

GREATER SHEPPARTON

Your Investment
Destination





GREATER SHEPPARTON PROFILE

Greater Shepparton, situated in the heart of the Goulburn Valley, covers an area of 2,421.9 sq. km and is the fourth largest provincial centre in Victoria. The major urban centre of Shepparton is located at the confluence of the Goulburn and Broken Rivers and at the intersection of the Goulburn Valley and Midland Highways.

The Goulburn Valley is often referred to as the 'Food Bowl of Australia' as around 25 per cent of the total value of Victoria's agricultural production is generated in this area. Dairy and fruit growing are the major primary industries, with the viticulture and tomato industries also showing huge growth. The area has a strong export focus and substantial growth projections. Major secondary industries in Greater Shepparton are related to food processing, manufacturing and transport.

A number of Australia's largest food processing companies have their home in the Greater Shepparton area. Early settlers discovered that the Goulburn and Murray Valley soils were ideal for not just stone fruit but also for the fruit of the vine and established some of Victoria's - and Australia's - oldest and best wineries.

The road transport industry is one of the largest industries in Greater Shepparton. Shepparton is provincial Victoria's largest truck sales and service centre and is often referred to as the transport hub of regional Australia. An extremely high number of freight movements are associated with the food industry which relies on a high quality and effective distribution and transport network.

Greater Shepparton fulfills important regional business and service functions with associated employment opportunities. These aspects include a strong retail sector drawing on an extensive catchment of

approximately 160,000 people, high quality medical services, and a range of higher education opportunities that underpin the drive for greater recognition of and support to Greater Shepparton's tertiary city concept.

Greater Shepparton has an estimated population of around 62,000, 77 per cent of which is concentrated in the main urban centres of Shepparton and Mooroopna. The balance of the population resides in the townships of Tatura, Murchison, Dookie, Merrigum, Congupna, Toolamba, Katandra and Tallygaroopna and in the surrounding rural areas.

A key facet of Greater Shepparton's population is its diverse multicultural composition, with 13.1 per cent of residents born overseas. A high number of residents have origins in Italy, Turkey, Albania, The Netherlands, United Kingdom, Iraq, Afghanistan, India, New Zealand and The Philippines. More recently, there have been large numbers of people with Middle Eastern background settling in the region. The area also has the largest Aboriginal population outside metropolitan Melbourne with approximately 10 per cent of the population being of Indigenous origin.

One of Greater Shepparton's greatest and valued assets is its social capital and there is a strong commitment to community building, delivered through a range of social and physical projects aimed at assisting communities to develop networks, partnerships, structures and frameworks to support ongoing improvement to overall community identity, health and well-being. Emphasis is also placed on fostering community capacity through investment in young people.



MAJOR INDUSTRY SECTORS

Greater Shepparton has a diverse and robust economic base and provides a strong foundation to build your business. While other localities are highly dependent upon select industries, this isn't the case for Greater Shepparton, as the following table verifies:

Employment by Industry

(ABS 2011 Census Data)

| Industry Sector | No. | % | RV % |
|-----------------------------------|-------|-------|-------|
| Health Care and Social Assistance | 3,775 | 14.20 | 13.10 |
| Retail Trade | 3,381 | 12.70 | 11.60 |
| Manufacturing | 3,311 | 12.40 | 10.40 |
| Agriculture, Forestry and Fishing | 2,181 | 8.20 | 7.80 |
| Construction | 2,114 | 7.90 | 8.90 |

As shown above the five largest major industry sectors for Greater Shepparton are either larger than the regional Victorian average or consistent with it. The Council is committed to maintaining this strong economy but also to strengthen other industry sectors.

Health Care and Social Assistance

Greater Shepparton is blessed to have an assortment of health and community services. It is this social infrastructure that new firms starting up in Shepparton have cited as a key competitive advantage as it assists in the retention of staff. These services particularly assist the retail sector as they attract residents from nearby localities that do not have similar service levels.

Retail Sector

The growth of retail floorspace demonstrates why people choose Greater Shepparton for business start-up or to expand their existing enterprise. In 1996, the total floorspace in the municipality was estimated

at 143,500 sq.m and since then approximately 51,000 sq.m has been added. The municipality has a major retail catchment consisting of the general Goulburn Valley, Benalla, Seymour, Wangaratta and as far north as Deniliquin in NSW (Greater Shepparton 2030 Strategy). A new 16,000 sq.m homemaker centre recently commenced operation on Benalla Road.

Manufacturing

An important part of the economic base of Greater Shepparton is the manufacturing industry, which is closely linked to the agricultural sector through many international and national food processing and packaging companies. It is through this diverse range of integrated industries that Greater Shepparton is known as the Food Bowl of Australia. While food processing is a major component of the manufacturing base, the area is also home to major manufacturers such as SCS Plastics and Rubicon.

Agriculture, Forestry and Fishing

The size and scope of this sector makes it a major contributor to the economic wealth of Victoria and Australia. The farming sector is vigorous, based on irrigated and dry land farming. As at 2003, the following statistics are important to note:

- There are approximately 7,300 irrigated farms in Greater Shepparton comprising dairy, horticulture and mixed farming
- Annual farm gate production value reached \$1 billion in 2000
- Processing value reached \$1.7 billion in 2000.

Construction

The strong levels of building development around Greater Shepparton bring many employees to this industry.



RECENT INDUSTRY AND EXPANSION

Rubicon Water Expansion

More than 100 new jobs will be created in the Goulburn Valley following an announcement in July that Shepparton firm Rubicon water will be provided with \$750,000 to expand its operations. The Coalition Government is helping Rubicon undertake an expansion project worth close to \$3.5million, driving exports and generating 112 new jobs—106 of them in the local area. Rubicon is currently working on projects likely to create export sales of approximately \$10million, and potentially up to \$100million over the next three years.

Campbell's Shepparton Upgrade

Showing their dedication to the Shepparton area, Campbell's recently made an announcement which will see benefits for the company through a new \$14.6m PET bottling line. Campbell's Shepparton staff will be trained on the new bottling line, meaning no jobs will be lost. Campbell's also announced a donation of 15,000 1.25litre bottles of V8 juice to Foodbank Australia for people doing it tough across Australia.

Pental Creates 100 New Jobs

Pental has created 100 new jobs with the relocation of its Melbourne bleach plant to Shepparton. The company restructure will result in the Shepparton plant being the sole maker of the White King bleach products, following an announcement in August.

\$40m Shepparton Milk Factory

A joint venture business is building a \$40million factory in Old Dookie Road Shepparton to produce UHT milk aimed at the Asian market. It is expected to generate around 100 immediate jobs and as many as three or four times that amount in spin-offs with increase demand for milk from Goulburn Valley farmers. The facilities initial capacity will be 100million litres, with a potential increase of up to 350million litres over time.

Bega Cheese Tatura Expansion

In February Bega Cheese announced a \$7.8million expansion of the company's Tatura facility in response to increasing market opportunities in the Middle East. The project involves increasing Tatura's production capacity of cream cheese from 15,000 tonnes to 22,000 tonnes per annum, generating added investment and jobs in the dairy industry. Bega Cheese's Tatura facility will need an extra 30 to 40 million litres of milk per year once the expansion is running at full capacity in three years.

Woolworths / SPC Ardmona Deal

Woolworth announced in September a deal with local fruit processor SPC Ardmona that will see all of its home brand packaged fruit sourced entirely from Australian farmers. The decision is expected to have a significant impact on local fruit growers with approximately 50,000 trees being required to produce the fruit across all the varieties.



EMPLOYMENT

With a diverse community like Greater Shepparton comes a diverse range of job opportunities. There are many major employers in Greater Shepparton and the different types of jobs that are available include casual, seasonal, part time, full time, and long term employment. Greater Shepparton has a broad range of jobs available with many employment agencies available to help you to find your ideal employment. There are also many organisations specialising in training and education that can provide you with extra skills and knowledge.

The current unemployment rate in Greater Shepparton is 5.5%.

The local employment agencies listed below will be a helpful reference

CVGT Employment

Cnr Welsford and Sobroan Street
Shepparton
T: (03) 5823 3400
W: www.cvgt.com.au

Fox Personnel

3/148 Welsford Street, Shepparton
T: (03) 5831 6656
W: www.foxpersonnel.com.au

MEGT

361 Wyndham Street, Shepparton
T: (03) 5820 8100
W: www.megt.com.au

Monarch Personnel

1 High Street, Shepparton
T: (03) 5831 5880
W: www.monarchpersonnel.com.au

Skilled

71 Wyndham Street, Shepparton
T: (03) 5832 4500
W: www.skilled.com.au

Programmed Integrated Workforce

195a Corio Street, Shepparton
T: (03) 5831 7676
W: www.workforceontap.com.au

Worktrainers

199 High Street, Shepparton
T: (03) 5831 2511
W: www.worktrainers.com.au

Workways

30 Welsford Street, Shepparton
T: (03) 5821 9277
W: www.workways.org.au

Chandler Macleod

382-384 Wyndham Street, Shepparton
T: (03) 5822 2250

Greater Shepparton City Council

W: www.greatershepparton.com.au/council/employment



REAL ESTATE

The Greater Shepparton area continues to receive more and more applications from developers for residential subdivisions. Currently there is a diverse range of subdivisions catering for a variety of tastes and budgets. The following is an indicative list of approved subdivisions and allotments:

- Archer's Field – Stages 3 & 4
- The Boulevard – Stages 10 & 11
- Channel Road – Lifestyle – 63 lots
- Connolly Park – Stages 4-6
- Grammar Park Estate – Stage 7
- Kialla Green – Stages 5-9
- Kialla Lakes Estate Stages 32-41
- Lakeview Estate – 16 lots
- Marlboro Park – Stage 1
- Northlinks Estate – Stages 5 & 6
- Northside Estate – 80 lots
- Parkside Gardens – Stages 1 & 2
- Redbyrne Estate – 12 lots
- Riviera Park – Stages 1 & 2
- Riverview Park – Stage 1
- Rosemont Park – Stages 2 & 3
- Seven Creeks Estate – Stages 7 – 10
- Viewpoint Estate – Stages 1 & 2
- Westwood Run – Stage 1
- Windsor Park – Stages 1 & 2

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|--|-----------|
| Median house price in Shepparton | \$200,000 |
| Median unit price in Shepparton | \$165,000 |
| Average house in Shepparton | 3 bedroom |
| Average block size in Shepparton | 873 sq m |
| Median weekly rental price in Shepparton – House | \$190.00 |
| Median weekly rental price in Shepparton – Unit | \$160.00 |

Greater Shepparton is fortunate to have a professional group of real estate agents that includes:

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|----------------------------------|----------------|
| Chilcott Real Estate | (03) 5821 5566 |
| Damien White and Son Real Estate | (03) 5831 5550 |
| Flanagan & Reed | (03) 5831 1800 |
| John Kiss Real Estate | (03) 5825 4200 |
| Ken McNamara Real Estate | (03) 5831 6405 |
| Kevin Hicks Real Estate | (03) 5821 8388 |
| L J Hooker Shepparton | (03) 5822 4399 |
| Professionals Shepparton | (03) 5822 2235 |
| Ray Dobson Real Estate | (03) 5831 7777 |
| Rossignoli Real Estate | (03) 5821 1277 |
| RuralCo Property – Tatura | (03) 5824 2300 |
| Shepparton Real Estate | (03) 5831 5550 |
| Stockdale & Leggo – Shepparton | (03) 5831 3812 |
| Youngs & Co – Mooroopna | (03) 5825 4833 |
| Youngs & Co – Shepparton | (03) 5820 8777 |
| Your Sold Real Estate | (03) 5831 6633 |



USEFUL CONTACTS

Use the collection of useful links below to help you to manage and develop your business.

AusIndustry

AusIndustry is the Australian Government's agency for delivering products, services and information that supports industry, research and innovation.

W: www.ausindustry.gov.au

Austrade

The Australian Trade Commission is the Australian Government agency that helps Australian companies win overseas business for their products and services by reducing the time, cost and risk involved in selecting, entering and developing international markets.

W: www.austrade.gov.au

Business Victoria

Business Victoria is a comprehensive online resource designed to help you start, run and grown your business

W: www.business.vic.gov.au

GM Lifestyle

Interested in making our region your home? The Goulburn Murray Region Lifestyle website offers a variety of information on local education, employment, real estate and more.

W: www.gmlifestyle.com.au

Sustainability Victoria

The Victorian Government is committed to helping business reduce costs and environmental impact. The Smarter Resources, Smarter Business program invests \$14million over five years to help a variety of industry sectors use their resources more efficiently.

W: www.sustainability.vic.gov.au

Regional Development Victoria

Find out about programs, funding, development and support services designed specifically for you. Review case studies and discover how Regional Development Victoria can help you and your organisation.

T: (03) 5895 4110

E: information.shepparton@rdv.vic.gov.au

W: www.rdv.vic.gov.au

Shepparton Chamber of Commerce and Industry

The Shepparton Chamber of Commerce and Industry provides members with a range of resources to assist you in building and growing your business including:

- education and training
- IR and OHS support and advice through VECCI
- networking opportunities
- lobbying and advocacy on behalf of our members

T: (03) 5821 9186

W: www.sheppartonchamber.com.au

Greater Shepparton Business Centre

The Greater Shepparton Business Centre promotes growth of small businesses in the region by providing support with office accommodation, industrial shed space, business support, meetings facilities and training services.

T: (03) 5832 1100

W: www.sheppartonbusiness.com.au



INVESTMENT ATTRACTION DEPARTMENT

Who We Are

The Greater Shepparton City Council's Investment Attraction Department consists of:

- Geraldine Christou, Manager Investment Attraction
- Tess Canty, Assistant to Manager Investment Attraction
- Michael Carrafa, Team Leader, Business and Industry Development
- Karli Sutherland, Acting CBD & Township Development Officer
- Rohan Sali, Economic Development Project Officer
- Anna Feldtmann, Grants and Economic Research Coordinator
- Renee Scott, Economic Development Flood Recovery Officer
- Jack Brazel, Business Development Officer
- Jo Rathjen, Business Centre Administration Assistant
- Debbie Guy-Smith, Business Centre Administration

What We Do

The following is the charter developed for the Investment Attraction Department.

Purpose

"To encourage and assist investment, whilst working to develop employment and business opportunities for the established and emerging economic sectors within the City of Greater Shepparton."

Objectives

- To protect existing assets (employment, business and industry)
- To develop and build upon regional competitive advantages
- To promote and support sustainable employment creation in the region
- To coordinate the provision of appropriate land supply and infrastructure to support, facilitate and sustain development

- To coordinate and encourage the provision of, or access to, appropriate education and training opportunities
- To identify opportunities for funding and support for local economic and community development initiatives, needs and priorities
- To promote the region for investment, development, expansion and diversification
- To improve management skills and professionalism of small and emerging businesses.

How We Can Help You

The Investment Attraction Department can assist you by:

- Researching opportunities for business expansion and relocation in Greater Shepparton
- Providing advice on business expansion and relocation in Greater Shepparton
- Providing advice on funding opportunities available from State and Federal Government
- Identifying ways to address skills shortages
- Facilitating training opportunities for employers and employees
- Providing networking opportunities

Business Support

The Investment Attraction Department facilitates a range of projects to increase business potential. These include:

- The Goulburn Valley Business and Rural Industry Network (GV BRaIN)
- The Young Professionals Network
- The Greater Shepparton Business Centre