



GROWING
BUSINESS

BUILDING
ECONOMIC
INFRASTRUCTURE

INVESTING IN
TOURISM

DEVELOPING
SOCIAL
INFRASTRUCTURE

LODDON MALLEE REGION **2016 INVESTMENT PROSPECTUS**



www.loddonmallee.com.au

CONTACT

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ABOUT THIS PROSPECTUS

The Investment Prospectus highlights projects that support the achievement of the Loddon Mallee Regional Strategic Plan 2015-18.

The Prospectus is regularly updated to capture progress and showcase new opportunities arising from the long-term strategic planning being undertaken by the Region.

The Investment Prospectus has been organised around four streams: Growing Business, Building Economic Infrastructure, Developing Social Infrastructure, and Investing in Tourism. These streams are reflective of the key drivers of development and are consistent with the Region's vision.

The Priority Projects identified in this Prospectus provide clear and direct benefits to the Loddon Mallee Region. Many, by their very nature of enhancing efficiency in supply chains and livability of towns, also provide the potential to capitalise on value capture opportunities into the future.

Acknowledgement of Country

We acknowledge Aboriginal Traditional Custodians within the Region, their rich culture and spiritual connection to Country. We also recognise and acknowledge the contribution and interest of Indigenous people and organisations in the development of a prosperous region.

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CONTENTS

About this Prospectus	2
The Loddon Mallee Region	4
Building on our Strengths	4
Project Summaries	6
Priority Streams	8
Growing Business	8
Building Economic Infrastructure	10
Developing Social Infrastructure	12
Investing in Tourism	14
Priority Project Locations	16
Regional Planning Framework	18

PRIORITY STREAMS

1

Growing Business

Projects specifically designed to expand our economic activity by building upon our areas of competitive advantage.

2

Building Economic Infrastructure

Investment in infrastructure is needed to better connect our Region, to unlock barriers to industry growth and to enhance productivity.

3

Developing Social Infrastructure

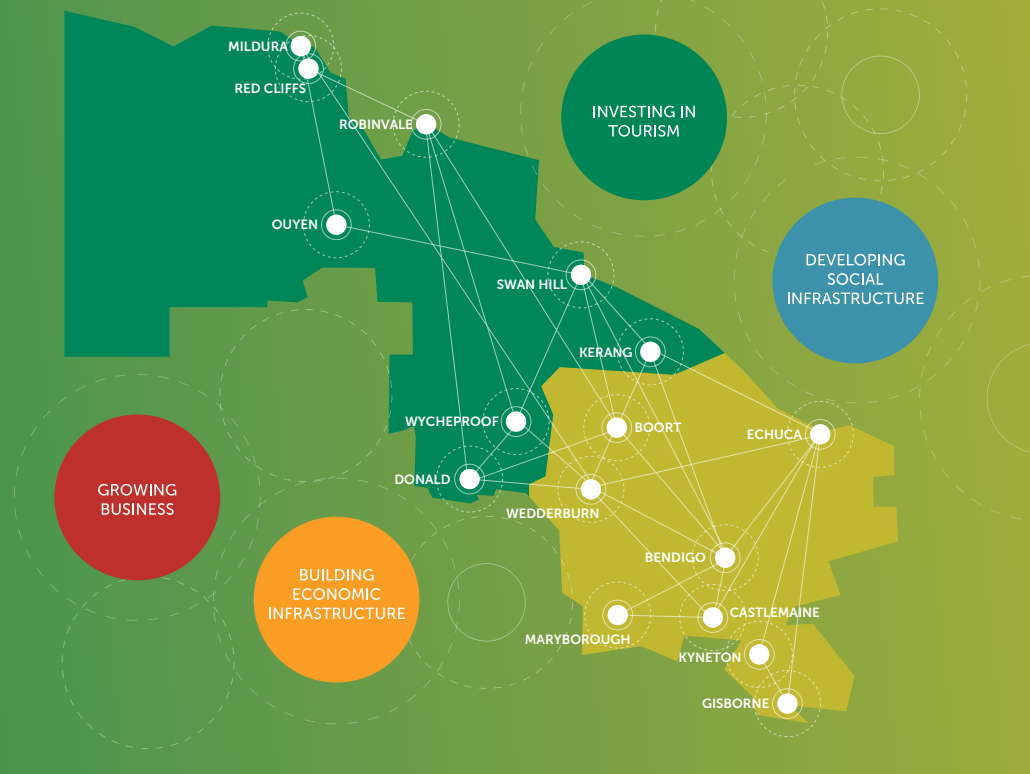
Investing in our towns, centres and cities strengthens communities and protects and enhances the liveability and appeal of the Region.

4

Investing in Tourism

Tourism is a key contributor to economic growth and employment in the Loddon Mallee Region.

The Loddon Mallee Region



BUILDING ON OUR

Through this document the Loddon Mallee Region is speaking with one voice to describe the 'shovel ready' projects that will improve our prosperity and well-being. We put these projects forward as our priorities, requesting that public funding be made available to see these projects realised.

The Loddon Mallee Region encompasses ten local government areas stretching from the outskirts of Melbourne to far north-western Victoria, bordered on the northern edge by the Murray River.

Strengths and Opportunities

These are the strengths and opportunities that our Regional Strategic Plan and this Investment Prospectus are building upon:



SOLAR AND RENEWABLE ENERGY

Our Region's long sunny days can support and stimulate a solar energy industry. Biomass and other new technologies can help to reduce energy costs.



HIGH VALUE FOOD PROCESSING

Food and beverage production is already 45% of our manufacturing output. We are positioned well to attract new investment that value adds to our agricultural produce within the Region.



UNIQUE NATURAL ASSETS

Our Region boasts Australia's longest and most iconic river The Murray, Victoria's Goldfields and diverse National and State Parks.



BROADBAND IS COMING

By the end of 2017 most people in the Loddon Mallee Region will be starting to access faster internet connections according to the NBN rollout schedules.



TOURISM POTENTIAL

Unique and differentiated tourism opportunities across our Region with potential to attract private investment and boost regional jobs.

STRENGTHS

The Region is home to the prosperous and vibrant regional cities of Bendigo and Mildura, yet 84% of our towns have populations of less than 3000 people.

Contrast also exists in our economy with some parts largely dependent on agricultural related activities, whilst the more populous areas have very diversified economies. Similarly, parts of the Region closer to Melbourne are experiencing the pressures of rapid population growth, whilst more remote areas have stable or declining populations, and at times loss of service provision.

Listed below are the strengths and opportunities that both our Regional Strategic Plan, and this Investment Prospectus are building upon.

This is the second Investment Prospectus published by the Loddon Mallee Regional Development Australia (RDA) Committee. The last Investment Prospectus helped in obtaining funding for significant projects in the Region including:

- Tourism developments at the ports along the Murray River
- Murray Basin Freight Rail project (first part)
- Runway extension at Bendigo Airport, and
- Mobile phone and device connectivity assessment.

Through the Investment Prospectus our regional leaders successfully collaborate to attract new investment and create large scale regional benefits.



IRRIGATION INFRASTRUCTURE

Over \$2 billion is being invested into the modernisation of northern Victoria's irrigation districts to increase productivity.



IMPROVEMENTS TO FREIGHT TRANSPORT

The Victorian commitment to build the Murray Basin Freight Rail will deliver improved productivity, safety and access to markets.



FINANCIAL AND INSURANCE CENTRE

Home to the Bendigo and Adelaide Bank, the only major financial institution with headquarters outside a capital city. This sector is experiencing strong growth.



STRONG EDUCATIONAL INSTITUTIONS

Tertiary and secondary educational opportunities within our Region strengthen our communities, business and industry and build our regional workforce.



WORLD CLASS HOSPITAL

Capital investment in regional hospitals, including Bendigo's new \$630 million hospital provide opportunities for related education and health sector investments.



WE GROW EVERYTHING

Productive agricultural land supporting a wide range of horticulture, cropping, as well as broad acre and intensive animal industries.

PROJECT SUMMARIES

1 Growing Business

Project and owner	Project Cost	Funding Required
Maryborough Food Cluster Precinct Owner: Central Goldfields Shire Contact: Mark Johnston 5461 0610	\$1.98 M	\$900,000
Marong Business Park Owner: City of Greater Bendigo Contact: Craig Niemann 5434 6000	\$35.5 M	\$30 M
Bendigo Airport Business Precinct Owner: City of Greater Bendigo Contact: Craig Niemann 5434 6000	\$9.05 M	\$4.8 M
Macedon Ranges Equine Centre Owner: Macedon Ranges Shire Contact: Peter Johnston 5422 0333	\$40 M	\$40 M
Swan Hill Regional Livestock Exchange Owner: Swan Hill Rural City Contact: David Leahy 5036 2333	\$1.37 M	\$683,000
Innovative Farming Initiative Owner: North Central CMA Contact: Brad Drust 5448 7124	\$3.43 M	\$1.8 M
Pipelines for a Sustainable Future Owner: Loddon Shire Contact: John McLinden 5494 1200	Up to \$142.3 M	Up to \$102.8 M

2 Building Economic Infrastructure

Project and owner	Project Cost	Funding Required
Murray Basin Freight Rail - Acceleration Owner: Railing Ahead Stakeholder Group Contact: David Leahy 5036 2333	\$416 M	\$200 M
Mildura Airport Airside Pavement Upgrade Owner: Mildura Rural City Contact: Gerard José 5018 8100	\$20 M	\$10 M
Capacity Improvements for Passenger Rail Owner, South: Mount Alexander Shire Contact: Phil Rowland 5471 1700 Owner, North: Swan Hill Rural City Contact: David Leahy 5036 2333	\$25 M	\$25 M
Echuca Moama Bridge River Crossing Owner: Campaspe Shire Contact: Jason Russell 5481 2200	Up to \$300 M	Up to \$250 M
Mildura Heavy Vehicle Bypass (Stage One) Owner: Mildura Rural City Council Contact: Gerard José 5018 8100	\$52.2 M	\$52.2 M
Fixing our Top Ten Mobile Blackspots Owner: iLoddonMallee Contact: Marg O'Rourke 0427 019 900	\$7 M	\$7 M

3 Developing Social Infrastructure

Project and owner	Project Cost	Funding Required
Mildura Riverfront Development – Next Stage Owner: Mildura Rural City Contact: Gerard José 5018 8100	\$55.1 M	\$55.1 M
Opening up Swan Hill's Riverfront Owner: Swan Hill Rural City Contact: Adam McSwain 5036 2333	\$900,000	\$600,000
Streetscape Revitalisation Owner: Loddon, Gannawarra & Buloke Shires Contact: John McLinden 5494 1200	\$9.67 M	\$9.28 M
Maryborough Civic Precinct Redevelopment Owner: Central Goldfields Shire Contact: Mark Johnston 5461 0610	\$1.5 M	\$1.2 M
New Gisborne Regional Sports Precinct Owner: Macedon Ranges Shire Contact: Peter Johnston 5422 0333	\$7.55 M	\$6.55 M
Mount Alexander Aquatic and Leisure Centre Owner: Mount Alexander Shire Contact: Phil Rowland 5471 1700	\$17 M	\$7.4 M
Charlton Park 2020 Redevelopment Owner: Buloke Shire Contact: John Hicks 5478 0100	\$6.5 M	\$5 M

4 Investing in Tourism

Project and owner	Project Cost	Funding Required
First Steps - Murray River Adventure Trail Owner: Murray Regional Tourism Contact: Mark Francis 5480 7110	\$4.51 M	\$3.82 M
The Murray Explored Owner: Gannawarra Shire Contact: Eric Braslis 5450 9333	\$800,000	\$600,000
Swan Hill Regional Art Gallery Development Owner: Swan Hill Rural City Contact: Bruce Myers 5036 2333	\$5.83 M	\$4.43 M
Hanging Rock Revitalisation Owner: Macedon Ranges Shire Contact: Peter Johnston 5422 0333	\$4.25 M	\$3.5 M
Bendigo Botanic Gardens Visitor Centre Owner: City of Greater Bendigo Contact: Craig Niemann 5434 6000	\$9.44 M	\$5.5 M
Maldon Visitor Information Centre Owner: Mount Alexander Shire Contact: Phil Rowland 5471 1700	\$872,000	\$600,000
Waranga Trail Owner: Campaspe Shire Contact: Jason Russell 5481 2200	\$1.13 M	\$977,500

GROWING BUSINESS

The Loddon Mallee Region had a Gross Regional Product in the 2013-14 year of \$14.6 billion. This is an increase of 22.9% over the eight years since 2005/6. This productivity is concentrated in those areas with higher populations and more diversified economies. (REMPAN 2015)

This section highlights projects specifically designed to expand our economic activity by building upon our areas of competitive advantage.

This will include projects that invest in high value agricultural production, especially initiatives that leverage off the Region's extensive irrigation infrastructure and the State's most productive horticultural areas.

Within the Region, food and beverage manufacturing constitutes 45% of all manufacturing. Continued investment in value adding to our primary production is required to diversify the economies of those parts of the Region which are largely dependent on Agriculture.

Government investment into business precincts is a proven way of attracting private investment. New and expanding businesses are attracted to areas where there are anchor tenants and all services and appropriate zoning are already in place.

In addition to the projects presented here, the Loddon Mallee Region is also seeking funding for projects that build the skills of our workforce and that expand our capability to export, especially into Asia.



Priority Projects

MARYBOROUGH FOOD CLUSTER PRECINCT

Maryborough has been successful in attracting larger food manufacturing businesses to the Shire, most notably True Foods, Mortlock Tomatoes, Edlyn Foods, Kinross Farms, Sonac and the Capilano Honey operations.

This project will develop serviced industrial lots adjacent to anchor tenant, True Foods, with the aim of attracting like manufacturers to develop a food cluster. This will create employment opportunities and strengthen the area's already well developed specialisation in food manufacturing.

The proposed precinct is being built in an area with very high unemployment levels (11.4 % in late 2015). The Maryborough Food Cluster Precinct is a priority in the Central Goldfields Council Plan and Economic Development Strategy.

Total project cost: \$1.98 M. Funding required: \$900,000.
Owner: Central Goldfields Shire.
Contact: Mark Johnston 5461 0610.

MARONG BUSINESS PARK

The Marong Business Park is a proposed 300 hectare industrial park adjacent to the Calder Highway immediately north west of Marong. It will provide for the future industrial land needs of Greater Bendigo and the surrounding areas for over thirty years.

Development of the Marong Business Park will be staged over many years, but an initial investment of \$5.5 million is required in the initial stages of the project. The Marong Business Park will become the largest business park in the Region. When completed, it is estimated that the Business Park will sustain approximately 4000 jobs.

The need for the Marong Business Park has been articulated in the City of Greater Bendigo and the Loddon Mallee South Regional Growth Plan.

Total Project Cost: \$35.5 M. Funding required: \$30 M.
Owner: City of Greater Bendigo.
Contact: Craig Niemann 5434 6000.

BENDIGO AIRPORT BUSINESS PRECINCT

To maximise the economic benefits from Bendigo's redeveloped airport, 12 hectares is being made ready for commercial development. This project will result in the provision of power, telecommunications, water, sewer, gas, roads and drains required within the Business Precinct.

The Business Precinct at the Bendigo Airport will provide 45 lots for commercial development. Anchor tenant, Workspace Australia, will occupy 15 of these lots expanding the number of incubator businesses they are able to support. The completed business precinct is expected to sustain 90 jobs.

Justification for the Bendigo Airport Business Precinct has been articulated in the City of Greater Bendigo's Economic and Rural Strategies.

Total project cost: \$9.05 M. Funding required: \$4.8 M.
Owner: City of Greater Bendigo.
Contact: Craig Niemann 5434 6000.

MACEDON RANGES EQUINE CENTRE

The Macedon Ranges Equine Centre will be a world class facility covering 120 hectares that will include indoor and outdoor arenas, exhibition areas, cross-country courses, stabling and conference facilities. The facilities are intended to service a range of equine related pursuits from Olympic standard events through to riding for the disabled and even non-horse related functions.

The need for the Equine Centre was identified through the Macedon Ranges Equine Strategy 2012-16. The Macedon Ranges has an established and vibrant equine industry that generates an economic impact of \$140 million each year.

The Macedon Ranges Equine Centre will build upon this base, supporting the industry to grow further. The direct economic benefit of the project is estimated as returning \$9 million annually to the economy. This project is underpinned by the Macedon Ranges Equine Economic Impact Analysis and subsequent Equine Strategy.

Total project cost: \$40 M. Funding required: \$40 M.
Owner: Macedon Ranges Shire.
Contact: Peter Johnston 5422 0333.

SWAN HILL REGIONAL LIVESTOCK EXCHANGE

This project will result in the redevelopment of the sheep and cattle yards within the Livestock Exchange to improve sale efficiency, animal welfare, health and safety requirements and allow for increased throughput.

As part of the redevelopment, a parcel of land adjacent to the Livestock Exchange will be developed for businesses that complement the livestock industry.

The Swan Hill Regional Livestock Exchange is the most significant facility in North West Victoria and South West NSW. The Swan Hill Abattoirs are increasing the size of their operations, and this improvement to the Swan Hill Regional Livestock Exchange ensures the livestock exchange can keep pace with the abattoir expansion.

The Swan Hill Regional Livestock Exchange Redevelopment Strategy provides details of the proposal. The project is a priority in the Swan Hill Rural City Council Plan.

Total project cost: \$1.37 M. Funding required: \$683,000.
Owner: Swan Hill Rural City.
Contact: David Leahy 5036 2333.

INNOVATIVE FARMING INITIATIVE

This project will underpin a resurgence for agriculture within the irrigated parts of the Campaspe, Gannawarra and Loddon Shires as well as Swan Hill Rural City. The project will assist 1000 farmers to develop enterprise business plans which will enable them to make informed decisions about the future of their whole enterprise including decisions about their connection to the modernised Goulburn-Murray Water irrigation backbone.

The project assists farmers to increase productivity, prove alternative crops, new technologies and farming practices and attract new investment, and ultimately retain farmers in the Region.

The project will improve the productivity and resilience of the Goulburn Murray Irrigation District (GMID) and directly increase the present value of agricultural productivity by \$15.8 million.

Total project cost: \$3.43 M. Funding required: \$1.8 M.
Owner: North Central CMA.
Contact: Brad Drust 5448 7124.

PIPELINES FOR A SUSTAINABLE FUTURE

The building of two new water pipeline systems will secure the sustainable supply of water for town and rural use and enable the diversification of agricultural enterprise:

► **Priority One:** Loddon South West Pipeline.
Project Cost: \$60 M - \$120 M.

This pipeline project involves the expansion of existing rural water supply systems to address an acute water shortage in the South West Loddon Region. It is envisaged that the project will involve expansion of the Wimmera-Mallee pipeline system as well as supply coverage provided by Goulburn Murray Water via the Waranga Western Channel benefitting a number of towns in both the Loddon Shire and Central Goldfields Shire.

► **Priority Two:** Mitiamo Pipeline.
Project Cost: \$18.6 – \$22.3 M.

The Mitiamo pipeline project proposes to replace 10 existing stock & domestic channels with a high security reticulated pipeline system fed from the Waranga Western Channel, benefitting an area of 80,000 hectares in the shires of Loddon and Campaspe.

These two projects align with the Loddon Shire Council Plan.

Total project cost: \$78.6 M - \$142.3 M.
Funding required: \$54.1 M - \$102.8 M.
Owner: Loddon Shire.
Contact: John McLinden 5494 1200.

BUILDING ECONOMIC INFRASTRUCTURE

Moving people and goods around Victoria's largest geographic region, which represents more than 25% of the state, presents a cost and a challenge. Investing in enabling infrastructure will underpin industry growth and efficiency, increase road safety, strengthen the regional economy, and improve the resilience of our communities.

Investment in infrastructure is needed to better connect our Region and to unlock barriers to industry growth and to enhance productivity, allowing us to further grow our \$6.9 billion export industry.

Recent commitments given to improvements in freight and passenger rail including Victorian Government commitment to the Murray Basin Freight Rail and completion of the Regional Rail Link provide a positive basis upon which we wish to build. Once completed the Murray Basin Freight Rail project raises the possibility of freight rail connection through a **Transcontinental Rail Link**.

A quantum shift in the demand for passenger rail services needs to be met, as does the increased demand for passenger flights from Mildura Airport.

The provision of better mobile connectivity and broadband services has the ability to mitigate some of the problems associated with living and working in a vast and sometimes sparsely populated landscape, however in the areas of most need we have some of the poorest services.

Our road network is crucial for moving freight from our Region, apart from the two projects listed here we are also wanting to undertake **Highway works between Bendigo and the townships of Maiden Gully, Huntly and Redesdale**. We are also seeking to conduct a **systematic review of bridge and culvert load limits in the Goulburn Murray Irrigation District** with the aim of upgrading important routes used for agriculture.

Priority Projects

MURRAY BASIN FREIGHT RAIL - ACCELERATION

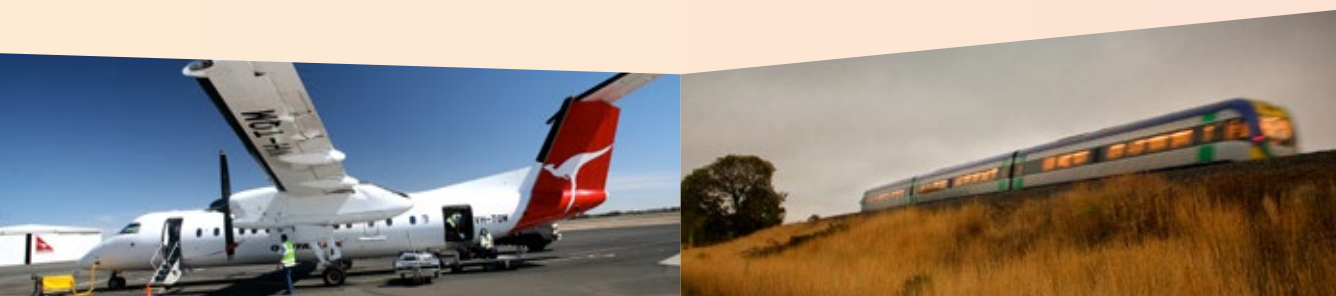
The Murray Basin Rail Project will deliver improvements in the freight rail lines in Victoria's north west. Lines originating in Murrayville, Mildura, Manangatang and Sea Lake will be upgraded to standard gauge and strengthened so it can carry increased weight per axle. The line between Maryborough and Ararat will be reopened to allow access to the Port of Portland.

These changes enable rail freight from North West Victoria to access the bulk Ports of Portland, Geelong or Melbourne.

This project increases capacity and competitiveness of freight rail in North West Victoria and facilitates private industry investment. Lower rail freight costs will see an increase in freight moved by rail, resulting in 20,000 fewer truck trips.

The Victorian Government has committed to funding this project to its completion. An injection of \$200 million by the Commonwealth Government will see the project completed years earlier. This project is a high priority within the Central Murray and the Loddon Campaspe Regional Transport Strategies.

Total project cost: \$416 M. Funding required: \$200 M.
Owner: Railing Ahead Stakeholder Group.
Contact: David Leahy 5036 2333.



MILDURA AIRPORT AIRSIDE PAVEMENT UPGRADE

The resurfacing and strengthening of the existing Mildura Airport runway surface will enable larger aircraft to use the airport and support a projected increase in the number of traffic movements and passenger numbers using Mildura Airport.

The current pavement is reaching the end of its serviceable life. Without attention the movement of people, goods and services to and from Victoria's most remote regional city is threatened.

Mildura Airport is Victoria's largest and busiest regional airport with 4,500 regular passenger transport aircraft movements along with 6,200 charter and general aviation movements yearly. Patronage has more than doubled over the past 16 years to 2014, with 210,000 passenger movements per year and this trend is expected to continue.

Modelling estimates that this project will result in an increase in economic activity of \$42.8M per year and 78 on-going jobs. The importance of increasing the capacity of the Mildura Airport is recognised within the Loddon Mallee North Regional Growth Plan.

Total project cost: \$20 M. Funding required: \$10 M.
Owner: Mildura Rural City.
Contact: Gerard José 5018 8100.

CAPACITY IMPROVEMENTS FOR PASSENGER RAIL

Increased passenger rail services are required to meet growing demand and changing patterns of travel by commuters.

The rail lines between Melbourne to Bendigo, Bendigo to Swan Hill, Bendigo to Echuca, and Ballarat to Maryborough are experiencing increased patronage but also a trend towards intra-regional commuting.

Our Region has an aspiration for increased services for Echuca, Swan Hill and Maryborough that enable day trips either way between these locations and their respective Regional Cities. Between Melbourne and Bendigo we aspire to having passenger train services every 20 minutes during peak time, and every 40 minutes outside these times.

We believe that sufficient rolling stock is available to immediately increase passenger rail frequencies between Bendigo and Swan Hill and Bendigo and Echuca. Further increases can be facilitated by undertaking the following works:

- **Project 1:** Signalling Improvements for Echuca and Swan Hill lines \$7 million
- **Project 2:** Construction of two passing loops south of Bendigo \$15 million
- **Project 3:** Upgrade level and pedestrian crossings \$3 million

Increased passenger rail services can support use of our Region's health and educational facilities, help increase patronage of our tourist attractions as well as support increased commuter travel to and from Melbourne.

This project is a high priority within the Central Murray and the Loddon Campaspe Regional Transport Strategies and the Loddon Mallee Regional Growth Plans.

Total project cost \$25 M. Funding required: \$25 M.
Owner, South: Mount Alexander Shire.
Contact: Phil Rowland 5471 1700.
Owner, North: Swan Hill Rural City.
Contact: David Leahy 5036 2333.

ECHUCA MOAMA BRIDGE RIVER CROSSING

Substantial increases in tourist traffic, freight and population growth as well as the increased freight load requirements of new higher mass limited trucks, has created the need for a second Echuca-Moama Bridge Crossing. Many freight vehicles are forced to either use a longer route or switch to a less efficient older-style truck.

Construction of the second Echuca Moama bridge will deliver improved efficiency and reliability for freight transport, including modern freight vehicles, and will improve safety and convenience for all road users.

The Echuca Moama Bridge is directly aligned with priorities within the Loddon Mallee South Regional Growth Plan.

Total project cost: \$200-300 M. Funding required: \$200-250 M.
Owner: Campaspe Shire Council.
Contact: Jason Russell 5481 2200

MILDURA HEAVY VEHICLE BYPASS

Mildura is serviced by two major Highways that are part of the National Land Transport Network. The Mildura Heavy Vehicle Bypass is designed to reduce the number of trucks driving along Deakin Avenue by providing a safe alternative route along Benetook Avenue.

Deakin Avenue travels past several schools, many residences, food outlets and numerous motels that service the tourist industry. There are eight sets of traffic lights over a 2.2 km length of Deakin Avenue. This truck bypass design will support movement of higher efficiency trucks.

Stage One project cost: \$52.2 M. Funding required: \$52.2 M.
Owner: Mildura Rural City Council.
Contact: Gerard José 5018 8100

FIXING OUR TOP TEN MOBILE BLACKSPOTS

This project seeks to build the infrastructure required to address the ten highest priority mobile phone and device blackspots within the Loddon Mallee Region.

During 2014 the Loddon Mallee RDA Committee conducted a systematic and objective assessment of the locations without mobile connectivity. The highest priority locations for attention can be seen on the double spread maps on pages 16 and 17.

Continuous mobile connectivity is crucial to our Region, particularly our smaller communities. It underpins resilience and growth by delivering critical health and education services, greater productivity and competitiveness for businesses, and social connection and effective emergency management in our communities.

For more information about these priority areas please read the full report at <http://loddonmallee.com.au/mobile-phone-and-device-blackspot-connectivity-assessment/>

Total project cost: \$7 M. Funding required: \$7 M.
Owner: iLoddonMallee.
Contact: Marg O'Rourke 0427 019 900

DEVELOPING SOCIAL INFRASTRUCTURE

Investing in our towns, centres and cities strengthens communities and protects and enhances the liveability and appeal of the Region. We have the opportunity to create healthier, better connected settlements that deliver improved social and economic outcomes.

Some of our smaller towns are suffering from shrinking populations, which can lead to withdrawal of services and a decline in liveability. At the same time, peri-urban areas in our Region are facing pressure on services with rapid population increases. **Regional Growth Plans** have been prepared to help navigate some of these issues. There needs to be a continued effort to see these plans implemented.

The built environment of our towns, centres and cities is an important influence on health and wellbeing, social inclusion, liveability and tourism. Preventative healthcare is a first order economic issue. It creates a long-term positive impact on workforce participation, productivity growth and the overall health budget. The Loddon Mallee Region has the highest rate of obesity in Victoria which at 22.5% is significantly higher than the Victorian average of 17.3%.

Pockets of socio-economic disadvantage exist within our Region. They require focused and concerted efforts to address complex, long-term social issues. The Central Goldfields Shire's 'Go Goldfields' initiative is an example of the sort of response required. We want to see funding for the **Go Goldfields program continued past 2017** and the program replicated in other areas of need.

Priority Projects

MILDURA RIVERFRONT DEVELOPMENT – NEXT STAGE

The Mildura Riverfront Development is a game-changing initiative for Mildura, which aims to establish Mildura as Victoria's most significant inland river city. The next stage of this large-scale development comprises a new Visitor Information Centre; a new riverfront park area; community and exhibition spaces; retail, food and beverage areas; initial phases for residential development; and a feasibility study and business case for a new Indigenous Interpretation Centre.

Investment in this stage will create more than 150 jobs and \$49.6M in economic impact from construction and operations as well as increases in visitation and tourism. This project is identified in Victoria's Regional Tourism Strategy 2013-2016.

*Total project cost: \$55.1 M. Funding required: \$55.1 M.
Project Owner: Mildura Rural City Council.
Contact: Gerard José 5018 8100.*



OPENING UP SWAN HILL'S RIVERFRONT

Swan Hill Rural City wishes to activate unused land that can provide improved access to the Little Murray River. This is expected to increase visitation to the River and the appeal of Swan Hill.

This project will see the acquisition and preparation of a parcel of land for commercial development in the central Riverfront area of Swan Hill. The development will be in accordance with the Riverfront Master-Plan and provide for the development of accommodation, cafes, a retail shop space and family entertainment options. The project will bring amenity value to residents as well as attracting increased visitors.

This project is a priority within the Swan Hill Rural City Council Plan, and a proposal within the Swan Hill Riverfront Master Plan as well as the Council's 10 year major projects plan.

Total project cost: \$900,000. Funding required: \$600,000.
Owner: Swan Hill Rural City Council.
Contact: Adam McSwain 5036 2333.

STREETSCAPE REVITALISATION

This project will result in improved vibrancy and attractiveness of the CBDs of ten important townships in the heart of the Loddon Mallee Region.

The project will see upgrades to hard and soft infrastructure in the commercial areas and promotes an integrated and planned approach to the overall precinct improvement. A key feature will be 'grabbing the eye of motorists' to encourage stopping and spending in the Shire, which will in turn positively impact on the local economy, business creation, job retention, and make people proud of where they live.

The towns to benefit from this project are found across Buloke, Loddon and Gannawarra Shires and include: Charlton, Donald, Wycheproof, Sea Lake, Birchip, Bridgewater, Inglewood, Pyramid Hill, Boort and Kerang.

The streetscape projects are listed as priorities in each of the respective Council Plans.

Total project cost: \$9.67 M. Funding required: \$9.28 M.
Owner: Loddon, Gannawarra & Buloke Shires.
Contact: John McLinden 5494 1200.

MARYBOROUGH CIVIC PRECINCT REDEVELOPMENT

The Maryborough Civic Precinct Redevelopment will develop a key central business district precinct which incorporates the historic Court House, Post Office and Town Hall buildings – all still currently used for those purposes.

The Civic Square precinct is one 'bookend' to the 600 metre Nolan Street, the other end of which lies the magnificent Station Domain which incorporates the Maryborough Railway Station. The new precinct includes historic aspects, a commercial hub, and botanic gardens.

This redevelopment at the heart of Maryborough will improve amenity for both visitor and resident. The Maryborough Civic Precinct Redevelopment is a priority within the Central Goldfields Council Plan and the Maryborough Community Plan.

Total project cost: \$1.5 M. Funding required: \$1.2 M.
Owner: Central Goldfields Shire.
Contact: Mark Johnston 5461 0610.

NEW GISBORNE REGIONAL SPORTS PRECINCT

The development of sports grounds and associated supporting infrastructure will help address demand from the rapidly increasing population choosing to live in the southern parts of Macedon Ranges Shire.

The New Gisborne Regional Sports Precinct will include the construction of two ovals with lighting and electronic scoreboard, a multi-purpose pavilion, two netball courts, cricket training nets, playground and associated roads, parking and landscaping.

Council have purchased land for the precinct in a location that benefits five major population centres but also allows access from a nearby railway station and the Melbourne to Bendigo freeway.

This project is supported by the Macedon Ranges Leisure Strategy Plan and the Gisborne Sports Field Study.

Total project cost: \$7.55 M. Funding required: \$6.55 M.
Owner: Macedon Ranges Shire.
Contact: Peter Johnston 5422 0333.

MOUNT ALEXANDER AQUATIC AND LEISURE CENTRE

This project will replace a 60 year old seasonal outdoor 50 metre pool at Castlemaine with a contemporary year round Aquatic and Leisure Centre. The facility will provide the community from Mount Alexander Shire and surrounding districts with new opportunities for improving their health and wellbeing, as well as creating new jobs.

This new facility will include a 25 metre indoor lap pool, warm water program pool, and a combined leisure / learn-to-swim pool complemented by indoor recreational facilities including a gymnasium and group exercise rooms.

Mount Alexander Shire has an ageing population with comparatively high levels of chronic disease, yet relatively low rates of physical activity. Providing improved recreational facilities will help encourage the community to become more active.

Total project cost \$17 M. Funding required: \$7.4 M.
Owner: Mount Alexander Shire.
Contact: Phil Rowland 5471 1700.

CHARLTON PARK 2020 REDEVELOPMENT

This project will see the replacement of a number of older, flood prone sporting facilities with a single building that meets the needs of several Charlton sporting clubs.

The new facility will be a regional centre for harness racing within north west Victoria. The facility will be shared with AFL football, netball, cricket and hockey, providing a multi-use hub in regional Victoria with the capacity to be used for community events and to hold conferences.

The Charlton community has committed over \$1 million towards the cost of building the new facility.

Total project cost \$6.5 M. Funding required: \$5 M.
Owner: Buloke Shire.
Contact: John Hicks 5478 0100.

INVESTING IN TOURISM

The Loddon Mallee tourism industry currently employs 6,460 people and contributes \$262 million in salaries into the economy. To achieve sustainable industry growth we need investment in high quality visitor experiences that leverage the value of iconic natural assets and result in increased private investment.

Tourism is a key contributor to economic growth and employment in the Loddon Mallee Region. In 2012-2013, tourism contributed an output of \$1.034 billion to the Region's economy.

Each year, the Region attracts some 7.7 million visitor trips to the area's rich natural and cultural assets, including our rivers and waterways, forests and parks, food and wine and our unique Aboriginal and historic cultural heritage attractions. Our rich environmental and heritage assets provide opportunities to drive iconic and compelling tourism stories, particularly focused on the Murray River, and the internationally significant Goldfields Region.

Targeted new tourism infrastructure, services and planning are needed in some locations to link into existing attractions and provide a more streamlined and enriched visitor experience.

Recognised in our Regional Strategic Plans as a significant opportunity to assist some of our more vulnerable rural towns, well-planned and resourced tourism infrastructure has the potential to deliver diversification opportunities to traditionally agriculturally dependent communities.

Actively planning to grow tourism in the Region, we are working towards longer term goals, including the completion of the **Murray River Adventure Trail** as a connecting link between the attractions of the Murray River, and recognition of the **Castlemaine Diggings** as an area worthy of World Heritage listing.

Priority Projects

FIRST STEPS – MURRAY RIVER ADVENTURE TRAIL

The Murray River Adventure Trail is a multi-sport adventure trail which extends along the length of the Murray River between the Hume Dam through to Mildura/Wentworth. The Trail has the potential to be one of Australia's most iconic, using land and water to incorporate walking, cycling, kayaking/canoeing and other forms of water transport.

This project will complete a high priority mid-section of the trail that has connection into population centres and significant natural and historic features. This first section is viable in its own right, as it forms a return loop. Investment into this first stages of the Murray River Adventure Trail will build:

- ▶ Section 11 of the Murray River Adventure Trail between the Torrumbarry Weir and Koondrook/Barham within Victoria
- ▶ A trail on the NSW side of the River between the same towns
- ▶ A connecting trail between Kerang and Koondrook
- ▶ Trails connecting Cohuna into the Murray River Adventure Trail
- ▶ A marketing toolbox for use by the whole Adventure Trail.

Subsequent investment into the Murray River Adventure Trail should be to complete Sections 9 and 10 of the Trail – from Barmah to Echuca/Moama to Torrumbarry Weir at an additional \$2.16 million.

Total Project Cost: \$4.51 M. Funding Required: \$3.82 M.
Owner: Murray Regional Tourism.
Contact: Mark Francis 5480 7110.

THE MURRAY EXPLORED – CHAPTER ONE

The Murray Explored will be a unique means of increasing understanding of the value of the Murray River and its environment for local, regional and national audiences.



In the first instance, this project will focus on how our natural environment has changed since the naturalist's William Blandowski's 1856-7 expedition to northern Victoria. Project partner, Museum Victoria will conduct a survey, enabling comparison of the Murray River now, to earlier times.

This work will then inform the design, location and content of a series of products, including: a 'Pop-up' Museum; The Murray Explored' App; publication of the survey; trails; landscaped areas, related artwork and; interpretative signs.

Total Project Cost: \$800,000. Funding Required: \$600,000.
Owner: Gannawarra Shire.
Contact: Eric Braslis 5450 9333.

SWAN HILL REGIONAL ART GALLERY DEVELOPMENT

This project will develop the Swan Hill Regional Art Gallery into a state of the art facility with increased exhibition, workshop and storage space and improved educational facilities.

The current Gallery is only able to display a portion of the permanent collection. As well as increased space for the permanent collection, the redevelopment will create greater space for travelling exhibitions and permanent workshop spaces for artists.

The development of the Swan Hill Gallery will transform the building into a modern, energy efficient building with a longer useful life. This project is recognised within the Swan Hill Riverfront Master Plan, the Swan Hill Rural City Council Plan and the Swan Hill Art Gallery Redevelopment Strategy.

Total project cost: \$5.83 M. Funding required: \$4.43 M.
Owner: Swan Hill Rural City Council.
Contact: Bruce Myers 5036 2333.

HANGING ROCK REVITALISATION

Hanging Rock is a unique and iconic tourism asset located in Macedon Ranges Shire, attracting in excess of 150,000 visitors per year, many from interstate. This project will revitalise the environment, visitor and event facilities at the site.

Works to be undertaken include: building a predator proof perimeter fence; implementation of activities within the sites environmental management plan; upgraded toilet, racing club and visitor facilities; associated access improvements and landscaping.

Hanging Rock is estimated to provide a \$10 million per annum economic benefit from general visitations and \$4 million for each major event. This project will both sustain and enhance that benefit.

The works proposed in this project are consistent with the Hanging Rock Environmental Plan and Hanging Rock Reserve Management Plan.

Total project cost: \$4.25 M. Funding required: \$3.5 M.
Owner: Macedon Ranges Shire.
Contact: Peter Johnston 5422 0333.

BENDIGO BOTANIC GARDENS EXTENSION AND VISITOR CENTRE

This Project will extend the Bendigo Botanic Gardens by three hectares including construction of a new Visitor Centre and a new two hectare, contemporary garden, a 'Garden for the Future'.

The Visitor Centre will form the heart of the Bendigo Botanic Gardens Precinct; provide essential visitor amenities; be a venue for boutique conferences; allow the Gardens to deliver important educational programs; and demonstrate environmentally sustainable design. It will include visitor information and gift shop; function centre; café; classroom; commercial and demonstration kitchens; kitchen gardens; and toilets.

The 'Garden for the Future' will include purpose built outdoor event spaces and will feature over 500 different types of plants, all selected for their suitability to the local dry climate. The construction of this important facility will fortify the botanic gardens as a major destination within Central Victoria.

More information about the value of the Bendigo Botanic Gardens Extension and Visitor Centre can be found in the Botanic Gardens Master Plan.

Total project cost: \$9.44 M. Funding required: \$5.5 M.
Owner: City of Greater Bendigo.
Contact: Craig Niemann 5434 6000.

MALDON VISITOR INFORMATION CENTRE

This project involves the development of the historic Wheel & Loom Building in Main St, Maldon to become the new site for the Maldon Visitor Information Centre.

The new site will incorporate new technologies and contemporary design principles whilst acting as a model for reuse of a heritage building. The Bendigo Region Destination Management Plan highlights the need for a new high exposure location for the Visitor Information Centre in Maldon.

The new centre will attract increased visitation and more effectively motivate and convert visitor interest into longer length of stay and greater spend. A conservative scenario for the economic impact shows that a relocated Maldon Visitor Information Centre is estimated to create an economic output of \$2.4 million and contribute 24 jobs.

Total project cost: \$872,000. Funding required: \$600,000.
Owner: Mount Alexander Shire.
Contact: Phil Rowland 5471 1700.

WARANGA TRAIL

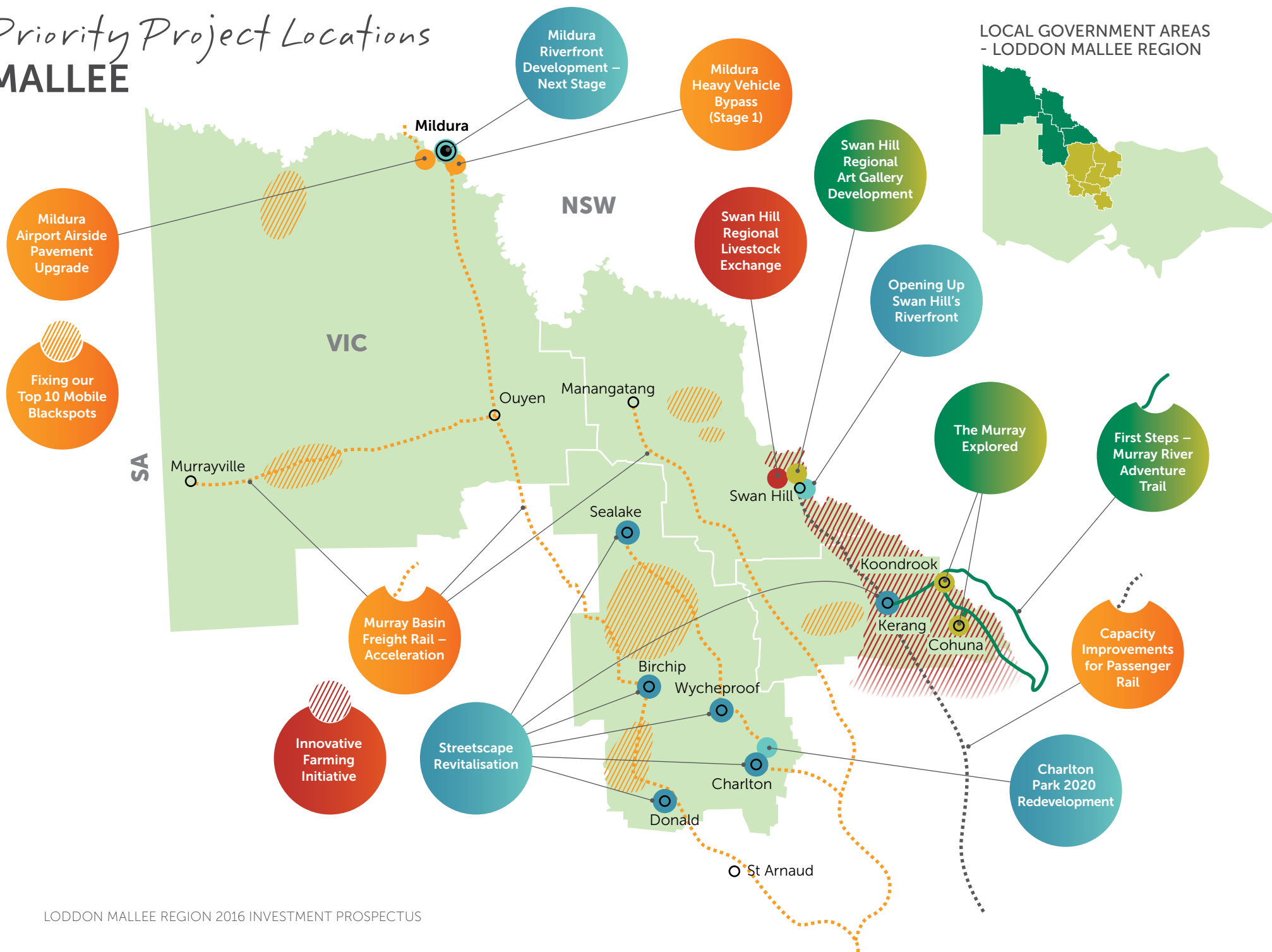
The Waranga Trail is 9.8 kilometres of walking and cycling track that will connect the two towns of Rushworth and Murchison, linking into an extensive network of trails within the City of Greater Shepparton. This is a first stage of an effort that will eventually connect the two regional cities of Bendigo and Shepparton via trails.

Building this section of track requires restoring and making safe seven historic rail bridges, as well as creating nine culverts through wetlands and water courses.

This project forms part of the Loddon Mallee Regionally Significant Trails Strategy.

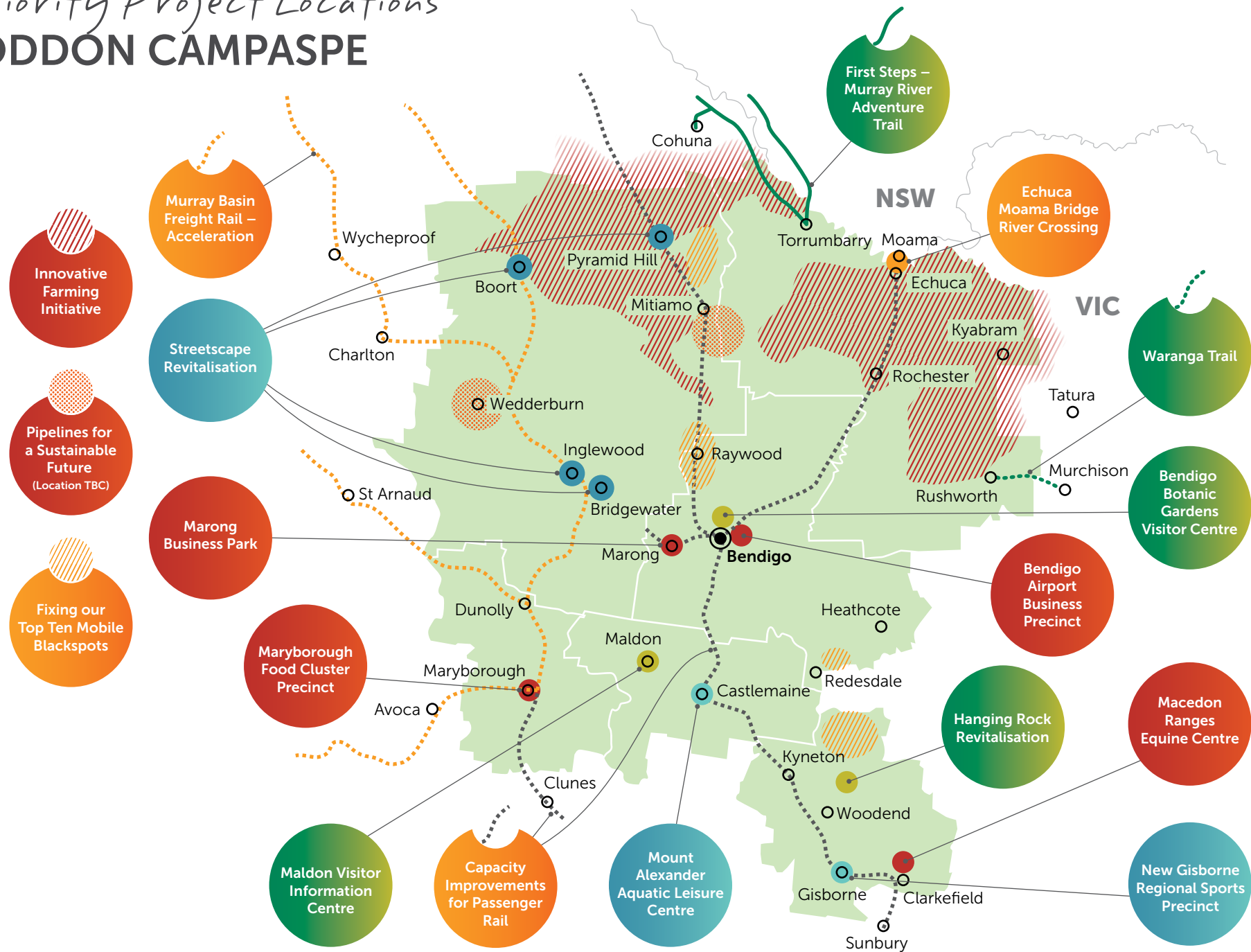
Total project cost: \$1.13 M. Funding required: \$977,500.
Owner: Campaspe Shire Council.
Contact: Jason Russell 5481 2200.

Priority Project Locations MALLEE



Priority Project Locations

LODDON CAMPASPE



REGIONAL PLANNING FRAMEWORK

All the projects listed assist us to reach the aspirations that are described in the Loddon Mallee Regional Strategic Plan 2015–18. The Regional Strategic Plan can be found at www.loddonmallee.com/files/Loddon_Mallee_RSP.pdf

Developed through extensive consultation with business, community, and local government, the Regional Strategic Plan articulates the Region's goals and defines the Strategic Directions we will follow to achieve them.

Not all of the opportunities and issues identified in the Regional Strategic Plan can be addressed through the sorts of projects listed in this Investment Prospectus. The Region's desire for a more **skilled workforce**, reductions in the levels of **preventable health problems**, and **removing the causes of disadvantage** require systemic problem solving, longer-term thinking and joined-up responses.

Both the Loddon Mallee Regional Strategic Plan and this Investment Prospectus are published by the Loddon Mallee RDA Committee, a Ministerially appointed body that receives support from both the State and Federal Governments.



FUNDING PROJECTS FROM THE 2016 INVESTMENT PROSPECTUS

1

Growing Business

Projects specifically designed to expand our economic activity by building upon our areas of competitive advantage.

2

Building Economic Infrastructure

Investment in infrastructure is needed to better connect our Region and to unlock barriers to industry growth and to enhance productivity.

3

Developing Social Infrastructure

Investing in our towns, centres and cities strengthens communities and protects and enhances the liveability and appeal of the Region.

4

Investing in Tourism

Tourism is a key contributor to economic growth and employment in the Loddon Mallee Region.

HELPS US ACHIEVE THESE PRIORITIES
FROM THE **2015 - 18 REGIONAL
STRATEGIC PLAN**

Priority Actions

- 1.1 Invest in high value agriculture
- 1.2 Increase regional food manufacturing
- 1.3 Improve reach into international markets, especially Asia
- 1.4 Stimulate local industry to maintain and create employment
- 1.5 Develop, maintain and use workforce skills
- 2.6 Continue modernising our Region's irrigation system

Priority Actions

- 2.1 Invest in mobile connectivity and access to high quality broadband
- 2.2 Improve movement of freight
- 2.3 Improve public and private transport connectivity
- 2.5 Secure investment in regional airport and aerodrome infrastructure

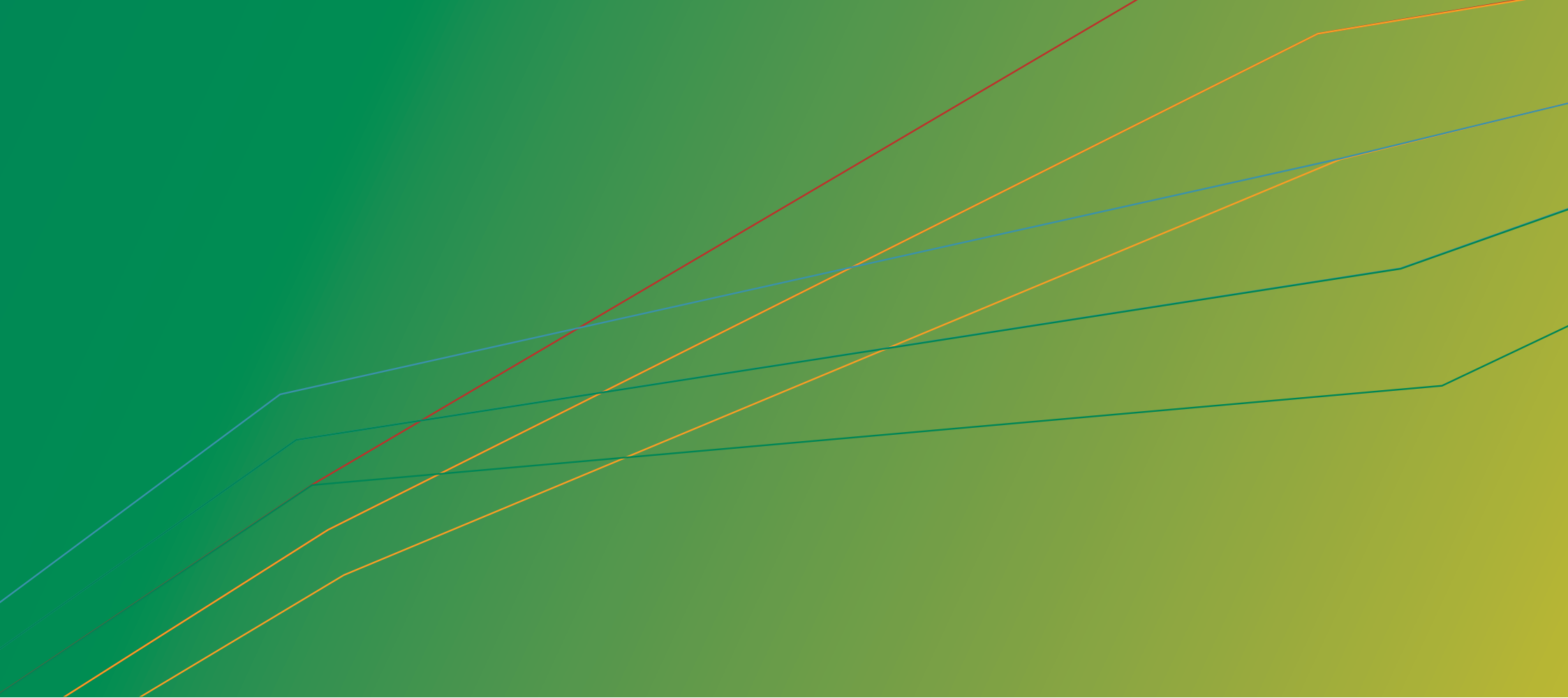
Priority Actions

- 4.1 Improve small town livability, adjustment and access to service
- 4.2 Build on the strengths of regional centres and towns
- 4.3 Enhance Bendigo and Mildura as regional cities
- 4.4 Maintain and build healthy places
- 4.8 Support thriving arts, culture, sports, recreation and major events
- 3.3 Improve educational aspirations, attainment, accessibility and quality

Priority Actions

- 1.8 Invest in tourism product, assets and related infrastructure
- 4.9 Improve our pride in, and protection of, our Aboriginal and historic cultural heritage





An Australian Government Initiative



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