

# Hume Region, Victoria, Australia

AN IDEAL INVESTMENT DESTINATION



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Shepparton Civic Centre, Victoria

# Victoria – A strategic location

**Victoria is a strong, flexible economy that is going places.**

**It is one of the strongest and most resilient economies in the western world.**

Whilst the State occupies only 3 per cent of Australia’s land mass, it comprises 25 per cent of the national economy and 25 per cent of Australia’s population. Victoria has a population in excess of 5.5 million with a working population of 3.66 million.

Victoria is the manufacturing, services, innovation and knowledge powerhouse of Australia. It’s an economy built on a tradition of exporting.

In 2009-10, Victorian exports totalled over \$33 billion, including \$20.4 billion in goods and \$12.7 billion in services. In 2009-10, Victoria confirmed over \$3 billion worth of new investments, creating around 115,800 new jobs.

Victoria’s economy is internationally recognised as resilient and one of the few advanced economies worldwide to post positive growth. With economic figures far exceeding Australia’s national average, Victoria has become the nation’s economic engine room, experiencing increases in capital investment, employment and construction activity.

Victoria’s strategic location within the Asian region offers exciting opportunities for investors.

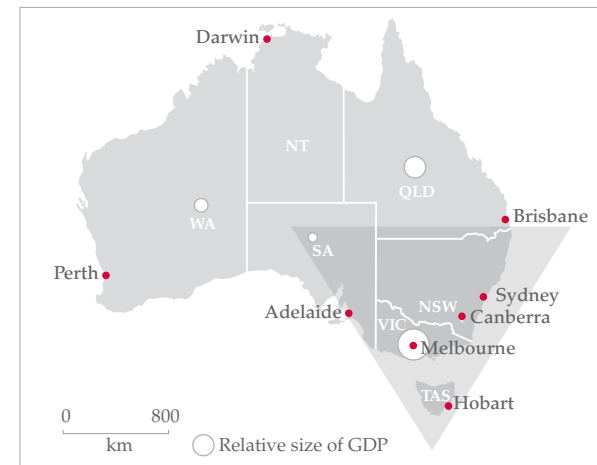
Victoria has diverse industry sector capability. From agricultural produce to manufacturing, resources and the rapidly growing services sector, Victoria continues to provide outstanding opportunities to develop and commercialise competitive technologies, manufacturing and business services.

With its progressive regulatory systems and long-term sustainable government policies, Victoria has become Australia’s largest food and fibre exporting state. With a favourable climate, high quality soils and clean water, Victoria has a world-class agricultural industry which produces goods valued at around AUD\$9 billion a year.

MAP 1



MAP 2



The South Eastern States of Australia comprise 67 per cent of the population and 70 per cent of the economic activity.

### Victoria – A great place to invest...

- > Victoria has a highly competitive business environment supported by a pro-business government that is reducing the costs of doing business by cutting red tape.
- > Victoria has a skilled, creative, educated and multicultural workforce.
- > Victoria has fair, collaborative, productive and innovative workplaces with low levels of industrial disputes.
- > Victoria has the skills and resources business needs to succeed in a changing and increasingly competitive marketplace.
- > Victoria is connected and global: high quality communications, transport (24 hour international airport and Australia's largest container port), business infrastructure and personal networks that connect the world.
- > Victoria is Australia's knowledge, innovation and technology capital, home to many leading research institutions.
- > Victoria has affordable and available land to accommodate all industry sectors, serviced by dependable infrastructure and utilities such as water, energy, roads, rail, IT, education and skills training centres.
- > Victoria has a solid economic base with a strong legal and regulatory environment.
- > Victoria has the skills and government programs to facilitate significant and complex investment projects.
- > Victoria has a stable investment climate with economic, political and social stability.
- > Victoria's time zone bridges European, Asian and US working hours.



# Regional Victoria

Regional Victoria offers a diverse and dynamic business environment, thriving industries and skilled professionals. Regional Victoria has approximately 26 per cent – 1.6 million of the State’s population.

## Regional Economy

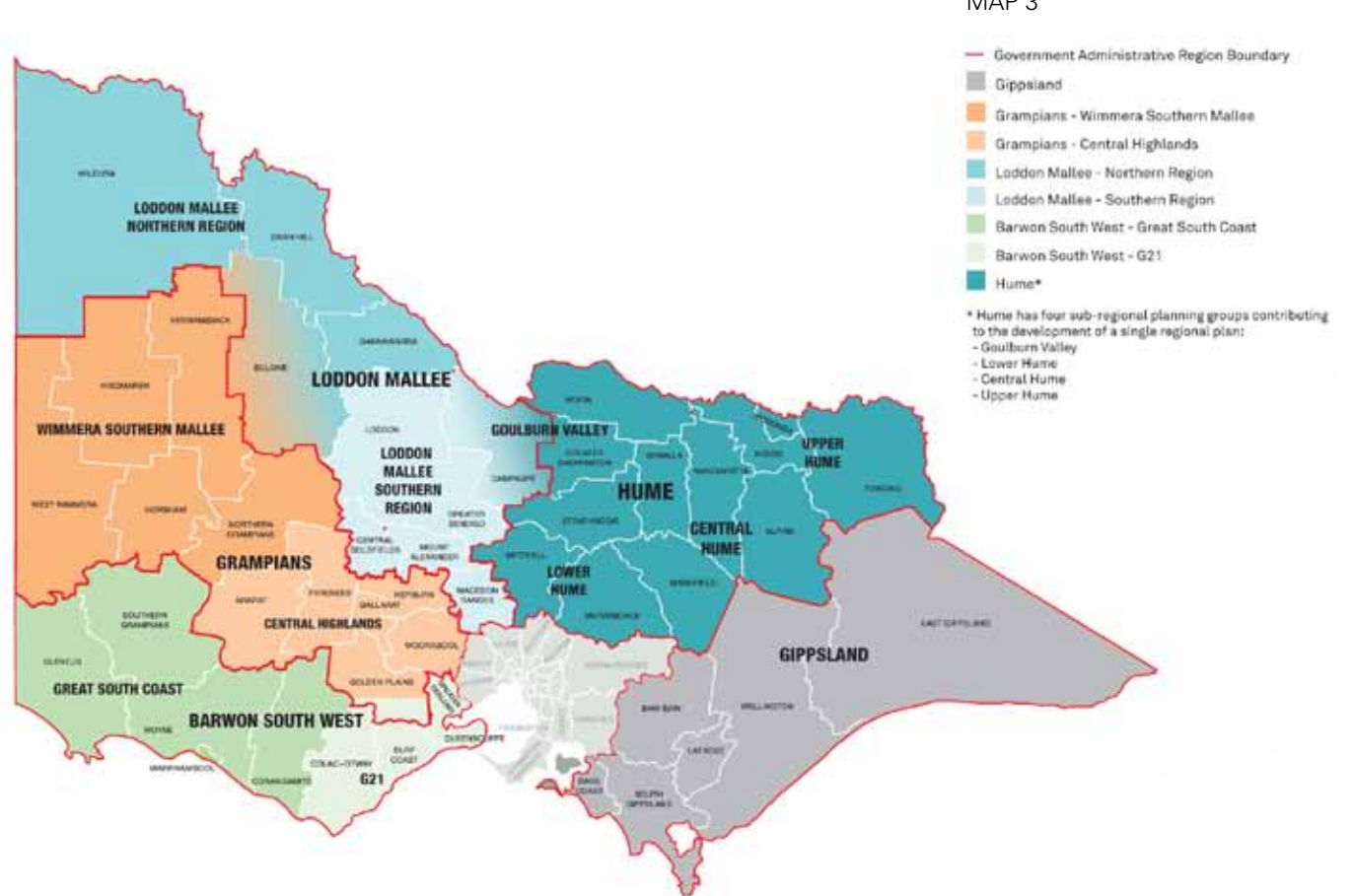
In 2010, investment confidence in regional Victoria was high, with \$898 million in capital investment, employment growth of more than 5 per cent and exports worth \$260 million. Despite the effects of the recent economic worldwide downturn, regional Victoria now contributes \$62.6 billion to the state’s economy – a 30 per cent increase on the last 10 years.

The attraction of industry and business to Victoria is also strengthened by the availability and development of industrial land that is serviced by water, energy, roads, ICT, education and skills training centres.

Regional Victoria is comprised of five distinct and unique regional locations. (See Map 3)

**North East Victoria (Hume)** includes the regional centres of Wangaratta, Shepparton, Benalla and Wodonga. The region is northern gateway to Victoria’s famous High Country and Alpine resorts. Industries include dairy processing, wine production, food processing, manufacture and technology. The Goulburn Valley, one of Australia’s major fruit and dairy production regions, exports to countries all over the world. The regional airport at Albury-Wodonga has direct links to Melbourne, Canberra and Sydney.

MAP 3



# The Hume Region, North East Victoria

The Hume Region is one of Victoria's five regional areas with a population over 320,000. This region in the state's north east is one of Australia's fastest growing regional areas. Its growing economy is driven by access to intensive irrigated land, a quality workforce of around 120,000 and its strategic location in the Melbourne-Sydney-Brisbane national freight corridor.

The Hume Region comprises twelve local shires which provide a range of investment opportunities. These local shires are grouped into four sub-regions with distinct geographic, environmental, economic and social characteristics.

## Upper Hume

Featuring rich agricultural land, this area produces world class food and wine, timber production, large scale manufacturing, transport & logistics and higher education (Wodonga);

## Central Hume

Home to major manufacturing (textiles, timber and engineering), food processing, transport and distribution activities, it is the regional headquarters for several state government agencies.

## Goulburn Valley

With fertile irrigated agricultural land, it is the centre of a major fruit and vegetable processing industry, known as Victoria's food bowl. Shepparton is a main transport and logistics hub for manufacturers & food processors; health and higher education services.

## Lower Hume

As a traditional beef and wool production region, agricultural (horticulture, viticulture, dairy, cropping), timber industries, lifestyle farms, light industrial and manufacturing, tourism and equine sectors make up the major proportion of businesses. It is also the closest sub-region to Victoria's capital, Melbourne.

## Why invest in the Hume Region?

- > A diversified economy with strengths in manufacturing, agricultural production, food
- > processing, packaging (warehousing, freight) and logistics.
- > Home to the famous Goulburn Valley, referred to as Victoria's Food Bowl, a significant agricultural
- > region that produces raw and processed products.
- > Offers sustainable-friendly planning schemes which provide residential, industrial, business and farming land as well as special-use zones, such as freight and logistics precincts.

- > Strategically located, well-developed transport networks with logistics hubs to cater for bulk haulage, linking the towns and cities of Victoria to regional and national highways, rail freight lines, airports and the Port of Melbourne.
- > Provides quality infrastructure which is paramount in the retention and attraction of labour. Utilities such as natural gas, electricity, water and sophisticated telecommunications services as
- > well as health, medical, professional, passenger transport, retail, trades and educational services
- > are readily available.
- > A skilled workforce with specialists in a range of industries and disciplines.

**The Hume region is investor-ready, offering investment security for a diverse range of business pursuits.**

# A Thriving Economy

The Hume Region's reputation as an economic success is mainly due to its investments in manufacturing, food processing, information and communications technology, timber, and business services sectors.

Hume continues to attract investors due to its:

- > world-class infrastructure;
- > highly skilled workforce;
- > industry networks;
- > research and development facilities and expertise;
- > comprehensive infrastructure; and
- > government support to key industries.

## Labour Force

The Hume Region has a skilled and dedicated labour force of approximately 110,000, with a strong work ethic and a high degree of entrepreneurial ability.

The region provides various educational facilities that offer opportunities for vocational, technical and skills training as well as university courses that respond to the needs of existing and emerging industries.

The Hume Region offers a range of job opportunities in areas such as the agribusiness industry, engineering, timber, construction, mechanics, education, finance, health, food and hospitality, information technology, marketing, tourism, viticulture and manufacturing.

Many of Australia's major employers are based in the Hume Region, including Woolworths Distribution, Visy Board (packaging & logistics) Mars, National Foods, Uncle Toby's, Unilever, Murray Goulburn, Tatura Milk Industries, SPC Ardmona (food), Alpine MDF, Monsbent and Carter Holt Harvey (timber).

## Export

The Victorian Government supports a wide range of initiatives and funding in the Hume Region to help companies export.

Many national and international companies manufacture in the Hume Region for the export market. Asia is the predominant export focus, while companies also export to the USA, Europe and the Middle East.

Dairy processing is one of the largest manufacturing industries in the Hume Region and a large share of finished dairy product such as milk powders, nutritional supplements, infant formula and cream cheese are exported through the Port of Melbourne.

Murray Goulburn production plant sites in Cobram and Keiwa are the largest exporter of containerised dairy goods alongside Nestle, Fonterra and Tatura Milk Industries and Bega Cheese.

Excellent transport connections between all intermodal forms such as rail, road and air, combined with strong regional agricultural production, provide high export potential.

The proximity of Victoria's primary agricultural regions, manufacturing facilities and related resources such as transport, distribution and logistics, makes Hume particularly attractive for export.

# Leaders in Innovation, Research and Development

Research and development is an important component of every company's future prosperity. The Hume Region is no different and research and development is undertaken by a number of companies in the region.

A key principle of the Hume Region's innovation strategy is building the capacity within the local economy through:

- > Research and development;
- > Industry cluster development;
- > Advocacy for key regional projects; and
- > Finance and venture capital structures.

This strategy is led by industry, which capitalises on the interaction with related industries and sharing of intellectual capital. This industry strategy is attracting potential domestic and global investment.

A number of research and development bodies operate and support industries across the region such as Dairy Innovation Australia, the Food Technology Association of Australia and the Commonwealth Scientific and Industrial Research Organisation (CSIRO).

The Hume Region possesses many examples of research and development initiatives over a range of industries. From dairy, agriculture, packaging to engineering, many companies have in-house research and development programs in place.

## Irrigation Innovation

A joint venture initiative of Melbourne and Monash Universities with a multi-disciplinary team of research, IT and industry specialists, National Information Communications Technology Australia and Goulburn Murray Water were brought together to develop irrigation control systems to bring about more efficient water use.

The resulting technology consists of a wireless network of sensors and actuators combined with sophisticated irrigation control software. This technology initiates irrigation events exactly when required and then stop irrigation to minimise water wastage.

## Fonterra Australia

One of the world's largest dairy operations, Fonterra, commenced a company-wide carbon dioxide (CO<sub>2</sub>) emissions information program as part of the original Australian Greenhouse Challenge in 1995. It now reports to the Australian Federal Government's National Greenhouse and Energy Reporting scheme.

Fonterra's operations now report to the National Pollutants Inventory, the Environment and Resource Efficiency Plan, and the National Packaging Covenant. At Fonterra's Dennington site, operational procedures have been optimised to turn the dryer's primary inlet fans off when the dryer is not on-product, rather than leaving the dryer on stand-by mode or even a low setting idle mode. This saves 210 tonnes of greenhouse gasses per year via gas and electricity savings.

While at Fonterra's Stanhope site, the waste water treatment plant aeration control has been optimised using real-time dissolved oxygen control. This saved 56,000 kWh of electricity in the first month following commissioning and is equivalent to 68 tonnes of CO<sub>2</sub> for the month.

## Shorko Australia

Shorko Australia produces polypropylene resin packaging materials in a vast product range. More specifically, Shorko produces Bi-axially Orientated Polypropylene "BOPP" films for a wide range of versatile applications including flexible packaging, labelling over wrap and injection moulding.

It has a highly skilled workforce and strong production, engineering and technical teams to ensure efficient research and development. The research and technology team works together with customers, its manufacturing and sales units in developing new products and improving existing products.

Shorko has more than 20 years experience in the global "BOPP" market. Its ongoing high standard of innovation is a consequence of close cooperation between technical organisations, customers, suppliers, universities and research organisations to meet changing market requirements.

## Major Industries in Hume

### Agriculture

Many of Victoria's major rivers are located in the Hume region and the availability of water close to its source is a major economic driver for the region.

With access to water from river systems and valuable groundwater resources, the Hume Region supports a large number of irrigation-based industries of national significance such as dairy, horticulture and viticulture, while also supporting large areas of dryland farming.

The region contributes to over 25 per cent of milk production and 35 per cent of fruit and vegetables grown in Australia, including stone fruit, berries, pome fruits, tomato, citrus, numerous varieties of vegetables (including Asian), herbs, olives, wine grapes and horticultural products.

The region also has a number of specialist abattoirs including JBS Swift, Gathercoles and Norvic Foods which process cattle, sheep, goat and deer meats.

According to the Australian Bureau of Statistics, the gross value of agricultural and horticultural production in the Goulburn Murray Irrigation District (GMID) is around \$2.2 billion and accounts for 25 per cent of the value of Victoria's agricultural production.

### Manufacturing

A diverse number of products are manufactured in the Hume region, demonstrating its considerable capacity in manufacturing. Manufacturers of food, textiles, plastics, electrical equipment, defence munitions, timber, steel fabrication and farming equipment are located in the region. Hume's employment base is underpinned by these strong and diversified industries, giving it a stable base.

This strong manufacturing base supports opportunities in areas such as:

- > Specialist dairy foods (gourmet cheese, powder-based foods – such as health protein shakes and infant formula);
- > High value food processing for meat, cereals and horticultural produce;
- > Engineering including electrical transformers, farming equipment and steel fabrication solutions; and
- > Food and industrial packing solutions.

Hume is the ideal location for advanced manufacturing and food processing projects offering investors a clean, green and highly innovative environment with world class infrastructure. It is a proven location

with an established and experienced manufacturing labour force; a range of educational institutions; a critical mass of transport, warehousing and packaging companies and a comprehensive supply chain network.



## Transport, Logistics & Packaging

The Hume region has significant state and national transport infrastructure that connects with major road and rail systems around Australia. The strategic locations of regional centres along the Hume “corridor” (connecting Melbourne and Sydney), makes it the most important interstate freight route in Australia.

Transport and logistics in Wodonga offers fully functional, state of the art road-based logistic and warehousing facilities providing substantial saving in supply chain logistics. The regional city of Shepparton is also a major trucking and transport hub for local primary producers, food processors and manufacturers. It offers efficient options to shipping ports and major metropolitan markets.

With a range of agricultural and specialist food companies in Hume, packaging solutions have become an integral part of the region’s supply chain. Innovative companies producing carton machinery, case packing solutions and equipment, extrusion technology and specific packaging for fresh produce for domestic and export markets are increasing the efficiency of warehousing services.

With the emphasis on export and large national markets, efficient logistics and transport mechanisms ensures the future of the Hume region’s capabilities to meet investors’ needs.

## Water Technology

The Hume region has access to a high quality and efficient water supply. Large water storages on the Murray, Goulburn and Mitta Mitta rivers have significant environmental and economic value for the region, particularly for irrigation and hydroelectricity.

According the Australian Bureau of Statistics, the gross value of agricultural and horticultural production in the Goulburn Murray Irrigation District (GMID) of the Hume Region is around \$2.2 million and accounts for 25 per cent of Victoria’s agricultural production value.

To support growth of the water technology industry, the Victorian Government and private investment have combined to form the Northern Victorian Irrigation Renewal Project (NVRIP) to ensure a reliable water infrastructure for the future. NVRIP is using innovative radio controlled, solar-powered technology engineered by local companies to automate the modernised irrigation channels to monitor water flow.



## Expertise through Clusters

Clusters are geographic concentrations of similar, related or complementary businesses with active channels for transactions, communications and dialogue that share specialised infrastructure, labour markets and services.

The Victorian Government's Regional Innovation Clusters Program (RICP) was developed to strengthen innovation, encourage better business partnerships and stimulate new economic business investment, productivity and competitive advantage in rural and regional Victoria.

### Hume Region Clusters

To drive regional industry development, the Victorian Government is constantly creating and supporting industry clusters across regional Victoria under RICP. In the Hume region the following clusters have been established:

#### Water Technology Manufacturers

A cluster of high performing manufacturers of innovative water technology systems, equipment and associated service providers are located in the Hume Region.

The aims of this cluster are to develop innovative technologies to identify solutions in water efficiencies through detailed analysis, facilitate export opportunities, develop marketing and branding strategies and undertake audit and skills analysis.

With the rapidly growing agricultural market for water management equipment such as pumps, tanks, pipes, sprayers and automation equipment, the region has service providers that can add value to the agribusiness sector, therefore capitalising on the market by generating more products with less water.

#### Rubicon Automated irrigation gates

Rubicon, manufacturers of irrigation systems in the Hume Region, has developed computerised aluminium irrigation gates and software technology allowing efficient access to a reliable water supply. Innovative companies such as Rubicon are an integral part of the region's economy and help to facilitate a diverse range of agricultural production.

#### North East Thoroughbred Industry

The aim of the North East Thoroughbred Cluster is to have this region recognised as the centre of breeding excellence.

With the establishment of a North East Thoroughbred cluster, education courses for safe handling and management of horses have up-skilled staff and assisted to meet industry needs.

Cluster members believe that since its establishment, the cluster has been a catalyst for some of the investment in property and bloodstock in the area totalling well over AUD\$100 million. It has also helped to generate inward buyers missions from overseas syndicates.

The Hume region is experiencing strong growth in the equine industry, with major thoroughbred horse studs and training facilities moving into the area such as Blue Gum Farm, Darley Stud and Swettenham Stud.



## A Location of Choice

Australian and global companies choose the Hume Region as the location of their operations to service national and international clients. A snapshot of companies in the region are:

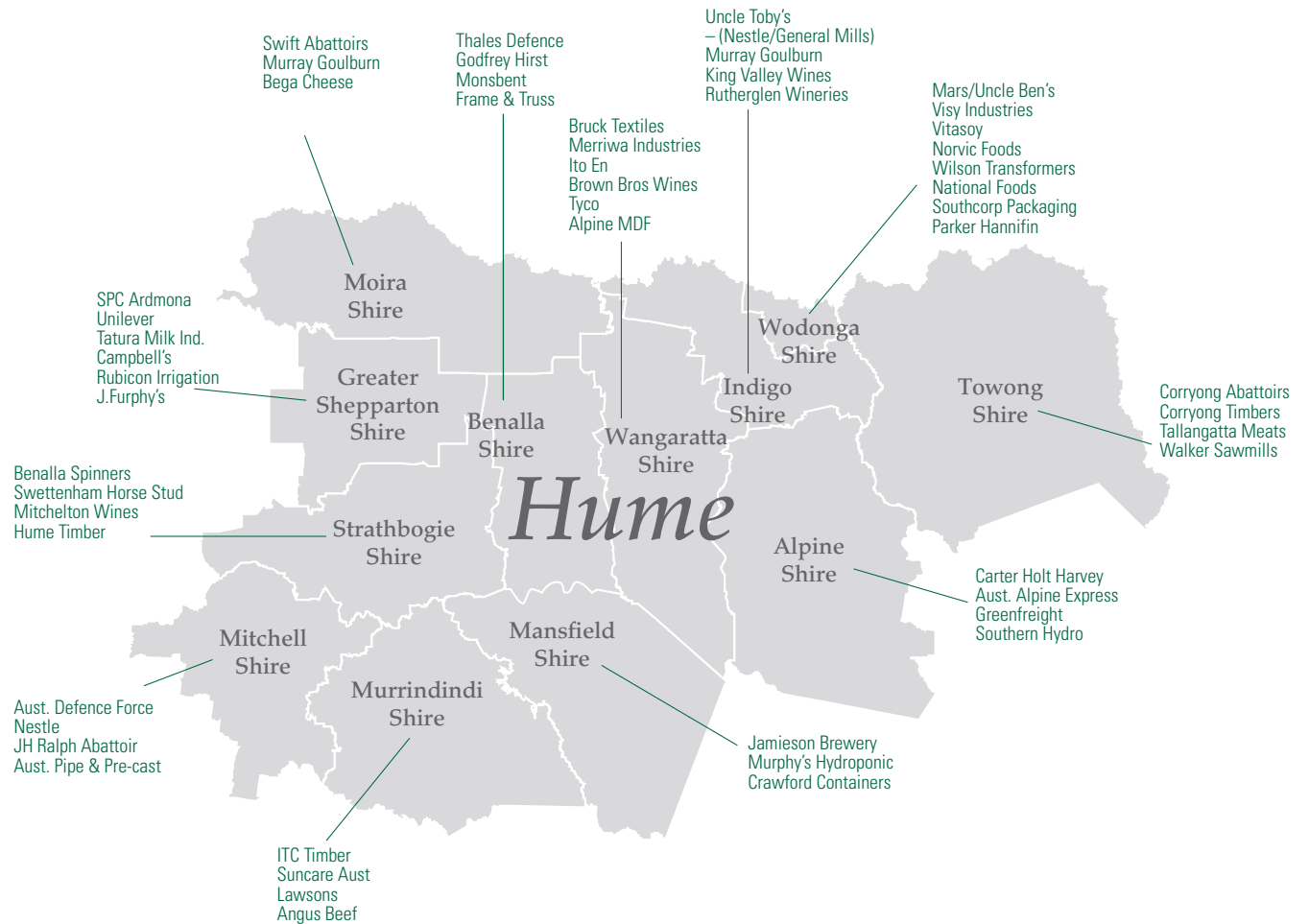
### Mars (Masterfoods)

With a turnover exceeding AUD\$1 billion, Mars is one of Australia's leading consumer brands companies, supplying local and export customers with high quality snackfood products. Mars Petcare Australia is the leading manufacturer of petcare products in Australia.

The manufacture of petfood products is located in the Hume Region's City of Wodonga. As market leader, Mars exports to markets around the world and employs over 800 workers at the Wodonga plant. The company's research and development (R&D) use the combined know-how of science and technology with consumer insight to make their products.

Mars Australia interface with many functions across its business network. The innovation process makes use of an understanding of consumers and the ability to translate these insights into concepts, prototypes and commercialised products. Functional areas within R&D include new product development, quality and food safety, process, packaging development and design and new technology.

[www.marsgraduates.com.au](http://www.marsgraduates.com.au)



## Murray Goulburn Co-operative

Murray Goulburn Co-operative was formed in 1950 and has grown to become the largest processor of milk in Australia. With manufacturing plants located throughout Victoria, Murray Goulburn employs more than 2,000 workers.

Murray Goulburn's global network of contacts in research facilities means that it is at the forefront of world dairy technology. A division of Murray Goulburn, MG Nutritionals, produces specialised proteins and nutritional supplements. The company's infant formulae and speciality powder plant is located in the the region.

Murray Goulburn is the nation's largest exporter of processed food, exporting to over 100 countries. Its milk intake of 3.3 billion litres represents 36 per cent of the total Australian milk production. Murray Goulburn has a turnover of approximately AUD\$2.65 billion and its international business accounts for approximately 8 per cent of world dairy trade.

[www.mgc.com.au](http://www.mgc.com.au)

## J. Furphy & Sons

J. Furphy & Sons is an Australian engineering icon. Established in 1864, it is fifth generation family-owned and employs more than 120 workers. It has evolved as a multifaceted engineering firm with a galvanising plant, a steel component supply business which incorporates laser cutting and press brake folding.

Furphy supply the food, dairy, brewing, chemical, manufacturing and oil & gas industries with high quality storage, processing, materials handling and structural equipment. They are particularly strong in the field of stainless steel and heavy carbon steel plate tank and vessel manufacture.

The multi-divisional operation includes the Furphy Galvanizing Group which operates three hot dip galvanizing plants, Furphy Laser, and Furphys Engineering. All are all successful in their own right, but combine together to form a unique one-stop metal trades centre.

[www.furphys.com.au](http://www.furphys.com.au)



## Bega

Bega Cheese's Dairy Products Unit manufactures a total of 20,000 tonnes of bulk cheddar, whey powder and butter per annum. The processing and packaging unit produces 50,000 tonnes of value-added cheese products including cheddar cheese retail packs and processed cheese products. More than 50 million Bega branded products are sold throughout Australia each year.

The Strathmerton facility in North East Victoria employs over 200 people and provides cheese cutting, packaging and processing expertise to its existing export business and new product development.

[www.bega.net.au](http://www.bega.net.au)

## Unilever

Unilever Australia Limited is one of the leading manufacturers and suppliers of food and household products in Australia. Unilever operates at their plant in the Hume Region employs more than 200 people in Tatura.

Unilever produces various flavours of spreads, gravy mixes, iced tea, pasta and chicken sauce and liquid and powdered stocks that are used in continental cooking. Their products are available throughout Australia's network of supermarkets and retail centres.

[www.unilever.com.au](http://www.unilever.com.au)

## Bruck Textiles

Bruck Textiles Pty Ltd, Australia's largest manufacturer of woven fabrics, is 100 per cent Australian owned and employs more than 500 people.

Bruck manufactures industrial, corporate and uniform apparel fabrics and is a major supplier of fabric for garments worn throughout the Australian industrial workforce, Australian Defence Forces, Rural Fire Authorities and State Police Departments. Bruck's textile finishes include soil/stain resistance, flame retardant, water repellent, anti-microbial, breathability and more.

Bruck continues to research and invest in new products and markets to ensure it remains at the forefront of the textile industry. Bruck's internal textile-testing laboratory is independently accredited by the National Association Testing Authority (NATA) and internal Quality Assurance systems comply with AS/NZS ISO 9001:2000. All fabrics are available in a variety of finishes to maximize performance and versatility.

[www.bruck.com.au](http://www.bruck.com.au)

## Tatura Milk Industries

Tatura Milk manufactures dairy ingredients, cream cheese, powders, infant formula and nutraceuticals for the domestic and global market. In April 2007 Bega Cheese acquired a 70 per cent stake in the Victorian-based dairy company, Tatura Milk Industries. It now employs around 300 workers at its Tatura facility.

Tatura Milk Industries aims to deliver innovative solutions by supplying the highest quality nutritional products. Approximately 70,000 tonnes of manufactured products are produced per annum using state of the art technologies and systems.

More than 60 per cent of the total production is exported to Japan, Korea, Malaysia, Singapore, Indonesia, China, Philippines, Thailand, Taiwan, Hong Kong and Europe.

[www.tatmilk.com.au](http://www.tatmilk.com.au)

## Uncle Toby's

The Uncle Toby's brand is iconic in the Australian market with unparalleled respect in the areas of nutrition and vitality. Its facility at Wagunyah in North East Victoria employs over 800 workers.

Uncle Toby's products have been recognised for their health benefits, providing natural wholegrain to consumers. The emphasis on producing outstanding cereal products has aligned them with the Australian Health Foundation and various sporting institutes.

The strategic focus of Uncle Toby's is on nutrition and health with breakfast cereals representing more than 40 per cent of Uncle Toby's sales. They also produce healthy snackfoods such as muesli bars, fruit roll-ups, snack biscuits and popcorn.

[www.nestle.com.au/uncletobys](http://www.nestle.com.au/uncletobys)

## SPC Ardmona

Australia's premier fruit and vegetable processing company with a current turnover of approximately \$500 million dollars, delivers products sourced from the Hume Region.

After being acquired in 2005 by Australia's largest beverage company, Coca-Cola Amatil (CCA), SPC Ardmona was further strengthened with over \$65 million of additional capital investment on state-of-the-art warehousing, new production capacity and optical sorting technology to improve the Company's Goulburn Valley manufacturing operations.

[www.spcardmona.com.au](http://www.spcardmona.com.au)



## Vitasoy

Vitasoy Australia Products Pty Ltd (VAP) was created as a joint venture between Vitasoy International Holdings Ltd. and National Foods Ltd. The joint venture commissioned and built a state of the art production facility to produce soymilk products in Wodonga, Victoria.

Vitasoy products are made from locally grown whole grain soy beans that are free from genetic modification. They also produce two variants of ricemilk that are made from GM free Australian grown rice. Vitasoy protein-enriched ricemilk has the highest level of protein of any ricemilk on the Australian market.

Vitasoy International Holdings is a listed company on the Stock Exchange of Hong Kong with production facilities located in Hong Kong, Mainland China, Australia and the U.S.A. Vitasoy International Holdings is available in over 30 markets.

[www.vitasoy.com.au](http://www.vitasoy.com.au)

## Campbell's

Campbell's manufacturing facility was opened in Shepparton in the 1960s and is a private subsidiary of the worldwide Campbell's Soups organisation. Today, the Lemnos plant near Shepparton employs over 100 people.

The Hume Region was chosen by Campbell's for its plentiful supply of water available in the region, abundance of labour and suitable transport infrastructure.

Hume is a large tomato growing area where sufficient land was available to accommodate the Campbell's agricultural research establishment and plant building.

[www.campbellsoup.com.au](http://www.campbellsoup.com.au)



## Connecting Hume

The Hume region has significant state and national transport infrastructure connecting major road and rail systems. The strategic location of the towns and regional cities along the Hume corridor makes it the most important interstate freight route in Australia.

- > The Hume Freeway connecting the two largest Australian cities (Melbourne and Sydney);
- > B-double truck access on two major highways close to the Melbourne to Sydney rail line;
- > The Goulburn Valley Highway which is a major arterial road connecting the region;
- > Intermodal facility at Mooroopna and a major transport distribution hub at Wodonga which have direct access into the Port of Melbourne;
- > A dual standard gauge rail line from Melbourne to Wodonga;
- > A number of major aerodromes and commercial passenger and freight services in Wodonga, and
- > There is also a proposed major distribution centre for Beveridge in the South of the region.

Transport and logistics facilities at Wodonga serve the eastern seaboard of Australia (where 75 per cent of Australia's population live). The close proximity of the Melbourne to Sydney rail link offers the potential for substantial savings in supply chain logistics. At this site, Woolworths is operating a 58,000m<sup>2</sup>, \$100 million Regional Distribution Centre on a 25 Hectare site.

Shepparton is a major trucking and transport hub for local primary producers, food processors and manufacturers. The area offers efficient transport options to export ports and major metropolitan markets with the capacity to service on-track terminals

With the emphasis on export and large national markets and the efficient logistics and transport mechanisms, particularly with freight to Melbourne, ensures the future of the Hume Region's transport and logistics capabilities to meet investors' needs.

MAP 4



# Education & Training

The Hume region offers a broad range of education facilities and opportunities for learning and skill development to meet industry requirements.

Hume's skilled workforce complements its thriving economy with healthy, resilient and sustainable communities.

The largest percentage of the local workforce is in manufacturing, followed by retail, health, agriculture, construction, education and training.

## Universities

La Trobe University at Wodonga and Shepparton campuses offer a wide range of tertiary courses:

- > Science, Environmental Management and Ecology
- > Business & Commerce, Accounting
- > Education, Arts
- > Nursing, Psychology
- > Social Work and Human Services.

There are around 1,500 students enrolled at these campuses.

At The University of Melbourne's Rural Health faculty, Shepparton, courses in medicine, dentistry and other health sciences are offered.

The University of Melbourne's Dookie campus also offers Agriculture and Food Systems and Resource Management (Environmental). In addition, the presence of specialist centres such as the Equine Veterinary Centre, Equine Speciality Training Centre and The Wangaratta Technical Education Centre complement these institutions with the opportunity for specialist skills training.

## Technical and Further Education Colleges (TAFE)

TAFE at Wodonga, Shepparton and Wangaratta are committed to the provision of relevant programs and services to the diversity of industry in the region. TAFE colleges have helped more than 24,000 students gain skills in the Hume region over the past 20 years.

TAFE Colleges deliver education and training internationally with many close links to the Asia/Pacific region. These colleges aim to engage individuals for employment, develop industry enterprise capability and strengthen community capacity.

Hume Region's TAFE colleges offer training in the areas of:

- > Business, communications and service industries;
- > Community services and health;
- > Horticulture and agriculture;
- > Building and construction, interior design, engineering, metal fabrication;
- > Transport, distribution and logistics, forestry and civil construction through the National Industrial Skills Training Centre (NISTC);
- > Motorsports through Motorsports Training Australia (MTA) specialist centre;
- > Consultancy and other services, educational research, educational resource; and
- > Traineeship and employment services, training and instructional design.

## Hume Campus Locations

### Australian Institute (AI)

Albury-Woodonga NSW/VIC

### Charles Sturt University (CSU)

Albury-Woodonga NSW/VIC

### Goulburn Ovens Institute of TAFE

Benalla  
Dookie  
Shepparton  
Wangaratta  
Seymour

### La Trobe University

Albury-Wodonga  
Shepparton

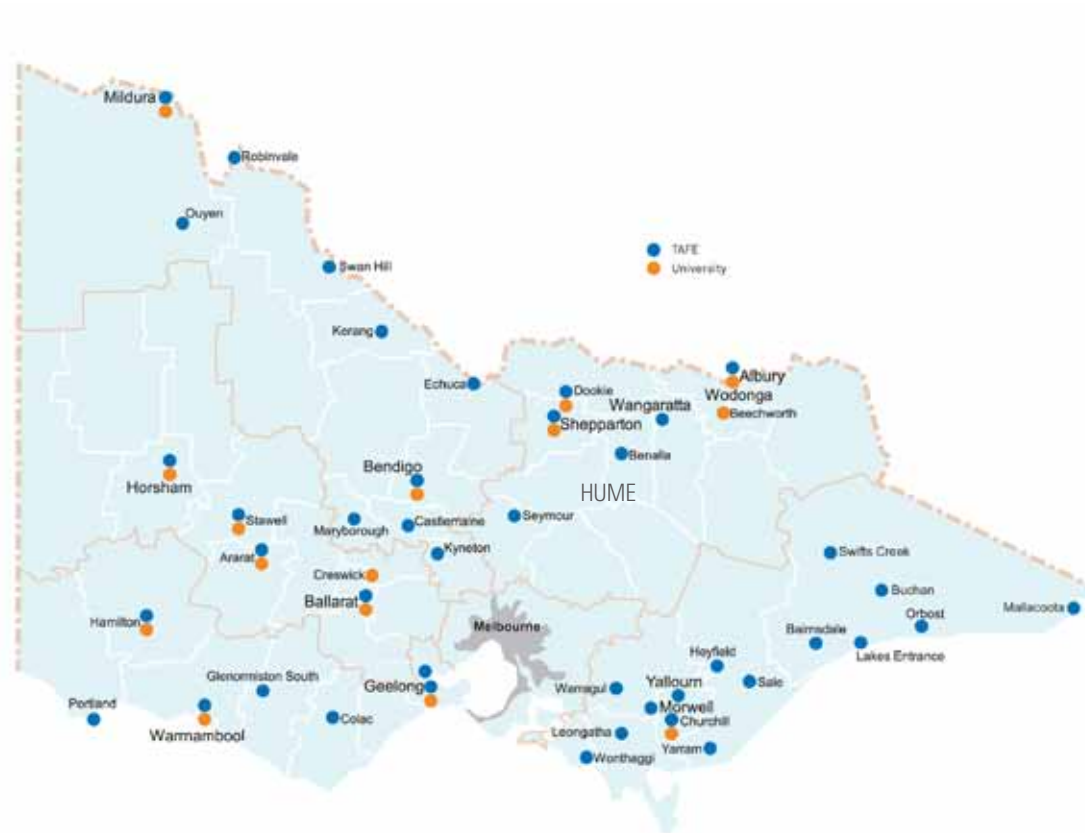
### University of Melbourne

Dookie  
Shepparton

### Wodonga Institute of TAFE

Albury-Woodonga

MAP 5



Source: Skills Victoria 2011

## A Great Place to Live, Work and Invest

Victoria is a wealth of diverse regional areas and attractions, from sweeping coastline to national parks and forests teeming with wildlife to wineries, lakes and mountains offering skiing, climbing and hiking. Best of all, many of Victoria's unique and varied landscapes are located in the Hume Region.

Victoria's seasons are the reverse of those in the northern hemisphere. The climate can be characterised as warm to hot in summer (December to February), mild in autumn (March to May), cool and damp in winter (June to August), and cool to mild in spring (September to November).

### A Snapshot of Hume

The Hume Region is a great place for a healthy family life, offering an enviable lifestyle. It features:

- > Home of the Goulburn Valley, one of Australia's major fruit growing regions. Products from this region are exported all over the world.
- > Extensive education services and institutions such as primary and high schools, Melbourne, Charles Sturt, La Trobe and Swinburne Universities, Technical and Further Education (TAFE) Colleges at Wodonga and Wangaratta and a number of other facilities across the region.

- > Comprehensive health services such as private and public hospitals, aged care facilities, disability services and specialist health care providers;
- > Affordable living and job opportunities. Housing construction is growing strongly, boosting investment levels in areas of fast population growth.
- > World-class wines and gourmet food, cultural heritage (galleries and museums), award-winning restaurants and shopping. The well established and popular wineries of Brown Brothers, Mitchelton and Tabilk operate in the Hume Region.
- > Regional cities and shire councils in the region actively promote economic development to establish businesses that meet the community's needs. Businesses in the region enjoy the country values of stability and commitment, stable industrial climate and proximity to raw materials.

The Hume region provides a solid foundation not only for investment, but it is also a great place to live.



## A Choice of Residential Properties and Locations

Living in the Hume Region is supported by well-established comprehensive infrastructure, including utilities, business and professional services, transport connections, retail, health and education.

Residential properties in all areas of Hume are in good supply and prices are well within affordability.

### Median House Property Prices

Location	House	Unit	Distance to Melbourne
Benalla	\$165,000	\$162,500	210 kms (1h 20m)
Seymour	\$259,000	\$240,000	105 kms (1h)
Wangaratta	\$160,000	\$120,000	235 kms (2h 30m)
Wodonga	\$250,000	\$205,000	300 kms (3h 10m)
Shepparton	\$185,000	\$165,000	190 kms (2h 10m)

### Median Weekly Rental Prices

Location	House (2-3 Bedrooms)
Benalla	\$200
Wangaratta	\$180
Wodonga	\$230
Shepparton	\$225

Source: [www.liveinvictoria.vic.gov.au](http://www.liveinvictoria.vic.gov.au)

Note: Prices subject to change

## Property in Hume

### An Advantageous Commercial Property Location.

The attraction of industry and business to the Hume Region is strengthened by the availability and development of industrial land that is serviced by water, energy, roads, ICT technology, education and skills training centres.

The Hume Region offers competitive commercial property locations in terms of availability and cost. To lease commercial properties in central locations, close to industry or supply chain infrastructure, the Hume Region provides many options.

Leased commercial floorspace in the Hume Region mostly range between AUD\$200 – \$250 per square metre, depending on location proximity to major cities.



# Connecting the Regions of Victoria

Victoria's economy will continue to grow through efficient and effective transport links that connect people to jobs and goods to market. The Victorian freight and logistics industry currently employs more than 100,000 people and contributes \$16.6 billion to the Gross State Product.

The efficient movement of freight on Victoria's road, rail and port systems is essential for the State's continued economic growth. As regional centres and Melbourne's fringe areas continue to grow Victoria's roads need to manage a greater capacity.

## Road, Rail and Ports

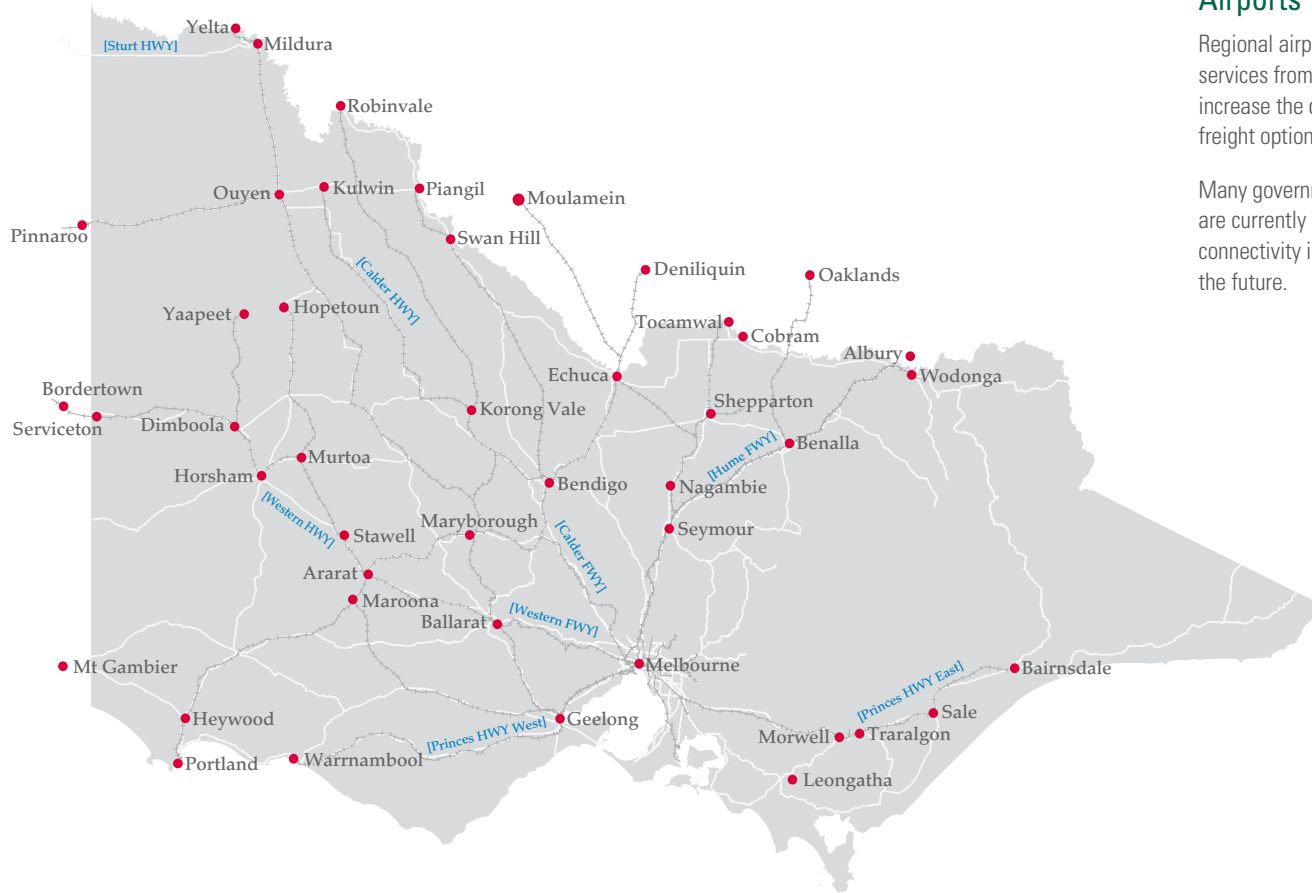
Victoria is a compact state with a world-class system of major road and rail networks, connecting regional centres to Melbourne and the rest of Australia. Regional access by road and rail to the Port of Melbourne, Australia's largest container and general cargo port, has freeway and rail access from Victoria's regional areas.

## Airports

Regional airports operate both commercial and freight services from Ballarat and Horsham. There is scope to increase the capacity of these locations for a reliable freight option.

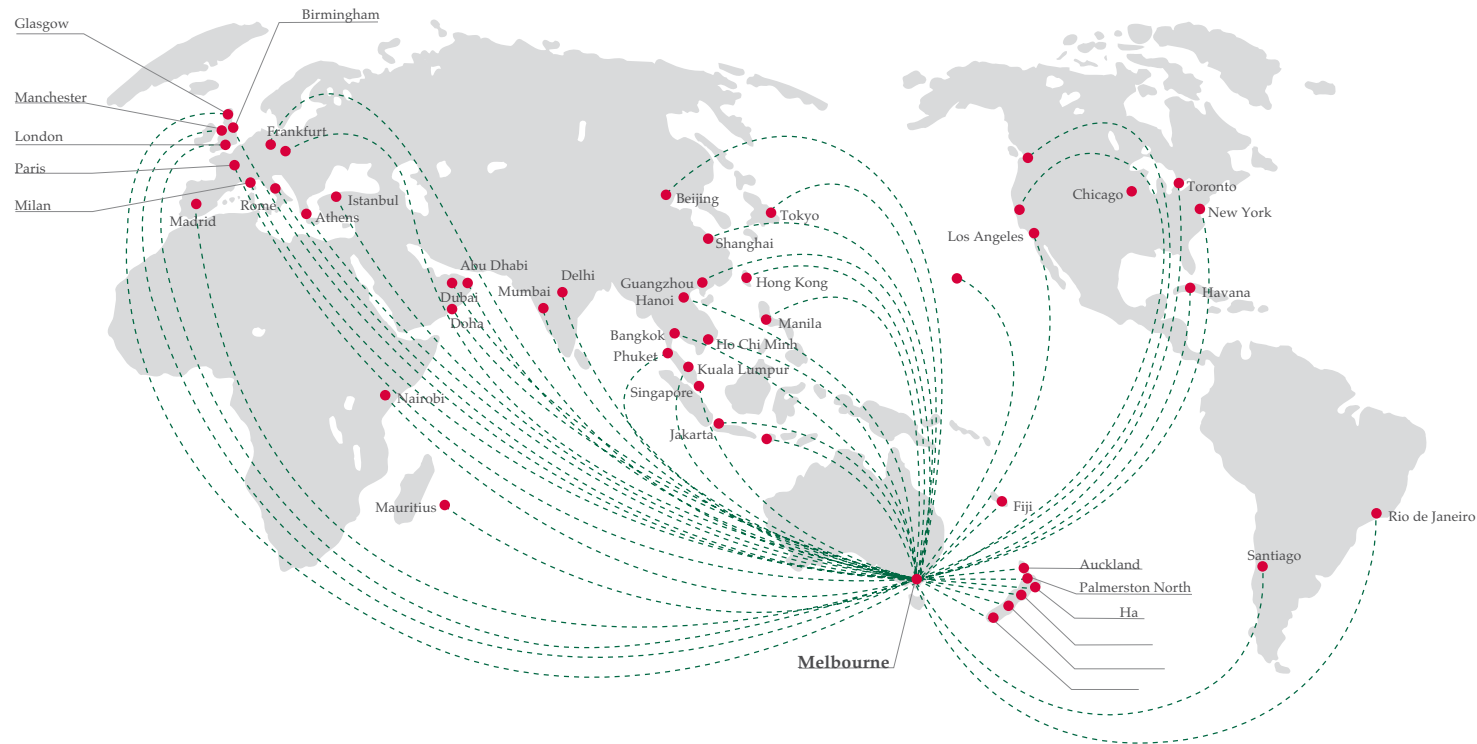
Many government-funded transport initiatives and projects are currently occurring throughout the state, ensuring connectivity is smooth, reliable and direct, now and into the future.

MAP 6



# Victoria – Nationally and Internationally Connected

MAP 7



## Melbourne Airport, Victoria

Victoria's main airport in Melbourne is the major gateway to domestic, interstate and international locations.

Melbourne Airport has the ability to operate international flights 24 hours, 7 days a week. This is an advantage over other large Australian airports such as Sydney, which are bound by a noise curfew. This means that short business trips to Asia are possible without having to stay overnight.

Melbourne airport is the gateway to southern Australia, with around 500 international flights operating every week to and from major destinations. Carriers such as Qantas, Emirates, Etihad, Singapore, Malaysian, Thai, Cathay Pacific, JAL, British Airways and United Airlines all operate direct international flights. There are also six domestic carriers offering more than 390 flights every day from major cities and regional areas around Australia.

More than 24.2 million passengers pass through Melbourne airport each year with more than 55,000 every day. As Australia's top hub for quality and passenger service, it is a 24-hour single terminal precinct with full services on offer.

Melbourne Airport is strategically located 20 kms north west of Melbourne's CBD and 1 to 3 hours from most major centres in regional Victoria.

## World class connectivity

### Broadband

Companies based in Melbourne and Victoria's regional centres can access world-class connectivity to the rest of Australia and the world. Victoria has the most extensive broadband coverage of any Australian state with 92.9 per cent of the population having access to ADSL, cable and fixed wireless broadband from a number of competitive suppliers.

Victoria also has an extensive fibre optic broadband infrastructure to support firms that require ultra high broadband speeds. For example, the Victorian Government has connected all state schools, police stations and Government offices throughout the State to high speed fibre optic broadband services.

Victoria also has an advanced mobile broadband services market with several competitive 3G mobile networks in operation. The most extensive, Telstra's Next G™ network, covers 98.8 per cent of Victoria's population and delivers wireless broadband at speeds up to 40 megabits-per-second.

### Hume Region

Internet access (ADSL) is available throughout most of the region, and digital mobile telephone coverage is accessible within the region's main commercial areas and transport corridors.

With Victoria's population density increasing, the Government's strategic investments in a regional fibre optic backbone infrastructure current under way, will enable faster and more extensive coverage of the NBN fibre optic network. The Government commissioned detailed research of Victoria's household and business demand for high speed broadband which showed that the NBN can achieve high take-up rates in regional Victoria.

Local and global organisations investing in Hume can be assured that the region's telecommunications infrastructure is reliable and efficient.



# Victorian Government

## The Department of Business and Innovation (DBI)

DBI is Victoria's lead economic, business and innovation agency. The State's ability to participate effectively in the global economy depends significantly on the skills, knowledge and innovation of Victorians, and our efficiency and effectiveness in supporting a competitive business environment.

The key challenge for DBI is to continue to develop and promote policies and actions that increase productivity and participation in a manner which supports sustainable growth.

DBI aims to help grow Victoria's diverse and vibrant economy by supporting pro-business policies, programs and the development of innovative industries.

## Invest Victoria

Invest Victoria is the Victorian Government's investment promotion agency, with offices in 13 locations around the world. It provides free professional advice and confidential services to connect investors with an extensive network of contacts to create opportunities and ensure business success.

Invest Victoria's business development representatives work with businesses to develop solutions that meet individual company needs to ensure a secure and profitable business future in Victoria. In addition to information about local market conditions, grants, support programs and suitable local suppliers, Invest Victoria can help businesses identify available sites and assist with infrastructure approvals.

If you are an international company seeking more information about investing in Victoria, Invest Victoria, part of the State Government of Victoria, can provide free, tailored confidential advice.

Find out more at [www.investvictoria.com](http://www.investvictoria.com)



## For further information

### 1. Department of Business and Innovation:

Trade and Industry Investment  
Melbourne Office:  
Level 33, 121 Exhibition Street,  
Melbourne, Victoria 3000  
Tel: +613 9651 9999  
Web: [www.business.vic.gov.au](http://www.business.vic.gov.au)

#### Regional Business Offices:

Wangaratta  
2/27-29 Faithful Street,  
Wangaratta 3677  
Tel: +613 5721 6988  
Fax: +613 5721 2265

Shepparton  
Tel: +613 5821 1811

Wodonga  
Tel: +612 6056 2166

### 2. Invest Victoria:

[www.investvictoria.com](http://www.investvictoria.com)

### 3. Leading Food Research and Development Facilities in Victoria:

CSIRO Research Division of Food & Nutritional Sciences: assists in every stage of the food processing value chain, from concept through formulation and processing, pilot production, packaging, shelf-life assessment and scale-up to full production.

<http://www.csiro.au/org/About-FNS.html>

Dairy Innovation Australia: Provides and funds research and training activities leading edge dairy manufacturing science, focused on the future for processes and products.  
<http://www.dairyinnovation.com.au/index.asp>

Food Technology Association of Australia: is a major food industry body that provides food technology and safety services and networking opportunities.  
<http://www.ftavic.com.au>

### 4. Local government authorities within the Hume Region:

[www.alpineshire.gov.au](http://www.alpineshire.gov.au)  
[www.benalla.vic.gov.au](http://www.benalla.vic.gov.au)  
[www.indigoshire.vic.gov.au](http://www.indigoshire.vic.gov.au)  
[www.greatershepparton.vic.gov.au](http://www.greatershepparton.vic.gov.au)  
[www.mansfield.vic.gov.au](http://www.mansfield.vic.gov.au)  
[www.mitchellshire.vic.gov.au](http://www.mitchellshire.vic.gov.au)  
[www.moirav.vic.gov.au](http://www.moirav.vic.gov.au)  
[www.murrindindi.vic.gov.au](http://www.murrindindi.vic.gov.au)  
[www.towong.vic.gov.au](http://www.towong.vic.gov.au)  
[www.wangaratta.vic.gov.au](http://www.wangaratta.vic.gov.au)  
[www.wodonga.vic.gov.au](http://www.wodonga.vic.gov.au)

### 5. The Goulburn Murray Irrigation District (a comprehensive view of Victoria's food bowl):

[www.victoriasfoodbowl.com.au](http://www.victoriasfoodbowl.com.au)  
Victorian Irrigation Renewal Project (NVIRP)  
[www.nvirp.vic.gov.au](http://www.nvirp.vic.gov.au)  
Focuses on the growth of Victoria's water supply and technology.

## 6. Overseas representatives - Government of Victoria:

### United Kingdom

Sally Capp  
Agent-General  
Victoria House  
Melbourne Place, The Strand  
London WC2B 4LG  
United Kingdom  
Tel: +44207-836 2656 (Office)  
Tel: +44207 836 2774 (Private)  
Fax: +44207-240 6025  
Tel/Fax (ah): + 44207-589 7892  
Mobile: + 44-7768-805-549  
Email: london@invest.vic.gov.au

### Germany

André Haermeyer  
Commissioner for Victoria  
Eschenheimer Anlage 26  
60318 Frankfurt am Main  
Germany  
Tel: +49-69-668 074-0  
Fax: +49-69-668 074-66  
Mobile: +49 15 112 340 275  
Email: frankfurt@invest.vic.gov.au

### Japan & Korea

Prue Holstein  
Commissioner for Victoria  
Tel: 0011-81-3-3519 3371  
Fax: 0015-81-3-3519 3375  
Mobile: 0011 81 90 4004 5397

Joe Gayton  
Manager – Export Development  
Victorian Government Business Office  
Tel: +81-3-3519 3374  
Fax: +81-3-3519 3375  
Mob: +81 90 4711 0174  
Level 13  
Fukoku Seimei Building  
2-2-2 Uchisaiwai-cho, Chiyoda-ku  
Tokyo 100-0011  
Japan  
Email: tokyo@invest.vic.gov.au

### Kuala Lumpur

Tim Dillon  
Commissioner for Victoria  
Regional Business Office, SEA  
Suite 23.1, Level 23 Menara IMC  
8 Jalan Sultan Ismail  
50250 Kuala Lumpur  
Malaysia  
Tel: +603 2055 1502  
Fax: +603 2055 1489  
Mobile: +6012 538 0085  
Email: tim.dillon@invest.vic.gov.au

### China, Shanghai

Patrick Stringer  
Commissioner for Victoria  
Suite 308, Shanghai Centre  
1376 Nanjing West Road  
Shanghai 200040  
China  
Tel: +86 21 6279 8681  
Fax: +86 21 6279 8575  
Mobile: +86 137 889 722 48  
Email: patrick.stringer@invest.vic.gov.au

## Hong Kong

Jasmine Lu  
Investment Manager  
2108 Harbour Centre  
25 Harbour Road  
Wanchai  
Hong Kong  
Tel: +852-2587 1133  
Fax: + 52-2802 9675  
Mobile: +852-9616 2603  
Email: Jasmine.Lu@dbi.vic.gov.au

## Nanjing

Sandy Gu  
Investment Manager  
Room 1164 World Trade Centre  
Jinling Hotel  
2 Hanzhong Road  
Nanjing 210005  
Tel: +8625 84701 231  
Fax: +8625 84709 821  
Email: sandy.gu@invest.vic.gov.au

## India, Bangalore

Geoffrey Conaghan  
Commissioner for Victoria  
Tel: +91 80 41227560  
Fax: +91 80 41227569  
Mobile: +91 984557 7330  
  
Gopi Shankar  
Investment Manager  
Tel: +91 (80) 4122 7560  
Fax: +91 (80) 4122 7569  
Level 1 'Pride Elite' Building  
No 10, Museum Road  
Bangalore - 560 001  
India  
Email: Gopi.Shankar@invest.vic.gov.au

## United Arab Emirates

John Butler  
Commissioner for Victoria  
Tel: +971 4 321 2600  
Fax: +971 4 321 2700  
Mobile: +971 506 003 392  
  
Kassem Younes  
Regional Commercial Manager  
Tel: +971 4 3212600  
Fax: +971 4 3212700  
Mobile: +971 50 6524676  
Email: kassem.younes@invest.vic.gov.au  
Office 111, 1st Floor, Emarat Atrium  
Sheikh Zayed Road  
(opposite new DNATA building)  
PO Box 58004  
Dubai, United Arab Emirates  
Email: dubai@invest.vic.gov.au

## USA

**San Francisco**  
Victor Perton  
Commissioner for Victoria  
575 Market Street, Suite 2080  
San Francisco CA 94105  
Tel: +1 415 856 0552  
Fax: +1 415 856 0517  
Mobile: +1 415 695 4694  
Email: sanfrancisco@invest.vic.gov.au

## Chicago

Scott Adlington  
Investment Manager  
123 N Wacker Drive, Suite 1470  
Chicago IL 60606  
Tel: +1 312 332 0862  
Fax: +1 312 332 0863  
Tel: (ah) +1 773 929 9957  
Mobile: +1 312 543 2379  
Email: chicago@invest.vic.gov.au

## New York

Simon Guttman  
Investment Manager  
C/- Australian Consulate  
150 E. 42nd Street, 34th Floor  
New York, NY 10017  
Tel: +1 212 687 0934  
Fax: +1 212 687 2187  
Mobile: +1 (646) 321 4384  
Email: newyork@invest.vic.gov.au

For further information or assistance, contact  
your Victorian Government Business Office.

Invest Victoria  
Department of Business and Innovation  
121 Exhibition Street  
Melbourne Victoria 3000  
Australia

[www.business.vic.gov.au](http://www.business.vic.gov.au)

[www.invest.vic.gov.au](http://www.invest.vic.gov.au)

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