



# PORTLAND INDUSTRIAL

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## INVESTMENT PROSPECTUS

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# CEO'S MESSAGE

Portland is open for business. It is a thriving city which produces over \$2.6 billion in economic output, annually. It has a diverse industrial base, large supplies of employment land, and a nationally significant deep-water commercial port.

As the international gateway to the Green Triangle Region - Australia's largest plantation forestry area - our strength lies in a unique combination of affordable industrial land supply, proximity to natural/raw resources and export opportunity through multi-modal freight networks.

We have a skilled manufacturing population, active business community and an innovation agenda. Portland is a hub for forestry products and manufacturing, supported by an extensive network of engineering, freight and logistics headquarters and service businesses. The Portland Aluminium smelter is Victoria's largest single exporter and the backbone of Portland's industry.

Portland is connected regionally and internationally by road, rail, air and sea. Our industrial estates are among the largest in Victoria and have the flexibility to accommodate all types of industrial uses.

Portland's economy is growing. Our location provides natural advantages and value-add opportunities in forestry, agri-business and renewable energy.

We pride ourselves on being easy to do business with, and I encourage you to make contact with and invest in Portland.

**Greg Burgoyne**  
Chief Executive Officer  
Glenelg Shire



## ABOUT THIS DOCUMENT

The Investment Prospectus highlights local projects, schemes and economic trends that support the achievement of Councils Investment Attraction agenda.

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

The projects identified in this Prospectus provide clear and direct benefits to the Glenelg Shire. Many, by their very nature of enhancing efficiency in supply chains and liveability of the Shire, also provide the potential to capitalise on value capture opportunities into the future.



Welcome

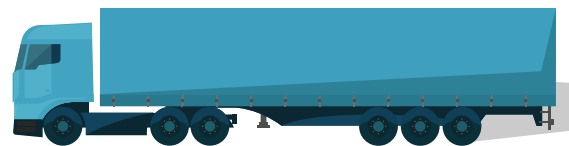
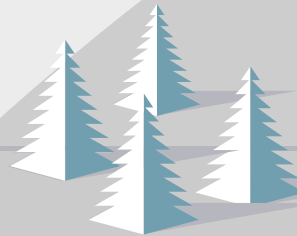
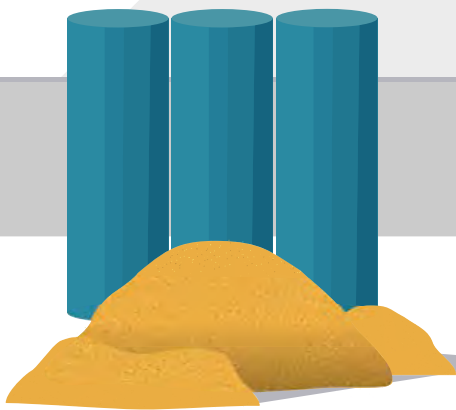
# WHY PORTLAND?

Welcome to Portland, the International gateway to the Green Triangle Region.

**NATURAL RESOURCES**

**PRIME LOCATION**

**CAPABLE WORKFORCE**

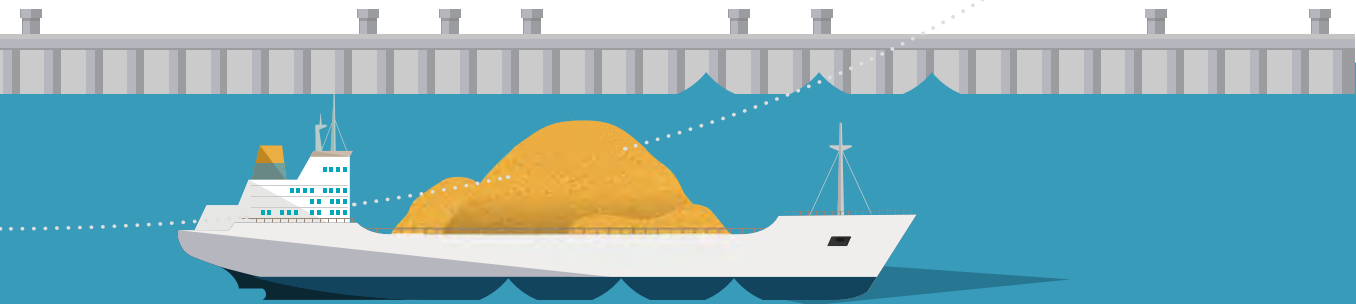




**GOVERNMENT SUPPORT**

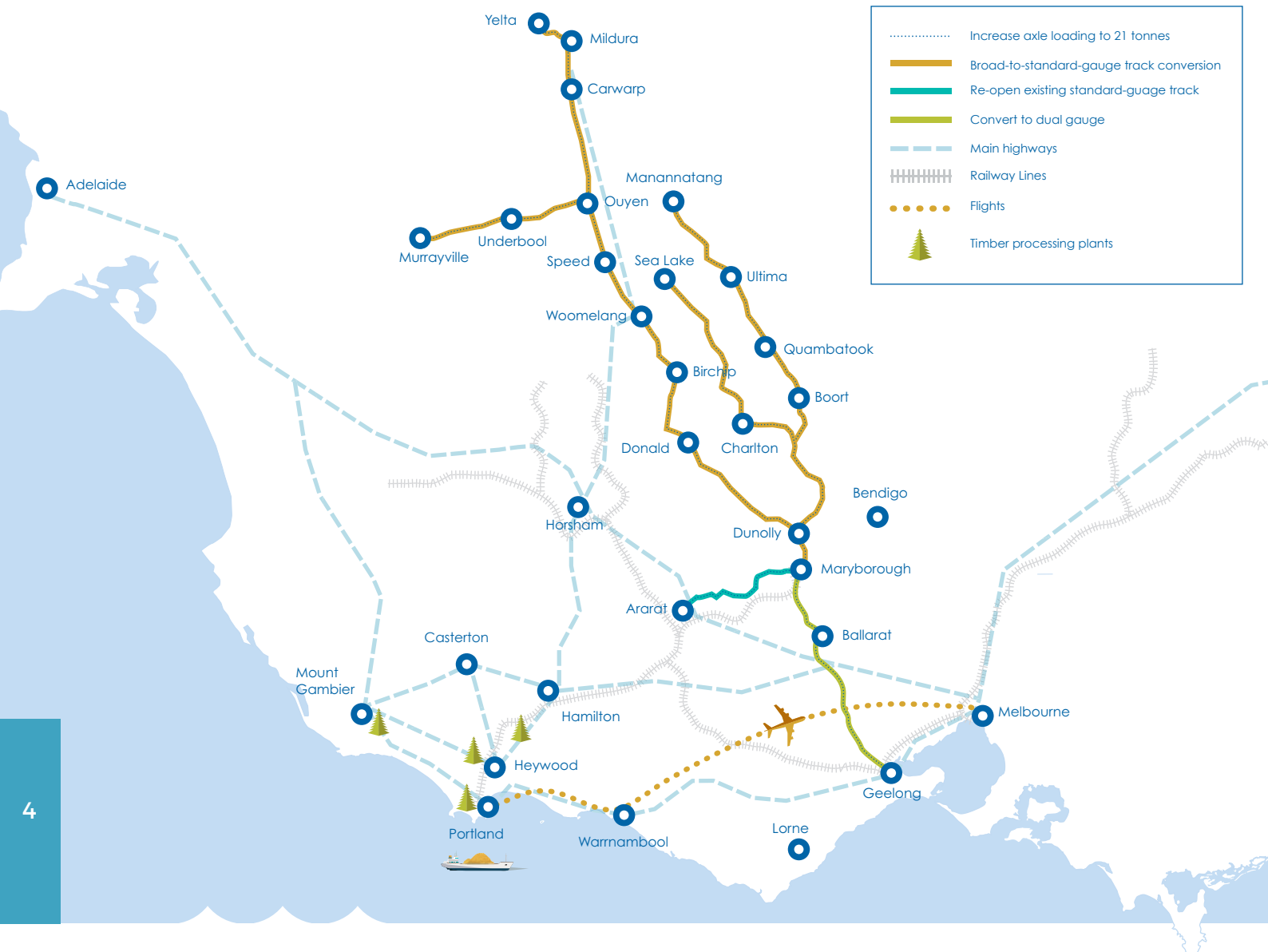


**STRONG ECONOMIC INFRASTRUCTURE**





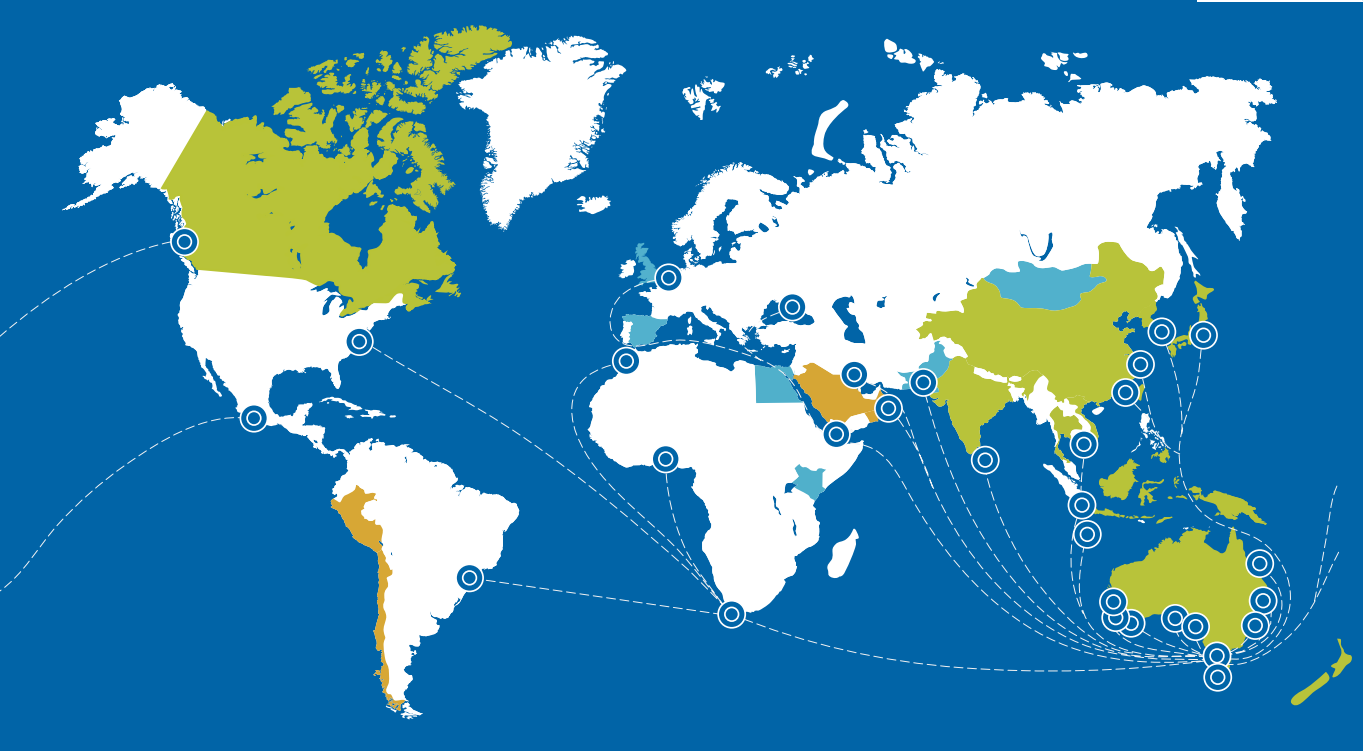
# CONNECTIVITY



# 30+

## COUNTRIES

Currently importing and exporting to/from Portland.



- Imports
- Exports
- Imports and Exports

## Murray Basin Rail Project

Standardise Murray Basin rail network from Geelong to Mildura, Manangatang, Sea Lake and Murrayville.

Re-open and upgrade existing unused standard-gauge connection between Maryborough and Ararat.

Upgrade section between Gheringhap and Maryborough to dual gauge.





# PRIME LOCATION

10% of the State's bulk agricultural exports are funnelled through the Port of Portland and more than the Port of Geelong and Port of Hastings combined.

## MODES OF TRANSPORT

Portland is primed for investment with its large quantum of developable industrial land, ample access to all modes of transportation, a large population centre and a diversified industrial base.



- **Dedicated rail access to the Port of Portland**
- **Portland Aluminium Smelter**  
Underpins Portland's \$1.2 billion manufacturing industry.
- **The Port of Portland receives 10% of Victorian export throughput**
- **Inter and Intra-state connectivity**
- **Room to grow**  
1,092ha of industrial land spread over five precincts.

## PORT OF PORTLAND

The only deep water port between Melbourne and Adelaide.

**\$1.5 billion contribution to the regional economy.**



**6** deep-water berths

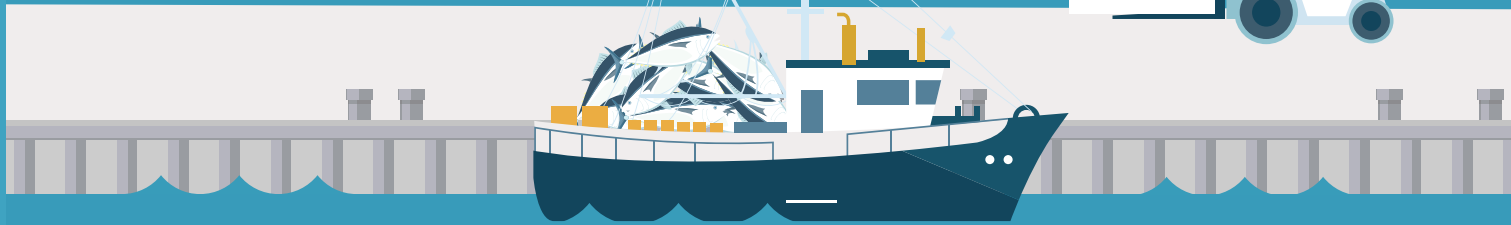
**7** million tonnes of cargo p.a.  
320 vessels p.a.

Commercial fishing berth facilities.

500 jobs

65ha

24-hour operation







Forestry



Grain



Livestock & Dairy



Aluminium



Fertilizer



Mineral Sands

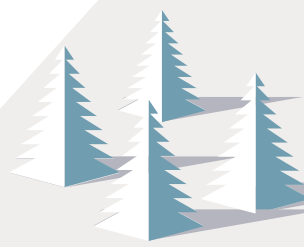


Aquaculture & Seafood



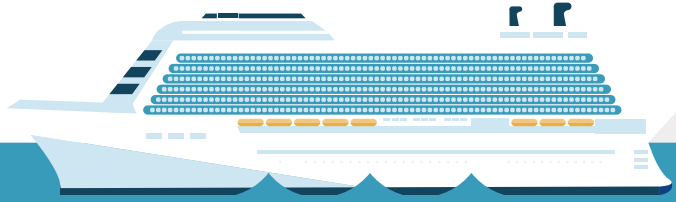
Horticulture

Portland is home to **Keppel Prince**, which is one of Australia's largest wind tower and turbine manufacturers.



Australia's largest plantation forestry area.

340,000ha of hard and softwood plantation.



Exports 18% of Australia's total hardwood forestry plantation.

Bulk handling specialisation

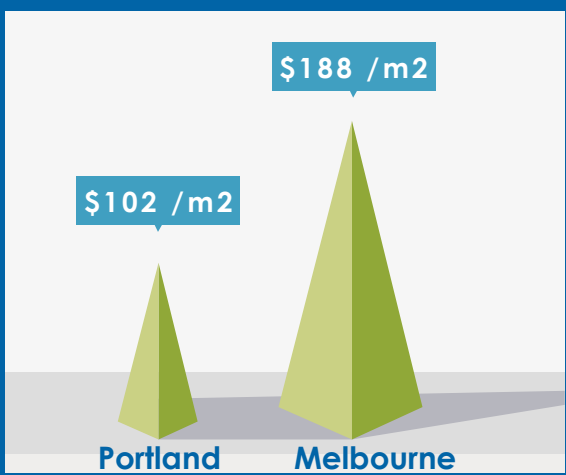
The world's largest hardwood chip export port.





# STRONG ECONOMIC INFRASTRUCTURE

Median price p/sqm:



Portland's industrial lands perform competitively against other industrial land stocks in the state, with access to labour, essential services & infrastructure, logistics networks and industry clusters at an affordable price.

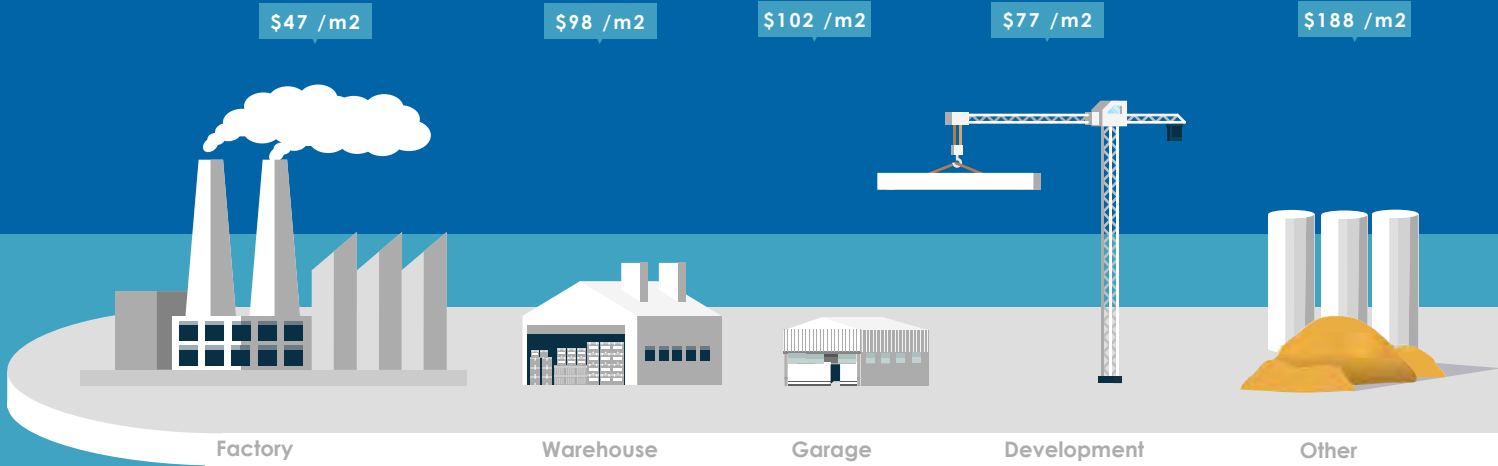
- Approximately 600 ha of zoned, developable land available with good industrial & commercial amenity.
- Efficient land use and road and rail connections resulting in better links between manufacturers and their suppliers, customers, and collaborators.
- Significant trade volumes and infrastructure (deep-sea commercial port, rail terminal, heavy vehicle routes and airport) to support.
- Ample supply of large and medium scale sites zoned for heavy, medium and light industries.
- Specialised renewable energy and marine engineering and logistics skill base.
- Good transport infrastructure and accessibility.



## MEDIAN INDUSTRIAL LAND PRICES

Portland has a strong and diverse local labour force of over 5,700 workers with a broad variety of specialisation and skills. Despite a long established and experienced industrial base, Portland's role as a regional service provider has resulted in a strong service-oriented labour force cohort.

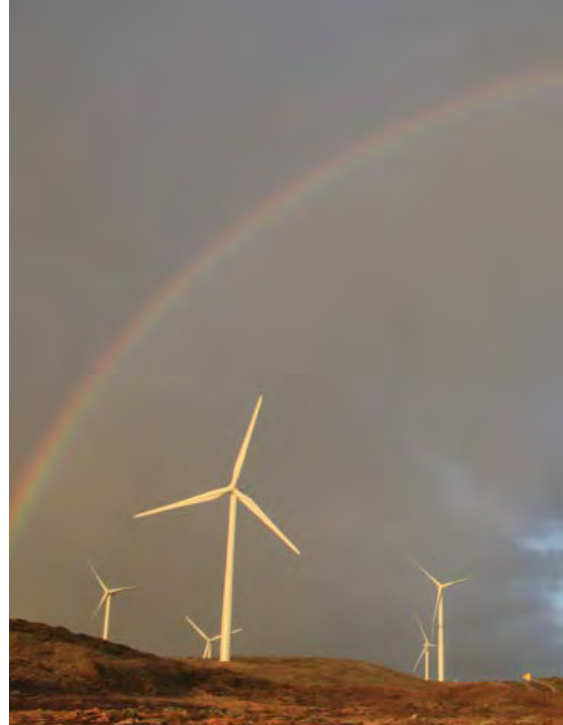
Portland Median price p/sqm:





# NATURAL RESOURCES

Portland is the value-adding and export centre for the regions bulk export agricultural commodities, including livestock, grains, logs and fertilizer. Portland also ranks highly for its access to natural commodities including viable farm lands, nutrient-rich ocean waters, proximity to the continental shelf and naturally occurring alternative energy sources (geothermal, wave and wind).





## TOP 15%

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Glenelg Shire ranks among the top 15% of local government areas for access to natural resources for commercial forestry, fishing and agriculture.

## HIGHEST RANKED LOCATIONS

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Located within some of Australia's highest ranked locations for on-shore wind speeds (7 metres per sec) within a commercially viable distance from the electricity network.

## VIABLE FARMLANDS (600,000HA+)

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Growing primary produce which can be value-added through processing and packaging facilities (i.e. aquaculture, horticulture, timber, and livestock assembly).



# CAPABLE WORKFORCE



Portland has a strong and diverse local labour force of over 5,700 workers with a broad variety of specialisation and skills. Despite a long established and experienced industrial base, Portland's role as a regional service provider has resulted in a strong service-oriented labour force cohort.

## WELL-TRAINED WORKFORCE

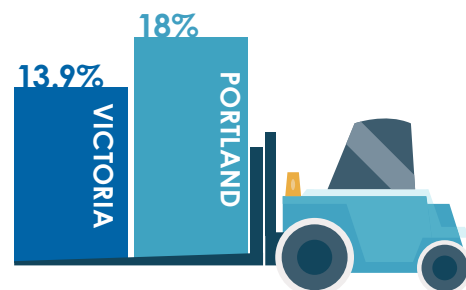
A well-trained and capable local workforce with 75.4% of jobs filled by those already residing in Portland.

75.4%

- A workforce which lives and invests where it works (particularly workers in manufacturing, transport, postage and warehousing), with 91.3% of the local workforce residing in Portland.
- Glenelg Shire ranks among the top 30% of local government areas for labour market participation.

## SKILLED TRADES AND TECHNICIANS

Skilled trades and technician workers, which make up 18% of the total workforce compared to 13.9% across Victoria.

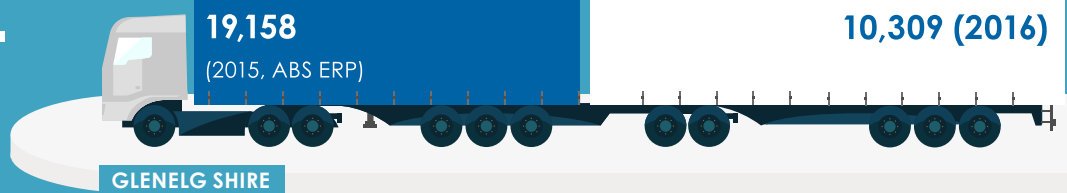
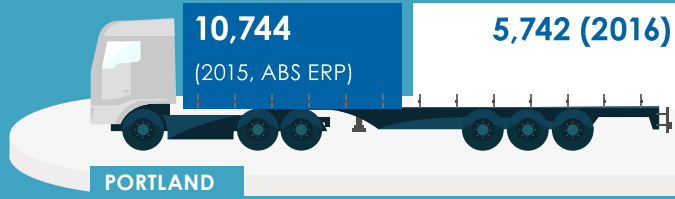


## AT A GLANCE

# PORTLAND'S LABOUR FORCE ADVANTAGES

Population

Workforce



SNAPSHOT

## PORTLAND'S EMPLOYMENT SPECIALISATION

Manufacturing

**18%**  
of local jobs

Agriculture,  
Forestry & Fishing

**13%**  
of local jobs

Health Care &  
Social Assistance

**13%**  
of local jobs

- Portland comprises nearly 20% of the states skilled labour, trades, technicians and managers within the Renewable Energy Activities – Wind Energy sector (300 FTE).
- Skilled labour and managers within the Agriculture, Forestry and Fishing sector make up 13% of the total workforce compared to 2.27% across Victoria.
- Skilled manual labour (particularly in engineering production, construction and freight) makes up 14% of the total workforce, compared to 9.1% across Victoria.

## GROWING CAPABILITIES

A workforce which is growing its capabilities, with 8.7% enrolled at technical institutions compared to 7.3% across Victoria.





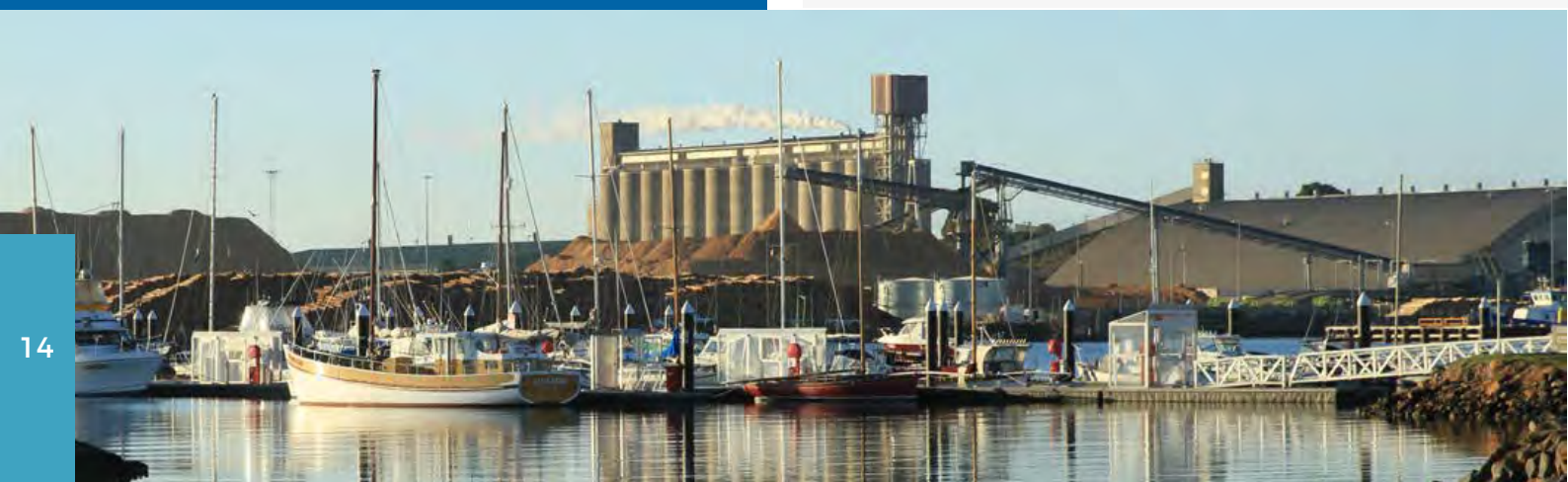
# GOVERNMENT SUPPORT



## ONE STOP SHOP

Glenelg Shire Council has a track record of effectively advocating for better services and infrastructure which enhance industrial capabilities within Portland. Portland's industrial lands are of State significance, and have received support through infrastructure and service initiatives at the State and Commonwealth level.

- **Administrating permits and approvals expediently through Council's 'one stop shop' case management approach.**
- **State Government support for investment in innovation, manufacturing, rural processing and service business parks.**
- **Supporting industry through financial incentives, advocacy and essential service delivery.**
- **\$80 million of road funding secured from State and Federal Government to support our vital freight network.**
- **State and Federal Government investment in Murray Basin Project.**







**Glenelg Shire Council has a track record of effectively advocating for better services and infrastructure.**



# INVESTMENT OPPORTUNITIES



Renewable/  
alternative energy-  
related value adding  
industries.



Truck marshalling,  
transport depots,  
intermodal facilities  
and administrative  
headquarters.



New wave  
manufacturing.

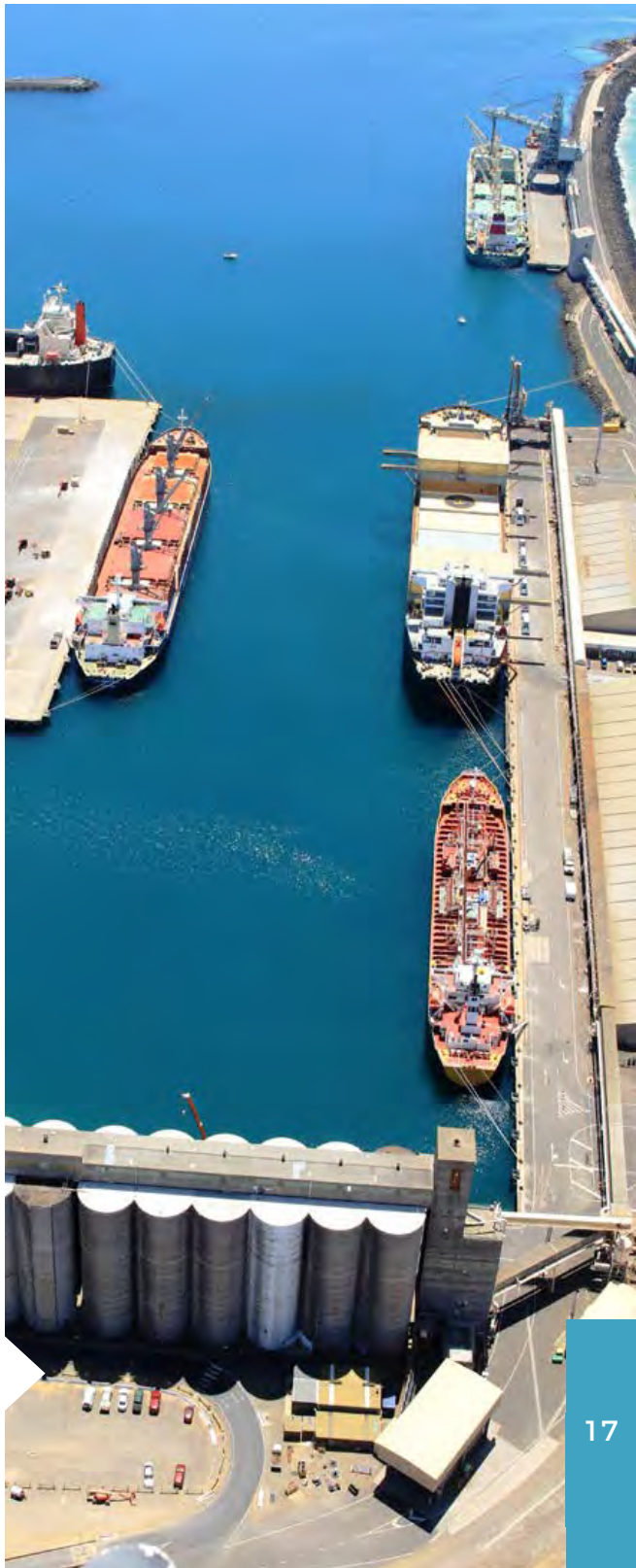




Forestry-related value adding industries.

Service Business Parks.

New logistics technology.



Rural processing.

Transport and logistics services.

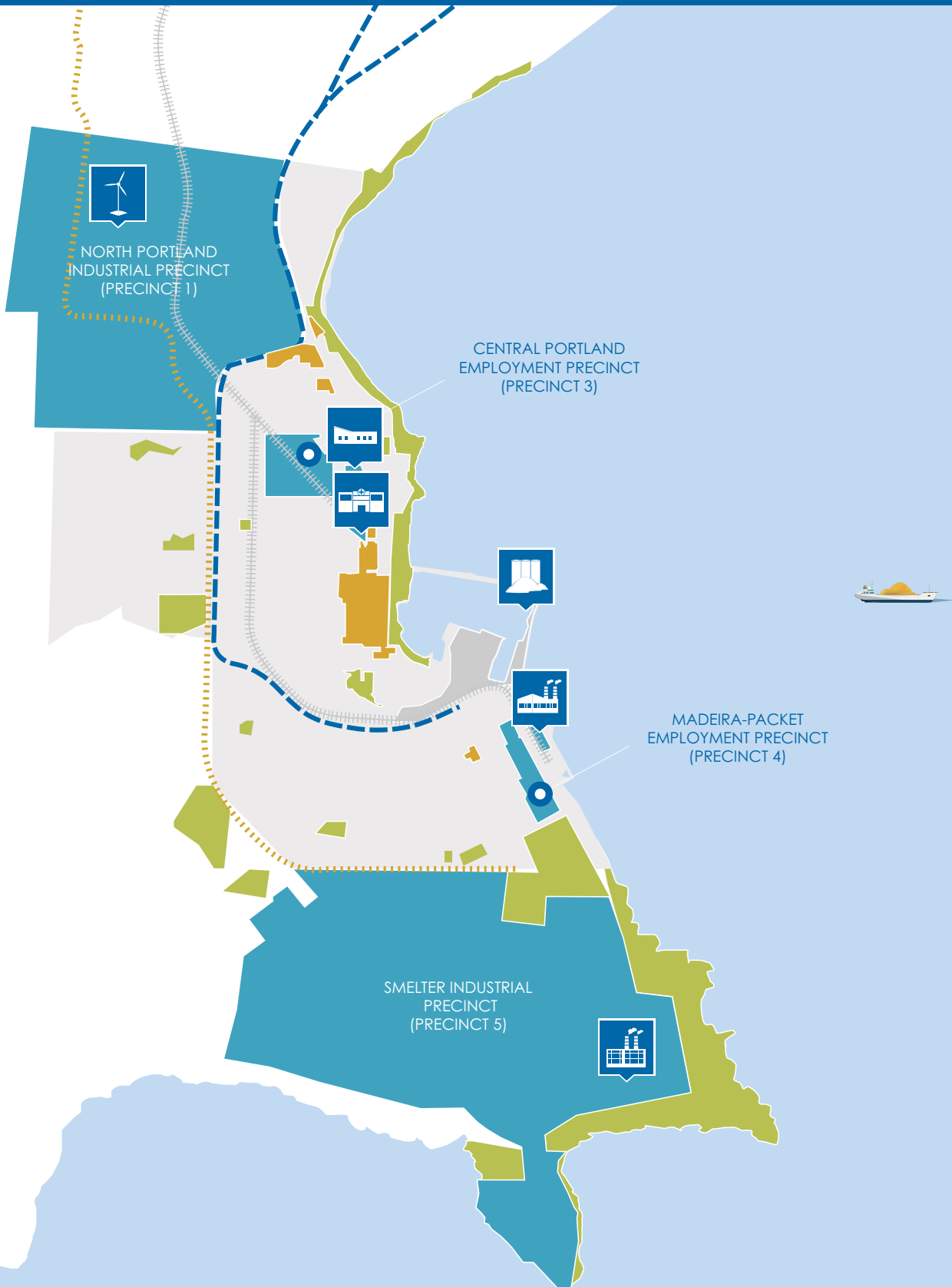


Building commercial infrastructure.

















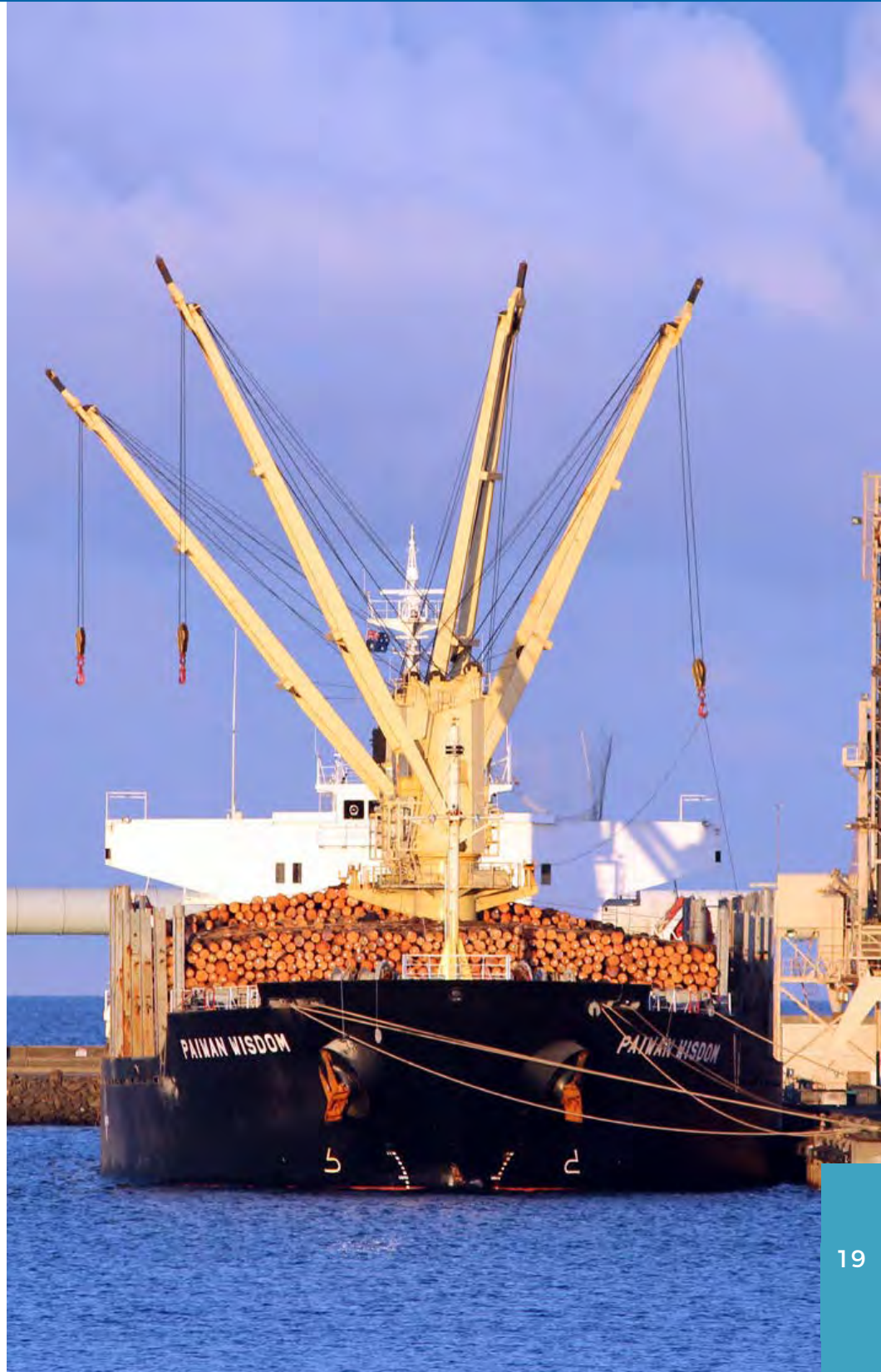


# PORTLAND CITY



## LEGEND: PROPERTY DEVELOPMENT PRECINCTS

	Priority Development Precincts
	Commercial
	Urban Area
	Parkland
	Port of Portland
	Freeway/Highway
	Railway Line
	High Pressure Gas Pipeline
	Wind Tower Manufacturing
	Tafe
	Hospital
	Port of Portland
	Fertilizer Manufacturing
	Aluminium Smelter



# PRECINCT ONE

# NORTH PORTLAND INDUSTRIAL PRECINCT

Unlocking Portland's Industrial Development Potential



Vacant Sites



Existing Heavy Vehicle Routes

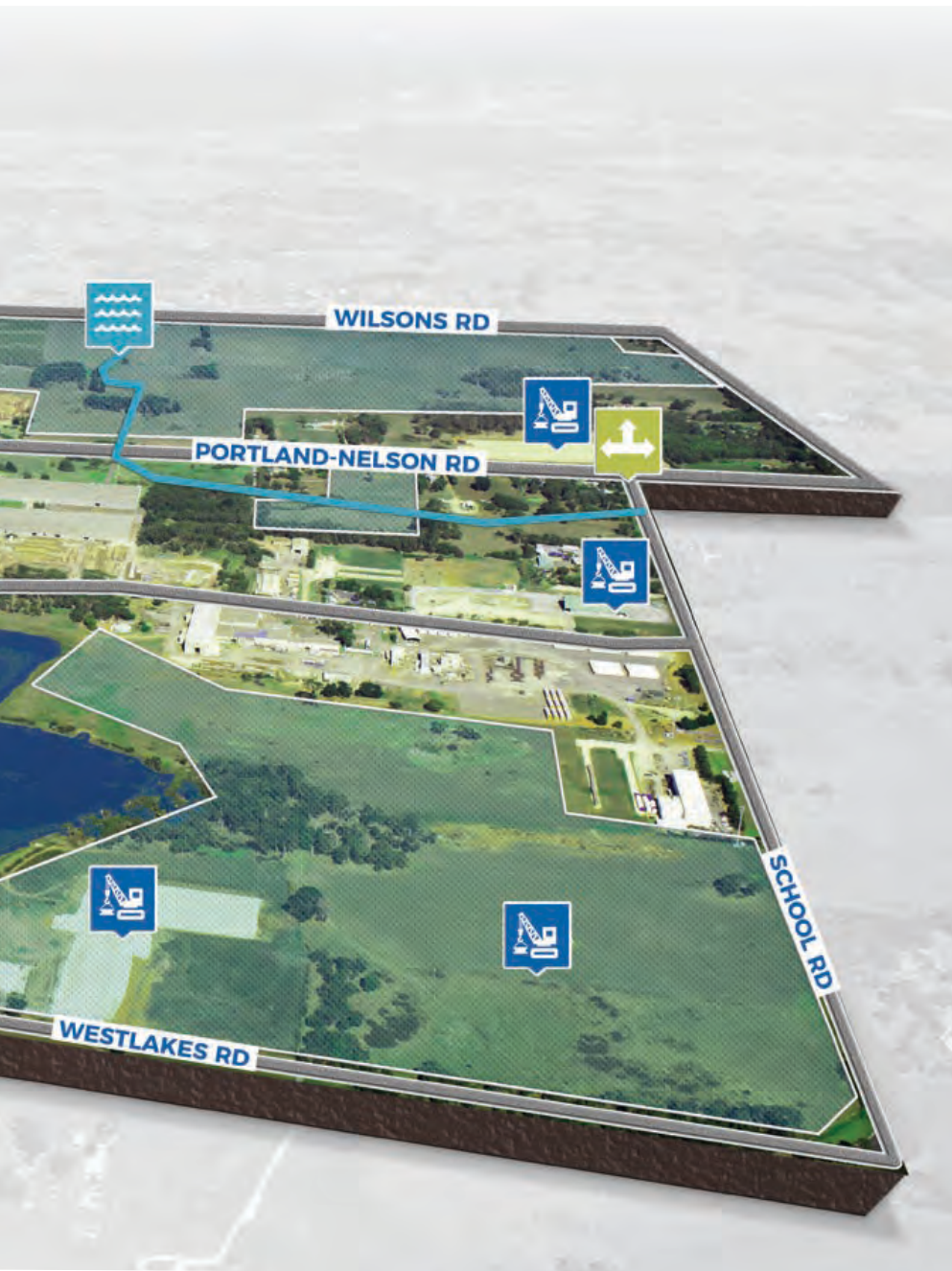


Potential Intermodal Opportunities



Recent Significant Developments

## DEVELOPABLE LAND SUPPLY - 15HA



## KEY FEATURES

- Separation from sensitive uses
- Heavy vehicle access
- Rail access
- Gateway site
- High visibility
- Rural amenity
- Access to essential service infrastructure

## SUITABILITY

- Heavy industry
- Intermodal & freight/logistics
- Rural processing
- High-volume heavy vehicle uses
- Service business parks

## PUBLIC INVESTMENT

- Promotion of sites for heavy industry
- Road upgrades
- Drainage upgrades



Intersection Upgrades



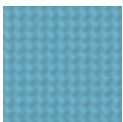
Drainage Upgrades



Future Heavy Vehicle Access and Road Upgrades

# CENTRAL PORTLAND EMPLOYMENT PRECINCT

Unlocking Portland's  
Industrial Development  
Potential



Candidate  
Residential Site



Candidate Mixed  
Use Development  
Site



Candidate  
Intermodal Site



Vacant Sites



Interim Heavy Vehicle  
Route for candidate  
intermodal site



## DEVELOPABLE LAND SUPPLY – 15HA



## KEY FEATURES

- Rail terminal
- Access to essential service infrastructure
- Clustering of trades and medium-scale warehouse facilities
- Proximity to Portland Central Business District
- Immediate proximity to residential neighbourhoods.

## SUITABILITY

- Light industry
- Transport and logistics
- Trade showrooms and workshops

## PUBLIC INVESTMENT

- Promotion of sites for light, mixed use development and freight services
- Drainage upgrades
- Beautification



Existing Heavy Vehicle Routes



Recent Significant Developments



Intersection Upgrades



Future Heavy Vehicle Access and Road Upgrades

# PRECINCT FOUR

# MADEIRA PACKET EMPLOYMENT PRECINCT

Unlocking Portland's  
Industrial Development  
Potential



Medium Scale Industry  
and Employment



Light Scale Industry  
and Employment



Future Vehicle Access  
and Road Upgrades

## DEVELOPABLE LAND SUPPLY - 12HA



## KEY FEATURES

- Coastal amenity and views
- Proximity to essential service infrastructure
- Access to Port of Portland
- Central location
- Proximity to heavy vehicle routes

## SUITABILITY

- Medium-scale manufacturing
- Building and trade services
- Storage and warehousing
- Trade showrooms and workshops

## PUBLIC INVESTMENT

- Promotion of sites for mixed medium and light industry.
- Road upgrades
- Drainage upgrades
- Beautification



Existing Heavy Vehicle Routes



Recent Significant Developments

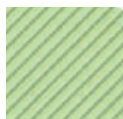
# SOUTH PORTLAND HEAVY INDUSTRIAL PRECINCT



Unlocking Portland's  
Industrial Development  
Potential



Vacant sites



Buffer area for  
sympathetic uses with  
industry and nearby  
residential areas



Portland Aluminum  
Smelter

## DEVELOPABLE LAND SUPPLY - 267HA



## KEY FEATURES

- Separation from sensitive uses
- Proximity to essential service infrastructure
- Proximity to Portland Aluminium Smelter
- Efficient access to Port of Portland (via Madeira Packet Road)
- Large property parcels (10ha+) and land holdingsPublic

## SUITABILITY

- Heavy industry
- Energetic materials
- Quarantine uses
- Rural processing
- High-volume heavy vehicle uses

## PUBLIC INVESTMENT

- Promotion of sites for heavy industry



Existing Heavy Vehicle Routes



Recent Significant Developments



# MAKE IT HAPPEN

Public investment and government support is a key element of Portland's industrial offer. There are multiple avenues of public investment which may be available to you.

## REGIONAL DEVELOPMENT VICTORIA

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Regional Development Victoria is delivering the Regional Jobs and Infrastructure Fund, a \$500 million grant program to create a stronger regional Victoria.

**\$350 million Regional Infrastructure Fund**

Funding for catalyst projects that create jobs, support population growth and grow the economy.



## \$50 million Stronger Regional Communities Fund

Funding to assist regional towns attract families and young people to work and live.

## 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](mailto:invest@glenelg.vic.gov.au)

## \$200 million Regional Jobs Fund

Funding to assist regional industries and businesses to grow their workforces, expand their markets and create future-facing jobs for regional Victorians.



This Investment Prospectus supports the implementation of the Portland Industrial Land Strategy, developed by WSP Parsons-Brinkerhoff and Macro Plan Dimasi on behalf of the Shire of Glenelg and Regional Development Victoria.

The Portland Industrial Land Strategy presents a vision for the future industrial development of Portland and details strategies and guidelines to support business and industry in establishing at Portland.

The Portland Industrial Land Strategy Investment Prospectus was prepared by MacroPlan Dimasi in conjunction with WSP Parsons Brinkerhoff, on behalf of the Glenelg Shire Council, with the assistance of the Victorian Government.

The Portland Industrial Land Strategy is currently available at:

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



## CONTACT US

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