



INVESTMENT PROSPECTUS

37°S 141°E



GLENELG VIC

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01 Message from the mayor

On behalf of the Glenelg Shire Council, I'm delighted to present this Investment Prospectus which highlights the many and varied opportunities available to businesses considering investing in our beautiful corner of Victoria.

Australia's rural and regional areas are experiencing a renaissance, and Glenelg Shire is ideally positioned for prosperity as a regional centre for manufacturing, renewables, agriculture, health and transport services.

Glenelg's population and economy are growing. Our Shire has superb liveability, a supportive business environment and is globally connected. From the thriving coastal city of Portland to our historic inland townships, businesses wishing to establish here will find progressive and welcoming communities, quality infrastructure - including a superior roads network and the only deep-water port between Melbourne and Adelaide - as well as unparalleled natural beauty.

Geographically, the Shire is ideally positioned for cross-border opportunities in tourism and industry, and the region's reliable 857mm annual rainfall and rich volcanic soils have formed the foundations of a thriving agricultural industry. Coupled with strong fishing and forestry sectors, the region is a leader in the production of world class food and fibre.

Glenelg Shire Council is actively pursuing economic diversification and innovation to spur the region's next economic and social transition, and we invite you to be a part of it.

To support this transition, Council has recently attracted investment for a number of high-value projects which deliver enabling infrastructures to further attract tourism and encourage economic diversification and innovation.

Glenelg Shire Council is committed to assisting potential investors and I invite you to contact our Economic Development Team who will assist you in harnessing the opportunities that abound in Glenelg.

Cr Anita Rank
Mayor
Glenelg Shire Council

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Acknowledgement of country

The Council respectfully acknowledges the traditional lands and waters of the Gunditjmarra people, Bunganditj people, and Jardwadjali people and their respective cultural identities, heritage and connection to land.

Aboriginal and Torres Strait Islander People provide an important contribution to Australia's cultural heritage and identity. We respectfully acknowledge the Aboriginal and Torres Strait Islander communities living throughout the Glenelg Shire and

the contribution they make to the Shire's prosperity and wellbeing.

We thank the Gunditjmarra, Bunganditj and Jardwadjali for their continued custodianship and we acknowledge and celebrate the continuation of a living culture that plays a unique role in this region, which we are privileged to live in and prosper from.



This map has been produced for the Glenelg Council, based on information provided by local Aboriginal community members. It is not intended nor should it be relied on for use in Native title claims or any other land claims.

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Glenelg at a glance



Glenelg Shire is renowned for its dramatic coastal and cultural landscapes, which includes the UNESCO World Heritage listed Budj Bim Cultural Landscape. There is no shortage of open space in Glenelg, with 6,212 square kilometres of rolling green hills, rugged coastlines and clifftops, bending rivers and majestic national forests. Glenelg boasts a variety of world-class attractions that draw tourists from across the world every year and underpin a growing tourism industry.

The shire is also known for its thriving industrial sector with leading manufacturing, agricultural, commercial fishing and forestry industries providing diverse opportunities for employment and supporting businesses.

In recent years Glenelg has become a major renewable energy hub with existing wind farm infrastructure and a strong pipeline of new developments.

MAJOR TOWNS



CAPE BRIDGEWATER

19,811
PEOPLE

PROJECTED GROWTH
20,989
BY 2030

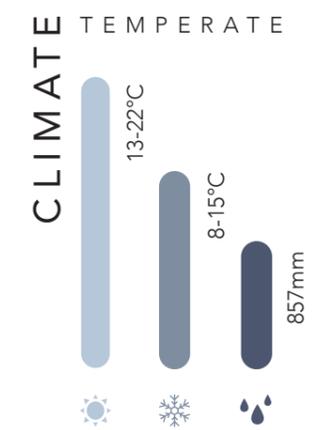
SCHOOLS
13
PRIMARY
4
SECONDARY
1
SPECIAL DEVELOPMENT

6,212
SQUARE KM

THE GREAT SOUTH COAST IS THE
LARGEST PRODUCER
OF HIGH-QUALITY
PRODUCE
IN VICTORIA

HOSPITAL & HEALTH SERVICES
CASTERTON MEMORIAL HOSPITAL
HEYWOOD RURAL HEALTH
PORTLAND DISTRICT HEALTH
WINDA MARRA HEALTH SERVICE
DHAUWURD-WURRUNG ELDERLY AND COMMUNITY HEALTH SERVICE

LOCAL JOBS
12.8%
MANUFACTURING
18%
AGRICULTURE FORESTRY & FISHING
14%
HEALTHCARE & SOCIAL ASSISTANCE



4+
AGED AND ASSISTED LIVING FACILITIES
379,000
TOURISTS
\$90M
IN DIRECT SPENDING FROM TOURISM



04

Strategic advantages

WELL-CONNECTED FOR REGIONAL BUSINESSES

No matter the nature or size of your business, well-established infrastructure is in place to start and grow your business and export to Australia and the world. Glenelg is one of Victoria's most accessible regional locations for importing and exporting goods, interconnected by sea, air and road.

Freight and cargo are accessible through 6 deep-water berths, well-established freight networks, and the Portland Airport which is just 13KM from the township of Portland. With the only deep-water port between Melbourne and Adelaide, the Shire is strategically significant for Western Victoria and South Eastern SA. In addition, commercial passenger flights serviced by Qantas Link are available through Mt Gambier Airport.

AFFORDABLE WITH ROOM TO GROW

Glenelg has more than 60 hectares of coastal land with access to highway routes and land zoned to help facilitate rural industry. Compared to metropolitan areas, commercial and residential property in Glenelg represents outstanding value.

Communities across the Shire have a variety of affordable housing options at significantly lower prices compared to other regions of Victoria. In 2018 the median housing value in Glenelg Shire was \$234,000, which was 65% lower than the rest of Victoria.

A GROWING AND DIVERSE INDUSTRIAL BASE

Glenelg has well established, export-oriented industries that have long provided economic stability to the region. In turn, these industries – manufacturing, agriculture, forestry and aquaculture – have provided important opportunities for small businesses to grow and thrive. Glenelg is also at the forefront of renewable energy in Victoria, with existing infrastructure and a significant pipeline of wind and solar projects.

PRIME AGRICULTURAL LAND AND RICH MARINE RESOURCES

The Great South Coast is Victoria's largest producer of food. The region averages 857mm of annual rainfall, which provides a stunning verdant coat across farmlands during the Winter and Spring seasons. It is these regular rainfalls and the region's rich volcanic soils that have formed the building block of a thriving agricultural industry. A rich marine ecosystem also makes Portland a strategic fishing centre and home to a growing aquaculture industry.

There is an emerging market for boutique food businesses and other supporting businesses to leverage the Shire's reputation for quality produce and create engaging experiences unique to the region.

BUSINESS FRIENDLY COUNCIL AND COMMUNITY

The Glenelg Shire council is committed to providing support and resources to help establish and grow businesses within the community. Businesses can also work with a range of local bodies, such as the Great South Coast Food and Fibre Council, a representative body that aims to utilise the region's untapped capacity to increase food and fibre production and value-add to build the viability and resilience of local communities.

VICTORIA'S BEST KEPT SECRET

Glenelg is a place of natural beauty and small-town charm, untarnished by over-development and excessive commercial tourism. Situated on the Great Ocean Road, the Shire is an ideal location from which to explore some of Australia's most iconic tourist destinations. The Shire's proximity to the Grampians National Park, Coonawarra wine region, and South Australia's Limestone Coast makes it an obvious choice for those looking to enjoy the ocean, National Parks and a variety of outdoor activities.

Glenelg has a growing environment and culture-based tourism sector, with key developments, including the Portland Foreshore redevelopment and Budj Bim cultural sites, which are expected to significantly increase visitor numbers in the near future. As tourism expands, more opportunities are emerging for supporting accommodation, hospitality and retail businesses throughout the Shire.

BUDJ BIM

The Budj Bim National Heritage Landscape sits to the east and north east of Heywood. The landscape is home to one of the world's oldest and most extensive freshwater aquaculture systems and human

settlement sites. The ancient ancestors of the Gunditjmara clans along the Budj Bim landscape engineered and constructed channels, traps and ponds to traditionally farm eels and other fish. Alongside the ancient engineering are the remains of stone village sites where Gunditjmara families would live with their traditional beliefs and cultures. Gunditjmara stories of the volcanic eruption that created the stony landscape date back 30,000 years with parts of the traditional aquaculture dated at 6,700 years old.

The community owned and operated Budj Bim Tours Company conduct tours along the Budj Bim landscape including Lake Condah, Kurtonitj, Lake Gorrie and Tyrendarra.

WHALE SIGHTINGS

Humpback Whales, Southern Right Whales, Blue Whales and the occasional Orca (Killer Whale) visit areas around Portland Bay & Cape Bridgewater Bay whilst they are transiting through our Southern Ocean waters each winter. If you are amongst the lucky ones to be in Portland when a whale enters the bay, they can get as close as bumping the dock you are viewing from.

GREAT SOUTH WEST WALK

The Great South West Walk is south western Victoria's premier 250-kilometre bushwalking trail, located between Portland and Nelson at the western gateway to the Great Ocean Road.

This world-class experience includes four unique walking environments that have been divided up into the Forest Walk, the Glenelg River Gorge walk, the Discovery Bay Beach walk and the Capes and Bays walk – providing sections to meet every walker's interests. The trail winds around tall hardwood forests, the pristine Glenelg River, aboriginal cultural sites, the mighty Southern Ocean with vast sand dunes, sandy bays and beaches, rugged cliffs, freshwater lakes, stunning Bridgewater Bay and a diversity of natural fauna and flora.

PORTLAND MARITIME DISCOVERY CENTRE

Portland Maritime Discovery Centre houses a Maritime Museum, Visitor Information Centre and gift shop. Built on reclaimed land on the Portland foreshore, the centre was opened in 1998. The design of the building, when viewed from above, represents the shape of an anchor.

The museum documents Portland's rich maritime history from the arrival of the first European settlers, the Henty brothers, in 1834. The displays are drawn from Glenelg Shire Council's extensive Cultural Collection, with much of the maritime material donated to Council by the Port of Portland in the 1990s.

PRINCESS MARGARET ROSE CAVE

Approximately 15 minutes from Nelson, Princess Margaret Rose Cave is one of Australia's most decorative limestone caves. Visitors to the cave can see stalactites and stalagmites, helictites, cave coral and many other beautiful rock formations.

AUSTRALIAN KELPIE CENTRE

Casterton, known as the birthplace of the Kelpie working dog, is home to the Australian Kelpie Centre. The state-of-the-art Henty Street facility, situated in the heart of the Kelpie Walking Trail, includes an interpretative display showcasing the history of this iconic working dog and story of Victoria's first in-land European settlement.

FESTIVALS AND EVENTS

From the Casterton Kelpie Muster and Hooked on Portland, to Heywood's Wood, Wine & Roses Festival and Truck & Ute Show, events in Glenelg attract thousands of visitors each year. These events play a vital role supporting local businesses and promoting the region.

Visit the Glenelg Shire website, www.glenelg.vic.gov.au for the current calendar of events.



Lifestyle benefits

WORK MEETS LIFESTYLE

Australia is experiencing a regional and rural renaissance driven by less liveable cities, high housing costs and the lifestyle appeal of the regions. Employment opportunities are strong across the Shire as our traditional industries continue to develop and remote working and digital connectivity opens a range of possibilities for people and businesses to relocate out of cities.

Glenelg offers residents access to the amenities of city living across our larger townships, the charm and comforts of tight-knit communities, all while enjoying the natural beauty of the region. Our locals balance out their workday with a morning hike through Cape Nelson National Park, a lunchtime surf at one of Portland's renowned beaches, or simply kicking back with a coffee at the beach side café to watch the whales in Bridgewater Bay.

COMMUNITY

FEEL A SENSE OF BELONGING

Perhaps the greatest attraction of the Glenelg Shire is the strength of community spirit. The Shire boasts one of the highest rates of volunteerism in the State with nearly one third of residents engaging in voluntary work through an organisation or group, a testament to the community's strong pride and altruism. The Shire is well serviced by public facilities, schools and healthcare providers.

Our strong community sport culture creates opportunities for young people and adults to come together through a range of social and competitive team and individual sports. Our local sporting and recreation clubs and public facilities provide a safe and welcoming environment for people to participate in physical activity. Our popular sporting clubs include basketball with strong annual tournaments held, as well as netball, football, racquetball, soccer, tennis and swimming.

Glenelg Shire has three library branches available in Portland, Casterton and Heywood. Our libraries provide a space for adults and children alike to come together for work, education and entertainment. The libraries provide working and study space, Wi-Fi internet access for personal devices, as well as PC computers for research. Each of our locations also host regular children's education and engagement programs, as well as fun crafting activities over the school holidays. The Portland Library has also undergone a redevelopment aimed to better accommodate Library users and the

way people interact with the Library through a range of features, including dedicated children and youth areas, research and small group meeting spaces, and a silent study area.

Quality education is available across Glenelg's range of public and private schools. Families can choose from our 13 primary schools, 4 secondary schools and 1 Special Development School to find the right school for their children.

Health and community services are dispersed across the region to support the needs and preferences of locals. The region has three hospitals and health centres in Portland, Casterton and Heywood, as well as a range of aged care and assisted living facilities, including the Merino Community Health Centre as well as Edgarley Assisted Living, a community based not for profit aged care facility based in Casterton. Dhauwurd-Wurrung Elderly and Community Health Service also provides culturally appropriate health and community services to Aboriginal and Torres Strait Islander locals.

Youth programs and activities ensure the Council is responsive to the needs of local young people. Glenelg offers several initiatives, programs and support groups to enable young people in the community to get involved in areas such as the arts, music performances, supporting LGBTIQ inclusion and civic engagement.



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Economic profile

The Glenelg Shire Council is committed to growing the shire's economy as an investment in long-term prosperity for its citizens.

19,674
PEOPLE
JUNE 30 2019

MEDIAN AGE
45 YEARS

2.7% 65-74
2.8% 0-19
2.55 35-45

GLENELG
SHIRE'S GROSS
REGIONAL
PRODUCT WAS

\$882
MILLION

AS OF THE 30TH JUNE 2019

0.05%
1 YEAR
GROWTH

POPULATION
GROWTH IN
REGIONAL
VICTORIA WAS
1.37%

HOUSEHOLD
INCOME
GROWTH
(2016-2017)
WAS

+\$6,496

UNEMPLOYMENT
IS VERY LOW

8% IN 2011

5.6% IN 2017

8,309
PEOPLE
EMPLOYED IN 2016

56% **41%**
WORKED WORKED
FULL-TIME PART-TIME

LOCAL JOBS

18%
MANUFACTURING

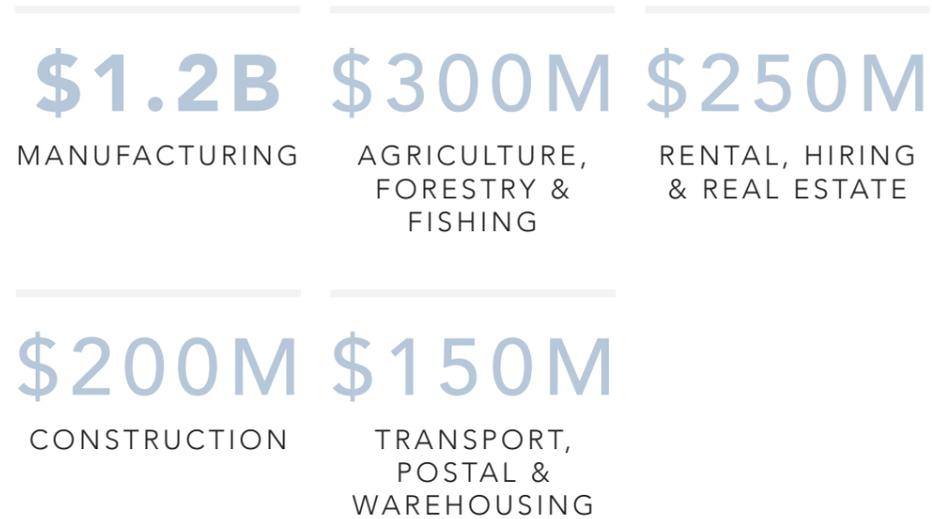
13%
AGRICULTURE,
FORESTRY &
FISHING

13%
HEALTHCARE
& SOCIAL
ASSISTANCE



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Key industries



MANUFACTURING

The Portland Aluminium Smelter currently underpins Portland's \$1.2 billion manufacturing industry. The timber milling industry spanning across Dartmoor, Heywood and Portland is also a key contributor to the Greater Green Triangle Region, which produces \$778 million Gross regional product annually.

Glenelg has become a major renewable energy hub through the Portland Wind Energy Project and the wind farm activities of Pacific Hydro Limited. Keppel Prince Engineering is involved in the fabrication and maintenance of towers and turbines. Building on the regions favourable wind generation conditions, manufacturing and transport infrastructure, there are emerging opportunities to develop renewable energy export industries such as green hydrogen.

AGRICULTURE

Glenelg Shire's food and fibre industry has a gross output of \$288.10 million, directly employs 1462 people and has a value-added figure of \$122.63 million. This industry is 9% of total Shire output, 7.5% of value added and accounts for 5.1% of people employed in the Shire. Products from the Shire include beef, dairy, wool, fat lambs, apples, strawberries, wine, potatoes, grapes and honey.

FORESTRY AND TIMBER

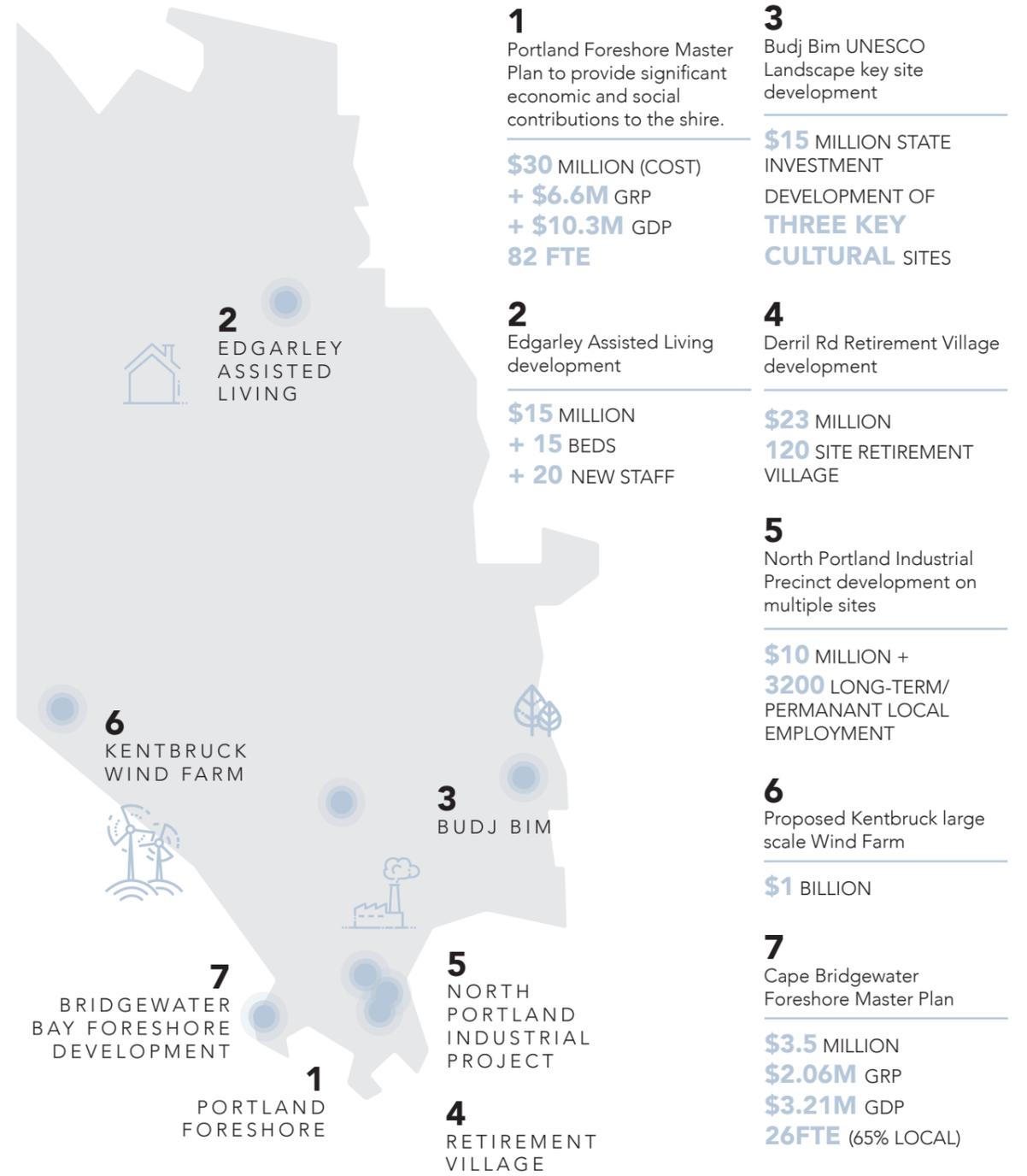
With suitable soil, rainfall, abundant land and proximity to the Port of Portland, Glenelg is strategically located in the Greater Green Triangle Region that includes south west Victoria and south east South Australia. The timber industry makes a significant contribution to the regional economy contributing some \$778 million Gross regional product annually underpinning some 8,500 jobs across the Green Triangle Region.

FISHING AND AQUACULTURE

The fishing industry is a major contributor to the local economy including support industries such as fish processing, marine engineering, transport, ship building and maintenance, fueling, and associated businesses. Crayfish, abalone, squid, shark and deep-water trawling makes Portland a strategic fishing centre. Approximately 40 percent of Victoria's wetfish catch is landed at Portland and in addition abalone is produced at a large-scale onshore aquaculture facility. Although some fish is processed in Portland, most of the fish received at Portland is transported by road directly to Melbourne and other markets.

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Investment opportunities



As Glenelg Shire continues to grow in industry and community new investment opportunities are emerging in the region.



Public investment and government support is a key priority for the Glenelg Shire Council. There are multiple avenues of public investment which may be available to you to support new and growing businesses.

ECONOMIC DEVELOPMENT TEAM

The Glenelg Shire Council is committed to growing the shire as an investment in long term prosperity for its citizens. The Economic Development and Tourism Unit have developed the Council plan to reflect the strength of our commitment to economic development and tourism. The Unit is involved in projects and activities including:

- Promotion and publicity of the Shire
- Identifying growth opportunities in target sectors
- Working with businesses that will provide greatest economic benefit
- Providing information and referral services
- Advice on new business establishment
- Provide a seamless response to new investment enquiries
- Working with Local, State and Federal governments to deliver enterprise improvement programs

For more information, visit www.glenelg.vic.gov.au

ENQUIRE

To enquire about public funding avenues and development approvals, please contact Council's Economy and Investment Unit on (03) 5522 2344 or email invest@glenelg.vic.gov.au

Contact us:

p. (03) 5522 2344

e. invest@glenelg.vic.gov.au.

www.glenelg.vic.gov.au



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