

invest South Gippsland

Business Investment in South Gippsland



*South Gippsland
Shire Council*



Contents

South Gippsland's Economic Base	2
South Gippsland Snapshot	3
South Gippsland is "Open for Business"	4
Business Profile	5
Enjoy the Lifestyle	6
Fresh in South Gippsland	7
Manufacturing Excellence	8
Creative Culture	9
Retail in South Gippsland	10
Healthy Living	11
The Role of South Gippsland Shire Council	12



Welcome to South Gippsland

Only 90 minutes from Melbourne, South Gippsland provides an enviable lifestyle within a strong community and business base. An ideal location to grow, manufacture and distribute high quality food, including beef, lamb, milk, vegetables and herbs; the region has emerged as an important centre for food production and investment. Manufacturing, retail, tourism and the service industry are also important contributors to the region's economy.



South Gippsland's Economic Base

South Gippsland has a thriving economy with over 4,000 businesses contributing to an annual output of around \$2.7 billion.



Key industry sectors contributing to this output are:

- Manufacturing
- Agriculture, Forestry, Fishing
- Property services
- Construction
- Mining
- Retail trade
- Transport and Warehousing
- Health care and Social assistance
- Tourism



South Gippsland Snapshot



South Gippsland has excellent opportunities for growth and investment in horticulture, agriculture, manufacturing, tourism and retail. Local community and government organisations recognise the region's potential and are committed to promoting and facilitating sustainable development.



The South Gippsland Shire attracts new residents due to:

- Diverse industries
- Business investment opportunities
- Natural attractions and resources
- Educational facilities
- Sports and recreation



South Gippsland is “Open for Business”

Population

Approximately 28,000 in the whole of South Gippsland rising up to 50,000 during the holiday periods.

Proximity to Melbourne and Latrobe Valley

Easy access to Melbourne in less than 90 minutes, the South Gippsland Highway is the main artery through the region. The Strzelecki Highway links South Gippsland to the Latrobe Valley, whilst the Bass Highway links Leongatha to the coastal town of Inverloch.

Melbourne's *Eastlink*, connects its eastern and south eastern suburbs enabling goods to be transported efficiently and the Port of Melbourne is Australia's largest container and general cargo port.

Communications

Currently has ADSL2+ and will be connecting to National Broadband Network (NBN) in 2014/15

Utilities

Reticulated sewerage and water systems, electricity and natural gas are available in major towns (Leongatha & Korumburra).

Land

Industrial sites are available in Leongatha, Korumburra, Nyora and Foster. Agricultural land can be purchased in small or large allotments. Council officers can assist with planning and zoning information, or discuss the location and establishment of new or existing enterprises.

Climate

The region has a generally temperate climate with reliable rainfall and mild conditions.

Transport

South Gippsland is serviced by bus routes through a transport interchange centred in Leongatha. Regular services are conducted between Melbourne and South Gippsland with connecting services to the Latrobe Valley and Phillip Island.

Business Profile

GEM Industrial Services Pty Ltd, Leongatha

GEM Industrial Services is a privately owned company based in Leongatha, specialising in complex polyethylene pipe fusion services, industrial plumbing and waste water treatment infrastructure.

With over 25 years of direct involvement in the construction and industrial plumbing industry, GEM Industrial Services has extensive experience in managing a diverse range of projects, having developed a broad and significant clientele base with a range of key industry partners. GEM Industrial Services pride themselves on investing in advanced, state of the art equipment and have become the premier supplier of high-density polyethylene pipe (HDPE) joining and fabrication in Victoria and throughout Australia.

The winner of Manufacturing and Fabrication at the 2013 Gippsland Business Awards, GEM Industrial Services has become one of the most skilled pipe fusion services in Australia, offering expertise and a professional attitude.



“ South Gippsland is an extraordinary place to live and do business. Being involved in the Gippsland Business Awards has opened doors to new networks and business opportunities throughout Australia for us”

Darren Chandler, Managing Director
GEM Industrial Services

Enjoy the Lifestyle

South Gippsland Shire is a spectacular region, with communities nestled among the rolling green hills, and along the coast, linking the mountains to the sea.

Its major centres are Leongatha, Korumburra, Mirboo North and Foster and other significant towns include Nyora, Toora, Venus Bay, Sandy Point, Poowong, Port Welshpool, Loch, Dumbalk, Welshpool, Meenyan, Fish Creek, Port Franklin, Koonwarra, Kongwak and Tarwin Lower.

South Gippsland also contains a large number of parks and reserves containing flora and fauna of state and national significance, which contribute to the region being renowned for its natural beauty.

Whatever your dream, you can turn it into a reality in South Gippsland.

South Gippsland's strong sense of community includes many volunteer groups, business networks and over 250 sporting and leisure associations.

South Gippsland is home to a lively arts community, regularly hosting events throughout the region showcasing local art, craft, music and theatre. There are also a number of regional farmers' and craft markets and a multi screen cinema.



Fresh in South Gippsland

Quality assurance and product integrity are highly prized by food manufacturers. A growing number of South Gippsland's businesses and farmers comply with strict quality assurance schemes and are adopting internationally recognised certifications and standards to remain competitive and market responsive.

Snowpeas

South Gippsland's temperate climate is ideal for growing a diverse range of fresh produce and is responsible for about 80% of Australia's snow pea production.

Cheese

South Gippsland produces award winning cheeses

Herbs

The herb industry in Australia is growing each year, and with the rising popularity of cooking shows, celebrity chefs and culinary magazines, there is an increasing demand for fresh produce.

Wine

South Gippsland is home to several wineries producing renowned red and white table wines.



Food Production

South Gippsland has one of the highest concentrations of dairy farms in Victoria and locally grown beef and lamb are highly regarded by domestic and international markets. These industries provide employment for around 2000 people and account for around \$950 million of the region's wealth. Small and large acreages or good size town blocks are available; start up a hobby farm on a few acres or open a business in the town.

An extensive cluster of allied businesses directly support South Gippsland's dairy industry.

- Livestock transport
- Engineering
- Stockfeed suppliers
- Mechanical services
- Refrigeration services
- Financial services
- Human resources
- Farm management services

Owned and operated by key industry stakeholders the Victorian Livestock Exchange, based in Koonwarra, is leading the way in Victoria's robust livestock trade.

A number of locally owned and operated livestock transport businesses are also available throughout the region.

The South Gippsland Shire Council's Economic Development team links local businesses to State and Federal funding opportunities.

Manufacturing Excellence

South Gippsland is home to many successful and award-winning companies in a diverse range of industries including manufacturing, which contributes around 25% of the region's economy. This includes food processing, engineering, building, fabrication and transport equipment.



The Leongatha Industrial Land Study has identified existing and potential industrial land suitable to accommodate Leongatha's growth. This study provides a clear strategic direction in Leongatha up until 2031, highlighting the opportunity for complimentary businesses to support key South Gippsland industries.

Industrial sites are also available in Korumburra, Nyora, Foster and Mirboo North.



If you wish to open a business in South Gippsland, the Economic Development team would be pleased to help.

Combining business with a balanced lifestyle is achievable.

Whether you are starting up, growing or moving an existing business, South Gippsland has many opportunities.

South Gippsland boasts a stable workforce delivering quality goods and services for reduced costs.

Creative Culture

South Gippsland is renowned for its vibrant cafes, providores, farmers markets and wineries showcasing the finest boutique cheese, wine and produce that the region has to offer. Discover the many unique villages which have been reinvigorated by the creativity of the local community and new residents.

South Gippsland Shire attracts an estimated 1 million visitors. Wilsons Promontory is the region's premier tourist attraction and visitors can also enjoy the many beaches, walks, wildlife, caravan parks and camping sites. South Gippsland offers a great range of opportunities for tourism businesses including bed and breakfasts, caravan parks, motels, cafes and shops. The picturesque and charming villages offer a unique rural atmosphere to establish and enjoy your specialty business.



Opportunities for new accommodation and conference facilities are a key priority in the Shire.



Retail in South Gippsland

South Gippsland offers a broad range of shopping, from large retail to small boutique as well as fresh produce direct from the producer. Art, books, gifts, sports gear, home-wares, hardware, furniture and more can be found in South Gippsland.



Moos at Meeniyah - Marty's Story

After a long history in the hospitality industry as part owner of an inner suburban restaurant, and manager of well-known Boyz 4 Brekkie in Mornington, Marty Thomas dreamt of one day owning his own restaurant in a welcoming regional community. After searching a variety of locations, Marty chose the quaint rural township of Meeniyah for its affordability and potential for growth. Visitors travel from far and wide to enjoy the warm atmosphere, exceptional cuisine and fine wine which are sourced from many South Gippsland suppliers. Accessible to Wilsons Promontory, one of Victoria's premier tourist attractions, Marty is enjoying the continued growth of his business in the place that he now calls home.



"There are so many business opportunities in South Gippsland! The regular flow of local patrons and tourists alike help sustain new business ideas."

Marty Thomas, Owner & Manager

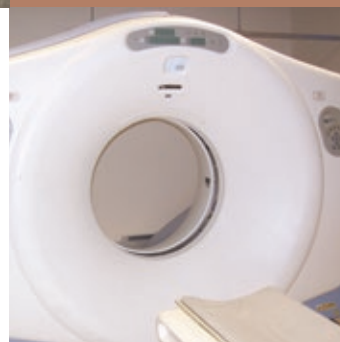
Combining business with a balanced lifestyle is an achievable goal in South Gippsland.

Healthy Living

South Gippsland provides a wide range of medical facilities, alternative therapies and spa treatments. From obstetrics to aged care and everything in between, highly skilled GPs and visiting specialists offer extensive services. The Shire is also serviced by hospitals, medical centres, child health centres and aged care facilities. A number of additional health services are also available including Chinese medicine, homeopathic treatments, physiotherapy, chiropractors, dentists and chemists.



Employment opportunities exist in current medical practices or private business.



The new Leongatha Hospital opened in 2014, is a \$30 million project providing high quality care across the area in co-operation with Korumburra and Foster hospitals.



The Role of South Gippsland Shire Council

Council's Economic Development Unit is available to assist business owners and those planning to go into business, with information, skills and networking to help you build or manage your business.

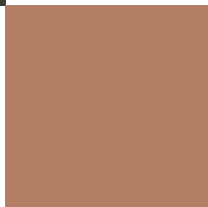


More information can be found on the Council's website at www.southgippsland.vic.gov.au on the Business and Development page.



Business assistance includes:

- Council permit guidance
- Land availability assessment
- Skill development through workshops and seminars
- Government agency liaison
- Marketing material and opportunities
- State and Federal grant identification
- Business networking activities
- Business visitation
- Research and statistics
- Commercialisation





Prom Country Visitor Information Centres



www.visitpromcountry.com.au

Toll Free **1800 630 704**

Email infocentre@southgippsland.vic.gov.au

Korumburra

South Gippsland Hwy (Coal Creek)

Foster

Cnr McDonald & Main Streets

Leongatha Community And Visitor Information Centre

Leongatha Memorial Hall Complex

McCartin Street, Leongatha

Prom Country Regional Tourism

www.visitpromcountry.com.au/pcrt

Discover more on the new Prom Country App which is available for download from App Store or Google Play.

For more information:

Web: www.southgippsland.vic.gov.au
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Published March 2014.

Photography: Ken Fraser
Additional photos:
www.buxtonography.com



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