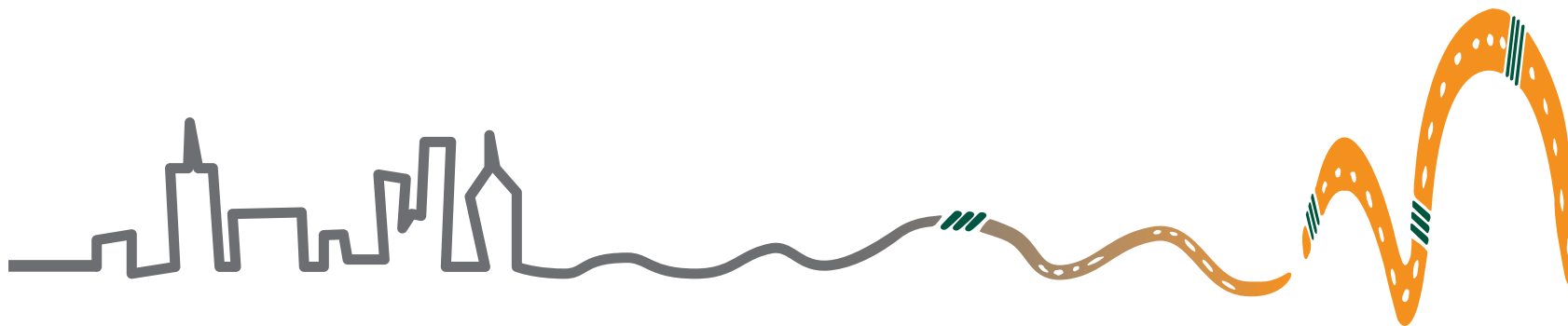


# Investment Prospectus

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**Murrindindi**  
**Shire**

Murrindindi  
mur-rindin-di  
'Mist of the mountains'





|| you could live here too

## Region

**Murrindindi Shire is located in the northeast of Victoria just over an hour from Melbourne. It encompasses five key districts: Marysville & surrounds, Yea, Alexandra, Eildon, and the Kinglake Ranges.**

The current population of around 13,600 is dispersed across the settlements of the Kinglake Ranges, Alexandra and Yea, through the villages of Marysville and Eildon and dotted around the many small townships and rural areas. The region is famous for its lush green landscapes and rolling hills, secluded waterfalls and walking tracks, and the beautiful Lake Eildon.

The Shire is home to a thriving and connected community with approximately 1,690 businesses serving the area, with that number set to expand as the population and investment in the area grow. Key industries include Agriculture Forestry and Fishing, accounting for 16% of local jobs, followed by Education (11%), and Health Care and Social Assistance (10%).

The region's close proximity to Melbourne allows residents to enjoy the peace and quiet of the country, with ready access to work and social connections in the city.

## From Council and Community

This Prospectus is yet another step forward on our journey to realising the 2030 vision for Murrindindi Shire.







With support from the Victorian Government, Murrindindi Shire will be a sustainable, vibrant and resilient destination that is welcoming to all.

Through new investment we are connecting our communities and furthering our creative and productive lifestyle within a unique environment. **New investment is helping to connect our communities and foster a creative and productive lifestyle.**

We are actively working to expand our key sectors – including our nature-based tourism attractions, strengthening and diversifying our agribusiness sector, responding to demand in aged care and residential development and supporting our local businesses to help them grow.

We are looking forward to working with you and helping your business achieve growth within a flourishing and welcoming community environment.

There are significant investment opportunities in a range of industry sectors including:

-  Tourism
-  Agribusiness and Aquaculture
-  Education
-  Manufacturing
-  Horticulture
-  Aged Care
-  Residential Development





## || Tourism

**Murrindindi Shire has substantial untapped potential to meet and absorb the ever-increasing appetite for nature-based tourism. With Melbourne on its doorstep, it is already a favourite adventure playground all year round. Growing diversity in health and wellbeing products, boutique accommodation, specialist retail outlets and food and wine are the ideal accompaniments to the already strong offering of nature-based attractions.**

From rolling hills, to national park trails, waterfalls and more, there is an abundance of pristine beauty to be found within the Shire. For decades these natural resources have underpinned an ever-expanding tourism sector, with Marysville and surrounds, Alexandra and Eildon alone bringing in over 800,000 visitors per year. The existing market combined with a diverse and lively year round events calendar regularly drives a large influx of visitors to the region.

The Shire's proximity to Victoria's alpine region also promotes a healthy turnover of visitors year round. Marysville is the access point to Lake Mountain Alpine Resort, attracting thousands of visitors both during the snow season as well as other times of the year as the area grows in popularity as a camping, walking, hiking and cycling destination. The increasing demand for accommodation and hospitality services presents great opportunities for investors to further develop the region into a short-stay destination. So much so that accommodation and food services employment surpasses the Rural Victorian average by 2%, highlighting the strength of the region's visitor servicing sector.

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New businesses benefit from an established support and promotional network to both attract and service visitors. Key tourism infrastructure such as Parks Victoria and a network of Visitor Information Centres, including the award winning Y Water Discovery Centre and Information Centre, play a key role in providing visitor information services throughout the region.

The Shire's tourism sector is genuinely collaborative with the local industry actively working together to package product, support events and promote visitation.

## Natural Assets & Current Opportunities

Undoubtedly the majority of the Shire's tourism industry revolves around its natural assets. Lake Eildon National Park, the Great Victorian Rail Trail, the Goulburn River, Lake Mountain, Cathedral Range State Park, Toolangi State Forest and Kinglake National Park all boast scenic views and amazing wildlife. These attractions support a range of experiences including cycling, walking, photography, camping and water and snow-based activities. Anglers are also catered for with abundant river and lake fishing opportunities and a number of specialist supplies and equipment retailers. To complete the picture, award-winning wineries and restaurants also capitalise on the picturesque environment.

Murrindindi Shire Council is actively working to identify key investment opportunities - including health and well-being product and accommodation - as well as supporting catalyst developments, such as enabling planning approval for a micro-brewery within the Shire that is now seeking investment. The benefits of tourism growth flow through the community and drive associated investment, generating demand for labour, resources and ancillary services.

Potential investors are encouraged to engage with Council early on for access to an extensive range of strategic planning materials and visitation data to help inform their business case.

## Profile: Black Spur Inn

The Black Spur Inn is a family-owned hotel that caters for individuals, families, couples and groups. Established in 1863 the Inn has long been a part of the region's history. The Inn has recently been refurbished and now reflects its original charm. The Kennedy family has owned the Black Spur Inn since 2003.

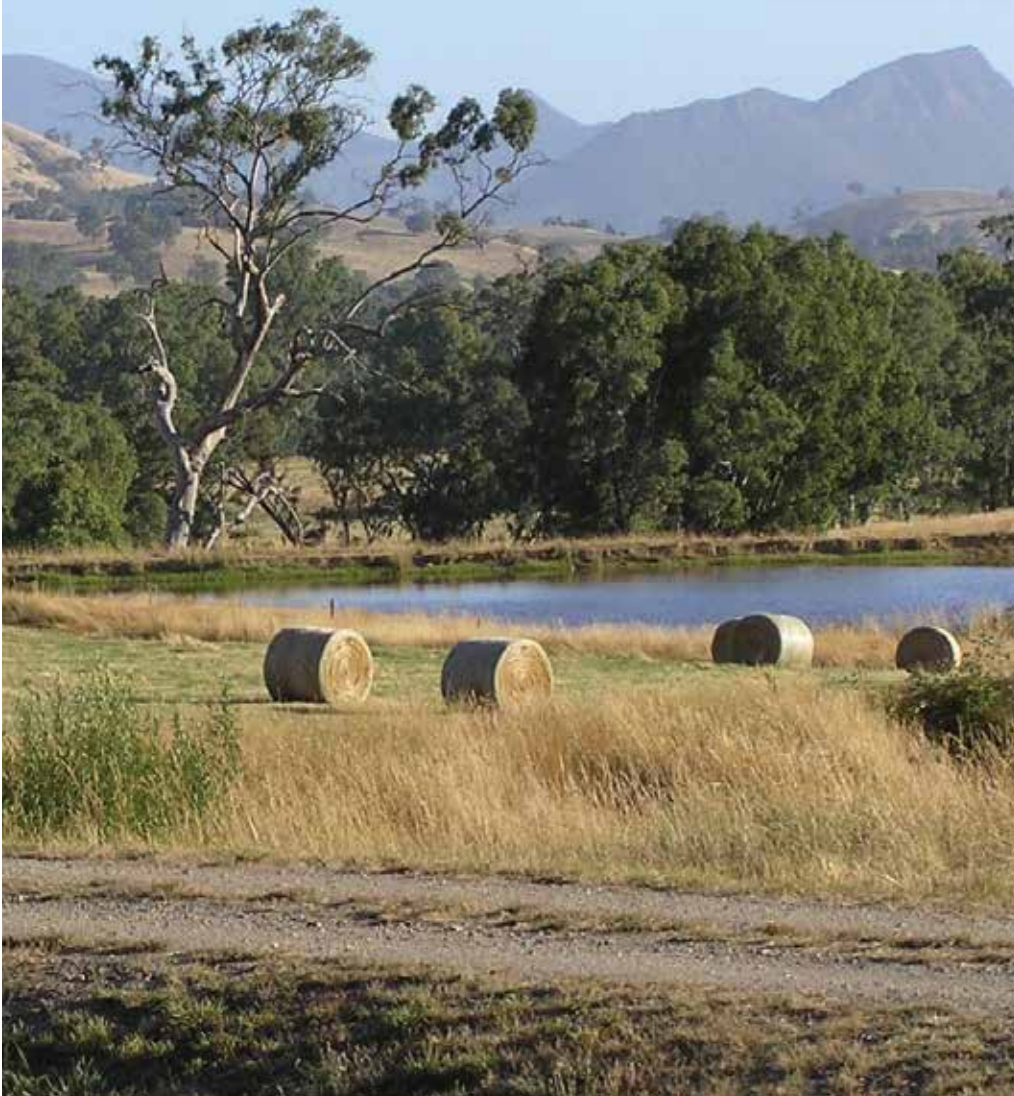
**“With so much nature-based product and being so close to Melbourne, the business reasons for being here are obvious. But what we really love about it is the community – as a business operator in this region you are part of a genuinely connected network. I can't think of a time when I've been anywhere in the Shire when someone hasn't called out hi and chatted to me about life and business.”**

Di Kennedy, Black Spur Inn



Council's Development Services Unit has access to data analysis tools and strategic planning inputs to support investment business case development.

Make an appointment with a member of the dedicated investment facilitation team.



## || Agribusiness and Aquaculture

**Murrindindi Shire offers agribusiness and aquaculture investors all the right elements to create world-class operations. Climate, soil, water and location ensure prime grazing land and ideal conditions for agribusiness expansion. Thanks to the Shire's long established and high quality output, investors enjoy extensive support infrastructure and appropriate land use planning to buffer agribusiness enterprises from encroachment.**

Due to the vast and affordable land parcels, Murrindindi Shire plays home to numerous award-winning cattle farms involved in breeding, fattening and growing beef and sheep. Supporting the industry and operating as the hub for trade are the Yea Saleyards. The yards hold 3,000 head of weaner cattle or 2,500 head of grown cattle with sales held monthly. This opens up opportunities for investors to develop processing and value-adding facilities capitalising on the volume of produce grown in the Shire and surrounds.

Responding quickly to the growing international demand for aquaculture products, the Shire is home to leading trout, salmon and caviar producers. These enterprises have capitalised on the well-suited climate and ready access to cool water and, as a result, the local aquaculture industry is booming.

With such a long-established agribusiness history, the region is home to a capable and experienced workforce and network of rural suppliers.

With thriving industries, competitively priced prime agricultural land that is protected from urban encroachment, freight and transport capabilities and easy access to markets, investors have the opportunity to invest in a region with all the foundations in place.

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## Aquaculture in Demand

No region is better placed to respond to the growing international appetite for salmon, trout and caviar, with a number of leading producers already calling Murrindindi Shire home. The relative affordability of land, suitable topography and ample clean cool climate water are among the key ingredients attracting and supporting the sector. Businesses such as the Buxton Trout & Salmon Farm grow approximately 80 tonnes of fish per year, the majority of which is traded via the wholesale and restaurant market.

This opens up countless opportunities for investors to expand upon the current aquaculture sector within the Shire. In doing so, they will be joining an established industry with the right climate, access to markets and proven capability.

## Profile: Kinross Farm

A prime example of the Shire's Agribusiness diversity is the long-established Kinross Farm.

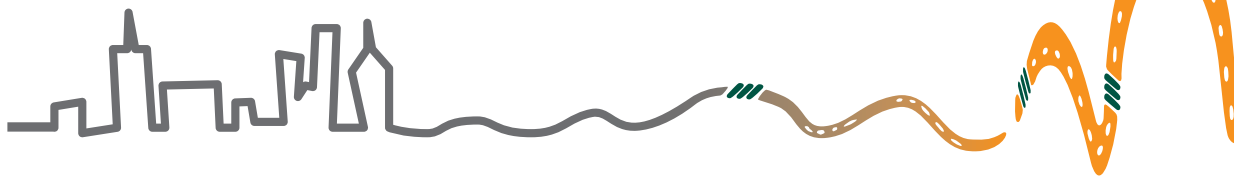
Kinross Farm is a family-owned business operating from a picturesque property located in Kinglake West. The company has been producing quality eggs for over 40 years and distributes two million eggs every week throughout Victoria and interstate. Kinross Farm also contributes a select number of specifically formulated eggs for the production of the human influenza vaccine.

**"Our Murrindindi site is a major part of our national operations. It's a really appealing environment to work in and we've enjoyed strong support from Council and the State Government over the years to expand."**

Philip Szepe, Kinross Farm



|| Agribusiness and Aquaculture





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## Education

**With easy access to regional hubs and Melbourne, Murrindindi Shire is exceptionally well-placed to support a diverse and contemporary education sector.**

In addition to quality early learning, primary, and secondary education choices, the Shire is home to a number of well-known institutions such as Holmesglen at Eildon, Alexandra CEACA and the Murrindindi Training Institute.

The local education sector is a highly collegiate one, collaborating on research, programming and curriculum development to support not only the vocational needs of local industry but also fostering career pathways for the local community.

The Shire's proximity to Melbourne, coupled with its vast and varied topography, makes it the ideal destination for school camps, outdoor education courses and corporate training programs. Blessed with beautiful surroundings and diverse natural assets, outdoor education in Murrindindi Shire plays a particularly prominent role in the education sector. The region's lakes, rivers, mountains, tracks and campsites allow educators to deliver innovative and unique experiences to students and in-demand corporate leadership programs.

The strong sense of community in Murrindindi Shire makes it a welcoming place for new initiatives. Expansion in the education sector is well received and supported by the business and broader community, given the understanding of the benefits this delivers.

Vocational training in aged care, hospitality and outdoor education are among the suite of options currently available locally, providing a strong base from which to build and diversify.

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## Outdoor Education

All the elements driving nature-based and adventure tourism investment also underpin the region's reputation as a leader in Outdoor Education.

Close to Melbourne, the Shire is extremely well-placed to benefit from education policy directions to enhance opportunities for students to connect with nature.

The region is renowned for its diversity of landscapes, making it an incredibly rich environment to put students through their paces whether they be on journey-based programs or part of venue-based learning activities.

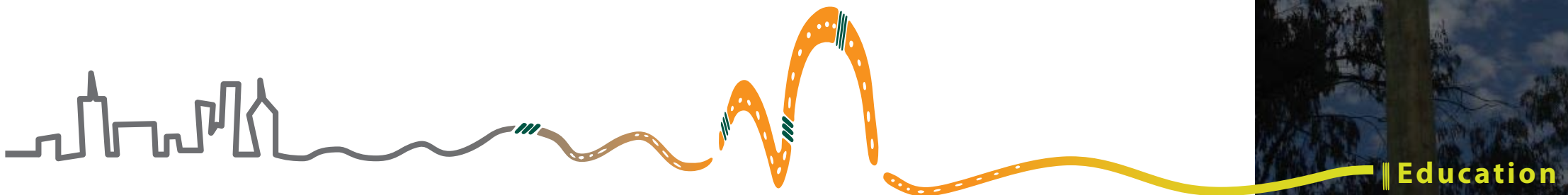
The local outdoor education sector shares an ethos of genuine outcomes for its participants and this has forged a strong return clientele, providing an important driver for all manner of local businesses supporting the sector.

### Profile: Outdoor Education Group

The Outdoor Education Group is an independent "not for profit" organisation that provides outdoor education camps and recreational experiences for tens of thousands of participants each year. By re-connecting people with nature and presenting them with personal challenges, this innovative team hopes to strengthen social and emotional health, while promoting environmental sustainability.

**"Murrindindi Shire is not only the location for a number of our camps, it also serves as our national operational headquarters. We are surrounded by a rich and appealing environment that keeps our team well-connected and inspired to the ethos of quality outdoor educational delivery. Being part of a cluster of outdoor providers is also an advantage in terms of having an experienced and capable workforce to draw on."**

Tony Pammer,  
(former) CEO,  
Outdoor Education Group







## || Manufacturing

**Defying a downward trend, the manufacturing sector within Murrindindi Shire includes a number of niche and highly successful enterprises. Close proximity to Melbourne, affordable real estate and a capable labour pool are among the drivers attracting and supporting a range of light industrial manufacturing and trade services.**

Presently the manufacturing sector comprises 6.3% of jobs found within the Shire, indicating it is a viable area for growth particularly with the continued urban growth on the Shire's southern boundaries. Existing light industrial manufacturers and trades are already benefitting from the Shire's robust local labour force, accessible supply chains and support from the local community for services.

### Range of Manufacturers

The manufacturing sector within the Shire plays home to both small and large-scale businesses. Many innovative and highly capable operators, including renowned modular construction enterprises and automotive component specialists are located in the Shire and distribute their products widely, while smaller-scale companies often support other local industries with their products.

Lake Eildon hosts Australia's largest inland fleet of houseboats, resulting in a vibrant and thriving houseboat maintenance and manufacturing industry that is rapidly expanding, generating economic benefits throughout the region.

Light industrial and niche manufacturing investors can follow the example of successful enterprises for whom well-located, well-priced land and a capable workforce have been the ideal building blocks for continued growth.

## Profile: KL Modular Systems

Established in 1987, KL Modular Systems is a leading manufacturer of modular prefabricated buildings. Operating out of Pheasant Creek (Kinglake West), the company services businesses across the nation providing educational, commercial, industrial, and holiday accommodation solutions.

**“A great deal of our site work is in Melbourne’s growth corridors and regional Victoria. We’re ideally located to access major transport routes to service these clients with minimal road congestion to deal with. We also have a long-established and very capable pool of local subcontractors - this is particularly critical for a business like ours with a staggered production cycle.”**

Sue Rolland, KL Modular Systems





## || Horticulture

**Murrindindi Shire is an optimal horticulture location. Boasting a diverse range of soils suitable for various crops, reliable rainfall, micro-climates and affordable land, the Shire already hosts a vibrant and significant horticultural industry and is ripe for expansion.**

The Shire's close proximity to Melbourne enables both small and large-scale businesses to establish a base within the area. Highly productive land and an ample water supply means that operations on smaller acreage can still create significant turnover while larger operations are well accommodated.

The different landscapes within the Shire support a diversity of produce. The Shire boasts vibrant flower nurseries, olive growing, large-scale berry farms and various vegetable farms. The horticulture industry is supported by local markets held throughout the year all around the Shire.

Horticultural investors will be joining a dynamic and exciting sector, capable of supporting businesses of all sizes and allowing them to flourish in a beautiful setting.

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## The Berry Industry

Taking advantage of the high quality soil, substantial rainfall and distance to the markets, a thriving berry industry has been developed within the Shire. Ten farms operating in the region now account for 80% of the Australian market's strawberry runners. The success of the horticulture sector within the region can be largely attributed to the increasing demand for clean and green produce, grown locally.

All prospective ventures can be accommodated, regardless of whether it is a small, lifestyle enterprise or a large-scale operation under consideration. The distance to the Melbourne markets and its easy transport routes, along with the abundance of local labour, resources and infrastructure all add to the desirability of the Shire as a significant investment option for berry growers.

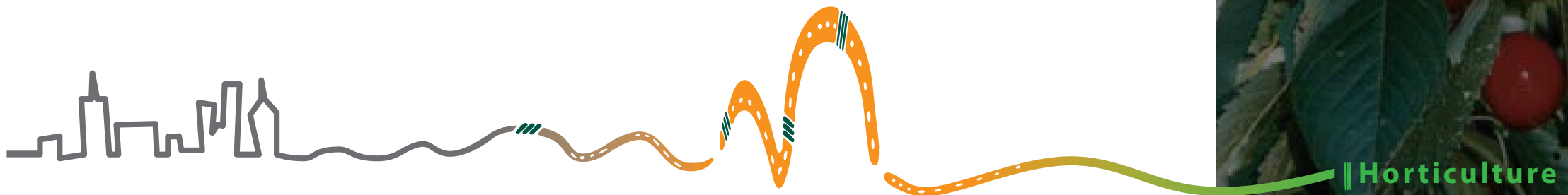
### Profile: Koala Cherries

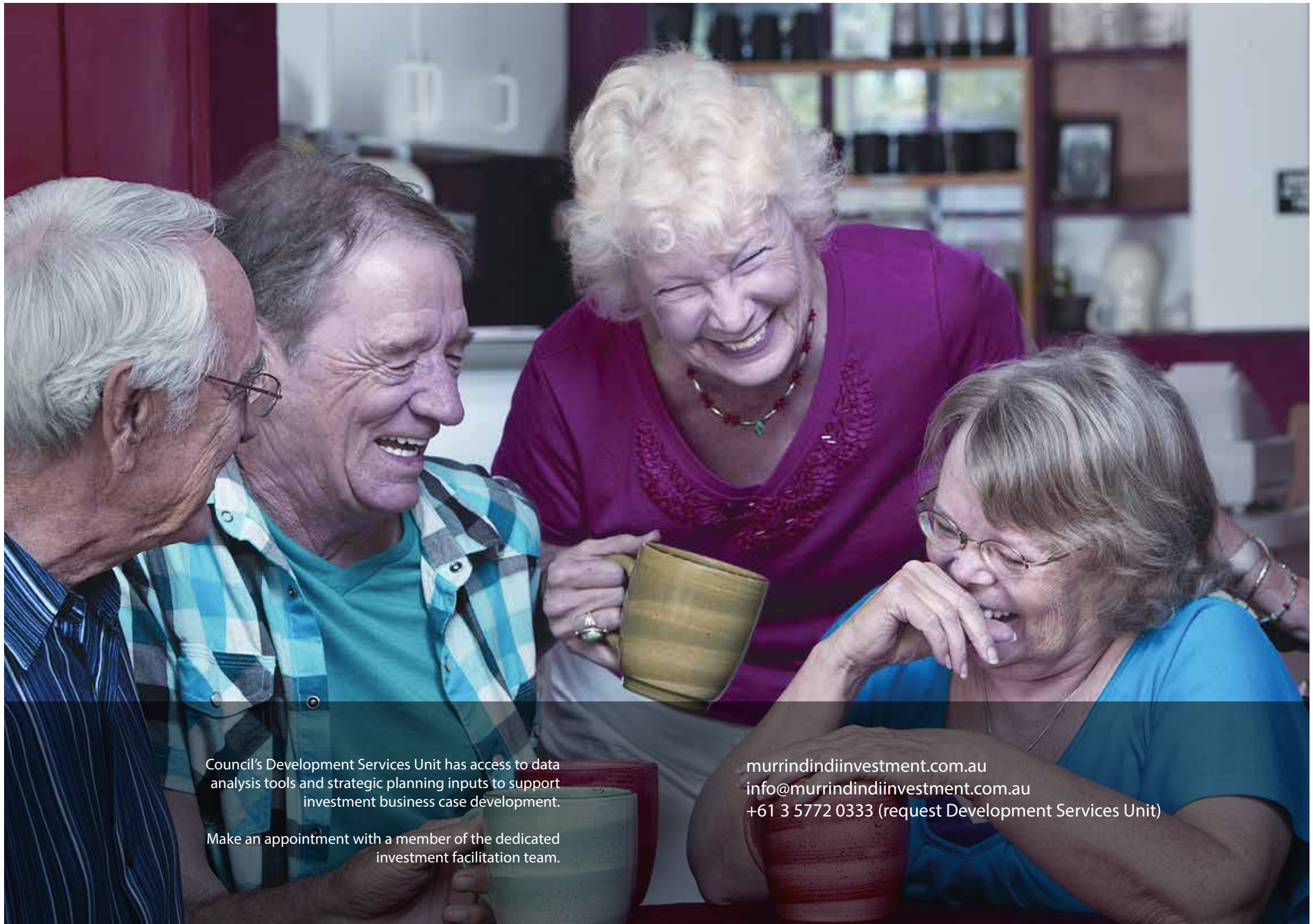
Koala Cherries is a family-owned and operated cherry farm located in Yarck, just two hours northeast of Melbourne. The farm was established in the 1980s with Yarck the chosen destination due to its stable and consistent climate, suitable for growing cherries.

The business employs over 20 permanent staff members and over 120 casuals during picking and packing season, and distributes its produce to wholesale markets in Melbourne, Sydney and Brisbane and also exports to South-East Asia.

**“We moved to the Shire in 2000 and our kids have loved growing up here. They enjoy the country lifestyle and having access to such great attractions like Lake Eildon and the Goulburn River. From a business perspective, the location has been an exceptional choice in terms of climate, soil and location to markets and we’re continuing to expand our operations here.”**

Michael Rouget,  
Koala Cherries





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## || Aged Care

**Murrindindi Shire is a prime destination for aged care investment with a strong lifestyle and location appeal. Retirees looking to move out of the city are within visiting distance of friends and family, yet they gain the benefits of the rural lifestyle that has proven to be appealing to many that have already made the move. The affordability and size of land is another drawcard, while existing assets within the community such as quality hospitals, recreational facilities and a busy calendar of community activities all add to the allure. Retirees can scale up or down – it is all within range and budget.**

Currently people in the 45-64 age group form the largest percentage of the population within the Shire. With an average Victorian retirement age of 65 years of age, we will see an increasing number of retirees living within the Shire, not only from our own ageing populations but as new members join the community, encouraged by the attractive and affordable lifestyle on offer. As a result there will be a high demand for new facilities, services and resources to cater for this demographic, which presents investors with a prime opportunity to take action.

The Murrindindi Shire Council has invested significantly in strategic business planning and appropriate land use arrangements to ensure the region is well-placed to respond to the demand. With this framework and existing support services in place, now is the time to be part of this growing sector.

## Retirement Living

With all the right services and infrastructure to support a thriving aged care sector, Murrindindi Shire is a prime location to invest. The affordability of real estate ensures that residential subdivisions, retirement villages and aged care facilities of all designations are suitable, while the benefits of a healthy lifestyle and proximity to Melbourne are an attractive incentive for new residents

looking for any of these alternatives. There are currently several aged care and supported residential facilities in the Shire that provide various degrees of care, ranging from independent living to low and high-care as required. These services are predominantly running at, or close to, capacity. This, and State Government data projecting an ageing population, signify that there is most definitely growth opportunities in this sector.

With a projected 29.5% of the total population in the Shire set to be aged over 65 by 2031, the demand for further facilities is evident. An expansion in the aged care sector creates its own momentum, fuelling demand for a wide range of associated health and support services including medical, dental, podiatry, psychology, naturopathy, massage, chiropractic and general wellness assistance and advice. This means now is the perfect time for investors to look at this investment opportunity.

## Profile: Sharee and Ross

As they move closer to retirement age, Sharee and Ross made the decision to make a tree change from Melbourne to Alexandra two years ago. Their dream destination included somewhere well-serviced in terms of health and retail facilities, close proximity to Melbourne for family and friends, local access to a Rail Trail and a beautiful natural environment that truly delivered on the tree change dream. Both very active, they have quickly filled their lives with part-time work of their choosing and a busy social and recreation calendar.

**“We really are living the dream and to be honest we wish we had moved sooner. One of the great things we get to enjoy is playing tourist with our many weekend visitors – there’s just so much to do and see and show and tell!”**

Sharee Kuhlmann



## || Aged Care







## Residential Development

**Murrindindi Shire is where carefully managed growth meets opportunity for the residential development sector. Ranging from affordable and appealing peri-urban stock, to modern well-located subdivisions in or near the larger service towns, Murrindindi Shire offers developers a suite of opportunities.**

Council has invested in a raft of strategic land use planning frameworks and actions to pave the way for exciting and appropriate development.

Available, competitively-priced land caters for projects of varying scale. Development is supported by the agility of the local construction industry and a pool of highly capable tradespeople. Meanwhile the Shire's close proximity to Melbourne along with the breadth and quality of local and regional suppliers allows for optimum project construction times as materials can be readily and conveniently sourced.

In recent years the Shire has fostered an exciting and dynamic development sector. Murrindindi Shire Council is prioritising facilitation of appropriate residential development in the Shire's serviced towns and considers this sector to be an exciting growth area.

### Peri-urban

As suburbs closer to the city become increasingly populated with large scale residential development, peri-urban destinations such as Murrindindi Shire are generating considerable interest. The appeal of affordable and available real estate, combined with the close proximity of Melbourne, is driving demand from all age demographics.

A diverse land supply presents a raft of opportunities for individuals seeking their dream build, as well as investors seeking their next lower density residential development.

Adding to the mix, the local real estate sector is genuinely engaged in the appropriate development of the Shire, proactively marketing the region as a great place to live.

### Profile: Hedger Constructions

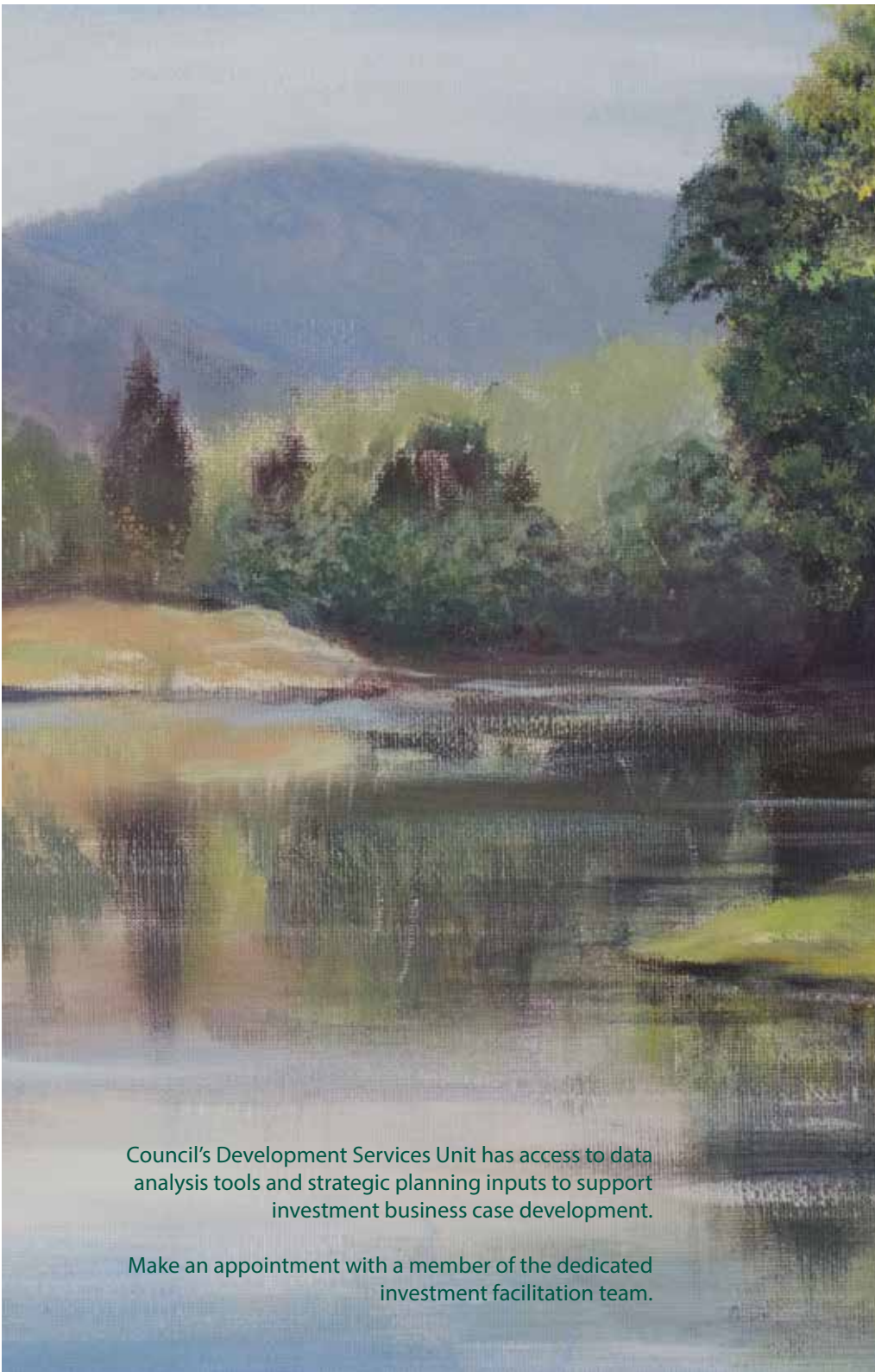
Hedger Constructions is a local, family-based construction company operating out of Alexandra. Established in 1998 the company has won 23 Master Builders Association of Victoria Awards, specialising in both domestic and commercial construction.

**“Murrindindi is a great place to have a family and enjoy strong community values. We live, work and play here! We have ready access to reliable and quality tradesmen and subcontractors and the area is a drawcard for tourists that often become residents. Our works extend across the entire Murrindindi Shire and often into neighbouring shires. When you live in a small community you need to offer a good quality service and if you do, your business will grow as a result of word-of-mouth marketing.”**

Steven Hedger, Hedger Constructions



## Residential Development



## || you could live here too

### Many defining characteristics are driving increased investment in Murrindindi Shire:

- **Easy access to Melbourne**
- **Established supply-chains**
- **Quality transport routes**
- **A relaxed lifestyle in a community-based environment**
- **An abundance of natural assets and resources**
- **Strong local support for new investment**

A relaxed, rural lifestyle and being part of a small town community, yet still maintaining the ability to develop a successful business is something that few rural Victorian destinations can offer. The natural attractions of the Shire have generated a thriving tourism industry, which operates all year round and is continuously growing.

Murrindindi Shire's close proximity to Melbourne allows ease of access for industries that need quick transportation to and from markets in Melbourne, supporting agribusiness, manufacturing and residential development sectors. The affordability and availability of land ensures residential and commercial development in key settlements is possible and unique and exciting projects can progress in a timely fashion.

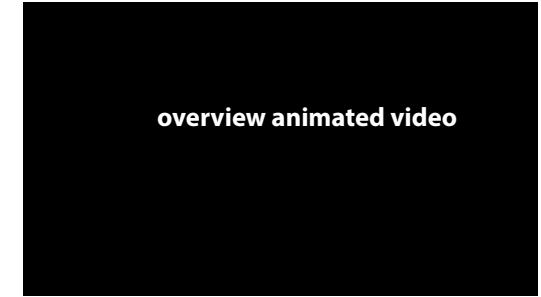
With the Shire experiencing significant investment momentum across all sectors, Murrindindi Shire Council is more committed than ever to providing the necessary support to encourage and support development and enhance the prosperity of businesses within the region. Carefully planned growth will ensure appropriate expansion while preserving the many benefits of our rural landscape. As an investor, you will join a diverse and flourishing community with all the required elements for success.

### **Murrindindi Shire, You Could Live Here Too.**

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