in terms of exports and outputs. Local manufacturing generates over \$828 million per annum and directly employs over 1,250 people. The sector remains resilient through technical advances, innovative thinking, government growth programs and tax incentives.

A highly skilled and capable workforce is available due to the diversity of the local manufacturing industry encompassing aviation products, heavy machinery, defence, chemicals and plastics, fabricated metals, textiles and clothing, wood products and construction, and beverage and food processing.

The Rural City of Wangaratta provides opportunities for the expansion of manufacturing with access to ample and affordable land that has been identified for industrial and residential development through the Industrial Land Use Strategy and the Wangaratta North West and South Growth Area Structure Plans. These strategic plans will ensure an adequate supply of diverse land offerings to accommodate future residential and industrial demand and trends.

Wangaratta's position and close proximity to the Hume Freeway, freight rail line and aerodrome ensures efficient access to trade across Australia.

Opportunities exist within manufacturing, of note is the capacity to increase food manufacturing to value-add to local agricultural produce.

The Rural City of Wangaratta and its Economic Development Unit provides a single entry point for all business investment enquiries and proposals and will work with clients on a one-on-one basis to help bring their investment to market sooner and more efficiently.



INVESTMENT OPPORTUNITIES

- Export – domestic and international
- New tech industries
- Food and fibre

INVESTMENT ADVANTAGES

Output \$828 million

Employment 1,256 jobs

Industries Aviation products, heavy machinery, defence, chemicals and plastics, fabricated metals, textiles clothing, beverage and food processing

Existing infrastructure & service (electricity, gas, water, communications)

B Double compliant road infrastructure

Effluent accepted by local authority

Ground levels on estates are flat, providing easy building conditions

➤ Retail Trade

The Rural City of Wangaratta is a strong regional centre with a thriving retail industry that directly employs in excess of 1,400 people and generates over \$165 million annually.

There are 3,141 businesses across the municipality with small to medium enterprises providing a diverse range of services and products. Through innovation and expansion, small businesses are a source of employment growth and competition.

The strengths of the Wangaratta CBD are retail business, medical and professional services. Together with recreation facilities, these assets support a greater regional catchment area.

The attractive retail centre of Wangaratta provides a strong platform for future development through pedestrian focussed layout and retail structure.

Local retail, commercial goods and services tenancies are enhanced by several major national tenants including Big W, Kmart, Spotlight, Coles, Dan Murphy's, ALDI, Provincial, Target, Woolworths, Harvey Norman, Bunnings and Officeworks.

Wangaratta's surrounding villages offer a boutique retail experience with a range of local produce available in diverse settings.

SNAPSHOT

Output \$167 million

Employment 1,442 jobs

Industries commercial goods, professional services, trades, food, accommodation and entertainment.

\$42 million of total local expenditure spent on retail trade.

Key driver of employment.



INVESTMENT OPPORTUNITIES

- Boutique retail
- Major retail chains
- Shopping complex

Tourism

With naturally beautiful scenery, rich history, and exceptional culinary delights, the tourism industry in the Rural City of Wangaratta is thriving.

From world-class award-winning wines and a celebration of regional produce to mountainous countryside, exceptional cycling experiences, valleys, rivers and streams, the tourism industry contributes an estimated \$164 million to the local economy and directly employs 800 people.

Rural villages are transformed into vibrant hubs by events staged across the municipality. Wangaratta is home to the International Festival of Jazz and Blues, the grass roots sustainable living festival The Off Grid Living Festival, the King Valley Balloon Festival, La Dolce Vita wine festival and many more cultural and sporting events.

The tourism industry of the Rural City of Wangaratta represents a diverse range of activities with the regions tourism pillars being cycle, wine and beverages, food, nature-based activities as well as arts and culture.

Tourism highlights include the Glenrowan siege site of the Kelly Gang, the King Valley wine region, the Milawa gourmet food and wine region, Eldorado's historic dredge and the Warby-Ovens National Park which is the first site in Victoria to be admitted to the International Union for the Conservation of Nature Green List of Protected and Conserved Areas (a global standard for nature conservation recognising best-managed sites).

There are many opportunities for investment in the tourism sector in the Rural City of Wangaratta including in accommodation, hospitality, regional produce and tour experiences.

More information on what our beautiful region offers can be found at Visit Wangaratta.



SNAPSHOT

Output \$164 million

Employment 800 jobs

Audiences Melbourne, Regional Victoria, Canberra and New South Wales.

HIGHLIGHTS

King Valley Food and Wine Region

Warby-Ovens National Park

Alpine National Park

Glenrowan and Kelly Gang history

Bullawah Cultural Trail



INVESTMENT OPPORTUNITIES

- Iconic, unique accommodation
- Transport connections
- Cultural heritage offerings
- Cycle products/trails