



# ECONOMIC INVESTMENT

## REGIONAL INSIGHTS KIT

Exploring investment opportunities

# WELCOME TO LODDON SHIRE

## CEO INTRODUCTION TO THE INVESTMENT OPPORTUNITIES



Thank you for considering the opportunities that the Loddon Shire offers to you, your family and for your business. Having lived in many regions, I can honestly say that the Loddon Shire offers so much more than just a home and I am confident that you will also find great opportunity in this region.

While the features of this region speak for themselves when you explore the possibilities, there are a number that really support our economic prosperity that are worth highlighting.

The Loddon Shire is characterised by a diverse mix of traditional agriculture, new horticultural investments and broadacre and intensive farming. These industries are well supported by our ideal 'Mediterranean' climate and high-quality modernised water supply system.

As local government, we deeply understand the needs of our diverse industries and business sectors and work as a support team to help you realise your goals.

We welcome the opportunity to explore your investment ideas and introduce you to all the elements that make this region a powerful investment opportunity and a desirable place to support the future of your family in a Loddon Valley lifestyle that is so special.

Our community is full of welcoming and enthusiastic people who are passionate about the region, making the Loddon Shire not only a great place to invest, but a truly rewarding place to live. I believe that the combination of our warm-hearted community and our investment ready assets will make your decision to be part of our story the right one.

# ABOUT LODDON SHIRE

## Regional overview

### Understanding our point of difference

The Loddon Shire in northern Victoria is a large and diverse municipality within Victoria's food bowl. It is located approximately 180km north of Melbourne in the Goldfields region of Victoria. Just 30 minutes from Bendigo and surrounded by the major towns of Kerang, Ballarat, and Echuca within a 160km radius, the region is ideally positioned for economic and logistic opportunity as well as lifestyle amenity.

The Shire is populated across several small towns and rural areas. The Loddon Valley's economy is characterised by agriculture and horticulture, particularly grain, sheep, wool, beef cattle, dairy, pigs, and poultry. In recent years, there has also been an increase in viticulture, olives, and fodder crops.

The rich and highly productive soils and ideal climate conditions mean the region has broad appeal for both agriculture and livestock industries.

The Loddon Shire is part of the larger Victorian Goldfields tourist region with significant gold rush history and is also part of the Bendigo UNESCO Creative City and Region of Gastronomy. The Loddon Shire is highly supportive of niche and artisanal producers.

Its diverse landscapes range from rivers, lakes, natural forests, and granite outcrops scattered with wineries to create a natural playground for bushwalkers, prospectors, wine connoisseurs, cyclists and water-sports enthusiasts. These assets connect our visitor economy to tourism industry opportunities.

The uniqueness of the period architecture, history and welcoming community in this region is core to the reasons why many come to live, invest, and share a lifestyle that is appreciated for generations.

Whether you are looking for space to grow your business, a cost-effective place to build a new enterprise, or a safe and friendly place to create your perfect country lifestyle, the Loddon Shire really is the place to grow.



# STRATEGIC ASSETS

## Regional opportunity

### Characteristics of Loddon Shire

The Loddon Shire is characterised by diverse assets that support the mix of production, processing, distribution, traditional agriculture, new horticultural investments, and broadacre and intensive farming.



### Open spaces for industry development

Sectors requiring serviced industrial land and access to major roads and power are well accommodated in Loddon Shire with open spaces designated for industry development. There is great potential for further development of food and beverage processing, stockfeed processing, distribution and logistics and renewable energy and biofuel production.

### High quality modernised water system

Loddon Shire recognises water security as a major factor in the future sustainability of agriculture in the region. Through government and industry collaboration, the vision of drought proofing the region is an increasing reality. Major new stock and domestic pipeline infrastructure, technologies to improve the effective use of water, and enlightened farm practices are building resilience in managing climate variability within Loddon Shire.

The East Loddon Irrigation System upgrade and investment into the South West Loddon pipeline will be further supported by a government commitment to the Mitiamo pipeline, a third project to build water security for rural property and domestic supply. The stabilisation of water supply opens further opportunity in the region for selected sectors such as poultry, piggeries, horticulture, viticulture, and lot feeding.



# KEY STATISTICS

## Regional data

The Loddon Shire has a population of over 7,500 residents, spread among the region's towns and across rural areas. Small towns offer many advantages over larger centres, with quiet streets and friendly, welcoming communities.

Most households comprise family groups, many with younger children, and the area provides all the services required to combine family living with a regional lifestyle.

**\$350M** In excess

Agricultural output

**532,289** hectares

Agricultural holdings

1 Location	200km north of Melbourne [Boort] 36.12°S 143.72°E elevation 90m
2 Distances	Bridgewater to Bendigo 37km, Pyramid Hill to Echuca 77km, Boort to Kerang 52km
3 Population	7,504 [source Australian Bureau of Statistics – Estimated Resident Population as of 30 June 2019]
4 Land area	6,709km <sup>2</sup>
5 Main towns	Boort, Bridgewater on Loddon, Inglewood, Pyramid Hill, Wedderburn
6 Transport	Calder, Loddon Valley and Wimmera highways, Rail and V-Line bus network
7 Temperature averages	January temperature max 29.5° – min 14.8° June temperature max 14.4° – min 4.4°
8 Rainfall averages	Tarnagulla 470mm      Mincha 361mm Yarrowalla 368mm      Wedderburn 468mm
9 Industry by employment	Agriculture (43.4%) Health care services (9.0%), Manufacturing (8.3%)
10 Median property price	Boort \$190,000      Wedderburn \$160,000 Inglewood \$200,000

# LIVING IN LODDON

## Regional lifestyle

### Housing

Many residents of the Loddon Shire have been attracted by a combination of affordability and rural lifestyle. Loddon Shire Council is strategically planning for and supporting population growth by identifying localities in the townships that are suited to new housing development.

The Loddon Shire Settlement Strategy focuses on the role that land availability can play in supporting affordable rural lifestyles with suitable housing. This also sustains economic development by accommodating people moving into the area for employment opportunities.

The aim of Loddon Shire Council is to facilitate land and housing development in a way that enriches the communities and the lives of those who live within them.

### Community and recreational facilities

The Loddon Shire is home to a wide range of sporting teams, community groups, and clubs, with a variety of recreation facilities available. Many sporting teams operate throughout the year, including football, netball and hockey in winter, as well as tennis, cricket and lawn bowls during the summer months.

Other sporting groups include golf clubs, indoor bowls, dancing, darts, horse riding, in addition to harness racing and a clay target club at Boort.

The Loddon River and the Little Lake at Boort both provide ample opportunities for water sports, including kayaking, canoeing, water-skiing, swimming and fishing. There are a large number of walking and bicycle tracks throughout the region, covering a wide variety of different environments and landscapes.

### Employment

Employment in the Loddon Shire is heavily supported by the agriculture sector contributing 43% of jobs and 42% of the economic output for the region. However growing sectors such as food manufacturing and construction also significantly contribute to the employment of residents. Education, health, business services, transport and retail are other important employment sectors within the region.

Bendigo also offers significant employment opportunities for Loddon Shire residents. A sensible commute to increasing employment in major government and health hubs allows for significant career opportunities with the benefit of a balanced rural lifestyle.

*"We're creating more secure government jobs in one of Australia's fastest growing regional cities – and the Bendigo GovHub will bring together hundreds of local and state workers in the heart of our CBD." Member for Bendigo West Maree Edwards*

### Health and community services

The Loddon Shire is serviced by general practice, dental and allied health services across the region. There are two hospitals available to residents through the Boort District Health and Inglewood and Districts Health Service. Bendigo Health is a leading regional health service that further supports Loddon Shire communities. Its comprehensive facility in Bendigo provides a 724-bed hospital with all emergency, maternity, medical imagery, and cancer treatment for the region.

The Loddon region offers a range of services for the aged and disabled. Services include home care and maintenance, personal and respite care, and delivered meals. Loddon Shire Council also provides immunisations for school children, and infant immunisation sessions are conducted at Boort, Dingee, Inglewood, Pyramid Hill and Serpentine.





# EDUCATION

## Prep - Year 12

The Loddon Shire has a wide range of primary and secondary education services. Young families are supported with preschools and primary schools in each of the main towns, and strong emphasis is placed on continual curriculum review and improvement, particularly through the introduction of new initiatives and co-curricular activities. Private primary Catholic schools provide additional options in the region.

The secondary schools offer a progressive and broad variety of curriculum options for students and are committed to high quality teaching.

Vocational programs provide valuable experience and training and encourage younger residents to engage with local industries and businesses. The schools also enjoy well-developed sporting facilities.

Strong links are maintained with regional school clusters and Bendigo private schooling options available via the regional bus services.

# CAREERS

## Pathways to employment

The North Central Local Learning and Employment Network (LLEN) is a not-for-profit charitable organisation working across the Loddon Shire supporting children from birth to 21. A key part of the LLEN's role is a comprehensive set of Careers and Pathways programs.

The LLEN, through a partnership with Loddon schools and the North Central Trade Training Centre, provides qualified career practitioners to work with young people from years 9-12. Each student works one to one with a careers practitioner to develop a Career Action Plan; these plans are a tool to support the development of aspirations, and for young people to investigate pathways for their life beyond school.

A critical role of the LLEN is to bring together and align available resources in the career and pathway space to ensure that young people, their families, businesses and industry in Loddon have access to the best possible assets available to support them to succeed in education, work and life.

# NEIGHBOURING CENTRES

Leveraging opportunities



## Bendigo

The City of Greater Bendigo has a rich and lustrous past, but it has its sights set firmly on a bright and dynamic future. The last decade has seen the City of Greater Bendigo grow as a leading regional arts centre. Currently, Greater Bendigo is taking centre stage for unprecedented investment in infrastructure and strong economic and employment growth. The pleasant climate and surrounding 40,000 hectares of regional, state and national parklands are a strong stimulator of the tourism economy.



## Echuca

The city of Echuca is the closest settlement on the Murray River to Melbourne. Echuca was once the state's most substantial inland river port. Echuca's largest industries nowadays are manufacturing, retail, accommodation and health. Heritage buildings, river boats and the vibrant tourism offering drive strong economic activity. The town also hosts one of world's biggest water ski festivals - the Southern 80, as well as a number of festivals including the Riverboats Music Festival and the Winter Blues Festival. The Echuca region has a temperate climate.



## Kerang

The town of Kerang is located 25 kilometres inland from the Murray River, between the historic Murray River border town of Swan Hill and the agricultural community of Cohuna. Kerang is situated within an irrigation district which produces lucerne, grain and vegetable crops. The commercial centre of Kerang is located along Wellington Street and Victoria Street.



# CONTACT US

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**LODDON**  
SHIRE