

Orana

Population: 96,815
Area: 199,078 sq km

Major cities and centres:

- Cobar
- Dubbo
- Mudgee.

Region overview:

- Orana is the largest NSW region by land area
- produces over A\$850 million worth of agricultural commodities per annum
- more than 1.25 million people visit the Orana region each year to see attractions such as Warrumbungle National Park, Mudgee wineries and the Western Plains Zoo.

Major industry sectors:

- mining
- viticulture
- agriculture
- tourism.

Orana is the largest and most diversified region of New South Wales (NSW). Located in the central west and north west, it forms around 25 per cent of the State.

Average summer temperatures range from a minimum of 10.5 degrees Celsius in Coonabarabran to a maximum of 36 degrees in Brewarrina. Winter temperatures range from a minimum zero degrees in Coolah to a maximum of 19 degrees in Coonabarabran.



The region is traversed by a number of river systems including the Darling and Macquarie, which support an irrigation network that covers 164,556 hectares.

COMPETITIVE ADVANTAGES

- strong transport infrastructure
- geographically placed to serve three separate States: NSW, Victoria and Queensland
- skilled agricultural and manufacturing workforce
- strong business support services sector.

INDUSTRIES

Orana has considerable strengths in value-added food processing, tourism, minerals and wine, but the agriculture industry dominates the economy.

Agribusiness

The region's agricultural sector produces over A\$850 million worth of agricultural commodities per annum. This centres on the production of cereal crops, beef, cotton and wool. The region also has a very developed irrigation area.

Tourism

More than 1.25 million people visit the area annually, spending around A\$256 million. Attractions include natural wonders such as the Warrumbungle National Park and Macquarie Marshes, Bourke and the Darling River, the historic opal mining township of Lightning Ridge, Western Plains Zoo, Dubbo, and the picturesque wineries of the Mudgee area.

Orana is home to a rich Aboriginal culture, and there are vast opportunities in the niche indigenous tourism market.

Manufacturing

The small but highly efficient manufacturing industry has a turnover of around A\$320 million per annum. The industry is currently concentrated around food and beverages, wood products, mineral products and fabricated metal.

Mining

The region has well-established mining sectors in Cobar (copper, gold) and Mudgee (coal), which are experiencing new investment based on the commodities boom. In addition, new prospects are being developed for high value 'rare earth' minerals near Dubbo.

Growing industries

Orana is also home to a range of diverse and developing industries including aquaculture, goat farming and especially viticulture.

Future development will be focused on further value adding to the region's agricultural produce and substantial natural resources.

INFRASTRUCTURE

Transport

A major east-west and north-south road and rail network traverses the region, providing opportunities for service industries and competitive advantages for businesses with interstate links.

The Golden Highway from Dubbo connects the region's largest manufacturing and service centre with the fast-growing Hunter port facilities. Passenger road coach services operate throughout Orana, offering an efficient and flexible service.

A passenger rail service links Dubbo to Sydney, with one service per day.

A major airport is located at Dubbo, serviced by QantasLink and Rex Airlines.

Major educational facilities

- Charles Sturt University - Dubbo Campus and Dubbo Senior College
- Western Institute of Technical and Further Education

LABOUR

The labour force is primarily skilled in:

- agriculture
- public sector administration
- mining
- farm management
- horticulture.

For more information

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