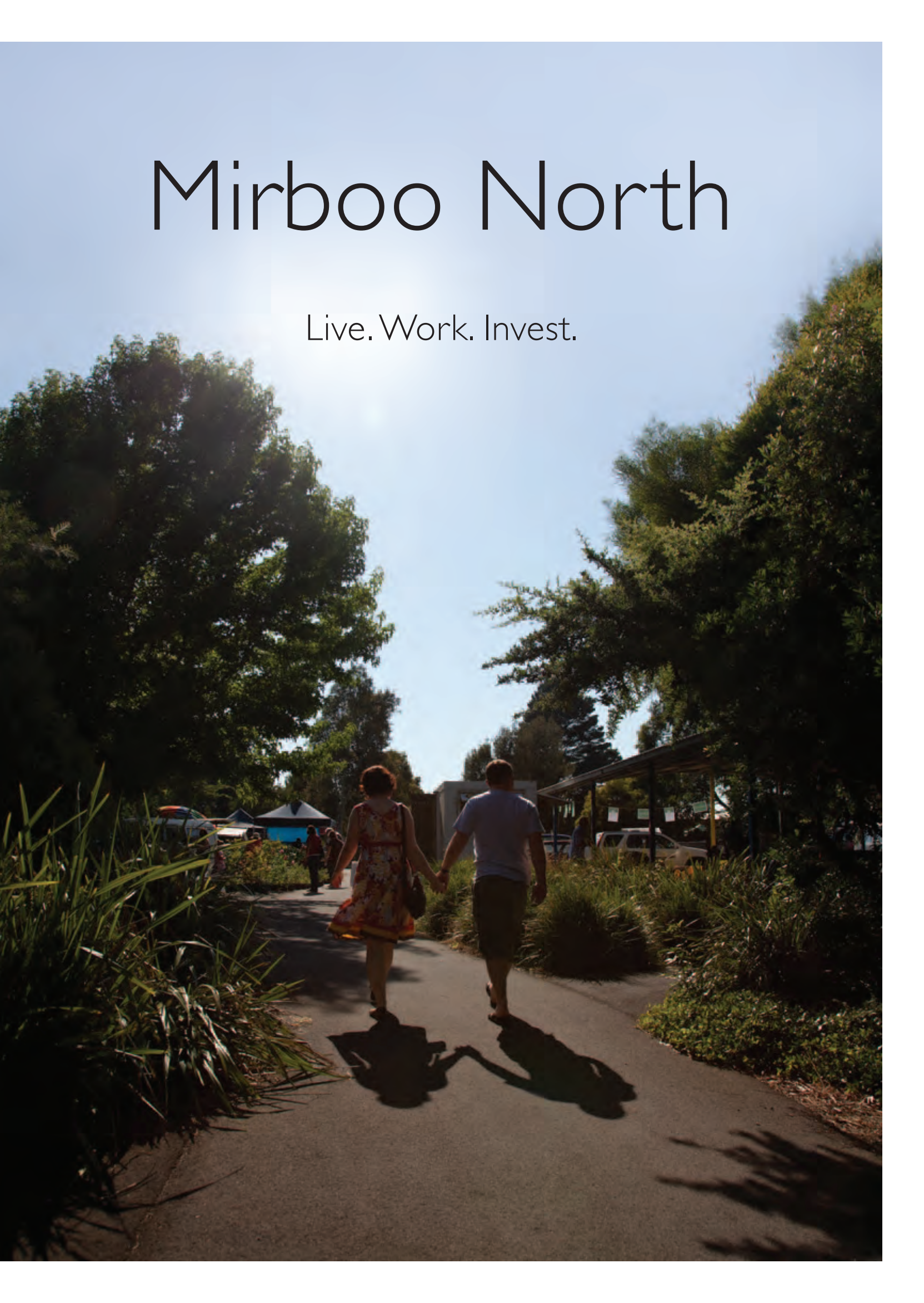


# Mirboo North

Live. Work. Invest.



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Accompanying Liftouts *(inside back cover)*

- Council Services
- Education
- Employment
- Health, Aged & Child Care

## Live...

in a vibrant and welcoming community that offers a great lifestyle.

## Work...

in a region with an enviable unemployment rate where you are only 30 minutes from some of the largest employers in Gippsland.

## Invest...

and build your business in a sustainable environment with a long history of technological innovation and access to a growing pool of skilled employees.





# Location

Nestled in the Strzelecki Ranges two hours south east of Melbourne, the picturesque town of Mirboo North is situated on the Strzelecki Highway just 25 kilometres from Leongatha, South Gippsland’s largest township.

Surrounded by rolling hills, rich farmland and panoramic views, Mirboo North is a small town with a big sense of community, offering a village lifestyle that is within easy reach of the beautiful beaches of the south east coast of Victoria and the Latrobe Valley, the largest populated centre in the Gippsland region and home to some of its biggest employers.

## Key Facts

- 155 km south east of Melbourne (2 hours)
- Close to the large population centres and major employers of the Latrobe Valley
- Offering a village lifestyle within easy reach of the beautiful beaches between Phillip Island and Wilsons Promontory
- Mirboo North is the principal township in the north eastern area of South Gippsland Shire
- Regular bus services to Latrobe Valley and Wonthaggi



# Why Mirboo North?



Beautiful scenery, 7-day-a-week shopping and excellent local services have all contributed to making Mirboo North a desirable location to live, work and invest.

First settled in the 1870s, the plentiful local supply of Mountain Ash timber drove early development in the area. Although not officially known as Mirboo North until 1929, it was the arrival of the first locomotive at the newly built railway terminus in 1885 that marked the beginning of this vibrant township's story.

Whilst timber may have been the catalyst, it is the area's rich soil and reliable climate that has helped Mirboo North become the modern and attractive community it is today. The diverse landscape that surrounds Mirboo North is reflected in the mix of agriculture, manufacturing, service and retail businesses that have made a successful home here.

The village lifestyle is supported by Mirboo North's excellent health and education facilities. The town boasts a secondary college, primary school, kindergarten and medical centre, along with aged care and modern child care centres.

The picturesque town of Mirboo North is nestled in the Strzelecki Ranges two hours south east of Melbourne. Situated on the Strzelecki Highway, it is just 25 kilometres from Leongatha, South Gippsland's largest township.

Gippsland's population is projected to grow to more than 305,000 by 2026 and, in addition to demonstrating strong local growth, Mirboo North

is well positioned to take advantage of the region's anticipated population increase.

One of the benefits of relocating to a smaller rural township is the opportunity to participate and make a difference at a local level. Mirboo North has a large number of community organisations and volunteer groups which contribute to making Mirboo North a welcoming and active community.

# Sustainable Living Opportunities

Choosing a place to live or build your business is a long term commitment. Mirboo North’s future is based on solid foundations and a shared vision of a sustainable future.

- In 2010 ‘Our Town Our Future’ articulated the Town Centre Partnership’s plan to position Mirboo North as a ‘vibrant centre catering for all’ that is at the ‘heart of a sought after lifestyle’
- Mirboo Country Development, an association of local businesses, community groups and individuals recently developed a new brand for the town “Mirboo North Country” which communicates the uniqueness and character of Mirboo North and is being used to promote the town at a local, regional and state level
- The Mirboo North & District Community Foundation works to enhance the social & economic strength of the community. Through its annual grants program and by working in partnership with other philanthropic and charitable organisations, the Foundation is committed to building a sustainable and inclusive community



The 2004 Mirboo North Structure Plan, undertaken by South Gippsland Shire Council in consultation with the community, provides a framework to identify opportunities and guide the future growth and development of the town and surrounds. The Structure Plan incorporates a range of key strategies to:

- Protect and enhance the natural environment of the area
- Provide development opportunities in keeping with the needs of the community
- Promote high quality urban design and protect places of heritage significance

## Key Facts

Population:	A growing town population of 1,500
Industry:	Agribusiness, education, health & community services, retail, tourism
Education:	Child care centre, kindergarten, primary school, secondary college
Health:	Medical centre, pharmacy, aged care facility, maternal & child health centre
Emergency Services:	Police, Ambulance, CFA, Road Rescue Unit
Communications:	ADSL2+ (Mirboo North exchange) with fibre optic (National Broadband Network) to come
Utilities:	Reticulated sewerage and water systems

## Benefits of Rural Town Living

- Consistently lower housing prices than metropolitan or outer suburban areas
- Strong sense of community
- Family friendly atmosphere
- Clean, green and safe environment
- Healthy and relaxed lifestyle

## South Gippsland Information

- Comprises an area of 3,280 square kilometres
- Attracts approximately 1.1 million visitors annually
- Has an economy with annual output over \$2.8 billion
- Is one of Victoria’s most valuable agricultural regions



# Lifestyle

A move to Mirboo North means becoming a part of a vibrant welcoming community.

Local housing and land affordability means you can swap mortgage-stress for a better life-work balance, whether you choose to live in a modern family home, unit or hobby farm.

And a move here doesn't mean sacrificing access to modern technology or communications as Mirboo North's exchange is ADSL2+ enabled. Fibre Optic is to come via the National Broadband Network.

Life in the country is tranquil but far from boring. There are plenty of things to see and do and Mirboo North's rich natural environment is your doorway to a healthier lifestyle as well as a great place to build a business.



*'Mirboo North is a great place to live because it is a beautiful, simple lifestyle with friendly people, many activities for families to participate in and a strong sense of a community that is "going places."*  
(MCDI community survey response 2011)

## Community Spirit

Mirboo North offers plenty of opportunity to participate at a local level. The Community Directory lists more than sixty local community organisations, by far the largest number in the Shire.

Local groups and their volunteers are involved in a broad range of activities - from producing the town's weekly paper, organising the monthly market, to curating the annual Art Show. Local branches of the Lions Club, Rotary and RSL all make a significant contribution to charity at a local, regional and international level.

*"The sense of community spirit and warmth would make anyone feel at home."*  
(MCDI community survey response 2011)

## The Mirboo North Community Shed

The Mirboo North Community Shed offers a variety of classes covering subjects such as pottery, cooking, health promotion, broadband for seniors and a Men's Shed workshop.

Mirboo North Community Shed  
38-40 Burchell Lane.



## Mirboo North Times

Mirboo North's weekly local paper has all the news from the town and surrounds.

Originally privately owned, in 1997 the Mirboo North Newspaper Cooperative took over the publication and for more than fifteen years the paper has been produced by a team of local volunteers.





## Family Friendly

*'A great place to raise your kids with a strong sense of community.'*  
*'Family friendly especially for services available for families.'*  
 (MCDI community survey response 2011)

Mirboo North is a healthy and safe environment for raising a family. The town has an excellent education complex and there are a range of services for families with children conveniently located in the town.

The Secondary College's Year 9 program is a winner of the Gippsland Curriculum Innovation Award and the town boasts a modern child care centre, kindergarten, play group, toy library and weekly youth club.

## Arts & Culture

Gippsland is home to a lively artistic community and Mirboo North hosts regular events throughout the year that showcase their talent.

The annual Mirboo North Art Show and ArtyGras festival attracts more than 3,000 visitors to the town over the Mother's Day weekend and features the work of more than 100 exhibiting artists, musicians, dancers and performers.

*'We're part time tree changers and Mirboo North has offered us a sanctuary that has a passionate community, creative drive, calm and friendly folk and good old fresh air! Bliss!!!'*  
 (MCDI community survey response 2011)



### ArtyGras

[artygras@mirboonorth.vic.au](mailto:artygras@mirboonorth.vic.au)  
[www.mirboonorth.vic.au/artygras](http://www.mirboonorth.vic.au/artygras)

### Mirboo North Art Show

[www.mirboonorthartshow.com.au](http://www.mirboonorthartshow.com.au)

### Mirboo North Arts Council

The Mirboo North Arts Council organises regular live music events throughout the year.  
[www.mirboonorth.vic.au/arts](http://www.mirboonorth.vic.au/arts)

**Ridge Writers** is one of a number of local groups where you can indulge your creative passion for writing, crafting or reading.  
[www.mirboonorth.vic.au/ridge-writers](http://www.mirboonorth.vic.au/ridge-writers)

### Mirboo North Library

The Mirboo North Library has an extensive catalogue which can be accessed online and also offers internet access. Ridgway (cnr Brennan Street).  
[www.wgrlc.vic.gov.au](http://www.wgrlc.vic.gov.au)



# Development

Mirboo North’s local nickname as the ‘town on top’ owes as much to its elevated position on the Grand Ridge road as it does to its continued growth.

The 2004 Mirboo North Structure Plan highlights Mirboo North’s capacity for sustainable development and provides a robust framework to guide planning over the next fifteen years.

An important objective of the Structure Plan is to safeguard the unique village character of Mirboo North, whilst ensuring that appropriate resources are available to meet the anticipated increase in residential, commercial and agricultural development.

Mirboo North’s excellent housing affordability is highlighted by the

larger proportion of households with low mortgage repayments in comparison to Melbourne metropolitan. Data from the 2006 Australian Bureau of Statistics shows that overall, 52.1% of households in Mirboo North have mortgage repayments of less than \$950 per month.



## Residential Development

Around 40% of Mirboo North’s working population are employed as managers and professionals. The town enjoys a much higher permanent occupancy rate than many other areas in the region.

Whilst the majority of dwellings are single storey detached, a key strategy outlined in the Mirboo North Structure Plan is to promote a greater diversity of housing, particularly within walking distance of the commercial centre of town.

An analysis of residential land supply undertaken for the Structure Plan shows that land availability is currently sufficient to accommodate the projected population growth, however additional rezoning is likely to occur in the near future. A mix of medium and low density land is available and there are a number of housing developments currently underway within the township.

## Commercial Development

Ridgway, Mirboo North’s central business district is the heart of the town. This vibrant 7-day-a-week precinct includes a mix of retail shops, food outlets and local businesses that intermingle with the town’s heritage buildings.

A key strategy of the Mirboo North Structure Plan is to continue consolidating Ridgway as a commercial centre and encourage further development in the precinct. The ‘Our Town Our Future’ initiative has developed a three year Strategic Game Plan to protect and grow the vitality and viability of the town centre.

In addition to Ridgway there are also excellent opportunities for complimentary commercial development available between Giles Street and Burchell Lane.



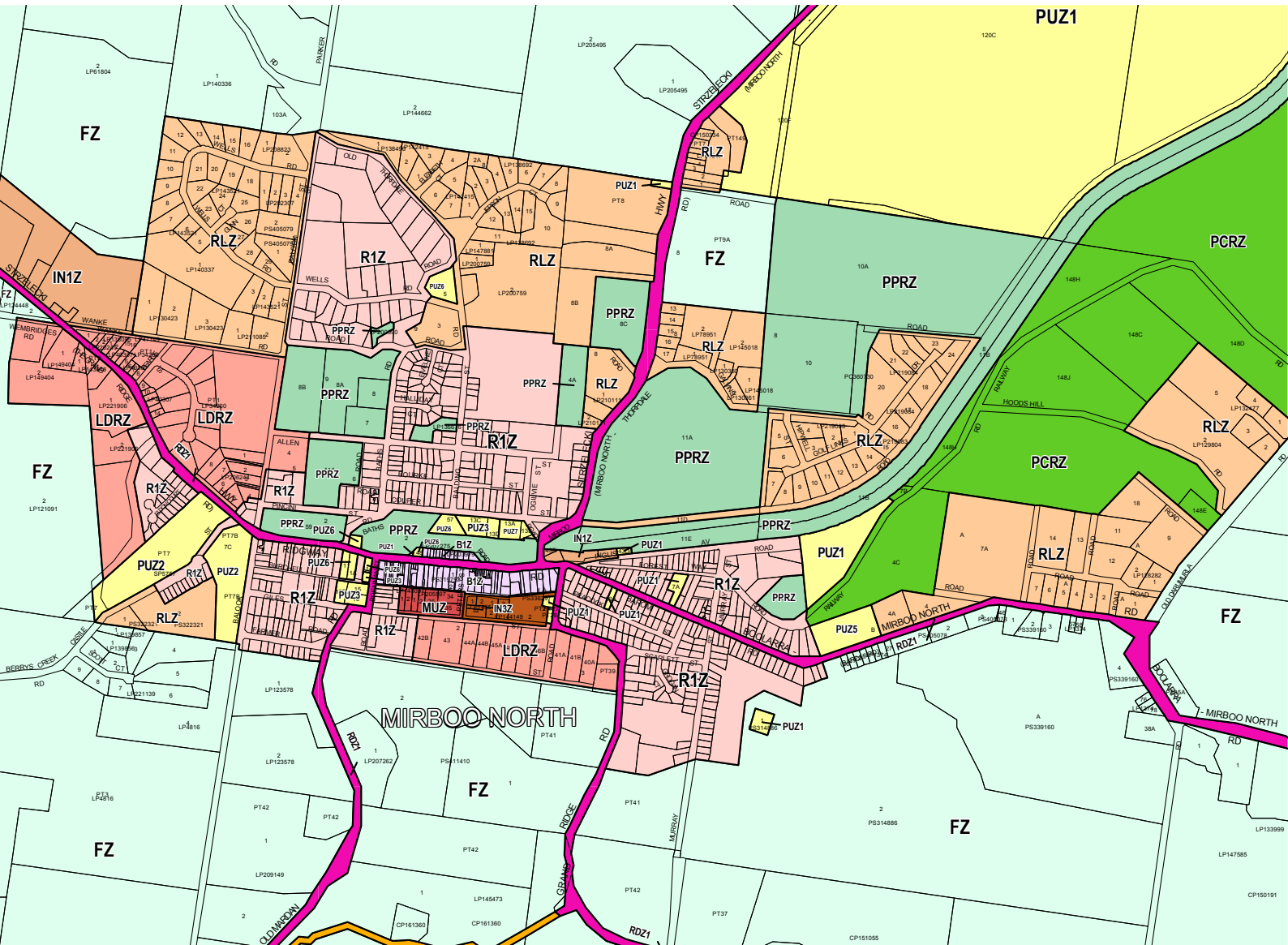
# Industrial Development

There are two industrial precincts in Mirboo North, the first, located at the western entrance to the township has the potential for further subdivision to cater for a mix of lot sizes which would be suited to a variety of industrial enterprises.

The second industrial precinct is located more centrally and is home to successful existing enterprises such as the Grand Ridge Brewery. An important strategy of the Structure Plan is to promote high quality industrial development that is sensitive to the village surrounds.



## Land Zone Map



<b>Business</b>	<b>Public Land</b>	<b>Industrial</b>
<div>B1Z</div> Business 1 Zone	<div>PCRZ</div> Public Conservation And Resource Zone	<div>IN1Z</div> Industrial 1 Zone
<b>Residential</b>	<div>PPRZ</div> Public Park And Recreation Zone	<div>IN3Z</div> Industrial 3 Zone
<div>LDRZ</div> Low Density Residential Zone	<div>PUZ6</div> Public Use Zone - Local Government	<b>Rural</b>
<div>MUZ</div> Mixed Use Zone	<div>PUZ7</div> Public Use Zone - Other Public Use	<div>FZ</div> Farming Zone
<div>R1Z</div> Residential 1 Zone	<div>PUZ1</div> Public Use Zone - Cemetery/crematorium	<div>RLZ</div> Rural Living Zone
	<div>PUZ2</div> Public Use Zone - Education	
	<div>PUZ3</div> Public Use Zone - Health And Community	
	<div>PUZ5</div> Public Use Zone - Service And Utility	
	<div>RDZ1</div> Road Zone - Category 1	
	<div>RDZ2</div> Road Zone - Category 2	

# Business Diversity

Mirboo North is home to a diverse mix of successful businesses. Manufacturing, large and small scale agribusiness, retail, hospitality and tourism are all well represented within the local area - testament to the appeal of Mirboo North as a viable location, whether you're relocating an existing business or starting a brand new venture.

South Gippsland Shire Council has a dedicated Economic Development Unit which is a first point of call for business enquiries and staff are on hand to help guide you through a number of processes including:

- Council permit guidance
- Land availability
- State and Federal government grant identification
- Business visitation, linkages with government agencies and networking

## Industry Profile

### Strzelecki Engineering

Strzelecki Engineering is a highly successful business. As a manufacturer of structural steel, the company is more diversified than many of its competitors. The company focuses on commercial and industrial buildings, multi-storey steel work, architecturally designed houses, bridges, heavy maintenance shut-down work and Research & Development.

With up to 500 projects a year, Strzelecki Engineering's work takes them from Mallacoota to Geelong. Recent projects include the DPI dairy research centre at Ellinbank and a new Coles Distribution Centre north of Melbourne.

Starting life fifteen years ago as a sole-trader, Strzelecki Engineering now employs up to thirty people and generates work for a large number of locally based contractors and suppliers. The company has a strong commitment to creating pathways for young people, offers regular apprenticeships and provides work experience for local secondary college and VCAL students. Owners Paul Van De Rydt and Carmelo Mancarella are firmly committed to Mirboo North as the right location for their business. Strzelecki Engineering is active in the local community providing valuable support and sponsorship for a number of local groups and events.







Small businesses make up 96% of all business in Victoria with an increasing proportion of these being home-based. Widespread availability of broadband internet, easy access to the markets of Gippsland, Melbourne and beyond all help to make Mirboo North an attractive lifestyle choice for those wishing to build a small or home-based enterprise.

## Industry Profile

### Cottage Garden Threads

Pam Spurway, founder of Cottage Garden Threads transforms plain thread into colourful hand dyed variegated embroidery thread. In the three years since starting the business, Pam has taken Cottage Garden Threads from the kitchen sink to a successful home-based business that produces in excess of 40,000 metres of hand-dyed embroidery thread each month.

The business supplies over 150 patchwork, quilting and fine embroidery shops in Australia, an increasing number of overseas customers and a bespoke service to a select group of designers.

Pam attributes her success to creating a quality product. Cottage Garden Threads has 134 colourfast colours, available in three thread ranges, each of which goes through an eight stage industry tested process. The innovative packaging used for the embroidery skeins keeps them secure on display and prevents tangling once opened. As a wholesale business Cottage Garden Threads is not dependent on a shop front, relying instead on word of mouth and its website to drive business.





# Retail

Mirboo North's lively mix of cafes and speciality stores means there's no reason not to stay local - whether you're doing the weekly shop, filling a prescription or browsing for homewares. The town's flourishing retail precinct is supported by:

- A Town Centre Partnership strategy to keep shopping dollars local and actively promote the town as a 7-day-a-week destination
- A balanced mix of quality retail outlets - speciality, food outlets, Community Bank, essentials, hardware and real estate
- Low local unemployment rates with the majority of the resident working population employed as managers (20.2%), professionals (19%) and trade workers/technicians (16.5%)
- Local initiatives e.g. Christmas Trading Night and special events that bring large numbers of visitors to town





# Agriculture

South Gippsland's reliable climate, consistent rainfall and rich productive soils support a range of established agricultural and associated industries. Agribusiness is a growth area in South Gippsland, and with the exception of fodder crops, the value of production across all agricultural industries grew between 1997 and 2006, indicating there is still enormous potential for expansion.

Gippsland produces around a third of Victoria's milk and is a major centre for milk processing, including the large Murray Goulburn facility at Leongatha and the Burra Foods facility located in Korumburra. Supporting the region's dairy industry is a wealth of machinery, repair, stockfeed and dairy supply businesses.

South Gippsland's natural attributes also make it attractive for the production of other agricultural products including beef and vegetables. Horticulture generates in excess of \$21 million dollars for the local economy. Gippsland is a major producer of certified seed and table potatoes, and Mirboo North along with its neighbour Thorpdale, makes a significant contribution to this sector.

A wide range of certified organic products originate from South Gippsland including milk, berries and orchard crops. Opportunities are plentiful in niche agricultural markets, many of which do not require large acreages for viability, such as olives, wine, herbs and bush foods.

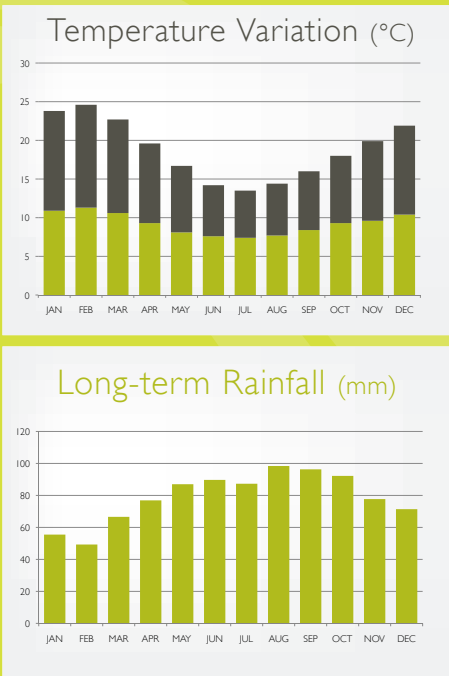
Proximity to Melbourne, a reliable climate, land availability, access to a pool of experienced workers and opportunities for value-adding all combine to make agribusiness an attractive proposition in South Gippsland.



## Key Facts

- In 2011 the gross value of agricultural production in South Gippsland totalled \$419 million and employed around 2,200 people
- Dairy farming is South Gippsland's most important industry, providing direct employment for 1,246 people in South Gippsland and is worth \$665 million to the region
- Beef production generates \$141 million for the local economy and provides employment for over 670 people
- South Gippsland Shire's Rural Strategy sets out a long term vision for the Shire's rural areas and will support the continued growth of sustainable agricultural industries

# Climate



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.

Temperature variation is based on data obtained from the Wonthaggi weather observation station and shows average maximum and minimum temperatures for each month.

Wonthaggi is the closest weather station to Mirboo North and these values are based on long-term 40+ year averages.

All data sourced from the Bureau of Meteorology website.

# Sports and Recreation

Mirboo North has a great range of sporting and recreational facilities located throughout the township.



## Walter J Tuck Reserve

The Walter J Tuck Reserve, located on the Strzelecki Highway on the north east side of town, is an important community hub in Mirboo North and home to the local cricket, football, netball, soccer and tennis clubs.

The reserve has extensive facilities including:

- Two ovals, one of which has a turf pitch for cricket, football and soccer
- Asphalt netball and tennis courts with courtside change rooms and modern amenities
- Pony Club arena
- Modern well equipped club and social rooms

## Skate Bowl

Located in Baromi Park featuring a concrete bowl which is suitable for skating and BMX bikes.

## Swimming Pool

Surrounded by lush bushland, this 25 metre pool has nine lanes, two children's pools and BBQ facilities.

[www.mirboonorth.vic.au/pool](http://www.mirboonorth.vic.au/pool)

## Mirboo North Golf Club

Mirboo North's 18 hole golf course is one of the most beautiful in Gippsland. The club holds regular Saturday morning competitions and offers spacious club rooms and its own motel located adjacent to the course

[www.mirboonorthgolfclub.com.au](http://www.mirboonorthgolfclub.com.au)

## Mirboo North Bowling Club

Founded in 1954 and recently resurfaced, the club is popular amongst locals and hosts regular tournaments.



# Walks and Parks

Mirboo North's parks, trails and reserves are among the very best in Gippsland. Whether you're planning a picnic or a bush walk, they can be enjoyed all year round.

*'Mirboo North seems always green and inviting. Its village atmosphere and open parkland and walking trails make it a wonderful getaway from the bustle of city life.'*

(MCDI community survey response 2011)

## Baths Road Reserve

To the west of Baromi Park lies the spectacularly lush Baths Road Reserve. With 2km of walking track the reserve features an unusual spring-fed water fern plant community known as the King Fern Gully.

## Lyrebird Forest Walk

3km north of the town located just off the Strzelecki Highway, the Lyrebird Forest Walk is an easy bushwalk through native forests. The Lyrebirds, for which the walk is named, are known for their ability to imitate the calls of other birds, and can also reproduce the sound of car horns, chain saws and other man-made noises.



## Grand Ridge Rail Trail

With its entrance located at the Walter J Tuck Reserve, the Grand Ridge Rail Trail links Mirboo North with the neighbouring town of Boolarra.

The trail is used by walkers, cyclists and horse riders. It follows the path of the old railway line, which closed in 1974 and takes in bush and farmland over its 12 kilometres. Visitors to the trail are treated to an array of flora, which changes according on the season. Fauna is no less diverse with visitors often catching a glimpse of swamp wallabies, echidnas, wombats, brush tail possums, goannas and blue tongue lizards.

## Baromi Park

Baromi Park is located along the former railway reserve in the centre of the town. In addition to its playground facilities the Park is the location for the town's busy monthly market.

A recent addition to the Park is the bushfire memorial by Michael Meszaros. The sculpture features a koala (known as Sam) receiving a drink of water from a fire-fighter. This action by a local volunteer during the 2009 bushfires captured the imagination of the world, and came to symbolise the generosity of people in a crisis.





# Tourism

You could start with coffee and cake at one of Mirboo North's colourful cafes or, if you're feeling energetic, a bike ride on the Grand Ridge Rail Trail.

Later, you could saunter down Ridgway, browse for homewares and collectibles, stock up for a craft project or pick up a good read at one of the town's two bookshops.

For lunch you could people watch from a courtyard overlooking

the village, or picnic in the park whilst the kids let off steam in the playground.

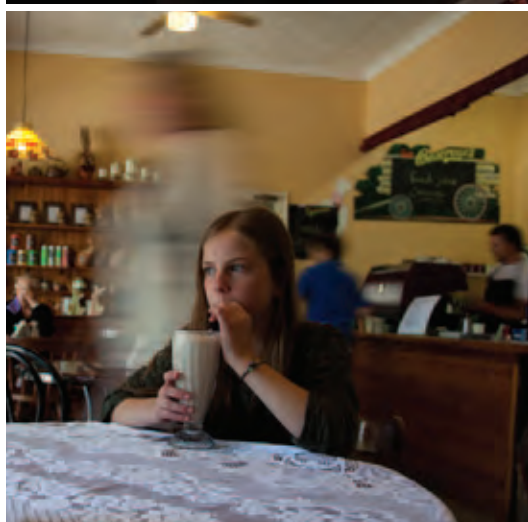
Later that evening you could grab dinner at the pub and drink an award winning beer at the Brewery's restaurant.

If you're here on the last Saturday of the month you can pick up some locally grown produce and fossick for treasures at the market in the park.

Wherever you start or end your journey, Mirboo North's vibrant centre will keep you entertained seven days a week.

*'Clean air for the lungs, sensational scenery for the eyes, luscious green grass for the feet, tweeting bird calls for the ears, beautiful beef for the taste buds - Mirboo North is a five sensory experience'.*

(MCDI community survey response 2011)







Unlike many rural towns, most of Mirboo North's shops and cafés are open seven days a week. Along with a number of high profile local events, Mirboo North's always open for business attitude has established it as a tourist destination in its own right. More than 1,700 cars travel the Strzelecki Highway at Mirboo North every day and there is enormous potential for further growth in tourism.

Nestled in the heart of the Strzelecki Ranges, Mirboo North is the only town on the spectacular Grand Ridge Road tourist drive. Mirboo North is also an ideal base for exploring some of Victoria's best State Parks and the pristine beaches of the south east coast of Victoria.



Mirboo North is home to several established events in the Gippsland calendar, attracting large numbers of visitors from the local community and further afield:

#### **Mirboo North Art Show**

The Mirboo North Art Show, now in its 4th decade takes place over the Mother's Day Weekend and attracts art lovers from all over Gippsland.

#### **ArtyGras Festival**

Coinciding with the Art Show, Mirboo North's ArtyGras is a cultural extravaganza bringing over 3,500 visitors to town.

The Mirboo North Art Show and ArtyGras Festival were awarded South Gippsland 2012 Community Event of the Year.

#### **Mossvale Park Live Music Events**

This picturesque park hosts a range of top quality live music events through summer and early autumn. Mossvale's annual 'Music for the People' has been running for the past 44 years and attracts up to 1,000 people.

#### **South Gippsland Golf Classic**

Played over nine days and across nine golf courses including Mirboo North, the Classic attracts over 195 players per day.

For more information: [www.visitpromcountry.com.au](http://www.visitpromcountry.com.au)

### Key Facts

- 1.1 million visitors to South Gippsland annually
- 1,884 people employed in the tourism industry
- Visitors spend around \$223 million in South Gippsland annually
- South Gippsland has approximately 400 tourism businesses
- 73% of visitors originate from Melbourne

# Mirboo North Township Map





# Mirboo North

Live. Work. Invest.

## For more information:

Council Information

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

Visitor Information

[www.visitpromcountry.com.au](http://www.visitpromcountry.com.au)

Mirboo North-Specific Information

[www.mirboonorth.vic.au](http://www.mirboonorth.vic.au)



*South Gippsland*  
*Shire Council*

*Come for the beauty. Stay for the lifestyle*



**Mirboo North country**

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Published April 2012.

Photography: tommy gun.