

INVEST

GIPPSLAND REGION



Discover how our region can unlock your business potential

Gippsland is where natural advantages meet industrial capability. Backed by world-class energy assets, productive land, advanced industry and investment-ready precincts, the region offers businesses the confidence to invest, expand and compete in global markets.

Connected for Success

KEY

- 1 Longwarry Logistics and Employment Hub
- 2 Gippsland Logistics and Manufacturing Precinct
- 3 Port Anthony Marine Terminal Industrial Precinct
- 4 Gippsland Renewable Energy Centre of Excellence
- 5 Latrobe City Food and Manufacturing Precinct
- 6 Yarram Residential and Industrial Growth Areas
- 7 West Sale Defense Precinct
- 8 Bairnsdale South Industrial Estate

- Freight Roads
- Freight Rail
- Transmission Lines
- National Park
- Bass Strait Oil Field
- Offshore Wind Zone
- Proposed Renewable Energy Zone

- ✈ Airport
- ⚓ Seaport
- 🐧 Penguin Parade
- 🔥 Longford Gas Plant
- 🎓 University & Technical Training Providers





At a glance



\$22.2 billion

gross regional product



Population:

**313,600
residents**



28%

of Victoria's agricultural
land located in Gippsland.



\$2 billion

annual spend in the
tourism industry.



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.



Energy Transition

Gippsland is uniquely positioned to lead Australia's energy transition, combining nationally significant established energy assets with the infrastructure, skills and industrial capability needed to support major new investment.

Already supplying around half of Victoria's electricity, the region is building on its established energy strengths to become a major hub for offshore wind, renewable energy, energy storage and emerging low-emissions industries. The Gippsland Offshore Wind Zone, Renewable Energy Zones and established 500kV transmission network provide a strong platform for large-scale energy investment.

The region's advantage extends beyond generation. Gippsland has terminal stations, extensive gas infrastructure connected to Longford and the Bass Strait oil fields, dark fibre telecommunications, major industrial land holdings and a workforce experienced in operating and maintaining complex energy assets. Barry Beach Marine Terminal and the Port of Edrom (in southern New South Wales) provide strategically located marine infrastructure with potential to support on and offshore energy development, logistics and servicing.

Major projects are already signalling the scale of opportunity. SEC Energy Works is establishing a 143-hectare site for new energy infrastructure and storage technologies, including Energy Dome's 20-megawatt long-duration energy storage project. Keppel's proposed \$10 billion data centre development further highlights the region's capacity to support energy-intensive, digitally enabled industries.

Gippsland's transition also extends to finding higher-value, lower-emissions uses for its industrial legacy, including lignite-derived materials and waste streams. This creates opportunities in resource recovery, critical minerals, hydrogen, fertilisers, carbon materials and other emerging products that build on the region's existing energy infrastructure, industrial land and technical workforce.

Together, these assets position Gippsland as a compelling location for investment in offshore wind, long-duration storage, renewable energy, geothermal and bioenergy, as well as the infrastructure and services required to support Australia's energy transition.

Advanced Manufacturing

Gippsland's industrial capability is a major competitive advantage, creating opportunities for advanced manufacturers to participate in growing national and global supply chains.

Gippsland's timber industry is creating new value through advanced manufacturing and innovation. A fourth-generation regional business, **Drouin West Timber & Truss** has evolved from sawmilling and traditional timber frames and trusses into a technology-enabled manufacturer of prefabricated wall, floor and roof systems. Its FutureFit™ system combines locally sourced timber, digital design and automated manufacturing to deliver faster, more efficient construction – showing how regional resources and capability can be transformed into higher-value products and new markets.

The region has decades of experience supporting complex industries, including power generation, resources, paper manufacturing and energy infrastructure. This has built deep expertise across engineering, fabrication, maintenance, technical services and project delivery, supported by a skilled workforce and established industrial businesses.

As Australia's energy system and industrial base transform, Gippsland is well positioned to apply these capabilities to new markets. Opportunities are emerging across component manufacturing, specialised fabrication, engineering services, equipment maintenance and industrial supply chains supporting renewable energy, offshore wind, defence, transport and other advanced industries.

Gippsland also offers the practical foundations manufacturers need to scale. Expertise in heavy engineering, from manufacturing through to mine rehabilitation, is combined with industrial land, established energy infrastructure, high-capacity transmission and digital connectivity support capital-intensive operations, while proximity to major energy projects creates opportunities for businesses to locate closer to emerging customers and supply chains.

The Latrobe Valley is unlocking new economic opportunities from its industrial legacy through **Latrobe Magnesium's** world-first process to recover magnesium and other valuable materials from brown coal fly ash. Its 1,000-tonne-per-year demonstration plant is being commissioned at Hazelwood North, with a planned 10,000-tonne-per-year commercial plant to follow. By combining an abundant local waste resource with existing industrial land, infrastructure and skills, the project shows how Gippsland can transform legacy assets into new, globally traded products and advanced manufacturing opportunities.

The Latrobe Valley's lignite resources and industrial by-products also provide a platform for advanced manufacturing, resource recovery and urea fertiliser production. Rather than conventional coal extraction, the strongest opportunity lies in converting lignite-derived materials and waste streams into higher-value products.

The region's industrial transition is already underway, with local businesses building capability to service new energy and infrastructure markets. For investors, Gippsland offers the opportunity to access an established industrial ecosystem while positioning manufacturing operations at the centre of significant new investment. With a skilled industrial workforce, proven engineering capability and growing demand from the energy transition, Gippsland offers a strong platform for advanced manufacturing businesses seeking to establish, expand or diversify into the industries of the future.

Value-added food and fibre manufacturing

Gippsland is one of Australia's leading food and fibre production regions, generating more than \$7 billion annually across dairy, plantation forestry, livestock, horticulture and seafood. The region's greatest investment opportunity lies in capturing more value from these industries through downstream processing, advanced manufacturing and export-focused production.

Patties Food Group is a strong example of Gippsland's nationally competitive food manufacturing capability. Its Bairnsdale facility is the world's largest pie-making factory, supporting a nationwide supply chain and production for major Australian retailers. Patties is Australia's leading manufacturer of meat and party pies and exports to the United States and Asian markets. In 2025, the National Reconstruction Fund Corporation committed \$36 million to support the company's growth and new advanced manufacturing capability, citing Patties' established market position and best-in-class manufacturing capability.

Gippsland is Australia's largest dairy-producing region and a major producer of timber, beef and seafood, providing secure, large-scale supply for businesses seeking to manufacture premium food ingredients, specialised nutrition products, engineered timber and wood products, and other high-value goods. Opportunities also exist to expand seafood processing, horticultural processing and cold chain infrastructure that supports growing domestic and export markets.

One Harvest shows how Gippsland converts premium agricultural output into high-value food manufacturing at national scale. From its Bairnsdale facility – home to Australia's largest fresh-cut salad operation – the company processes produce from the nearby Lindenow Valley and supplies major supermarkets across Australia. Its investment in advanced processing, including a multi-million-dollar beetroot facility, has helped position East Gippsland as a centre for value-added beetroot production.

Through products such as Love Beets, now sold nationally and exported to Asian markets, One Harvest demonstrates the strength of Gippsland's food supply chain: quality growing conditions, reliable regional production, skilled local labour and efficient access to domestic and international markets.

Established processors, reliable water resources, development-ready industrial land and strategic freight connections provide a strong foundation for investment.

Purpose-built industrial precincts, including the Gippsland Logistics and Manufacturing Precinct, are creating new opportunities for manufacturers to co-locate with producers, strengthen regional supply chains and build export capability.

By processing more of Gippsland's world-class produce within the region, investors can access secure raw materials, established industry capability and growing demand for premium Australian food and fibre products, while helping create a more resilient and higher-value regional economy.

Year-round visitor economy

With more than 7 million visitors annually and a visitor economy generating around \$1.7 billion in expenditure, Gippsland has demand at scale. The investment opportunity is to increase yield: more overnight stays, more reasons to travel outside peak periods and more experiences that connect the region's coast, lakes, mountains, food and the stories, knowledge and cultures of its First Peoples.

The strongest propositions are distinctive, bookable and complementary to existing destinations. They match accommodation with an experience, build all-weather appeal and operate in ways that protect the natural and cultural assets on which demand depends.

Investment opportunities based on consumer demand and growing trends include:

- Premium nature-based accommodation near Wilsons Promontory, the Gippsland Lakes, Phillip Island and the High Country.
- Wellness retreats, geothermal bathing, eco-lodges and year-round experiences.
- First Peoples-led cultural tourism experiences.
- Destination dining, craft beverages, farmgate experiences and multi-day food trails.
- Walking, cycling, marine and adventure products that convert day trips into overnight stays.

Rising visitor demand, iconic natural assets and growing investment in access and visitor infrastructure are creating new opportunities to deliver the next generation of tourism experiences. From luxury accommodation and wellness retreats to destination dining, eco-tourism and adventure experiences, Gippsland offers investors the opportunity to develop year-round attractions that capture higher visitor spend, extend length of stay and strengthen one of Australia's most sought-after regional destinations.

Metung Hot Springs has transformed a coastal destination into a premium year-round wellness experience, demonstrating the growing demand for high-value tourism in Gippsland. Combining geothermal bathing, spa experiences, wellness offerings and boutique accommodation in a natural setting overlooking the Gippsland Lakes, the privately developed destination attracts visitors beyond the traditional summer season and encourages longer stays.

Metung Hot Springs exemplifies how innovative private investment can create distinctive visitor experiences that strengthen the region's appeal as a premium wellness and ecotourism destination. The investment complements East Gippsland's growing visitor economy, which has attracted more than 1.7 million visitors and generated more than \$630 million in visitor expenditure annually





Strong Infrastructure – Strong Returns

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

Space to Scale

The region offers large-scale industrial and logistics investment opportunities with efficient freight connections at costs significantly below metropolitan markets across key employment centres.

The M1 Growth Corridor is creating new opportunities for industrial expansion, complemented by established precincts. Morwell is developing a significant industrial and logistics cluster anchored by the Gippsland Logistics and Manufacturing Precinct (GLaMP) and complemented by the privately developed ICON Industrial estate. GLaMP offers up to 69 hectares of serviced industrial land, with direct Princes Freeway access and future intermodal rail connectivity. Backed by \$15.4 million in Victorian Government investment, the GLaMP precinct is designed to support advanced manufacturing, logistics, renewable energy and freight-intensive industries. ICON adds further industrial land for manufacturing, warehousing, logistics and other businesses seeking space to establish or expand.

Backed by more than \$5.36 million in government investment, the Latrobe Aerospace Technology Precinct is building on existing aviation capability to create Australia's leading integrated advanced air mobility ecosystem, supporting aerospace manufacturing, testing, research and next-generation aviation technologies.

To the east of the region, the West Sale Airport presents a key strategic investment opportunity for precinct trunk development to support the region's developing defence sector and the renewable energy transition. Co-located near the East Sale RAAF Base, West Sale Airport connects civilian operations and industry with strategic defence programs, contractors and operations.

Local Skills and Workforce

Gippsland offers investors access to a highly skilled workforce, with 20% more trades and technical workers than the national average. The region's long history in energy, manufacturing, engineering and agribusiness has created deep technical expertise, while industry partnerships with Federation University Australia, TAFE Gippsland and employers ensure training keeps pace with industry demand.

The new Clean Energy Centre of Excellence at TAFE Gippsland will further strengthen this capability, delivering industry-led training in renewable energy, offshore wind, battery storage and emerging clean energy technologies. Together, these assets provide investors with access to skilled talent today and a workforce pipeline to support long-term growth.



Regional Development Victoria

Gippsland Investment Specialists

Regional Development Victoria has dedicated, expert investment-facilitation teams to support your investment journey located in our Morwell office. Our teams work 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.

