

INVEST IN HORSHAM

PROSPECTUS



Destination Horsham

Horsham is the cultural and social capital of the Wimmera. With a population of 20,000 people, the region boasts a perfect urban rural balance with excellent employment opportunities and access to quality shopping, dining, entertainment and recreation.

Located in the centre of the Wimmera-Mallee region and blessed with the beautiful backdrop of the Grampians National Park, Horsham is a stunningly picturesque region with welcoming locals, a vibrant river and a relaxed lifestyle. On our path towards becoming a sophisticated regional city, Horsham possesses the necessary assets and advantages to specialise

and diversify its economy in the following priority areas:

1. **Agriculture**
2. **Renewable Energy & Sustainability**
3. **Industrial & Commercial Land Development**
4. **Tourism**

Competitive Advantages for the region



Extensive Commercial and Industrial Land availability

Horsham has an extensive availability of commercial and industrial zoned vacant land which is waiting to be invested in by businesses. Various lot sizes are available at the WAL Hub at Doon, Enterprise Estate, and the Burnt Creek Industrial Estate.

Growing Education and Innovation Facilities

Horsham has a competitive advantage in agricultural education through the Longerenong Agricultural College and the Horsham SmartFarm at the Grains Innovation Park. These institutions provide world-class research facilities which deliver regional, national and international benefits in regional development and agricultural innovation.

Pristine Natural Environment and Rich Cultural Heritage

The Horsham region boasts some of the world's most breathtaking natural environments. Some of these locations include the Arapiles-Tooan National Park, Wimmera River, Lake Toolondo, Lake Wartook, Grampians National Park and Little Desert National Park. The site includes rich cultural heritage of the Wotjobaluk, Wergaia, Jupagalk, Jaadwa and Jardwadjali peoples, whose stories are expressed through a selection of cultural information sites.

High Quality Natural Resources and Established Infrastructure

Horsham and the broader Wimmera region have extensive soil types, most of which are well suited to irrigated pastures and agricultural production. Large breadths of land which is not suitable for cropping has been utilised for renewable energy production via wind and solar. Horsham is also

the beneficiary of the Wimmera Mallee Pipeline. This is Australia's largest water infrastructure project worth \$688 Million. It delivers reliable water supply to farms, towns, and businesses across the Wimmera region. The region also houses significant natural mineral sand deposits, which accompanying mines will deliver large employment opportunities and revenue for the region.

Strong Sense of Community Involvement and Ambition

Horsham boasts a high level of liveability as a regional city. The Horsham community has an elevated level of influence on community and place-based projects with community engagement processes being at the centre of Council strategies, plans and developments.

Investment Theme 1: Agriculture

On the ground

The agricultural sector in Horsham has world class, innovative projects and establishments on the ground.

The Grains Innovation Park has state-of-the-art science capabilities and infrastructure delivering innovations in crop genetics, agronomy, crop protection and biosecurity to improve global competitiveness and sustainability of the agricultural sector in Victoria. The park also hosts the Australian Grain Genebank, storing over 300 million seeds from 150 countries.

The BASF Wheat and Oilseeds Breeding Centre develops wheat and oilseed varieties with higher yields and assists with creating innovative practices to deliver productivity improvements, specifically for Australian agriculture.

The facility is one of a global network of facilities located in key wheat and oilseed production areas.

Australian Plant Proteins is an innovative organisation that processes, packages and distributes premium and sustainable plant-based powder proteins. The business produces and supplies protein isolate powders sourced exclusively from Australian raw materials.

Investment into the agricultural sector has a substantial impact on the overall region's economy. Currently, a specialised agricultural industry allows Horsham to focus on value-adding products and creating new industries to assist with diversifying the region's economy.

Key Attributes

- A well established reputation as a prime grain production region producing significant exports
- Established and strong agricultural education region
- Current rural buffer from residential and industrial areas
- Favourable weather conditions for growing
- Water availability
- Adoption of new technologies
- Suitable soils for agricultural production
- Ease of access to consumer markets by exporting through the WIFT Facility
- Strong agriculture workforce
- Major freight routes (Melbourne to Adelaide rail line and Western Highway)



The agriculture industry is well connected to markets via road and rail infrastructure and is serviced by the Wimmera Intermodal Freight Terminal



\$136m

\$136m in regional exports per annum, which accounts for 19% of total regional exports for the council area; and \$69m in local expenditure on intermediate goods and services, which indicates a strong local supply chain

\$3.04B

In 2019/20, the estimated production in the Grampians region was \$3.04 billion, or 16% of Victoria's \$17.8 billion of agricultural production



13%

Approximately 13% of the workforce in the Agricultural sector has an advanced diploma or diploma (The VIC state average is 9.8%)



Industry leaders in agricultural technology and innovation through the Grains Innovation Park and AgTIDE DATA farm



8.2%

8.2% of the local workforce are employed within the agriculture industry.



Call to action

Horsham has an opportunity to continue its specialisation in the Agricultural industry as an innovative, educational hub but will not be able to achieve this without investment into:

- Value-add technologies
- Accommodation options for Longerenong College students to help the college reach its potential for intakes
- Processing and manufacturing industry
- A regional feed mill for the Wimmera

Investment Theme 2: Renewable Energy & Sustainability

On the ground

The Grampians Region is already a leader in renewable energy with major wind energy production zones and net renewable energy exports.

The **Murra Warra Wind Farm** 25km out of Horsham has created employment for over 100 subcontractors (35 of which were locally based) and 130 full-time

workers. The project has already had an extensive impact on the regional economy, with over \$4.4 million being spent within the Horsham from workers outside the region.

Renewable energy is a forward thinking and trending industry that can help Horsham achieve economic diversification in collaboration with its strong agriculture industry.



Murra Warra Wind Farm 25km North of Horsham hosts a terminal station which is connected to the 220kV grid network and 116 wind turbines over 4,250 ha



85%

85% of the total LGA land is within the Farming Zone suitable for renewable energy developments



Local education opportunities in Electrotechnology to support the development of wind and solar farms



Opportunities for Biomass energy production due to the large amount of industry waste generated by the agricultural sector



Extensive parcels of land with favourable weather conditions and long periods of sunlight



Horsham region produces between 6.3 and 7.0 metres per second wind speeds. This is slightly above the state average



Horsham region has the ability to produce 4.6 - 5.2kWh/m² per day. This is higher than the state average

Key Attributes

Affordable Land

Favourable weather patterns

Available vacant land zoned appropriately

Access to markets to export energy to nearby regions

Access to the proposed Western Victoria Transmission Network Project

Large buffers from other sensitive land uses

Access to strong local construction sector that can assist with building new infrastructure and facilities for renewable energies

Strong business development and engagement from council

Local University offering Certificates in Electrotechnology

High level of organic matter (crops, manure) for potential biomass opportunities



Call to action

Horsham is well primed and ready to become a key area for sustainable and renewable energy production but will not be able to achieve this without investment into the following areas:

- Solar farm development
- Wind farm development
- Biomass technology
- Energy storage facilities

Investment Theme 3: Commercial & Industrial Land Development

Commercial Development

On the ground

The Horsham city centre is investment ready. With affordable and available commercial property for new businesses to lease, and a supportive planning policy framework, the region has an opportunity to transform and grow. The overarching project guiding this growth is the City to River Masterplan. From this masterplan, the following projects have evolved:

• The **Wimmera Riverfront Activation Project** which details further development opportunities along the Wimmera River such as the **Nature and Waterplay Park** and the planning works to create hospitality and retail opportunities along the riverfront.

• The development of the **Horsham CAD revitalisation and streetscape plan** which outlines key commercial precinct areas within the city centre and changes to urban design elements to help garner investment.

• The recently funded **Urban Renewal Project** which aims to outline key locations for mixed-use developments within the city centre, creating further opportunities for commercial and residential development.

• The **Urban Transport Plan** which outlines parking, cycling and placemaking opportunities and aims to improve the movement of residents throughout the city centre, facilitating commercial activity.

Revitalisation of the city centre will incentivise new businesses to invest in the region and improve the quality of life for residents. These improvements include opportunities for mixed-use development, which will create viable housing options in the city centre. Having a vibrant city centre in Horsham will also have positive impacts on attracting visitors for longer periods of time and can increase spending in the region. As the capital of the Wimmera, investment into Horsham's city centre can offer a greater return on dollars spent as its amenity attracts residents from all neighbouring towns.

Key Attributes for Commercial Development

A primary commercial and service centre in the region

Affordable and available commercial property within the city centre

Opportunities for mixed use development supplemented by planning work to unlock land for development

City centre is located on the Wimmera River

Funding secured for new Wimmera Riverfront Nature & Water Play Park

Existing council masterplans with strong recommendations and strategies for improvement to the urban environment

Current development of key planning projects including the Horsham South Structure Plan & the Commercial and Industrial Land Use Strategy



Call to action

To become a vibrant, engaging, and sustainable city centre suitable for a sophisticated regional city, Horsham must receive investment in the following areas:

- Attracting hospitality businesses
- Accommodation options for both residents and visitors
- Urban Design elements for the Horsham city centre recommended in the Central Activity District Revitalisation and Streetscape Plan
- Wimmera Riverfront Activation Project

182 hectares

182 Hectares of available Council owned Industrial 1 zoned land with frontage to the Western Highway at Burnt Creek Estate

\$786.6 million

The total regional export estimate for Horsham is \$786.6 million, with the agriculture sector leading this at \$203 million



70%

Approximately 70% of all land zoned industrial is currently vacant



Contemporary planning projects facilitating economic development within the Horsham City Centre



The Wimmera Intermodal Freight Terminal is a major freight and logistics hub for the Wimmera-Southern Mallee region. The WIFT is currently undergoing major extension upgrades

Investment Theme 3: Commercial & Industrial Land Development

Industrial Development

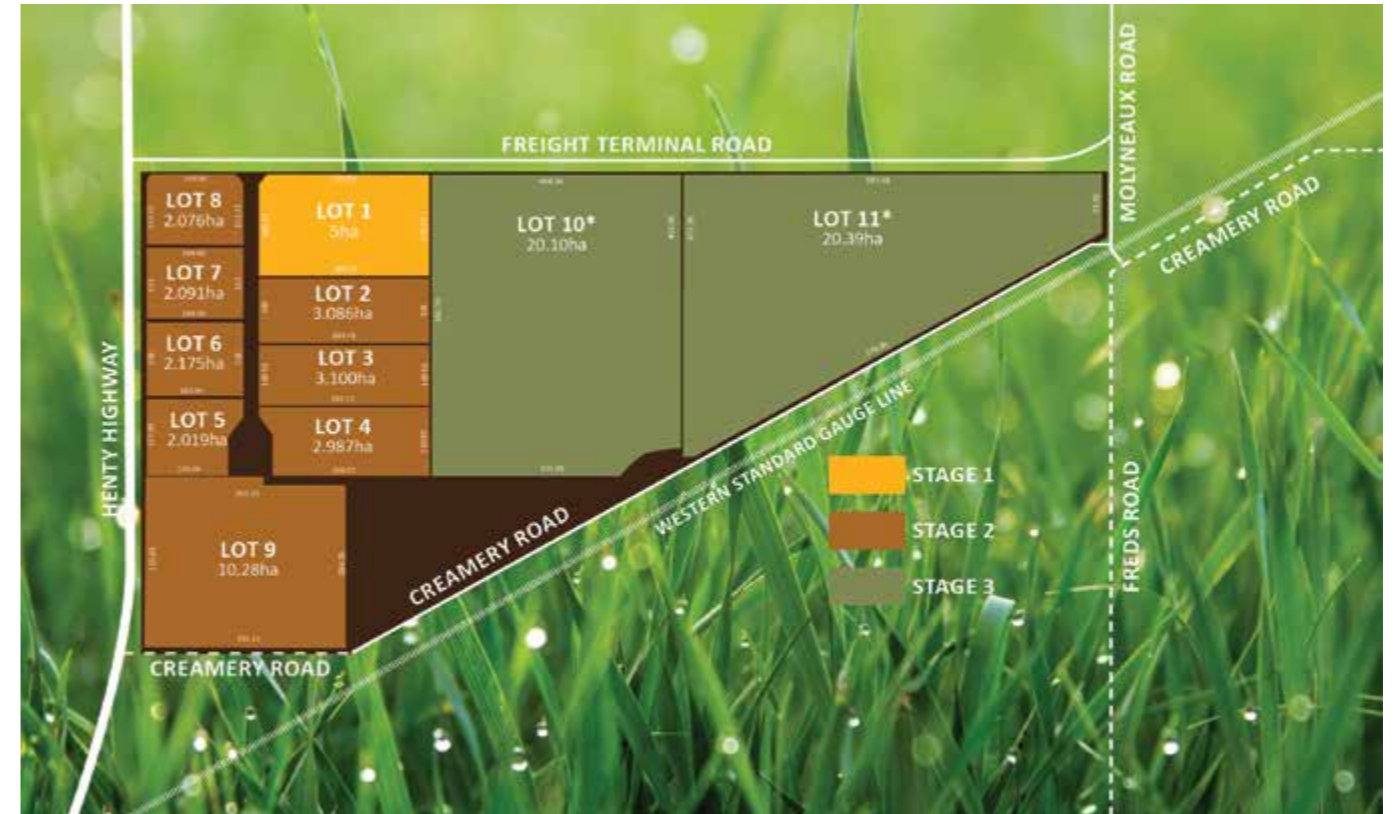
On the ground

The Horsham region has three key sites ready for development, which will be supported by upgrades to the nearby Wimmera Intermodal Freight Terminal. As well as this, plans for alternative truck routes will ensure more efficient transport of goods. These upgrades will further increase the export capabilities of the region. These sites are shovel and investment ready and can provide large benefits to the local economy through new employment and value-add opportunities.



WAL HUB

Wimmera Agriculture and Logistics HUB



Key attributes for Site 1:

Wimmera Agriculture and Logistics Hub (WAL Hub)

Location	Henty Highway, Dooen
Size	Approximately 390 hectares of developable land. The Wimmera Intermodal Freight Terminal facility sits on 3.6ha of this site. Council owns approximately 21% of the undeveloped land. Council's recent Burgin Drive subdivision has made the following serviced lots available: <ul style="list-style-type: none"> • Eight lots ranging between 2 to 5ha • One 10ha lot • Two 20ha lots
Zone	Special Use Zone – Schedule 9 (Wimmera Intermodal Freight Terminal Precinct) <ul style="list-style-type: none"> • The zone ensures the future uses support and align with the WIFT facility • WIFT Precinct development plan provides certainty for development within the precinct if proposals are in accordance with the Development Plan
Infrastructure	<p>Electricity – The precinct is serviced by electricity, however extension work will be required to support new development</p> <p>Drainage – Stormwater Storage has been established on the site and provides a maximum of 42,200m³ storm water storage</p> <ul style="list-style-type: none"> – Developments with an impermeable area greater than 50% of their site may require on-site detention to supplement the external drainage system <p>Water – An existing water supply main runs adjacent to the property</p> <ul style="list-style-type: none"> – This supply is non-potable, rural water supply. <p>Sewerage – No sewerage infrastructure is available, a septic system may be needed</p> <p>Gas – Gas is available at a domestic scale 8km away near the foundry on Dooen Road</p> <p>Fencing – Chain fencing on three sides is supplied with the purchase</p> <p>Crossovers – Standard crossover supplied with the purchase of the land</p> <p>Internet – High speed 5G internet is available at the WIFT</p>

Key attributes for Industrial Development

Established, experienced and responsive support sectors including education and agriculture

Shovel-ready available land for commercial and industrial development

Secure water resources

High levels of livability for the workforce, particularly compared to other mining regions

Experienced, stable, and low-cost workforce

Excellent transport linkages with an intermodal freight terminal at the heart of the region

Road and rail access to the ports of Portland, Geelong, Melbourne and Adelaide

Competitively priced, reliable, and accessible power and gas connections

Large buffer from residential areas & sensitive land uses

Clearly identified sites ready for development

Intermodal Freight Terminal operating at maximum capacity with expected extension development occurring

Planning in progress for an alternative truck route to reduce load on main roads and increase efficiency

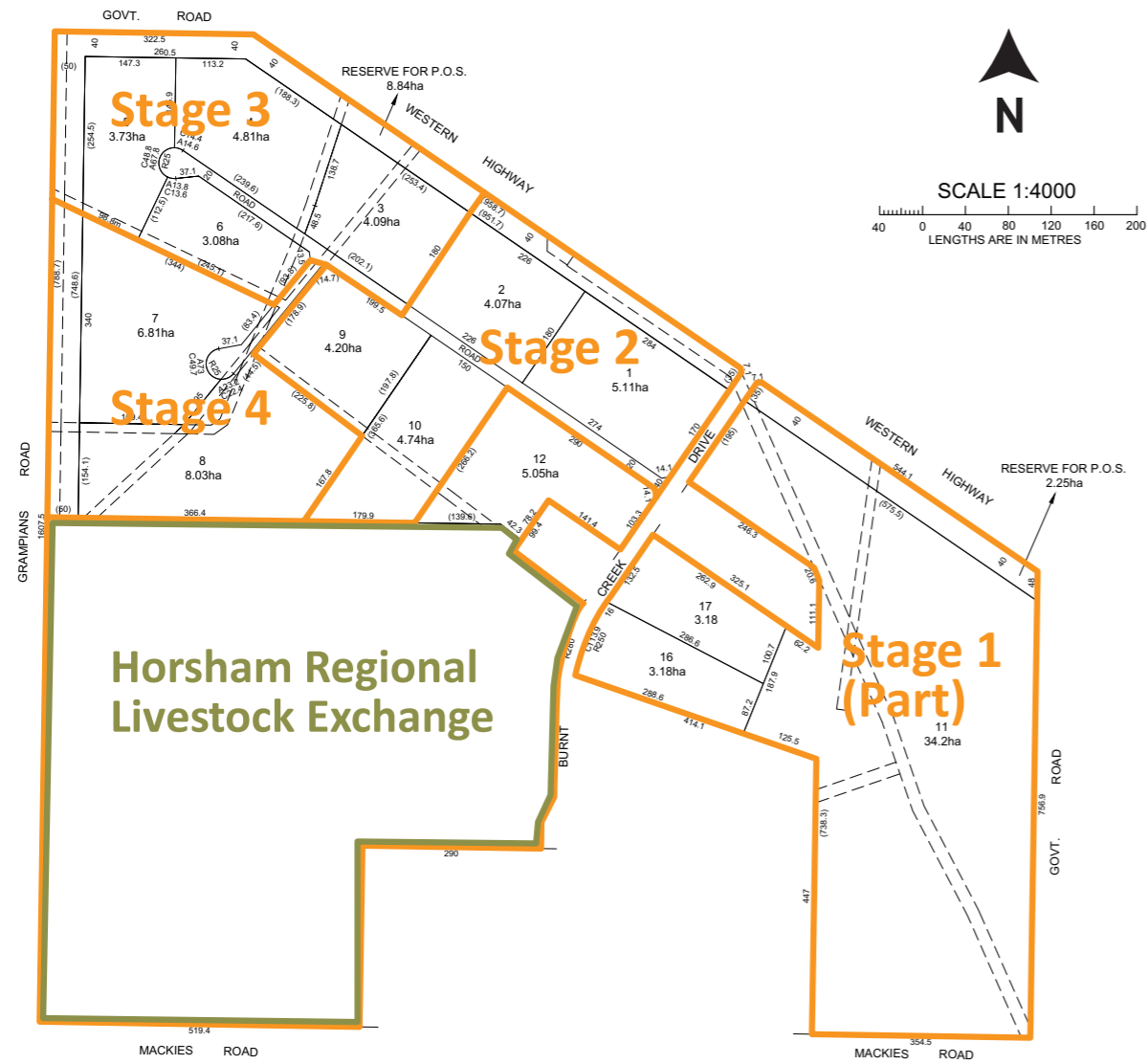
Current development of key planning projects including the Horsham South Structure Plan and the Commercial and Industrial Land Use Strategy



Call to action

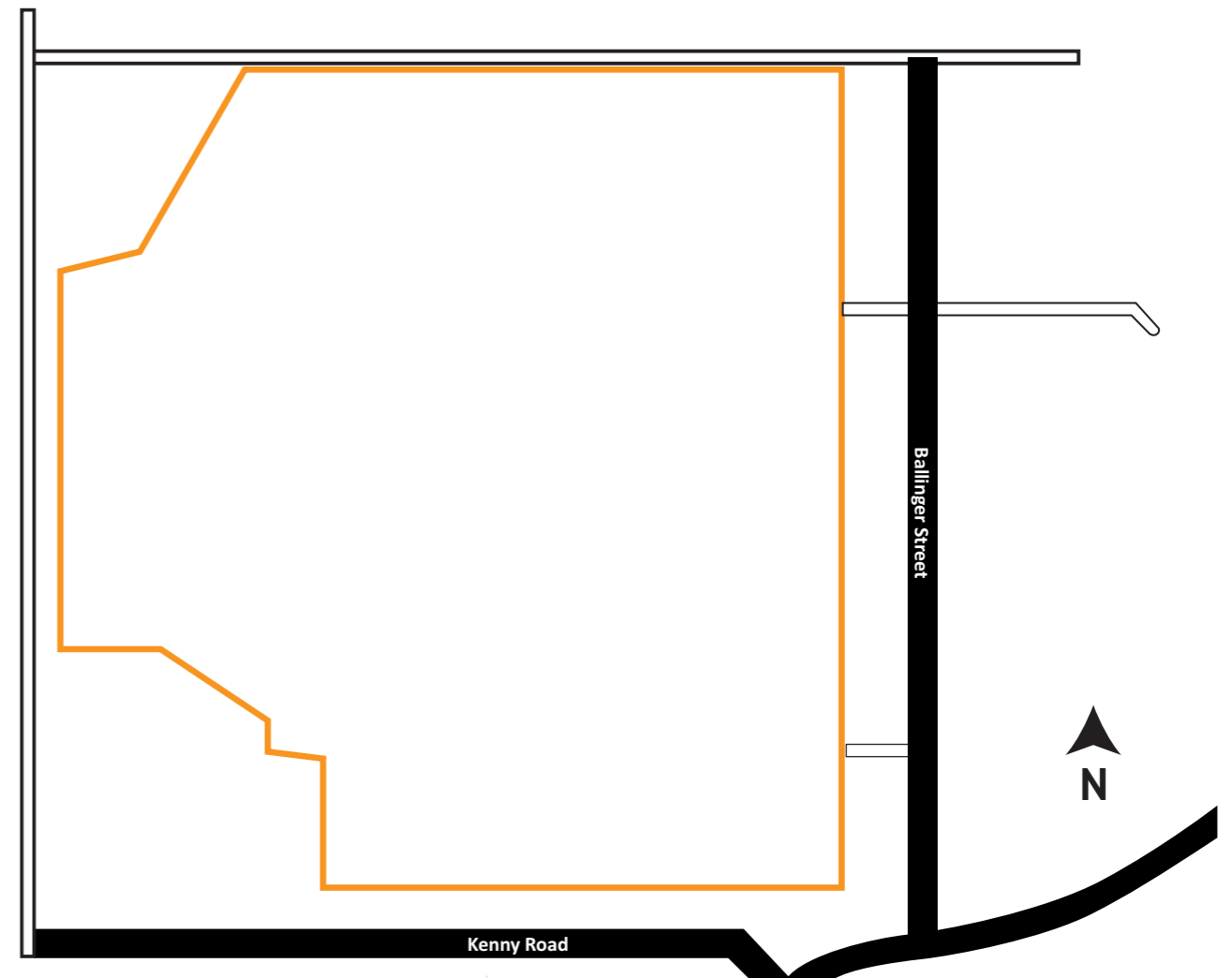
The Horsham region has an opportunity to become a manufacturing and logistics hub but will not be able to achieve this without investment in the following areas:

- Expansion of the Wimmera Intermodal Freight Terminal which includes the construction of 2 x 200m pad extensions to increase the capacity of the WIFT hardstand area, extensions of rail and road capacity on-site, weighbridge, security upgrades, lighting, internal roads, and drainage
- Manufacturing industries
- Solar and Wind Farms
- Canola Crush Plant
- Heavy Industrial uses
- Vehicle and Logistics service centre
- Mineral Sands Mining



Key attributes for **Site 2:** Burnt Creek Industrial Estate

Location	Burnt Creek Drive, Bungalally
Size	182.4 hectares of developable Council owned land
Zone	Industrial 1
Infrastructure	<p>Electricity – Three phase power is available adjacent to the site boundary to the Western Highway</p> <p>Drainage – A limited capacity drainage system adjoins the lots. – There may be a requirement for on-site detention depending on the extent of development of impermeable surfacing on the lots</p> <p>Water – A future water supply main will run adjacent to Burnt Creek Drive – This supply is non-potable</p> <p>Sewerage – The site is not serviced by sewerage infrastructure, a septic system would need to be considered</p> <p>Gas – Existing gas infrastructure is available adjacent to the site boundary</p>



Key attributes for **Site 3:** Enterprise Estate

Location	Plumpton Road, Horsham
Size	49.66 hectares
Zone	Industrial 1
Infrastructure	<p>Site is located 2.5km south-west of Central Horsham</p> <p>Electricity – Three phase power is available adjacent to the site boundary</p> <p>Drainage – The site has a basic drainage infrastructure network, commensurate with its historic development</p> <p>Water – Water services are available at the site boundary</p> <p>Sewerage – Sewerage infrastructure is available in proximity and extension may be possible to support</p> <p>Gas – Gas is not currently available on site but is located close-by and may be able to be connected to the site if required</p> <p>Internet – High speed internet is available at the site</p>

Investment Theme 4: Tourism

On the ground

The Grampians region is and will continue to be a major draw card for domestic, interstate, and international visitors. Investing in the tourism industry surrounding Horsham's natural environment is a key propulsion for achieving strong economic growth.

Key Attributes

Significant Natural Assets and National Parks within the region

Extensive caravan park and camping accommodation infrastructure

Existing popular hiking trails within the broader Grampians region to attract visitors

Existing adventure cycle trails through the region

Ideally located on the major route between Melbourne and Adelaide

Proactive Council who will assist in the development of new business

Thriving agricultural sector

Fertile soils with strong agricultural infrastructure and business support

85% of culturally significant rock art in Victoria is within the Grampians region

More than 40 important cultural heritage sites at Dyurrite (Mount Arapiles)

Access to existing hotel accommodation near key sites

World renowned natural environment that enables opportunity for cultural tourism experiences, particularly Dyurrite (Mount Arapiles)

Natimuk Rock-Climbing

Situated to the West of Horsham is the picturesque township of Natimuk and the world-famous rock-climbing mecca of Mount Arapiles. Despite a few climbing routes closing due to cultural heritage protection, Mount Arapiles still boasts world class climbing routes. Natimuk has become a base for adventurers heading to the mountain and those inspired to explore their creative side within the towns many eccentric events.

Food and Wine

Horsham is home to a range of produce – olives grown at Laharum and Mount Zero produce associated products, lentils and chickpeas, wheat and grains, honey, as well as meat such as beef, lamb, duck, and turkey. Wineries in the Lower Norton district have cellar doors selling their excellent quality shiraz, cabernet sauvignon and sauvignon blanc wines. Much of the local produce is available direct from the farmgate and at cafés and retail outlets in Horsham.

The Wartook Valley is a picturesque region within the Horsham that offers high-end accommodation, beautiful scenery, fishing adventures and cycling options. The region possesses waterfalls, native wildflowers, and wildlife. Future accommodation opportunities are available in the Wartook Valley, which has the characteristics to become one of the best natural retreats in Victoria.

Natimuk Frinj Festival is home to an eclectic mix of farmers, retirees, rock climbers and artists. The Natimuk Frinj Festival is a biennale event which includes a range of festivities from Snail Racing to Aerial Silo Shows, theatre works to Silent Disco Walking Tours. The Nati Frinj is a chance to celebrate and express the creative energy of Natimuk and the invited artists.



Call to action

To become a thriving sophisticated regional city, Horsham must prioritise investment into the following areas:

- Eco-tourism and sustainable development experiences
- High-end accommodation, particularly at Mount Zero and Mount Arapiles
- Nature-based tourism operators
- Night-time star gazing tourism
- Food tourism ambassadors

- Hospitality Venues
- Urban design elements within the city centre
- Small-Scale Agricultural Farms
- Farm-Gate Tourism Events (Markets)
- Agritourism operators
- Native Bush Food Industry
- Tourism campaign/ Visit Horsham overhaul
- Outdoor venues capable of hosting large events

 **\$93.7m**

The tourism industry in Horsham generates \$93.7m in economic output

 **551**

Tourism supports 551 Full Time Equivalent jobs for the region

 **90,000**

Mt Arapiles attracts approximately 90,000 visitors per annum

 **800,000**

Horsham is located at the mid-point between Melbourne and Adelaide. Approximately 800,000 self-drive visitors travel between the two cities each year

 **671,000**

671,000 Domestic Day Trip Visitors in 2019

 **57%**

Visitation to Horsham accounts for 57% of visitation to the Western Grampians tourism region

Major Projects

These major projects have been identified in the Council Plan (2022-2027). These projects will be further investigated and made investment ready by the Investment Attraction and Growth Department and other sectors within council, pending external funding opportunities.

Project Name	Key Investment Theme	Project Cost (State Government and Council)
City to River	Tourism	\$30.1 Million
CAD Revitalisation*	Commercial Land Development Tourism	\$2 Million
Wimmera Riverfront Activation*	Commercial Land Development Tourism	\$3.6 Million
Horsham Nature Water Play Park*	Tourism	\$2.45 Million (Council commitment \$350,000)
Urban Renewal Project (Planning Phase)*	Commercial Land Development	\$120,000
Outdoor Activation Project	Tourism	\$575,000
Wimmera River Discovery Trail (Stage 2)	Tourism	\$2.95 Million
WAL Hub, Enterprise Estate & Burnt Creek Estate	Industrial Land Development	\$5.8 Million
Wimmera Intermodal Freight Terminal Upgrade	Industrial Land Development	\$11.3 Million
Alternative Truck Route	Commercial & Industrial Land Development	\$250,000 (Council commitment \$100,000)
Upgrades to key freight routes	Industrial Land Development Agriculture	\$2.2 Million
Horsham Rail Corridor Project	Commercial Land Development Tourism	\$2.1 Million
Aerodrome Master Plan Works	Industrial Land Development Tourism	\$2.4 Million

*Projects part of City to River

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