

Leongatha

Live. Work. Invest.



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Accompanying Liftouts

Education
Employment
Real Estate
Council Services
Transport
Health, Aged & Child Care



Location

Leongatha is an attractive rural township nestled in the heart of South Gippsland, popularly known as Prom Country.

Leongatha is conveniently located close to a number of iconic attractions such as Wilsons Promontory National Park, Mount Worth State Park and the much-loved swimming beaches of Inverloch, Waratah Bay and Sandy Point.

With a population of over 4700, Leongatha is the largest urban settlement in the South Gippsland Shire and a key service centre for nearby townships and rural districts.

Leongatha currently has an annual growth rate of over 2%, and its population is expected to grow to almost 7000 by the year 2026. This population growth is expected to be complemented by an increase in commercial and retail activity.

KEY FACTS

- Nestled in the heart of South Gippsland (Prom Country)
- Located 134km south-east of the Melbourne CBD
- Primary service centre for the South Gippsland region
- Regular V-Line coach service



Country: Australia

State: Victoria

Why Leongatha?

Located just an hour and a half drive from Melbourne, Leongatha provides relaxed rural living coupled with modern facilities and a healthy dollop of country hospitality.

In Leongatha, sporting and recreational activities abound, with an indoor heated swimming pool, velodrome, equestrian park, cricket grounds and recreation centre all conveniently located in town.

For cultural enthusiasts, a thriving and much loved theatre group produce regular plays and performances, whilst a wealth of local artists and galleries add a touch of flair to the local community.



McCartin Street

Employment opportunities are broad with Leongatha home to a variety of established industries, including agriculture, manufacturing, retail, health and tourism.

Education options are equally diverse with two primary and secondary schools, a specialist school and a combined Prep - Year 12 facility located in town. A state-of-the-art education precinct is currently being developed, which will include new primary, secondary and TAFE facilities in a single location.

Make the 'tree-change'



South Gippsland Information

Leongatha is the largest town in the South Gippsland Shire.

South Gippsland:

- Comprises an area of 3280 square kilometres
- Has a resident population of over 27,000 people
- Is centrally located to key regional centres such as Traralgon, Warragul and Wonthaggi
- Has an economy with annual output over \$2.8 billion
- Has a low level of unemployment
- Attracts approximately 1.1 million visitors annually
- Is one of Victoria's most valuable agricultural regions



Memorial Hall

Benefits of Rural Township Living

- Consistently lower housing prices than metropolitan or outer suburban areas
- Safe, friendly environment
- Recreational opportunities
- Community involvement
- Tranquillity
- Family-friendly atmosphere

Sustainable Living Opportunities

The future for Leongatha is bright and optimistic. The 2008 Leongatha Structure Plan highlights the driving principles for future development in this rural municipality.

The vision states that in the year 2026, Leongatha will:

- Be a thriving, sustainable urban centre where the rural characteristics and compactness have been retained and are valued.
- Have a strong and distinctive sense of community pride that reflects the rich cultural, social and environmental heritage of the town.
- Have a vibrant town centre that is the primary location for business, retail, services and facilities for the local and regional populations.
- Be recognised as a learning centre with state of the art education and training facilities.
- Provide its community with a comprehensive range of health, leisure, recreation and social facilities.
- Provide residential accommodation for all age groups, family types and lifestyles.
- Have strong transport linkages to Melbourne, Gippsland and surrounding areas.
- Be a community where all residents have access to quality pedestrian and cycle networks.
- Be an attractive and vibrant centre where tourists choose to shop and spend time.
- Have a sustainable economy providing employment for the local community as well as the region.
- Be a community that minimises energy requirements and is committed to environmentally-sustainable development principles.

KEY FACTS - Leongatha

Population: 4700

Location: 134km south-east of Melbourne
90 minute drive

Industry: Agriculture, manufacturing, retail, health, education, tourism

Education: 4 x pre-schools, 2 x primary, 2 x secondary, 1 x prep to year 12

Hospitals: Leongatha Hospital
Korumburra Hospital (10 min drive)

Utilities: Natural gas, reticulated sewerage and water systems.

Development

Leongatha is neatly divided into several distinct sections:

- a central shopping precinct,
- an industrial area,
- a sports and recreation reserve,
- an education hub, and
- many residential zones.



The 2008 *Leongatha Structure Plan* provides guidance for planning in Leongatha over the next twenty years and indicates that Leongatha's current strong growth is expected to continue well into the future. It anticipates that the population of Leongatha will increase with a projected annual growth rate of around 1.2 – 2.0%. Town population is expected to reach almost 7000 by the year 2026.

Essential Economics research reveals that the population increase will create demand for:

- 1300 additional new dwellings (average 65 per annum)
- An extra 5 Ha of town centre retail/commercial and 8 Ha of 'Out of Centre' (bulky goods retailing) to the year 2020
- 34 Ha of land for future urban residential development
- 32.5 Ha of land for future industrial facilities

Planning in Leongatha was once centred around its railway line, but the decline of rail services in the area has led to increased expansion away from the centre of town. The *Structure Plan* accommodates development in all key areas of Leongatha, so this expansion process is likely to continue.

Residential Development

There is much capacity for growth in Urban and Rural Residential areas in Leongatha and surrounds. The *Structure Plan* has identified large expanses of land suitable for future residential development when the need arises, and there are already many developments taking place in the town. The *Structure Plan* states that, in Leongatha, "there are currently 210 vacant residential lots available for immediate development" and an additional 190 lots already have approved planning permits.



Industrial Development

Leongatha is the industrial centre of South Gippsland with approximately 104 Ha of gross industrially zoned land. The industrial precinct is located at the northern edge of town and is dominated by the Murray Goulburn dairy factory. High-speed ADSL2+ Internet access is already available in Leongatha and a planned \$16 million fibre-optic broadband link will further enhance network speeds.



Commercial Development

Leongatha has a vibrant commercial precinct with space for new development. A proposed new bulky goods area on the South Gippsland Highway has the potential to provide even more capacity for retailers and wholesalers. As South Gippsland's largest commercial hub, Leongatha is a strategic location for businesses expanding into provincial Victoria.

Existing and proposed residential, commercial and industrial precincts are detailed in the map below.



Industry Profile

Murray Goulburn

Murray Goulburn is the largest business in Leongatha, employing over 400 workers in its dairy production factory. Sourcing milk from the region's farms, Murray Goulburn is a Leongatha icon.

Located in the Leongatha industrial area on the Strzelecki Highway just a ten minute walk from the main town centre, the Murray Goulburn factory occupies a site larger than three football ovals.

The Leongatha factory forms part of Murray Goulburn Co-operative Ltd, the largest milk processing company in Australia. Now over sixty years old, the Murray Goulburn Co-operative supports farmers and regional workers by processing over three billion litres of milk annually, much of which is exported around the world via well-known and respected brands such as Devondale.

In 2010, Murray Goulburn announced a \$200 million expansion of the Leongatha processing facility.

KEY FACTS - Murray Goulburn

- Established in 1950
- 2500 suppliers (shareholders)
- Australia's largest manufacturer of dairy products
- Milk intake 3.26 billion litres (35% of Australia's milk production)
- \$2.4 billion turnover
- International business accounts for approximately 7% of world dairy trade
- Exporting to over 100 countries
- Is the largest container user in the Port of Melbourne exporting approximately 23,000 containers each year
- 9 manufacturing sites (Vic & Tas)

*Source: Murray Goulburn Co-operative Co. Ltd
Facts at a Glance 2008/09*



Retail

Shopping

Leongatha is the largest shopping precinct in the South Gippsland Shire. With an array of boutique retail stores stocking goods direct from Melbourne, Gippsland and abroad, Leongatha can happily satisfy the most hardened fashionista or shopaholic.

Leongatha provides the perfect blend of large retail and small boutique, guaranteeing range and value. And when it comes to service, well it seems that country people just do it better!

Experience service with a smile as you wander through clothes stores, gift emporiums, discount stores, sports shops, hardware havens and more.

When you live in a country town it doesn't take long before you are greeted in stores by name and you begin to understand what it feels like to be part of a local community.



Dining

Leongatha has a number of dining establishments either in town or close by. From popular fast food chains to classic takeaway or traditional pub fare, Leongatha has much variety. Due to its central location, Leongatha is also just a stone's throw away from at least another 30 dining establishments.



Agribusiness

Rich soil and reliable seasonal rainfall make the Leongatha region one of Victoria's premier farming districts.

Dairy

Dairy is Leongatha's most valuable agricultural industry and South Gippsland has one of the highest concentrations of dairy farms in the state. The dairy industry provides direct employment for over 1400 people in South Gippsland and accounts for nearly \$273 million of the region's wealth. Local dairy-related employers include Murray Goulburn (Devondale), Burra Foods and United Dairy Power.



Beef

The South Gippsland beef industry generates \$131 million annually for the local economy and employs over 600 people. Victoria's largest (Australia's third largest) export bullock market is located at Koonwarra, just ten minutes from Leongatha.

KEY FACTS - Agribusiness

- Dairying provides direct employment for 1400 people in South Gippsland and is worth \$273 million to the region
- 70% of Australia's export snow peas are grown near Leongatha
- Beef production generates \$131 million for the local economy and provides employment for over 600 people

Horticulture

South Gippsland is Australia's largest export grower of sweet and succulent snow peas, producing 70% of the nation's crops. Snow peas are grown predominantly in the fertile soils between Leongatha and Korumburra. Other successful crops grown around Leongatha are potatoes (Mirboo North), vegetables, herbs and during summer months, berries. South Gippsland is becoming increasingly renowned for its production of organic and sustainably farmed food.

Climate

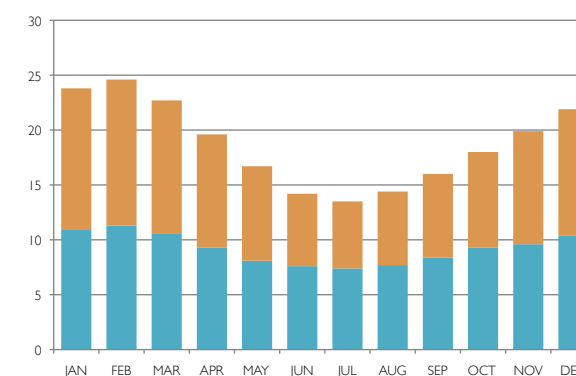
Leongatha has a very liveable climate, with moderate temperatures and variable rainfall. The weather can be a little unpredictable at times, but is rarely harsh or extreme. Not too hot in summer and not too cold in winter, Leongatha's weather is consistently well-balanced.

Regular rainfall patterns mean that Leongatha often displays lush green hillsides, whilst the temperate climate means that snow is virtually unheard of.

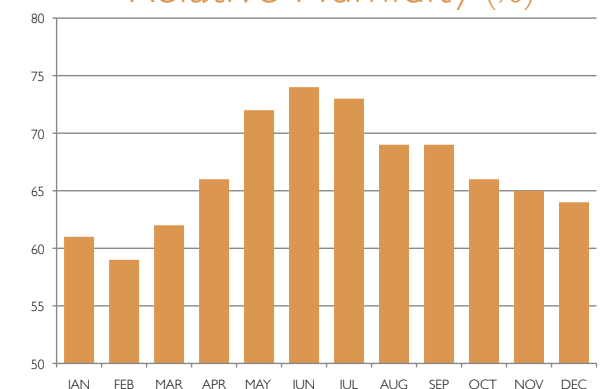
KEY FACTS - Climate

- On average, there are 18.4 days per year with maximum temperatures above 30°C
- On average, there are 7.7 days per year with minimum temperatures below 2°C

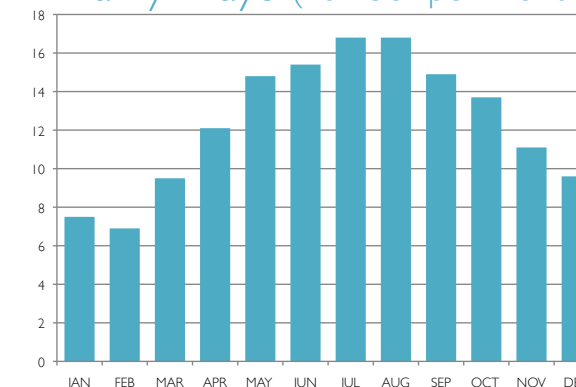
Temperature Variation (°C)



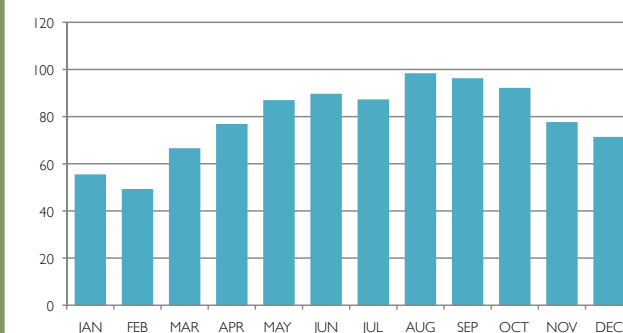
Relative Humidity (%)



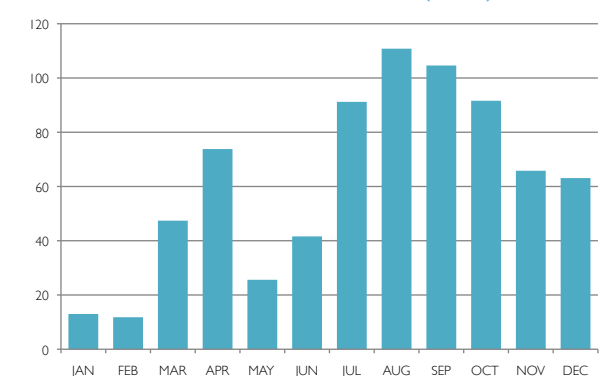
Rainy Days (number per month)



Long-term Rainfall (mm)



2009 Rainfall (mm)



Long-term Rainfall and 2009 Rainfall charts are based on data from the South Gippsland Water measurement site in Leongatha. Long-term Rainfall is based on average data from 1892 to 2009.

Key Facts, Temperature Variation, Relative Humidity and Rainy Days charts are based on data obtained from the Wonthaggi weather observation station. Wonthaggi is the closest weather station to Leongatha that records these measurements and is approximately 40 kilometres away. These values are based on long-term 40+ year averages. Temperature Variation shows average maximum and minimum temperatures for each month. All data sourced from the Bureau of Meteorology website.

Lifestyle

Arts

Leongatha is home to a thriving art and theatrical community. A community art gallery is centrally located in town and the local theatre group 'Leongatha Lyric Theatre' is renowned for the quality of its productions.

The local four screen cinema showcases new movie releases, arthouse features and hosts regular special events.

Leongatha Lyric Theatre

Web: www.lyrictheatre.net.au

Leongatha Gallery

Address: Cnr McCartin Street & Michael Place, Leongatha, 3953

Library

Leongatha has a centrally located library, open six days per week. Part of the West Gippsland Regional Library Corporation, the library stocks an expansive array of literature and hosts an online book catalogue.

Internet access is available.



The West Gippsland Regional Library Corporation services the South Gippsland, Bass Coast and Baw Baw Shire regions. Mobile libraries regularly visit townships without fixed library infrastructure.

Leongatha Library

Address: 2 Smith Street, Leongatha, 3953

Phone: (03) 5662 4829

Web: www.wgrlc.vic.gov.au

Historical Society

The Leongatha and District Historical Society is a valuable resource to help discover the history of the South Gippsland region. Located next to the Memorial Hall in McCartin Street, the Historical Society features regularly changing exhibitions, local research material and family history information.

The Historical Society is housed in the old Leongatha Mechanics' Institute building which was first opened in 1891.



Leongatha & District Historical Society

Address: McCartin Street, Leongatha, 3953

Web: www.leongathahistory.org.au



Stadium 4 Cinema

Address: 4-18 Smith Street, Leongatha, 3953

Web: www.stadiumcinema.com.au

Sporting Facilities

Leongatha is home to state-of-the-art sporting facilities including...

South Gippsland SPLASH

A popular sporting complex featuring a 25 metre pool and two court stadium designed for basketball, netball, volleyball, badminton and indoor soccer.

A recreational sporting program operates Monday to Saturday providing competition events, fitness activities and classes such as aqua aerobics.



South Gippsland SPLASH

Address: Roughead Street, Leongatha, 3953

Phone: (03) 5662 5911

Web: www.sgsplash.ymca.org.au

Leongatha Velodrome

Next door to SPLASH is the Leongatha velodrome, which during summer months, hosts a range of cycling activities coordinated by the Leongatha Cycling Club. A road cycling season runs from April to September.

Leongatha Cycling Club

Web: www.leongathacycling.com

Sporting Oval (Football & Cricket)

The Leongatha Football Club was formed in 1894 and has been a cornerstone of sporting life within the township ever since. The 'Parrots' are part of the West Gippsland Latrobe Football League. Leongatha has three cricket clubs operating in town. The clubs form part of the Leongatha & District Cricket Association.

Leongatha Equestrian Park

Horse riding is a popular leisure pursuit in South Gippsland. The Equestrian Park provides quality facilities for horses and riders. Competitions occur regularly.

Tennis

Leongatha has 8 clay tennis courts and 3 concrete courts with a flexi-pave surface. The courts feature flood lighting to enable night competition. Facilities include a clubhouse, shade area and BBQs. The tennis courts are located at the Recreation Reserve.

Skate Park

Located at the Recreation Reserve, the Skate Park features a concrete bowl suitable for skating and BMX.

Golf

Golfing is a popular leisure pursuit in South Gippsland, as evidenced by the large number of clubs scattered throughout the region. Leongatha has two courses, the 9-hole Woorayl Golf Club located at the rear of the Leongatha Recreation Reserve and the 18-hole Leongatha Golf Club located 10 minutes from the town centre at Leongatha South.

Woorayl Golf Club

Web: www.southgippslandgolf.org.au

Leongatha Golf Club

Web: www.leongathagolf.com.au



South Gippsland SPLASH

Lifestyle

Walks

Leongatha is the start (or end) point for the Great Southern Rail Trail. Suitable for walking, cycling or horse-riding, the rail trail spans approximately 50 kilometres and features a number of entry/exit points, making it suitable for all fitness levels.

Other nearby walks include...

- Olsen's Walk (Korumburra)
- Lyrebird Forest Walk (Mirboo North)
- Grand Ridge Rail Trail (Mirboo North)
- Screw Creek Nature Walk (Inverloch)



Lyrebird Forest Walk - Mirboo North

Places of Worship

Leongatha is home to a wide variety of religious institutions. From historic architectural gems through to modern new-age establishments, Leongatha caters to the belief needs of most people.



St Laurence O'Toole Catholic Church

St Laurence O'Toole Catholic Church

Address: 27-29 Ogilvy Street, Leongatha, 3953

Leongatha Presbyterian Church

Address: Cnr Bent & Turner Streets, Leongatha, 3953

Leongatha Christian Revival Crusade

Address: 40 Hughes Street, Leongatha, 3953

Leongatha Uniting Church

Address: 16 Peart Street, Leongatha, 3953

Leongatha Seventh Day Adventist Church

Address: Corner A'Beckett & Hassett Street, Leongatha, 3953

Leongatha Kingdom Hall

Address: Simons Lane, Leongatha, 3953

Assemblies of God

Address: 17 Michael Place, Leongatha, 3953

Christian Reformed Church of South Gippsland

Address: Cnr Peart & Brown Streets, Leongatha, 3953

Leongatha Salvation Army

Address: 52 Anderson Street, Leongatha, 3953

St Peter's Anglican Church

Address: 2-4 Bruce Street (Cnr McCartin Street), Leongatha, 3953



St Peter's Anglican Church

Parks

Picnic, or simply relax in one of Leongatha's many parks and reserves. Scattered throughout the township, Leongatha's parks are easy to access and many are equipped with playgrounds, shelter and BBQ facilities.



1. Apex Park

Facilities: Picnic tables

2. Bentley Memorial Park

Facilities: Playground, parkland, picnic table

3. Centennial Park

Facilities: Toilets, picnic tables (opposite police station)

4. Ellen Lyndon Park

Facilities: Playground, parkland, picnic tables

5. Horticultural Park

Facilities: Picnic tables, playground, start of Rail Trail

6. Johnson Street Wetlands

Facilities: Parkland, picnic table, rotunda

7. Mossvale Park

Facilities: Playground, parkland, toilets, BBQs, picnic tables

8. McIndoe Park

Facilities: Toilets, play equipment, BBQs, picnic tables

9. Mary Checkley Reserve

Facilities: Playground, parkland, picnic tables

10. Recreation Reserve

Facilities: Toilets, parkland

11. Tania Park

Facilities: Playground, parkland



Mossvale Park

Tourism

Attractions

Leongatha is central to key Prom Country attractions. Many visitors base themselves at Leongatha due to its convenient location and extensive service facilities.

Key attractions include...

- Wilsons Promontory National Park
- The Great Southern Rail Trail
- South Gippsland Tourist Railway
- Agnes Falls
- Walkerville Lime Kilns
- Mount Worth State Park
- Lyrebird Forest Walk

Leongatha is an easy half-hour drive to family friendly beaches in Inverloch or the revered surf beaches of Venus Bay.

Special Events

Leongatha features a number of annual events that draw large crowds and invigorate the local community.

Daffodil Festival

The Daffodil Festival welcomes spring to Leongatha every year. A popular event, the Daffodil Festival breathes colourful life into the township and is supported by local retailers who decorate their shops to a festival theme.

Rose Spectacular

Held annually in November, the Leongatha Rose spectacular features over 600 flowers and many rose varieties. Undoubtedly the sweetest smelling event in Leongatha, the event is popular with locals and visitors alike.



Mossvale Park



KEY FACTS - Tourism

- 1.1 million visitors to South Gippsland annually
- 1884 people employed
- Visitors spend around \$223 million in South Gippsland annually
- South Gippsland has approximately 400 tourism businesses
- 73% of visitors originate from Melbourne

Distances from Leongatha (approximate)

Agnes Falls	1 hour
Coal Creek	13 min
Inverloch	30 min
Lyrebird Forest Walk	30 min
Mount Worth State Park	40 min
Phillip Island	1 hour
Tarra Bulga National Park	2 hours
Wilson's Promontory	1 hour



Daffodil Festival

Rotary Art Show

Showcasing local artistic talent, the Rotary Art Show is held annually in October and is one of the largest art exhibitions in the Prom Country region.

Mossvale Park Live Music Events

This picturesque park hosts a range of top-quality live music events through summer and early autumn.

Tourism as an industry

The South Gippsland Shire attracts an estimated 1.1 million visitors annually, around half of which are overnight visitors. Nature, bushwalking and sightseeing are the three top activities visitors associate with Prom Country (*Prom Country Tourism Market Research Project, 2010*). As the regional tourism association for South Gippsland, Prom Country Regional Tourism provides support for tourism businesses and helps attract visitors through targeted marketing campaigns.

Prom Country Regional Tourism

Phone: 0435 261 281

Web: www.pcrt.com.au

Prom Country Visitor Information Centres

Address: South Gippsland Highway, Korumburra
or Cnr McDonald & Main Streets, Foster

Phone: 1800 630 704

Web: www.visitpromcountry.com.au

Leongatha Community & Visitor Information Centre

Address: McCartin St (Memorial Hall), Leongatha

South Gippsland Tourist Railway

Stretching 36 kilometres from Nyora to Leongatha, the South Gippsland Tourist Railway brings life back to the rails of the Great Southern Railway, after the line was closed to passenger and freight trains in 1993. The diesel locomotive service operates on Sundays, most public holidays and additionally during school holidays and provides a nostalgic and picturesque journey through South Gippsland. For timetable information please visit: www.sgr.org.au



The Great Southern Rail Trail

The Great Southern Rail Trail is one of South Gippsland's premier attractions and is much-loved by visitors and residents alike. The Great Southern Rail Trail is around 50 kilometres in length and follows the former Great Southern Railway line between Leongatha and Foster. The trail is accessible by pedestrians, bicycles, horses and wheelchairs.



Great Southern Rail Trail



Leongatha

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Leongatha

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For more information...

Council Information

www.southgippsland.vic.gov.au

Visitor Information

www.visitpromcountry.com.au

Leongatha-specific Information

www.leongatha.vic.au



This publication has been produced by the Leongatha Chamber of Commerce. Information contained within has been prepared with due care and diligence, but no liability is accepted for any errors or omissions. Before making any decisions, it is highly recommended that further information be sought and thoroughly examined. Published June 2010.

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