



Swan Hill Region

Regional Overview

The Swan Hill municipality has experienced significant growth over the past decade, led by the expansion of horticultural/agricultural practices and supported by an innovative manufacturing sector.

This success is depicted by the fact that the region is Australia's largest producer of table grapes, pistachios and olives, responsible for one quarter of all carrots nationwide, a top contributor to the stone fruit industry and accounts for approximately 70 percent of Australia's Almonds and Olive Oil production.

The people of this region are friendly and enjoy a range of cultural and sporting pursuits. There is abundant employment and a booming economy, primarily built on agriculture and the need to service the agriculture sector.



Regional Towns

The Swan Hill region, with its many small towns and the large centres of Swan Hill and Robinvale, is a great place to work, play, visit, live and invest.

Outside of the large centres, small rural towns are a welcome change to hustle and bustle, with friendly locals and a range of small tourist attractions spread throughout the region.

Small towns to visit in the Swan Hill region include: Lake Boga, Ultima, Woorinen, Nyah, Nyah West, Beverford, Vinifera, Wood Wood, Piangil, Manangatang, Boundary Bend & Wemen, among others.



Regional Attractions



This region is home to some fantastic natural attractions and the economy benefits from the visitors drawn to the majestic Murray River, the extensive lake system, the Riverine forests, the unique Mallee landscapes and splendid climate.

Some of the many great attractions and experiences, include:

- The Pioneer Settlement
 - The Heartbeat of the Murray
 - The Pyap River Cruises
- Murray Downs Golf & Country Club
- Robinvale Golf & Country Club
- Swan Regional Hill Art Gallery
- The Murray River
- The Flying Boat Museum
- Amazing Food & Beverage options
- Annual Markets, Festivals & Events
- Friendly Regional Towns
- Beautiful Accommodation and Camping

Key Regional Figures



Estimated Residential Population*:	25,190*
Land Area (ha):	611,530.870
Resident Spend in Region (\$M):	\$237.7
Visitor Spend in Region (\$M):	\$103.8
Average Transaction Value (\$)	\$70.23
Resident Spend Online (\$M):	142.9
Resident Spend outside Region (\$M):	\$107.2

*2019 ABS data estimates the Swan Hill Rural Council residential population to be 20,649, however, due to ongoing concern that the ABS consistently underestimates the population of Robinvale, Council commissioned Geografia to undertake a population determination study. The ABS census figure of 2016 show the Robinvale population as 3359 people. The work of Geografia has reliably demonstrated that the true Robinvale population sits at approximately 7900 people; making the total residential population 25,190.

Key Development Areas

Business Engagement

- The Local Focal
- Attendance on Agribusiness Advisory Committee
- Operate education and training
 - ATO Workshops
 - Online Shopping
 - Drone training
 - Tourism Education
 - Business Breakfasts
- Support small business owners
- Attendance at Traders' meetings
- Attendance at REBA
- Attendance on Swan Hill Inc. Marketing Committee
- Christmas window display competition
- Street front improvements
- "Shop Local" marketing campaign
- Monitoring shop occupancies – external consultant engaged to help with vacant shops

Accommodation

- Robinvale Housing Strategy
- Seasonal Workers Accommodation Programs
- Facilitation of housing development and Investment
- Residential Land Use Strategy
- Investment Attraction Strategy
- Assistance with Planning and Building
- Advocacy for changing of VPP on Farming Zone

Better Approvals

- Better Approvals promotes a customer centric and proactive approach to business creation
- Collaboration between:
 - Planning
 - Building
 - Engineering
 - Economic Development
 - Environmental Health
- 49 enquiries received in last calendar year
 - 8 active projects
 - 7 new businesses created
- Individual Support to new businesses
- Small Business Friendly Charter

Liveability

- Dream Swan Hill & Connect U campaigns
- New Residents Guide
 - Swan Hill
 - Robinvale
- Media releases
- Liveability projects
- Housing
- Gateway info bay upgrade
- Blackspots program
- Public wifi
- Airport upgrade
- Electric chargers program
- Lake Boga Equestrian Centre
- Tourism signs upgrade
- Improved social media presence
- Manage the 'Outdoor Dining Program' for Hospitality businesses in municipality

Key Development Areas

Events

- Event Support Fund
- Organisation, compliance & management
- Country Week Tennis
- Seniors Tennis Australia
- CAR vintage
- Food Truck Festival
- Food & Wine Festival
- Market Days
- Junior Basketball Championships
- Robinvale 80 Ski Race
- Riverside Tri
- Community Events
- Mallee Almond festival
- Robinvale Lantern festival
- Things with Strings
- Winter Solstice festival
- Lake Boga Splash in
- Lake Boga Regatta
- Massive Murray Paddle

Tourism

- 'Our Place' consultation
- Murray Regional Tourism Board (MRT) relationship and marketing Visit Victoria
- Monitor and increase ATDW listings
- Increase Social Media presence with content strategy and increased activity
- Develop & create local tourism experiences
- Create content which promotes & sells the region
- Source marketing opportunities
- Caravan Park Lease management
 - Lake Boga
 - Robinvale
 - Swan Hill Riverside

Grants

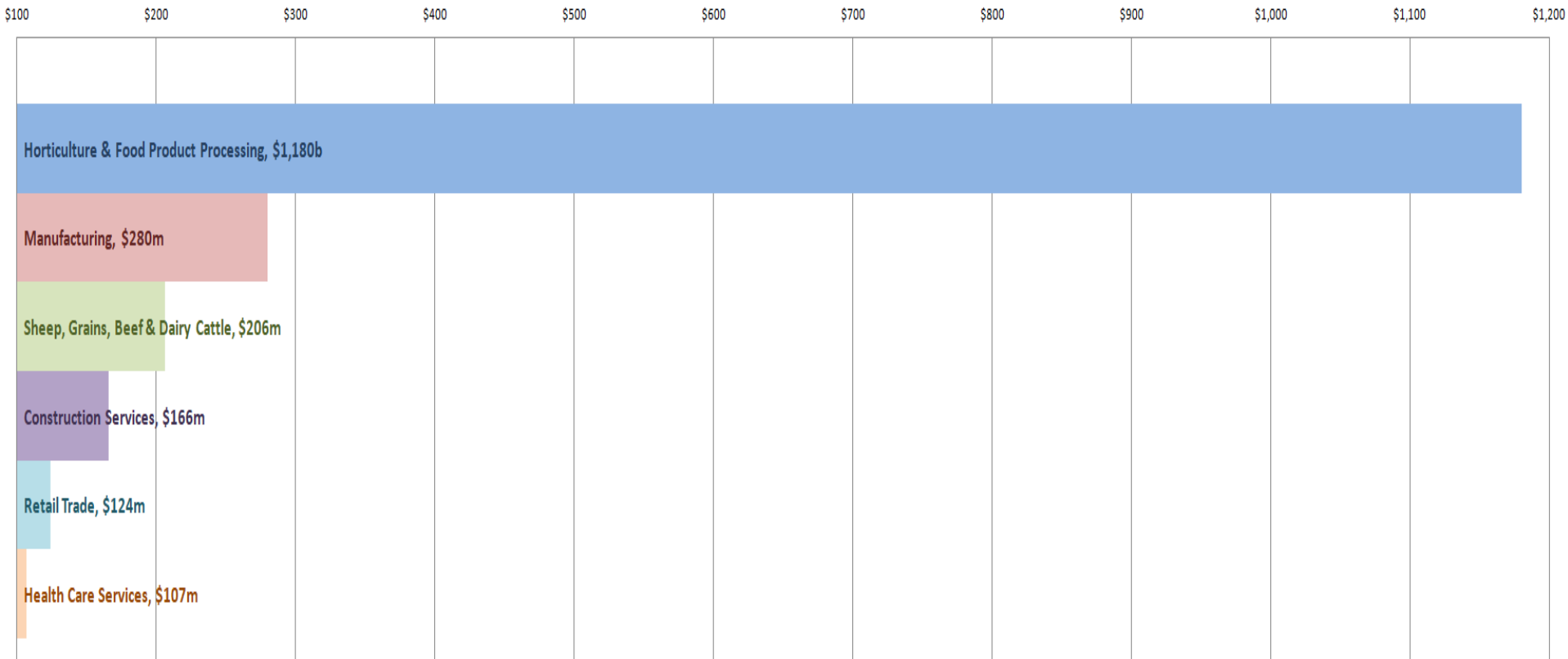
- Our River Our Region
- Drought Funding
- Regional Airport Grant
- Caravan Park upgrades
 - Lake Boga – New amenities
 - Robinvale – Leisure amenities
- Lake Boga Equestrian Centre
- Fruit Fly
- Heavy Vehicle Safety and Productivity Program
 - Kenley Road
 - Malaya Road
- Agrilink Winlaton Road Upgrade
- Outdoor Dining Grant
- Leisure Centre Expansion
- Vibrant Villages

Ongoing Projects

- Shop front improvement
- Event Support Fund
- Event Development
- Business Visits
- Local Business Events
 - Covid Recovery
 - Education
- Better Approvals
- Housing & Accommodation facilitation
- Southern Entrance Redevelopment
- Airport Upgrade
- Discover More
- MRT – VIC Transformation
- Our Place
- Development of local Tourism infrastructure and experiences
- Source partnerships and marketing opportunities to promote the region.

Key Economic Sectors

Output by Sector (\$m)





Horticulture & Food Product Processing

The Swan Hill region is Australia's largest producer of table grapes, pistachios and olives, a large producer of stone fruit and wine grapes and accounts for approximately 70% of Australia's almonds and olive oil production.

- Total Output - \$1.18b
- Number of Employees – 1,325
- Spend on Wages/Salary – \$60.28m
- Value Added - \$252.6m

Manufacturing

Some of the key manufacturers in the Swan Hill area include Polymaster, Entegra, Tank World, Pumpa Manufacturing, Elsteel, Grizzly, Murray Mallee Machinery, SwanBuild, Ultra Vision Lighting, Larnec Doors & Systems, Eyles Engineering and Floorex.



- Total Output
\$280.34m



- Number of Employees
362



- Spend on Wages/Salary
\$30.6m



- Value Added
\$47.92m

Sheep, Grains, Beef & Dairy Cattle

- Total Output
\$206m
- Number of Employees
414
- Spend on Wages/Salary
\$7.8m
- Value Added
\$56.5m

Construction Services

Construction Services includes, but is not limited to, Land Development and Subdivision, Concreting, Bricklaying, Plumbing, Electrical, Air Conditioning and Heating, Carpentry, Tiling and Carpeting, Painting and Decorating, Landscape Construction, and many other Building Installation Services.

- Total Output – **\$166m**
- Number of Employees – **450**
- Spend on Wages/Salary – **\$31.4m**
- Value Added – **\$58.5m**

Retail Trade

- Total Output
\$124m
- Number of Employees
1,057
- Spend on Wages/Salary
\$49.4m
- Value Added
\$76m





headspace

National Youth Mental Health Foundation

Health Care Services

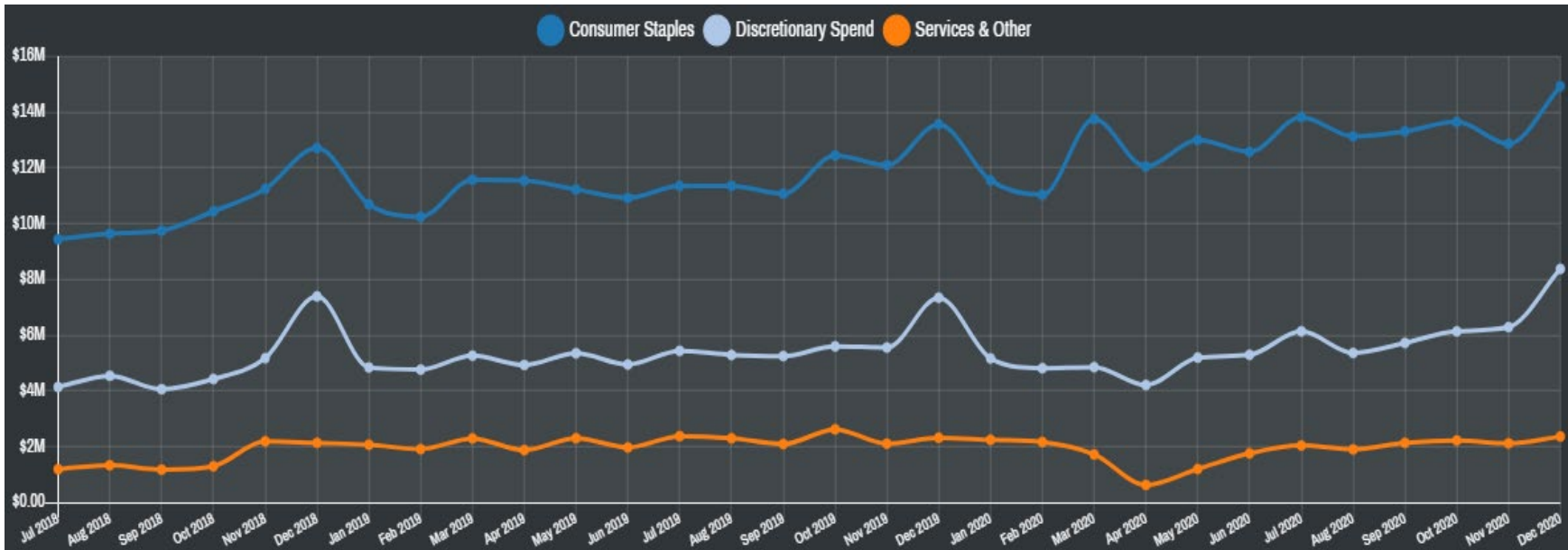
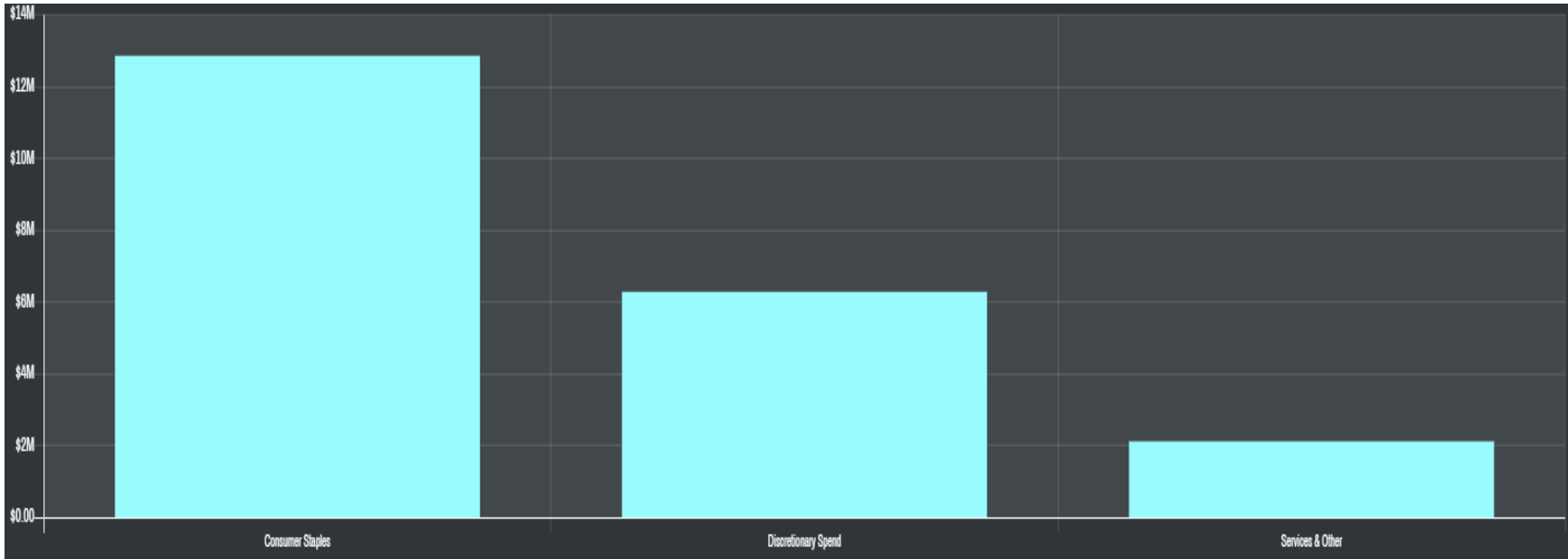
- Total Output – **\$107.2m**
- Number of Employees – **789**
- Spend on Wages/Salary – **\$54.4m**
- Value Added – **\$68.1m**

Swan Hill Region Expenditure

Expenditure Categories by Volume (Sep 2019 - Aug 2020)				
Expenditure Category	Resident Spend in Region	Visitor Spend in Region	Resident Spend outside Region	Resident Spend Online
Bulky Goods				3.1m
Consumer Staples	154.2m	62.7m	37.6m	
Department Stores & Clothing				15.95m
Dining & Entertainment				15.8m
Discretionary Spend	665.3m	32.1m	47.8m	
Furniture & Other Household Goods				4.6
Grocery Stores & Supermarkets				3.5m
Light Industry				4.3m
Other				20.9m
Personal Services				1.2m
Professional Services				23.8m
Services & Other	225.2m	7.2m	14.5m	
Specialised Food Retailing				2.99m
Specialised & Luxury Goods				33.5m
Trades & Contractors				1.6m
Transport				6.4m
Travel				9.6m

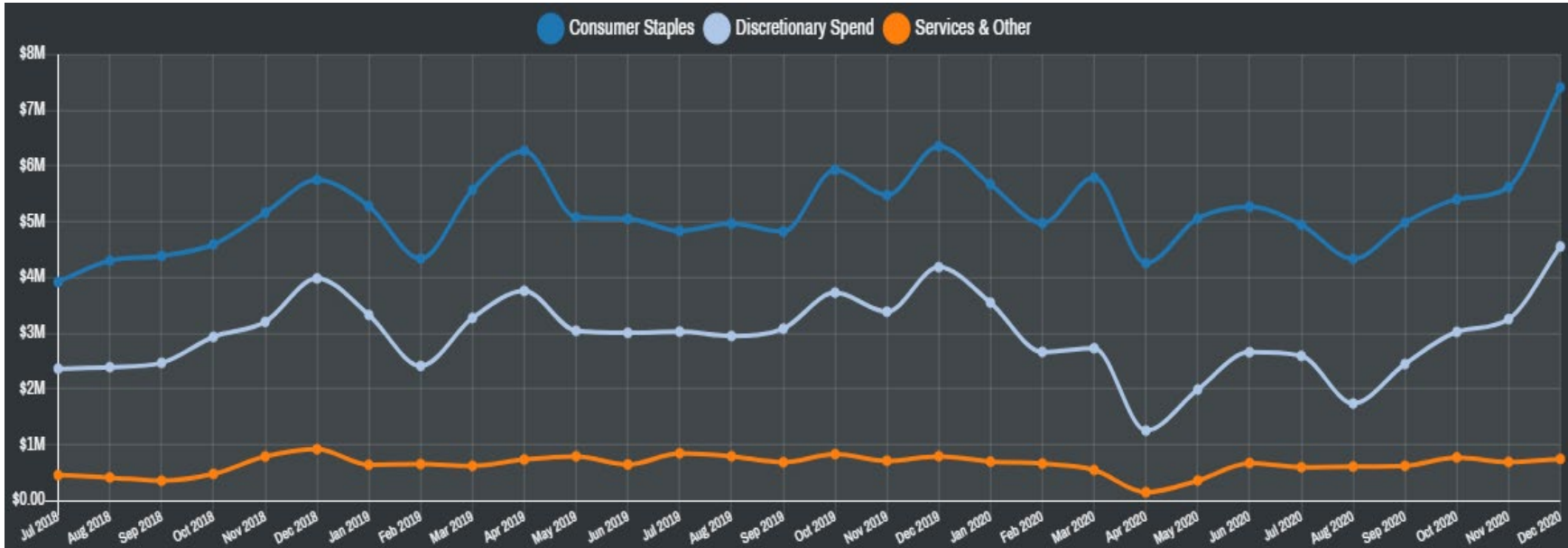
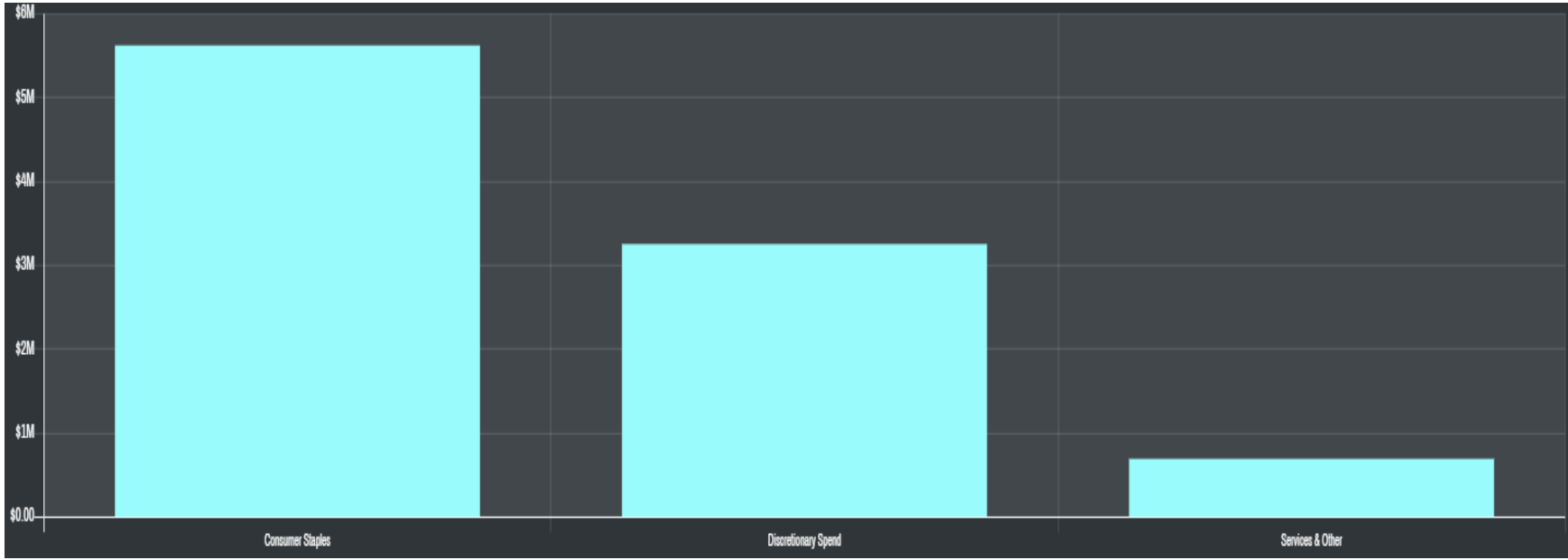
Resident Spend in Region

(July 2018 – November 2020)



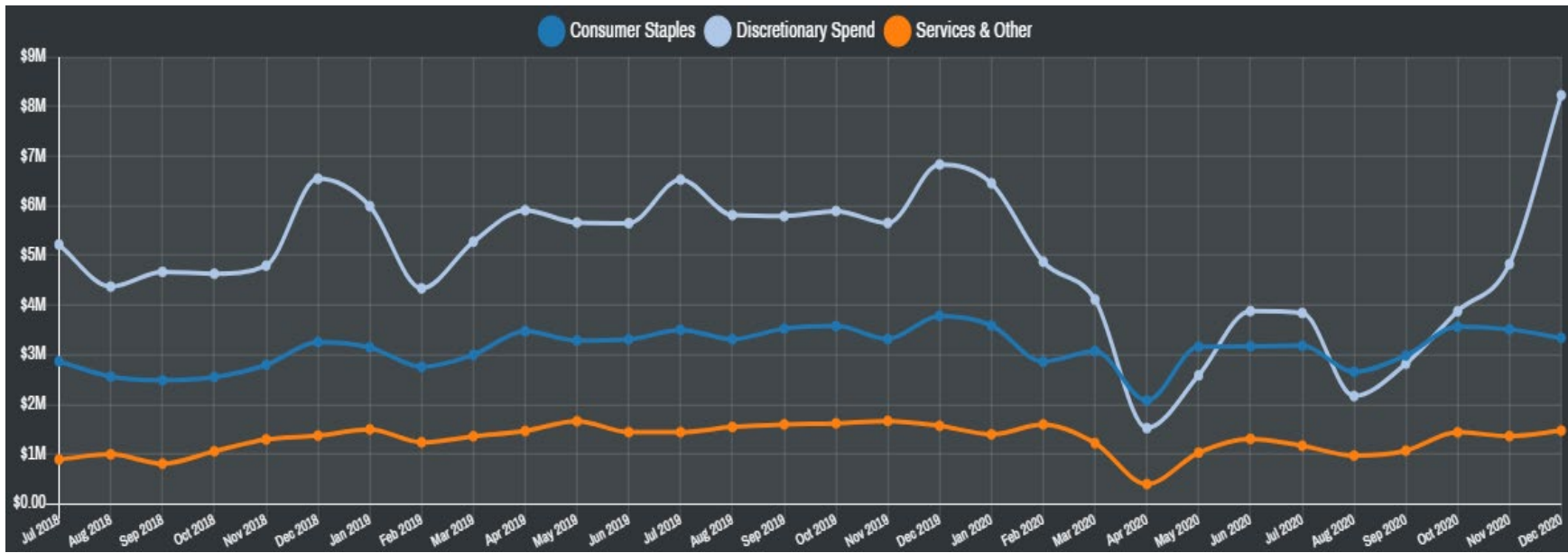
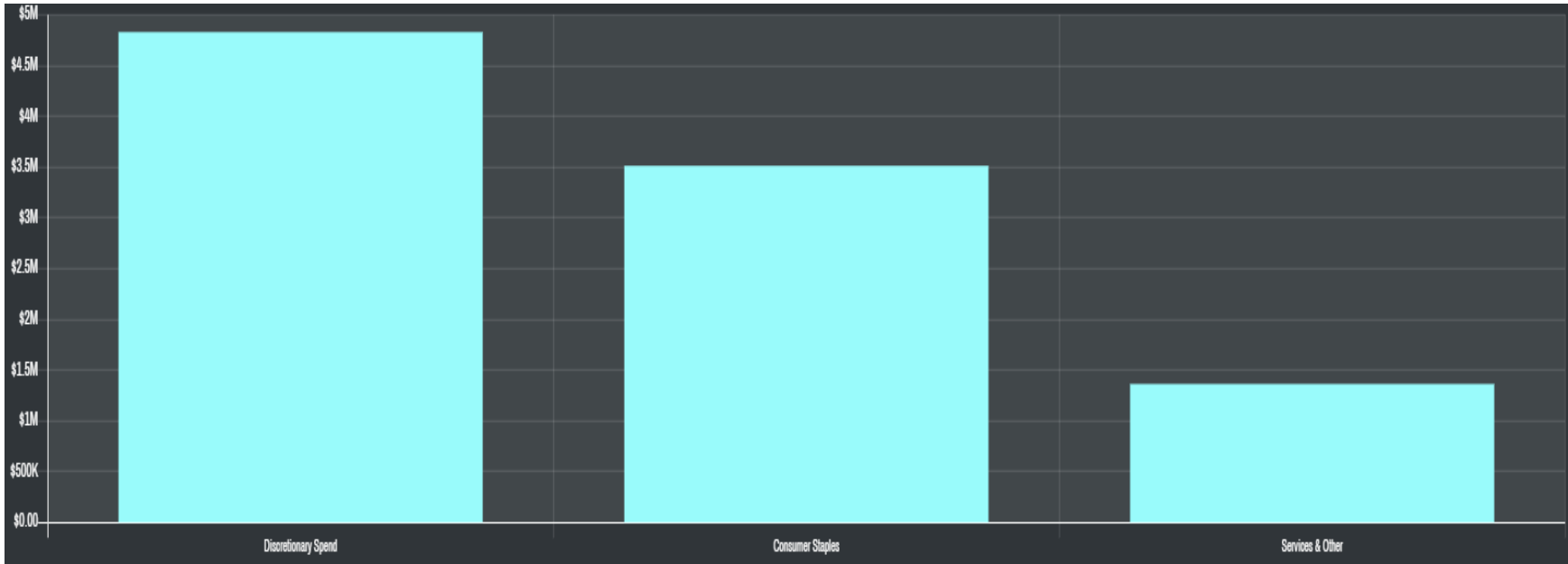
Visitor Spend in Region

(July 2018 – November 2020)



Resident Spend outside Region

(July 2018 – November 2020)



Resident Spend Online

Top 5 Expenditure Categories (July 2018 – November 2020)

