

# Invest **Wangaratta**



Rural City of  
**Wangaratta**

**Being one of Victoria's most geographically diverse and scenic regions, the Rural City of Wangaratta offers a blend of city and country life, surrounded by welcoming villages, native bushland, pastoral landscapes and snow-capped peaks.**



## > About Wangaratta

Located at the junction of the Ovens and King Rivers, a plentiful supply of high quality water is available along with the naturally rich, high yielding soils surrounding Wangaratta making it a destination for diverse and high value agriculture industries.

Wangaratta is conveniently situated on the major transport corridor between Melbourne and Sydney with excellent access to on/off ramps providing ease of movement for goods.

Being centrally located between major distribution centres, Wangaratta is a hub for surrounding regional activity and is within 45 minutes to Wodonga's Logic Centre and STC Rail Freight distribution

### WANGARATTA SNAPSHOT

**Population** 29,197

**Area** 3,644km<sup>2</sup>

Access to labour force of over 23,207

Productive workforce with strong skills in agriculture, logistics, health and manufacturing





## A DIVERSE RANGE OF INDUSTRIES

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Tourism

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Manufacturing

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Agriculture

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Education

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Retail

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Aviation

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Small Business

Ample land 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 which will ensure an adequate supply of diverse land offerings to accommodate future residential and industrial demand and trends.

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

## WANGARATTA CLIMATE

 Avg. max temp 21.8°C

 Avg. min temp 8.8°C

 Mean rainfall 634.2mm

## > Mayors Message

On behalf of the Rural City of Wangaratta, I am proud to present this Investment Prospectus.

Exciting times are ahead for our community, a proactive and progressive council welcomes the opportunity to work in partnership with key business and industry in order to drive further economic growth and job creation within our community.

The Rural City of Wangaratta is committed to realising a strong, diversified and sustainable regional economy. Supporting growth of new and existing industry, enhancing local lifestyle and providing long term employment opportunities are all high priorities for our council.

Adopting a proactive approach, our Economic Development team is committed to providing the assistance and guidance you are seeking to open doors and facilitate your next commercial or industrial investment.

We are strong and adaptable, with a spirit that embraces both our challenges and our opportunities. Whoever you are and wherever you have come from, this is where you want to be.

**Mayor Dean Rees**



## ➤ Manufacturing

Manufacturing is by far the largest sector in term of exports and outputs. Textiles, beverage & food and metal & timber manufacturing produce \$715 million output between them and employ over 1,200 people.

The diversity of manufacturing in the municipality has produced a highly skilled and capable workforce.

Wangaratta's manufacturing sector remains resilient through technical advances, innovative thinking, government growth programs and tax incentives.

### INVESTMENT ADVANTAGES

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**Output** \$715 million

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**Employment** 1,256 jobs

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

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160 hectares of Industrial land

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

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B Double compliant road infrastructure

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Effluent accepted by local authority

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Ground levels on estates are flat, providing easy building conditions

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### INVESTMENT OPPORTUNITIES

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



## > Agriculture

North East Victoria is a highly productive agricultural area with consistent rainfall.

As well as producing quality beef, lamb, dairy, cereal crops and worldclass wines, it also produces a number of world class products such as kiwi fruit, walnuts and chestnuts, stone fruit, berries, capsicums, hops, pig and goat meat/products.

The agricultural sector supports a workforce of over 900 people which equates to 7.5% of total employment in the municipality.

### INVESTMENT ADVANTAGES

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**Output** \$299 million

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**Employment** 960 jobs

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**Industries** Grains, livestock and viticulture

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

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Abundance of ground water storage

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Irrigation licenses are available through Goulburn Murray Water

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Naturally rich, high yielding soils

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### INVESTMENT OPPORTUNITIES

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

## ➤ Healthcare

Employing well over 2,000 people, Healthcare and Social Assistance is Wangaratta's largest employment provider.

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 per head of population all your health care requirements can be 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** \$323 million

**Employment** 2,488 jobs

### HIGHLIGHTS

North East Health

Wangaratta Rural Clinical School

Gateway Health

## > Tourism

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

Wangaratta is the meeting place of the King and Ovens Rivers which provides various water-based activities including canoeing, swimming and fishing.

The region is surrounded by national parks with tracks and trails available in the Warby-Ovens National Park and Alpine National Park.

Experiencing growth in visitation between 8-10% per annum, the high country region presents attractive investment opportunities.

### SNAPSHOT

**Output** \$168 million

**Employment** 825 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 accomodation
- Transport connections
- Cultural heritage offerings
- Cycle products/trails



## > Retail Trade

Wangaratta is a strong regional centre where more than 1,400 jobs are provided in over 3,100 businesses. The strengths of the Wangaratta CBD are its retail, medical and professional services. Together with its recreation facilities, these facilities support a greater regional catchment area.

The attractive retail centre provides a strong platform for future development through pedestrian focussed layout and retail structure. A range of boutique retail, commercial goods and services tenancies are enhanced by several major national tenants including Big W, Kmart, Spotlight, Coles, ALDI, Provincial, Target, Woolworths, Harvey Norman, Bunnings & Officeworks.

### SNAPSHOT

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**Output** \$167 million

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**Employment** 1,442 jobs

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### INVESTMENT OPPORTUNITIES

- Boutique retail
- Major retail chains
- Shopping complex

## Education

Providing over 1000 jobs to our region, Wangaratta has excellent educational facilities to service the needs of your family. Throughout the district, there are various childcare facilities, kindergartens as well as before and after school care available.

The Rural City of Wangaratta is home to 20 primary schools (both rural and town based). Providing education to over 2,600 students, there are 3 secondary colleges as well as tertiary providers such as GOTAFE, Charles Sturt University, The Centre (which provides adult learning opportunities for our region) and the Wangaratta District Specialist School which caters for special needs requirements.

### SNAPSHOT

**Output** \$157 million

**Employment** 1,113 jobs

**Primary Education** 20 primary schools with 2,600 students.

**Secondary Education** 3 primary schools with 2,412 students.

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



### INVESTMENT OPPORTUNITIES

- Open learning institutions
- Tech and innovation
- Health and medical

## > Our Projects

**Council is dedicated to developing our city, these are just some of our current projects —**

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Wangaratta Aerodrome

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Aquatics Project

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Residential Growth Areas

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Low Density and Rural Residential Strategy

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Wareena Park Masterplan

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Glenrowan Heritage Project

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Mitchell Avenue Reserve

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Apex Park Regional Playspace

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Prosecco Road

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King Valley 'Prosecco Road' Masterplan

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## Ways we can help

The Rural City of Wangaratta Council takes a proactive approach to investment attraction through the facilitation and collaboration with key partners to help businesses establish themselves and to prosper within our municipality.

We are serious about attracting new business to the region and are working hard to offer an individually tailored “concierge” service to those interested in establishing themselves in Wangaratta.

We encourage you to make contact with our Economic Development team to arrange your own confidential meeting to begin planning for a long and successful partnership within the Rural City of Wangaratta.

**The Rural City of Wangaratta and its government and industry partners can help bring major investment visions and proposals to life.**

For a confidential discussion on the opportunities available in the Rural City of Wangaratta, our Economic Development team will be glad to speak to you. Please contact us via —

(03) 5722 0888  
economicdevelopment@wangaratta.vic.gov.au

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[investwangaratta.com.au](http://investwangaratta.com.au)

# Investment Prospectus 2021



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**Wangaratta**