

INVEST

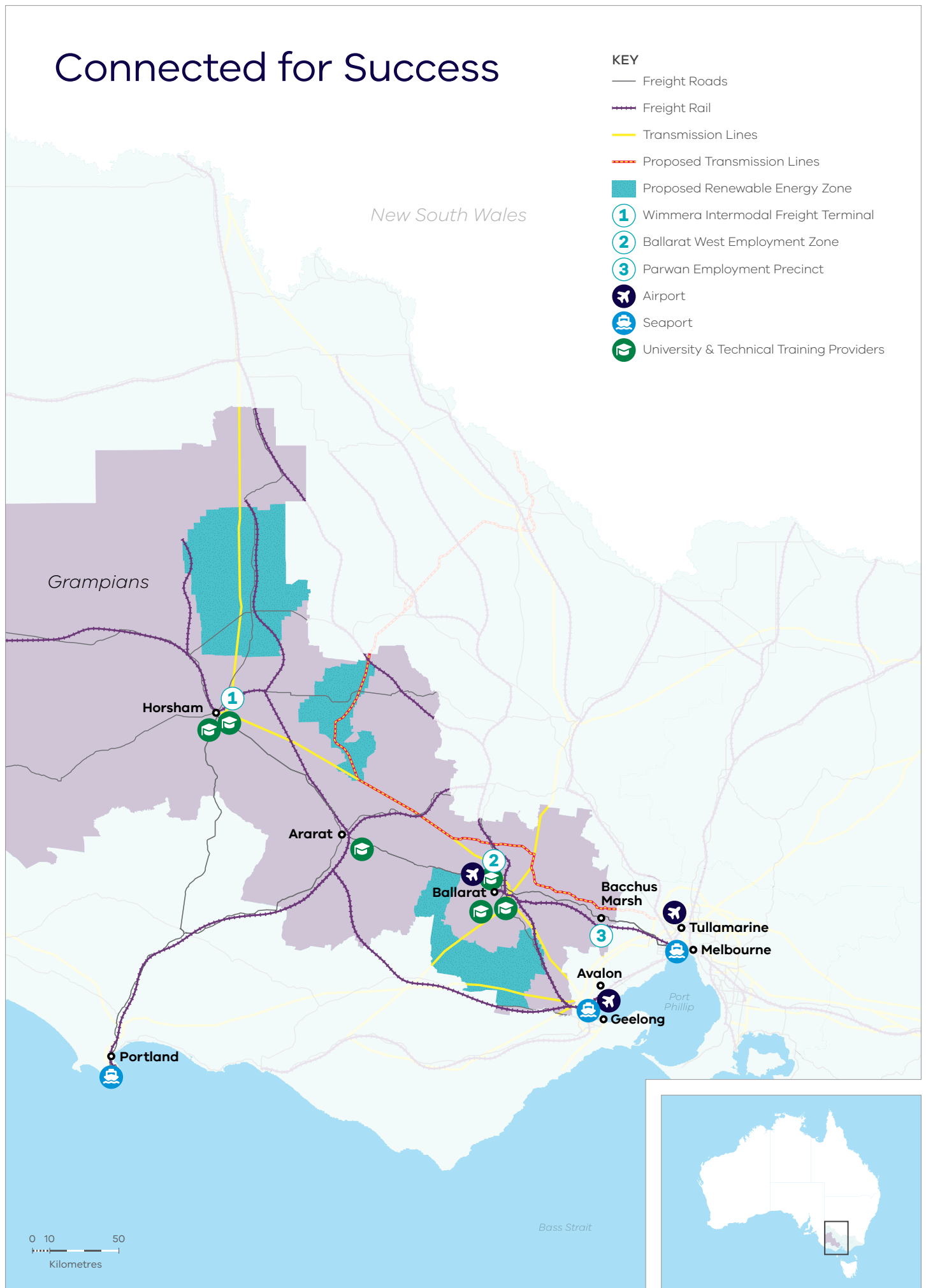
GRAMPIANS REGION



Discover how our region can unlock your business potential

The Grampians region has exceptional conditions for production, processing and export-focused investment. It offers strong freight connectivity, affordable industrial land, established supply chains and a skilled workforce.

Connected for Success





At a glance



\$17.4 billion

gross regional product



Population:

**274,000
residents**



**2 international
airports**

within approximately
one hour's drive of Ballarat,
with access to direct
flights to 72 destinations
and 22 countries.



**2 Strategic
Freight Hubs**

with access to 3 export ports.



1.2%

payroll tax rate for regional
businesses – the lowest
in Australia.



50% cheaper

than Melbourne on average,
industrial and commercial
land delivers greater value
for businesses and investors.



Food Processing and Export

The Grampians region is at the forefront of advanced food processing, with access to a growing local and international market, high quality agricultural production, established supply chains, strong freight connectivity and a skilled workforce.

The presence of global food powerhouses including McCain, Mars, Farm Frites and George Weston Foods demonstrates the region's capability to support large scale processing; combining high-performance operations with integrated access to domestic and export markets.

The Grampians region produces approximately 70–80% of Victoria's grain legumes. Anchored by one of Australia's leading grains research centres and strong industry partnerships, the region offers a highly capable innovation ecosystem that is accelerating crop development. This ensures opportunities for investment in downstream processing and value-adding to meet growing global demand for both plant-based protein and grains

Key enablers for food processing include the Wimmera Agriculture and Logistics Hub, the Ballarat West Employment Zone (BWEZ), and direct freight links to the Ports of Melbourne, Geelong and Portland – delivering seamless pathways to domestic and export markets.

Farm Frites is investing \$300 million to establish its Asia-Pacific headquarters and first Australian manufacturing facility in Dooen. The state-of-the-art processing plant, located at the Wimmera Agriculture and Logistics Hub, and next to the Wimmera Intermodal Freight Hub, offers seamless domestic and export freight connections – reducing logistics costs and increasing speed-to-market across Asia-Pacific. It will process up to 250,000 tonnes of Australian-grown potatoes annually and create around 250 permanent jobs.

"Victoria's strong infrastructure, skilled workforce, and strategic access to Asia made it the clear choice for our APAC operations. The support we received from Invest Victoria and Regional Development Victoria was exceptional and instrumental in getting this project off the ground"

Kieran Prestidge
Farm Frites Australia General Manager

Renewable Energy

The Grampians region is attracting significant capital for new wind, solar and battery projects, supported by globally competitive wind and solar resources, available land, transmission infrastructure with capacity, and ever-growing energy demand. The combined advantages of planning-certainty, coordinated transmission investment, an established project pipeline and a pro-investment policy framework create attractive conditions for strong return on investment.

Major projects, including Golden Plains Wind Farm, Warracknabeal Energy Park and the Bulgana Green Power Hub, demonstrate the region's capability to support utility-scale generation and integration with Victoria's energy network. The Golden Plains Wind Farm is Australia's largest approved wind-energy project. With more than \$4 billion in investment it highlights how attractive investment conditions in the Grampians region are accelerating utility-scale energy development.

Enablers for renewable energy investment include access to the Western Renewables Link, existing transmission corridors, renewable energy zones and industrial precincts capable of supporting generation, storage and emerging clean energy supply chains.



Advanced Manufacturing and Logistics

The Grampians region is a prime location for advanced manufacturing and logistics businesses, with direct access to regional, metropolitan, national and international markets.

The region is an established hub for advanced manufacturing and integrated logistics, underpinned by a skilled workforce, affordable industrial land and strong freight connectivity.

Strategic assets including the Ballarat West Employment Zone and the Wimmera Intermodal Freight Terminal provide competitively priced serviced land with direct road and rail connections, enabling efficient movement of goods to major domestic and export gateways.

The region also presents strong growth potential in value-added manufacturing linked to food, fibre and emerging resources sectors. Opportunities span downstream processing, supply-chain innovation, packaging, cold-chain logistics and export-oriented production. These are supported by the region's significant agricultural output and growing access to Asian markets



Founded and headquartered in Ballarat, **Gekko Systems** has grown into a global leader in mineral processing technology, with operations in more than 40 countries. The company designs modular, energy-efficient systems and scalable solutions that support faster project delivery – particularly valuable for emerging critical minerals developments within the region. Gekko highlights the region's ability to deliver innovation, skilled workforce capability, and export-driven growth across the mining value-chain.

Critical Minerals

The Grampians region is a leading location for investment in mineral mining, processing, logistics and supply-chain solutions. Its globally significant and accessible deposits of mineral commodities – including titanium- and zirconium-bearing mineral sands, rare earth elements, gold, and base metals such as copper, nickel, and zinc – support a diverse range of extractive projects.

Multiple exploration licences are already in place with key approved projects commencing construction in 2026, with operational lifespans of 40+ years. This momentum positions the Grampians as a standout location for investments in extractive industries across the supply chain, leveraging strong mining expertise and a mature industrial base.

The Donald Rare Earth and Mineral Sands Project is a large-scale, long-life critical minerals mining investment opportunity underpinned by strong global demand for rare earths materials that are essential to clean-energy technologies and secure supply chains. It highlights the growing investment and industry momentum in the region, backed by access to processing and logistics hubs and efficient freight connectivity.

An industry-responsive training eco-system that draws on engineering and trades talent will back workforce needs into the future.

Strong Infrastructure – Strong Returns

An integrated ecosystem of enabling-infrastructure in the Grampians region means businesses can establish and scale with confidence.

The Freight Advantage

Favourably located along the Melbourne–Adelaide freight corridor, the Grampians region has direct access to both Melbourne and Geelong’s air and seaports, the Port of Portland, and South Australia’s trade gateways. This is complemented by intermodal freight hubs including the Wimmera Intermodal Freight Terminal, strategically located in industrial and manufacturing precincts, enabling efficient integration of road and rail transport and streamlined connectivity to domestic and international markets. An additional freight hub providing rail freight access from the Ballarat West Employment Zone to the Port of Melbourne will be complete in late 2026.

The \$150 million Maroona to Portland rail upgrade will enhance the efficiency and reliability of rail transport in the region.

Distance to Market



Ballarat West Employment Zone

Port of Melbourne	115 km	130 km
Port of Geelong	107 km	90 km
Avalon Airport	95 km	
Port of Portland	265 km	320 km

Wimmera Intermodal Freight Terminal (Horsham)

Port of Melbourne	300 km	320 km
Port of Geelong	293 km	280 km
Avalon Airport	287 km	
Port of Portland	218 km	250 km

Parwan Employment Precinct

Port of Melbourne	59 km
Port of Geelong	45 km



Ballarat is within a 1 hour drive

of one of the fastest growing
labour markets in Australia,
in Melbourne's west

The **Ballarat West Employment Zone (BWEZ)** is a nationally significant, 438 hectare industrial precinct offering large-scale, serviced land with direct access to road and rail networks and adjacent to the Ballarat airport. It is also within an hour of Avalon Airport, which has cold-freight storage capacity for exporting food. Anchored by the Ballarat Freight Hub and designed for high-productivity freight vehicles, BWEZ targets food processing, transport, and advanced manufacturing. Backed by over \$70 million in government investment, BWEZ is purpose-built for cost-effective, high-capacity logistics and manufacturing opportunities, and is supported by a growing skilled workforce. Recent land sales of over \$9 million highlight the strong investor demand. Several businesses are already established at BWEZ, including CHS Broadbent, George Weston Foods, and Alevo/Athelegen.

Space to Grow

The Grampians region boasts three industrial precincts: Ballarat West Employment Zone, the Parwan Employment Precinct and the Wimmera Agriculture and Logistics Hub. These offer land at a fraction of metropolitan costs that is closely located to transport connections – enabling the efficient movement of goods to market.

Local Skills and Workforce

The Grampians region benefits from a range of tertiary education institutions, including universities, TAFEs and industry partnerships that align training with workforce demand. For example, Federation University Australia and Federation TAFE deliver applied engineering and manufacturing training through the SMB Campus in Ballarat, including work placements and apprenticeships developed with local employers. Other local tertiary providers skilling up the regional workforce include the Asia Pacific Renewable Energy Training Centre and Deakin University's medical schools.

This industry-integrated approach produces job-ready graduates across priority sectors, including advanced manufacturing, health, food and fibre, and clean energy. Employers and businesses also benefit from efficient commuting links with growth areas in Melbourne's west that further strengthen labour availability, enabling the rapid deployment and scaling of new investments.

The **Mount Helen Technology Park** is a leading regional hub for tech, startups and entrepreneurship, anchored by Federation University, Ernst & Young and IBM. It connects industry and academia, supplying skilled graduates, certification pathways and advanced research, strengthening Ballarat as a centre for regional innovation and enterprise.



Regional Development Victoria

Grampians Investment Specialists

Regional Development Victoria has dedicated, expert investment-facilitation teams to support your investment journey that are located at both the Ballarat and Horsham offices.

Regional Development Victoria works closely with Invest Victoria to connect you with regional opportunities, local partners and relevant approvals.

Key services to help your business include:

- identifying potential sites and properties
- assistance navigating regulatory and planning approvals
- helping you build business cases to support your investment decisions
- advising development approvals
- matching research and development with universities to build partnerships
- responding to emerging workforce needs by connecting you to recruitment agencies, Victoria's high-performing TAFE network and targeted upskilling programs.
- connecting you with government departments, agencies and regulators, as well as incentives, grants and programs.

Connect with us today

Connect with our dedicated regional investment specialists located in your region via investregional@rdv.vic.gov.au or for general investment enquiries, visit the Investment Front Door.

