

GREATER SHEPPARTON

Your Investment Destination



GREATER
SHEPPARTON



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 fulfils 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 60,000, 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 15.8 per cent of residents born overseas. A high number of residents have origins in Italy, Turkey, Macedonia, Greece, Albania, The Netherlands, United Kingdom, Germany, 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.



ECONOMIC DEVELOPMENT DEPARTMENT

Who We Are

The Greater Shepparton City Council's Economic Development Department consists of nine staff:

- Alicia Keogh, Manager Economic Development
- Leanne Mulcahy, Business Development Coordinator
- Darryl Herring, Transport and Distribution Industry Support Unit Coordinator
- Jane O'Brien, Skilled Migration Coordinator
- Stephanie Inglis, Retail Coordinator
- Geoff Hay, Business Centre Coordinator
- Megan Randall, Marketing Officer
- Marianne Conti, Personal Assistant
- Jo Rathjen, Business Centre Administration Assistant

What We Do

The following is the charter developed for the Economic Development 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 Economic Development 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 Economic Development Department facilitates a range of projects to increase business potential.

These include:

- The Goulburn Valley Business Rural and Industry Network (GV BRAIN)
- The Young Professionals Network
- The Entrepreneurs Network
- The Home Based Business Network
- Shepparton Show Me

How You Can Contact Us

For more information on the Economic Development Department, or for assistance with a business enquiry, please contact (03)5832 9847



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 2006 Census Data)

Industry Sector	No.	%	RV %
Manufacturing	3,422	13.41	11.83
Retail Trade	3,376	13.23	12.25
Health Care and Social Assistance	3,069	12.03	11.42
Agriculture, Forestry and Fishing	2,555	10.01	9.24
Construction	1,855	7.39	8.21

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.

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.

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 16,000 sq.m homemaker centre recently opened on Benalla Road.

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.

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.

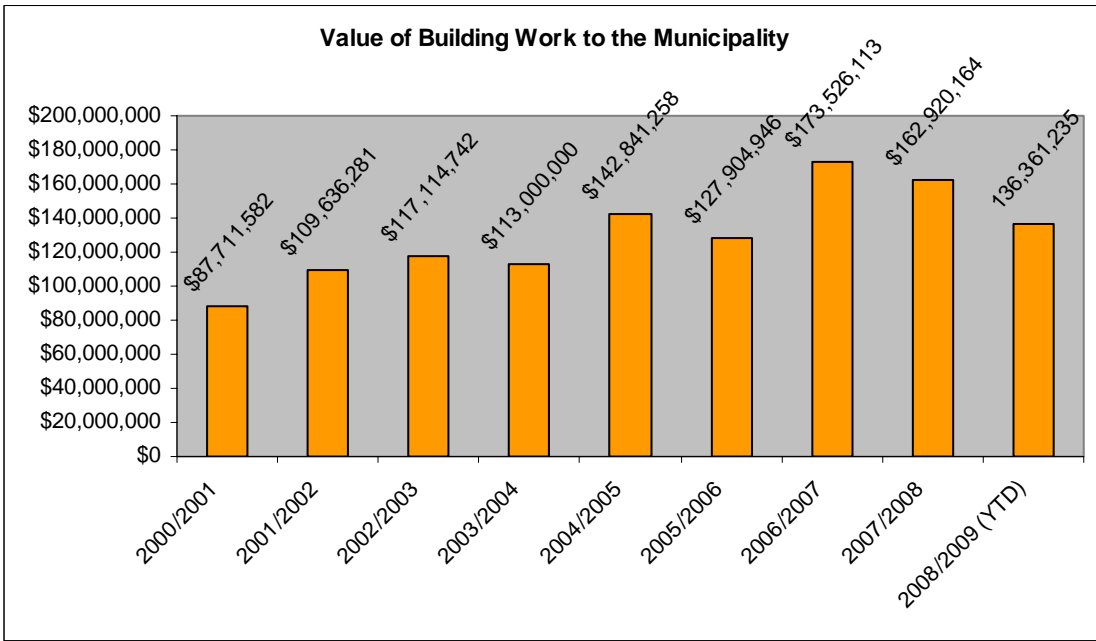
Construction

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



BUILDING AND INVESTMENT

Building and investment activity in Greater Shepparton has continued at a steady rate. The figures for 2008/2009 show the region's investment value YTD of \$113 million.



The current figures for 2008/2009 show that the municipality is on track for another big year.

Graph - Summary of building permits issued 2008/2009

GREATER SHEPPARTON CITY COUNCIL	No.	From 1-7-08 to Apr-09		Same Period Last Year	
		Est. Cost	No.	Est. Cost	No.
New Dwellings	289	60,957,063	361	75,342,707	
Dwelling Additions/Outbuildings/Swimming Pools	628	15,195,148	712	13,897,183	
New Commercial	38	31,945,538	53	28,697,521	
Other Commercial	105	28,263,486	93	17,101,764	
Outside Municipality					
Total	1060	136,361,235	1219	135,039,175	



RECENT INDUSTRY ATTRACTION AND EXPANSION

Excelior Contact Centre

400 Jobs

\$2m investment

On 1 November 2006, the Minister for State and Regional Development, the Hon John Brumby MP announced that Excelior, a subsidiary of the Skilled Group, would be establishing a 400 job contact centre in Shepparton. The company has now completed the renovation of its site at 55 Welsford Street and has successfully opened for short term contract work.

Relocation of Unilever Knoxfield to Unilever Tatura

132 jobs

\$58m investment

In October 2006, Unilever Australasia announced that its dry food manufacturing plant located at Knoxfield would be closed down and relocated to either Thailand or Tatura. In February 2007, after a coordinated approach by the Council, the Tatura office and Regional Development Victoria, the company announced that Tatura was the successful location to accommodate the Knoxfield facility.

This investment will create 132 jobs and will result in the injection of \$58 million into the expansion of the Tatura plant. Without this investment, the long term future of the Tatura plant would have been in jeopardy. This facility currently employs 150 people, and this investment has effectively secured over 280 jobs for Tatura and Greater Shepparton.



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 5.7%.

The local employment agencies listed below will be a helpful reference. Each one is

CVGT Employment
Cnr Welsford and Sobroan Street,
PO Box 195
Shepparton
T: (03) 5823 3400
W: www.cvgt.com.au

Fox Personnel
138 Nixon 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
264 Maude Street, Shepparton
T: (03) 5831 5880
W: www.monarchpersonnel.com.au

Salvation Army Employment Plus
221-225 Corio Street, Shepparton
T: (03) 5820 2800

Skilled
47 Vaughn Street, Shepparton
T: (03) 5831 8719
W: www.skilled.com.au

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

Greater Shepparton City Council
W: www.greatershepparton.com.au/council/employment

Shepparton News classifieds
W: www.localclassies.com.au



REAL ESTATE

Median house price in Shepparton	\$232,000
Median unit price in Shepparton	\$190,000
Average house in Shepparton	3 bedroom
Average block size in Shepparton	873 sq m

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:

- The Channels – 408 allotments
- Archer’s Field – 200 allotments
- Riverview – 109 allotments
- Kialla Green – 256 allotments
- Parkside Gardens – 143 allotments
- Riviera Park – 81 allotments

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

<u>Chilcott Real Estate</u>	(03) 5821 5566
<u>Costa & Co Real Estate Pty Ltd</u>	(03) 5831 7177
<u>Damien White and Son Real Estate</u>	(03) 5822 1221
<u>First National Real Estate—Tatura</u>	(03) 5824 8200
<u>Flanagan & Reed</u>	(03) 5831 1800
<u>Goulburn Valley Real Estate</u>	(03) 5831 4600
<u>John Kiss Real Estate</u>	(03) 5825 4200
<u>Kevin Hicks Real Estate</u>	(03) 5821 8388
<u>L J Hooker Shepparton</u>	(03) 5831 1677
<u>Maskell Estates – Tatura</u>	(03) 5824 8200
<u>Michael Blake First National Real Estate</u>	(03) 5821 9388
<u>Ray Dobson Real Estate</u>	(03) 5831 7777
<u>Ray White Real Estate – Shepparton</u>	(03) 5822 2235
<u>Rosignoli Real Estate</u>	(03) 5821 1277
<u>Settlers Realty</u>	(03) 5824 2300
<u>Sharon Clement First National Real Estate</u>	(03) 5824 8200
<u>Shepparton Real Estate</u>	(03) 5831 5550
<u>Stewart & White Real Estate</u>	(03) 5821 0011
<u>Stockdale & Leggo – Shepparton</u>	(03) 5831 3812
<u>Stockdale & Leggo – Numurkah</u>	(03) 5862 2588
<u>Thomson Real Estate</u>	(03) 5825 4833
<u>Wesfarmers Landmark Ltd</u>	(03) 5821 4822
<u>Youngs & Co – Mooroopna</u>	(03) 5825 4833
<u>Youngs & Co – Shepparton</u>	(03) 5820 8777