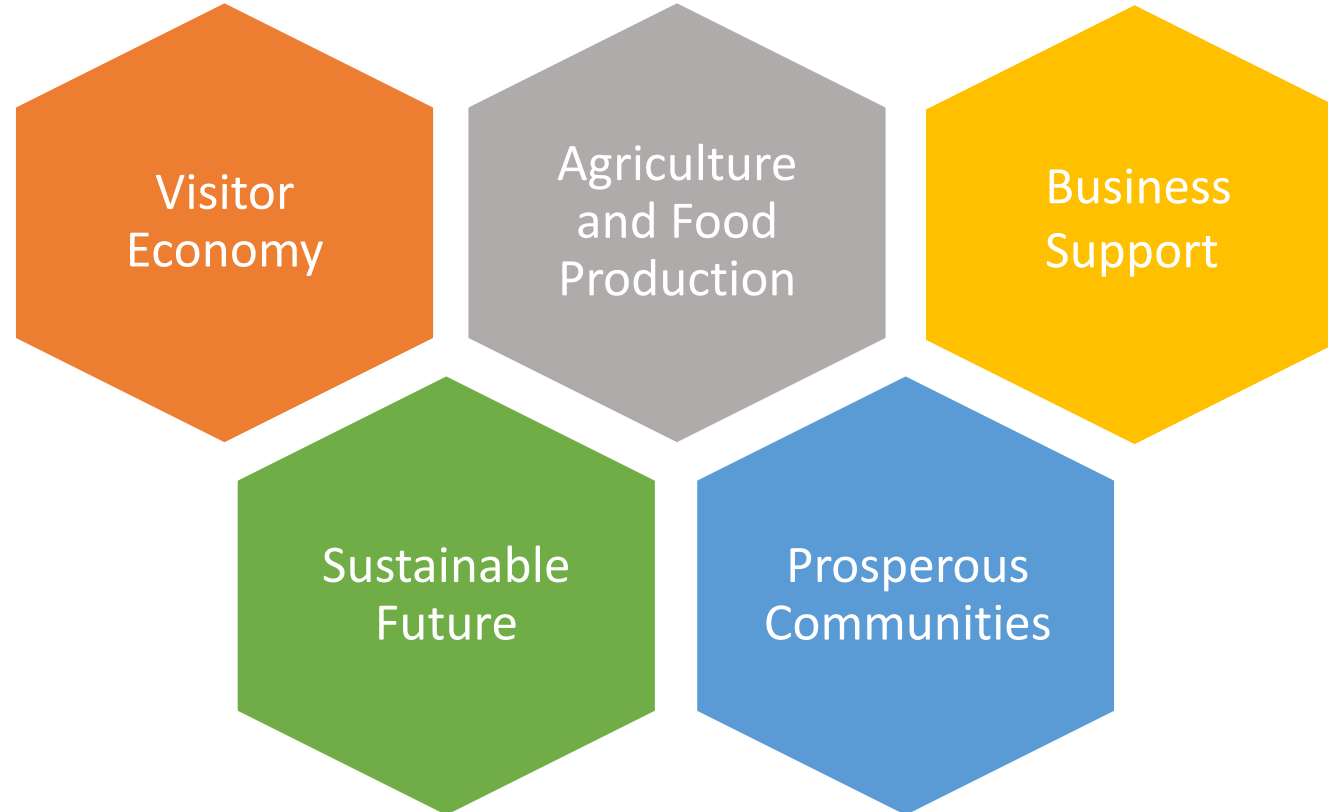


Priority Area



Visitor Economy

Murrindindi Shire holds significant untapped potential in nature-based tourism, with its proximity to Melbourne making it a favoured adventure playground throughout the year. The region's diverse offerings, including health and wellbeing products, boutique accommodation, specialty retail, and food and wine options, complement its strong portfolio of nature-based attractions.

The Shire boasts rolling hills, national park trails, waterfalls, and pristine natural beauty that have supported a growing tourism sector for decades. Key areas like Marysville, Alexandra, and Eildon assist in attracting over 1.2 million visitors annually. The region's year-round events calendar further drives visitor numbers.

Murrindindi's proximity to Victoria's alpine region makes it a popular destination year-round, with Marysville serving as the gateway to Lake Mountain Alpine Resort. This draws visitors for snow sports and outdoor activities, creating opportunities for accommodation and hospitality development. Employment in tourism in the region accounts for 9.9% surpassing the Victorian average of 3.9%, highlighting the robustness of the visitor servicing sector.

Visitor Economy

Outcomes

- 1.1 Our tourism and visitor economy businesses are strong, supported and connected.
- 1.2 Increased investment in visitor generating infrastructure and connected linkages.
- 1.3 Increased visitor yield via an effective and efficient marketing and promotional program.
- 1.4 We have a year-long calendar of high-quality festivals and events that attract visitors and support locals.

Agriculture and Food Production

Murrindindi Shire offers favourable conditions for agribusiness and aquaculture investments, with its climate, soil, water, and location providing prime grazing land and ideal conditions for expansion. The region's well-established and high-quality output supported by extensive infrastructure and land use planning to protect agribusinesses from urban encroachment.

The Shire is home to award-winning cattle farms involved in beef and sheep breeding and fattening, with the Yea Saleyards serving as a central hub for trade. These facilities open opportunities to develop processing and value-adding operations due to the ample produce grown in the area.

Responding to international demand, the region hosts leading trout, salmon, and caviar producers who have capitalized on the favourable climate and access to cool water, resulting in a thriving local aquaculture industry.

With a long history in agribusiness, the region boasts a skilled workforce and a network of rural suppliers. Offering competitively priced agricultural land, protection from urban encroachment, efficient freight and transport capabilities, and easy market access, Murrindindi Shire provides a solid foundation for investors looking to participate in these thriving industries.

Agriculture and Food Production

Outcomes

- 2.1 Our farming land is protected and productive for future agricultural purposes.
- 2.2 Our agricultural industry is strong, growing, supported and connected.
- 2.3 Our farming practices are sustainable and future focused.
- 2.4 Our agricultural and farming businesses are resilient and prepared for future impacts.

Business Support

Despite a National downward trend in the manufacturing sector, Murrindindi Shire boasts strong successful niche enterprises. Proximity to Melbourne, availability of land, and a skilled labour pool are key factors that attract and sustain light industrial manufacturing and trade services.

Currently, the manufacturing sector accounts for 4.5% of jobs in the Shire, indicating potential for growth, especially with ongoing urban development along the southern boundaries. Existing manufacturers benefit from a robust local workforce, accessible supply chains, and community support.

The manufacturing landscape in the Shire includes a mix of small and large-scale businesses, including modular construction firms and automotive component specialists. Additionally, the region's thriving houseboat maintenance and manufacturing industry, centred around Lake Eildon, has expanded, providing economic benefits to the area.

Investors in light industrial and niche manufacturing can learn from the success of enterprises that have thrived due to well-located, affordable land and access to a capable workforce, making them ideal foundations for continued growth.

Business Support

Outcomes

- 3.1 Our workforce is well trained and meets the needs of our business and industries.
- 3.2 Enabling infrastructure, including connectivity, that support business and industries within Murrindindi.
- 3.3 Our business community is connected and well-informed.
- 3.4 Investing in Murrindindi will be straightforward, with clear processes and support options attracting appropriate investments.
- 3.5 Investment opportunities are identified through an investment attraction plan.

Sustainable Future

Our economy is moving towards zero carbon emissions, a circular economy, and acting on the climate emergency. In addition, we support adaptation in the business community to natural events including heat, bushfire, and flood. This transition towards net zero and climate resilience also present economic opportunities for us. We will take advantage of de-carbonisation, adaptation, and circular economy trends for business development.

A sustainable future aims to minimize environmental impacts in production and consumption, promoting economic growth through efficient natural resource use. It emphasizes waste reduction through smart design and material recovery for reuse, enhancing the value derived from resources. This approach shifts from the linear "take, use, and discard" model to one that encourages innovation, productivity, and job creation, benefiting local, regional, and global economies while fostering social inclusion.

Our natural environment with access to flowing water ways offers opportunities around hydro-generation. Waste into product through the circular economy is also an opportunity that can be explored. Connection and clustering along with improved technology will help to shift the Shire into a sustainable focused economy.

Sustainable Future

Outcomes

- 4.1 Our local businesses are aware of the implications and opportunities in transitioning towards a net zero and the circular economy.
- 4.2 Our economy has access to infrastructure and new technology that supports business and industry reach net zero.
- 4.3 Local clusters support business and industry reach circular economy goals and utilize waste into resources.

Prosperous Communities

Addressing the challenges of an aging population is crucial for maintaining a thriving community, with a growing demand for primary and allied healthcare services offering opportunities across various sectors.

The provision of affordable housing plays a pivotal role in driving economic development, particularly for key workers, and finding innovative ways to support aging in place through services and alternative residential options is essential.

Transportation infrastructure is vital for a robust economy, certain areas in Murrindindi currently lack adequate public transport, posing a need for improvement.

Education plays a pivotal role in economic development. Education enhances an individual's opportunity and community's ability to foster innovation and competitiveness, warranting sustained investment.

Embracing the creative industries, which encompass diverse activities rooted in creativity and cultural value, contributes not only to economic growth but also enriches the cultural fabric of our society.

Prosperous Communities

Outcomes

- 5.1 Our workforce and community can access training and development opportunities to succeed.
- 5.2 Our housing and accommodation options meet the needs of our workforce, business and community.
- 5.3 We are an attractive option for existing and new residents with businesses and services that support our community's needs.
- 5.4 We have opportunities for young people to remain in the community through education and career pathways and accommodation options.