



Horsham Rural City
Council urban rural balance



HORSHAM RURAL CITY

LIVE, WORK, VISIT, INVEST HORSHAM

RESIDENT RELOCATION AND BUSINESS ATTRACTION PROSPECTUS

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ABOUT THIS PROSPECTUS

This Prospectus has been prepared by Urban Enterprise in collaboration with Horsham Rural City Council as part of the Horsham Rural City Council Economic Development Strategy (2017 – 2021).

The Prospectus provides a snapshot of Horsham Rural City's economic and demographic profile, including an overview of the resident and worker population and key economic drivers in the City.

The Prospectus also provides an overview of Horsham's regional strengths having regard to infrastructure and services, highlighting Horsham's favourable attributes that contribute to its appeal as a destination to live, work, visit and invest.

CONTACT

For further information and enquiries, please contact Horsham Rural City Council's Development Services Department.

Phone: (03) 5382 9777

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1. ABOUT HORSHAM

Horsham Rural City is a vibrant, diverse community situated approximately 300 kilometres north-west of Melbourne and north of the Grampians National Park, in the heart of the Wimmera region of Victoria. Horsham Rural City Council has a population of 19,880 and covers an area of 4,267 square kilometres. Almost three quarters of residents live in the urban area of Horsham.

Horsham is the major provider of retail, community and government services in the Wimmera, with dryland and broadacre agriculture being our major industry.

The Grains Innovation Park, a nationally acclaimed agricultural research centre, is based in Horsham.

There are a range of quality educational and health care facilities including secondary colleges, a university and an agricultural college. We also have a diverse array of natural assets including recreational lakes, wetlands, the Wimmera River, Mount Arapiles, the Wartook Valley, and the nearby Grampians National Park.



Population

Horsham has a population of 19,880 people (2018). The population is forecast to increase by 0.2% per annum, reaching an estimated 20,600 people by 2036.



Age Structure

< 20 years	26%
20 - 39 years	24%
40 - 59 years	26%
60 - 79 years	19%
> 80 years	6%



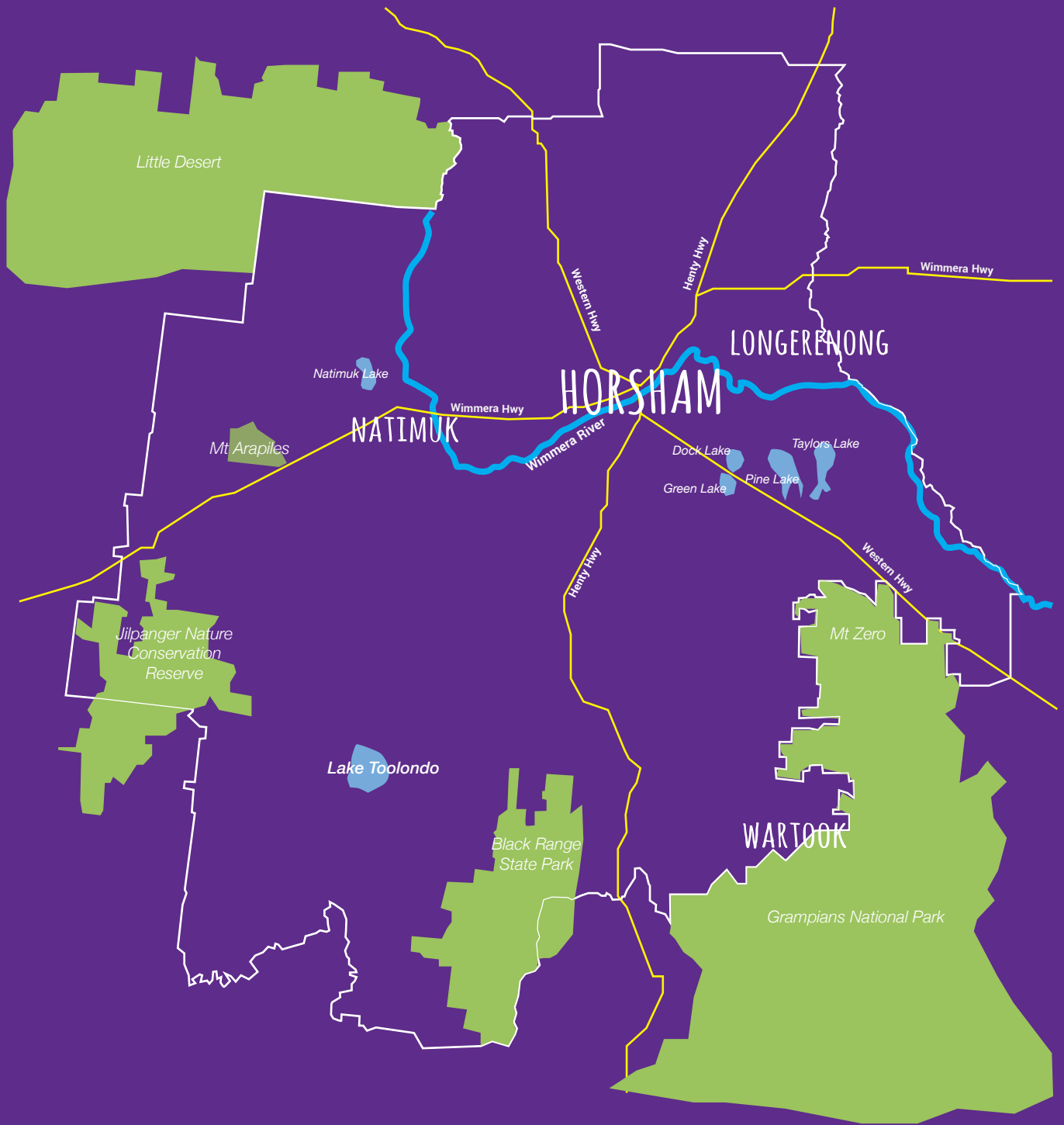
Household Composition

The most common family composition in Horsham consists of families without children (43%) and couple families with children (40%).



Housing Affordability

\$240,000 - Median house price in Horsham (2015)
41% - Median sales price increase between 2006 and 2015.



2. DRIVERS OF THE ECONOMY

The Horsham Rural City economy is driven by major industry sector pillars including Agriculture, Health Care and Social Assistance, Education and Training, Manufacturing, Construction and Retail.

AGRICULTURE

- \$180 million in economic output.
- Export value of \$136 million.
- 735 people employed.
- Dry land, broadacre cropping: wheat, barley, chickpeas, lentils, canola and field peas.
- Livestock: cattle and sheep.
- Supply chain industries: storage, transport, distribution and food processing.

HEALTH CARE AND SOCIAL ASSISTANCE, EDUCATION AND TRAINING

- \$228 million in economic output.
- 1,975 people employed.
- Wimmera Base Hospital.
- Cancer Research Centre.
- Public and private primary and secondary institutions.
- Tertiary Institutions: Federation University, Longerenong College.



MANUFACTURING

- \$321 million in economic output.
- Export value of \$164 million.
- 449 people employed.
- Manufacturing of chemical, cleaning & polymer products, food products, metal products, and transport, equipment and appliances.

CONSTRUCTION

- \$282 million in economic output.
- 787 people employed.
- Significant local supply chain.
- Supports growth in residential, commercial, industrial and retail uses.

RETAIL

- \$127 million in economic output.
- Horsham's Central Activity District (CAD) offers a mix of traditional and boutique retail, retail services and convenience based retail, catering to a variety of needs.
- Three full-line supermarkets: Woolworths, Coles and Aldi.
- Major retailers: Bunnings, Harvey Norman, Kmart, Target, Repco and Mitre 10.
- Boutique clothing and apparel retailers.
- High quality dining, including Cafes, Restaurants, Pubs and Bars.



3. INVESTING IN HORSHAM

Horsham Rural City is well placed to accommodate new business and investment through the region's competitive strengths including:

- Geographic location; the mid-point between Melbourne and Adelaide;
- Water security: access to the Wimmera Mallee Pipeline;
- Land availability and affordability; and
- Road and rail infrastructure, including three major highways and the Wimmera Intermodal Freight Terminal (WIFT) Precinct.

WATER SECURITY

The Wimmera Mallee Pipeline was established in 2010 and replaced 17,500 km of inefficient channels providing approximately 9,000 km of rural pipeline.

It is estimated that the pipeline saves an average of 103 billion litres of water per annum and provides a continuous water supply to approximately 7,000 rural customers and townships across the Wimmera and Mallee.

The Pipeline provides water security and water cost savings for the Agriculture sector and is of major benefit to the region.

ROADS AND RAIL

Horsham is highly serviced by significant road and rail infrastructure, providing a major advantage for regional freight and passenger transport.

The Horsham township is located at the juncture of three major highways: The Western Highway, Wimmera Highway and Henty Highway. These highways provide vital links to Melbourne and Adelaide, as well as the regional cities of Ballarat and Bendigo.



WIMMERA INTERMODAL FREIGHT TERMINAL (WIFT)

The WIFT established in 2012 and has increased the regions use of rail as an efficient mechanism to transport grain.

WIFT provides a central location for grain storage facilities and grain export processors, improves access to freight depots, grain silos and processing plants, and builds on the regions nationally significant and export focussed grains industry.

WIFT is located in Dooen, 7km from Horsham's town centre, and has transformed the efficient transportation of grain handling and storage in the Wimmera.

WIFT is a major transportation benefit for the region, generating time and cost savings for agriculture and other commodity based businesses in the Wimmera.

INDUSTRIAL LAND AVAILABILITY

Horsham is well positioned to accommodate industrial businesses that require both smaller and larger vacant parcels of land.

There is ample industrial zoned land in the Council area, particularly in the Burnt Creek Industrial Estate to the south east, Enterprise Estate on Plumpton Road, and Golf Course Road to the south.

GRAINS CENTRE OF EXCELLENCE – RESEARCH AND INNOVATION

Horsham has become a national centre for breeding pulses and also carries out pre-breeding research in cereals and oilseeds. Horsham is considered at the forefront of grains innovation, research and development.

The Grains Centre of Excellence was first established in the 1960's and has undergone consistent development to become a premier research and development facility, specialising in breeding programs, which have expanded to include wheat, barley, canola, field peas, lentils and chickpeas as well as associated agronomy, plant pathology and grains chemistry.

RENEWABLE ENERGY

The renewable energy sector is a growing industry within Australia and wind and solar farms are a key component of this sector.

Horsham Rural City is well positioned to attract investment in large scale renewable projects, specifically solar and wind. Key advantages of establishing in Horsham include a large availability of land and long periods of sunlight.

Development in renewable energy and becoming energy efficient is a concept that is widely received and promoted by the Horsham community.



LOCAL GOVERNMENT AND REGIONAL DEVELOPMENT SUPPORT AND ASSISTANCE

Horsham Rural City Council's Development Services Department, along with the Wimmera Development Association (WDA) are dedicated in assisting, facilitating and supporting new businesses and residents in the region. The Horsham Rural City Economic Development Strategy (2017 to 2021) provides a five-year priority action plan for the City with a vision to actively engage and support its existing business base and continue to improve the wealth and wellbeing of its residents. The City aims to build on its strong economic base, whilst diversifying the economy through facilitating investment and business attraction in existing and emerging industry sectors.

AERODROME

Horsham Aerodrome is a Civil Aviation Safety Authority (CASA) registered aerodrome owned and operated by Horsham Rural City Council. The Aerodrome is located approximately 6 km north of Horsham's Central Activity District, and has total site area of approximately 50 hectares.

The current operations at the Aerodrome include a range of aeronautical activities including general aviation, flying training, gliding activities, joy flights, regular air ambulance services, emergency support during major emergency events such as bushfires and floods, and some limited RAAF operations.

MINERAL SANDS

The Wimmera region is home to a significant proportion of natural mineral deposits. Donald (Minyip), Avonbank, Drung South and Bungalally are four existing mineral sands sites.

The Wimmera Southern Mallee region has significant competitive advantages that can enable the local industry to develop. These key advantages include:

- Accessible, large scale and high-quality resource quantities;
- Secure water resources;
- High levels of liveability for the workforce, particularly compared to other mining regions;
- Established, experienced and responsive support industries;
- Experienced, stable and low-cost workforce;
- Excellent transport linkages with an intermodal freight terminal at the heart of the region in Horsham;
- Road and rail access to the Ports of Portland, Geelong, Melbourne, and Adelaide;
- Access to high quality research and training institutions;
- Competitively priced, reliable and accessible power and gas connections;
- Proactive State and Local Governments; and
- Regional social infrastructure - schools, health, sporting and cultural facilities.



4. LIVE, WORK AND VISIT HORSHAM

Horsham Rural City is an attractive place to live, work and visit. A strong community, high-quality housing, a vibrant Central Activity District, close proximity to an abundance of natural assets, a favourable climate and unparalleled community, health care and education services all contribute to Horsham's liveability.

VIBRANT CENTRAL ACTIVITY DISTRICT

Horsham's Central Activity District (CAD) is a vibrant hub of retail, commercial, entertainment, hospitality, cultural and community activity.

The town centre services a catchment far greater than the Council area, attracting people from across the Wimmera for a range of retail, entertainment, health and medical, and professional and financial services.

Horsham provides residents, workers and visitors with an extensive selection of retail choices in the Central Activity District. The existing retail offering includes major and minor department stores, full-line supermarkets, as well as boutique clothing, apparel and accessories, leisure, giftwares and homewares shops.

HOUSING

Horsham is recognised as a Regional Victorian destination that offers high-quality housing, at an affordable price. Residential development continues to occur in the northern and western areas, approximately 3 km from the town centre, offering residents a high-level of access and convenience.

NATURAL ASSETS

Horsham Rural City is the perfect destination for people seeking outdoor adventure, nature and water based activity. There is an abundance of naturally significant areas within a 50-kilometre radius of Horsham including the internationally recognised Grampians National Park and Mount Arapiles-Tooan State Park. Horsham is also in close proximity to a major network of waterways, which include the Wimmera River, Lake Toolondo, Lake Bellfield, Lake Wartook, Green Lake, Taylors Lake, Rocklands Reservoir, Lake Fyans and Natimuk Lake.

Waterways in the region provide opportunities for locals and visitors to undertake water-based activities such as fishing, recreational boating, and water-skiing.



HEALTH CARE, EDUCATION AND COMMUNITY FACILITIES

Horsham is a service centre for the broader Wimmera, particularly for health care, education and community infrastructure and services.

Wimmera Base Hospital is a leader in rural health services providing allied, acute, subacute, primary and residential aged care in the Grampians region of Victoria. A new Cancer Research Centre is expected to be completed in mid-2018.

There are a range of public and private primary and secondary schools in the region, supporting the resident population, and fostering pathways into tertiary education attainment and the workforce.

Federation University, located in Horsham, offers TAFE programs and Bachelor courses in social sciences, business, as well as Masters programs and PhD research. In addition, Longerenong College is the only Agricultural education institution in the State that offers an advanced diploma in Agribusiness Management.

Horsham Rural City is centred around a strong local community and provides a range of social and community infrastructure and services for the public.

Community facilities and services available in Horsham include:

- State-of-the-art Town Hall, which includes a Regional Art Gallery and Performing Arts Centre;
- Settlement services;
- Parks and gardens;
- Maternal & Child Health services;
- Childcare Hub;
- Aquatic and Leisure Centre; and
- Multi-use indoor sports stadium (underway).

FOOD AND BEVERAGE

Horsham is fast becoming recognised as a food and wine destination. The town centre itself offers a mix of high quality cafés, restaurants, bars and pubs; with many of the hospitality operators in Horsham using local produce, showcasing the very best the region has to offer.

Horsham is also located in close proximity to some of Victoria's most significant wine growing regions including the Grampians and the Pyrenees, producing some of Australia's most well recognised and high-quality wines.

Furthermore, a drive to the west, across the South Australian border, lies the Limestone Coast wine regions.



FESTIVALS AND EVENTS

A consistent number of events ensures Horsham is a vibrant hub of entertainment and activity all year-round.

The annual event calendar in Horsham Rural City is diverse, and caters to a variety of interests. Events range from smaller community and regional events to events of state and national significance.

Existing events in Horsham Rural City generally consist of agriculture, sport and recreation, fishing and boating, motorsports, music, performing arts, outdoor and adventure, food and wine and art and cultural events.





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