

Murray Region

Growing Australia's business

Population: 116,471

Area: 90,000 sq km

Major towns:

- Albury
- Corowa
- Deniliquin
- Moama



Region overview:

- home to many sectors of Australia's processed food industry
- one of Australia's most popular holiday destinations
- sophisticated irrigation network means region can sustain a diverse range of agricultural activity

Major sectors:

- food processing
- agriculture
- forestry
- tourism
- textile
- manufacturing
- transport

The Murray Region has a large and varied food processing industry and a strong agricultural heritage.

It has a temperate climate, although temperatures in the southern reaches can drop to zero degrees in winter and hover in the thirties in the height of summer.

Stretching along the Murray River from the Snowy Mountains in the east to the South Australian border in the west, the region has strong economic ties with Victoria and its river towns of Wodonga, Swan Hill and Mildura.

MAJOR COMPETITIVE ADVANTAGES

- skilled agricultural and manufacturing workforce
- most major Australian marketplaces are easily accessible
- strategic location and developed infrastructure

INDUSTRIES

The Murray hosts a diverse range of enterprises, from traditional broadacre agriculture, specialist horticultural crops to manufacturing, engineering, computer technology and specialist service industries.

Food processing

The Murray is home to a thriving food processing industry that produces foodstuffs as diverse as dairy products, wine, bread and pet foods. The manufacturing sector accounts for 21 per cent of the area's Gross Regional Product, 12 per cent of its employment and 58 per cent of its exports.

Agribusiness

Agriculture is the traditional staple of the region's industry. Large tracts of fertile land and a sophisticated irrigation system sustain a large and diverse range of agricultural activity.

Due to its close proximity to major domestic markets and an infrastructure suited to large-scale export, many of Australia's leading food companies source product from the Murray Region.

In a normal year over half of Australia's rice crop is produced in the Murray and the region is a traditional home for cereals, dairy farming, fruits and vegetables and wool.

Forestry

The Murray also boasts significant timber resources that have led to the creation of a thriving wood products industry centred on mills such as the Norske Skog Newsprint Mill.

The timber industry in the South West Slopes area generates over one billion dollars for the local economy each year with one job being created for every 63 hectares each year of plantation.

Research and early plantings of eucalypt plantations are being undertaken in the irrigation area to develop a timber industry and control rising water tables.

The agriculture and forestry sector accounts for approximately 18 per cent of the area's Gross Regional Product, 20 per cent of its employment and 34 per cent of its exports.

Tourism

Tourism's importance to the region is increasing. Natural landmarks like Lake Mungo National Park, numerous historic pioneering towns and nearby ski slopes draw tourists to the area.

The many lakes and rivers of the region make the Murray a paradise for fishing and water sport enthusiasts.

Manufacturing

Manufacturing and value-adding industries include paper, plastics, specialist engineering (motor vehicle transmissions), and wool processing.

INFRASTRUCTURE

Transport

The region has extensive highway links into NSW, Victoria and South Australia, and good roads link all regional townships. The new Ettamogah transport hub 10 mins north of Albury enhances access to these links.

There is a direct link to the Victorian and NSW rail networks, and air service to national and State capitals from Albury.

Major educational facilities

- Charles Sturt University – Albury
- Riverina Institute of TAFE
- Latrobe University and Wodonga TAFE also service the region

The Murray has excellent education and training facilities. Present courses support the region's economic activity and interests.

LABOUR

The Murray's laid-back lifestyle has attracted a large and skilled labour force, which is strongly skilled in agriculture and manufacturing.

Along with sustaining existing industries, the labour force has attracted exciting new manufacturing ventures to the region including plastics, farm machinery and high technology components.

For more information contact:

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