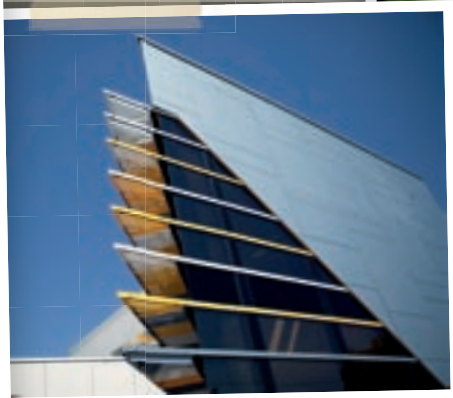


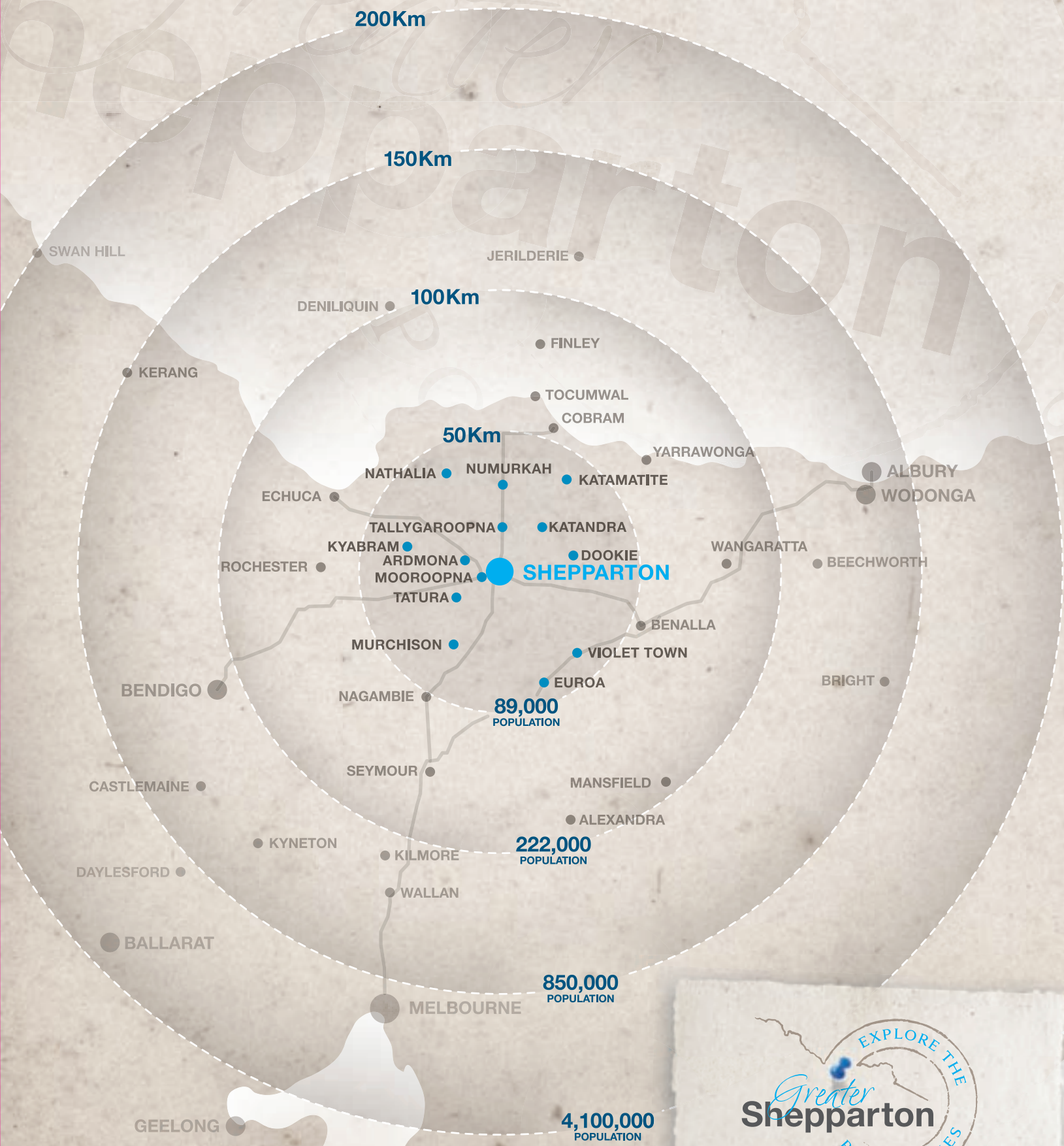
EXPLORE THE  
SHEPPARTON  
POSSIBILITIES

EXPLORE THE  
*Greater*  
**Shepparton**  
POSSIBILITIES



INVESTING IN GROWTH

# Greater SHEPPARTON: THE *investment* HUB OF VICTORIA



# WELCOME

## WELCOME TO SHEPPARTON, THE REGIONAL GROWTH CENTRE OF VICTORIA.

Over recent years, this region has been well and truly placed on the map of investors due to increasing development levels, particularly in and around Shepparton.

This prospectus has been put together to assist potential investors, providing an overview of the facts and the reasons why the Goulburn Valley is attracting so much interest.

In the midst of our City's rapidly expanding population and economy, Shepparton faces an exciting future, creating new opportunities for economic and social vitality in the heart of our community.

This profile shows you why Shepparton is fast becoming one of Victoria's most desirable places to live, work, play and invest. With all this activity there are tremendous opportunities here for investment.

This prospectus confirms our Council's commitment to forging close relationships with the business community, providing the necessary resources to help your business thrive.



## ECONOMIC DEVELOPMENT BRANCH GREATER SHEPPARTON CITY COUNCIL

- INTRODUCTION
- COMPETITIVE ADVANTAGES OF GREATER SHEPPARTON
- INDUSTRY OVERVIEW
- INFRASTRUCTURE & SKILLED WORKFORCE
- INVESTMENT OPPORTUNITIES
- SUPPORT FOR INVESTORS
- BUSINESS NETWORKS IN ACTION
- LIFESTYLE OPPORTUNITIES
- FOR MORE INFORMATION

# COMPETITIVE ADVANTAGES

WHY SHEPPARTON? WITH CONSISTENT POPULATION GROWTH, SHEPPARTON IS ONE OF THE FASTEST GROWING REGIONAL CENTRES IN VICTORIA\*.



Located at the intersection of the Midland and Goulburn Valley highways, providing easy access to Adelaide, Sydney, Brisbane and Melbourne.

Greater Shepparton is located in the Goulburn Valley in north central Victoria, approximately 180 km north of metropolitan Melbourne and 72 km south-east of Echuca on the Murray River.

Greater Shepparton is well-located in terms of accessibility to metropolitan Melbourne and major regional centres, having regard for the Goulburn Valley Highway and the Midland Highway in particular, each of which passes through Shepparton. Surrounding municipalities comprise Moira Shire to the north, Strathbogie Shire to the south, Campaspe Shire to the west and Benalla Rural City to the east.

\* Source: ABS, Regional Population Growth, 2007-08 (Cat. No 3218.0)

# OF GREATER SHEPPARTON

*In the Foodbowl, we produce:  
90% of Australian tinned tomatoes,  
85% of Australian pears,  
60% of Australian peaches,  
40% of Australian apricots, and  
40% of Australian apples*



*Over 20% of Australia's milk is  
produced within this region*



The Goulburn Valley is often referred to as the 'Food Bowl of Australia' as around 25 per cent of the total value of Victoria's agricultural production is generated in this area.

Dairy and fruit growing are the major primary industries, with the viticulture and tomato industries also showing huge growth. The area has a strong export focus and substantial growth projections.

Major secondary industries in Greater Shepparton are related to food processing, manufacturing and transport.

# INDUSTRY OVERVIEW

AN IMPORTANT PART OF THE ECONOMIC BASE OF GREATER SHEPPARTON IS THE MANUFACTURING INDUSTRY, WHICH IS CLOSELY LINKED TO THE AGRICULTURAL SECTOR THROUGH MANY INTERNATIONAL AND NATIONAL FOOD PROCESSING AND PACKAGING COMPANIES.



## MANUFACTURING

It is through this diverse range of integrated industries that Greater Shepparton is known as the "Food Bowl of Australia". The map (right) demonstrates the concentration of food processing related industries in the Greater Shepparton region.

While food processing is a major component of the manufacturing base, the area is also home to major manufacturers such as J. Furphy & Sons, Rubicon and Pental Soaps.

Over the past seven years there has been significant growth in food industries with over \$665 million of new investment and the creation of over 1,650 jobs.

# cturing



- |                       |              |
|-----------------------|--------------|
| 1. Heinz Watties      | Echuca       |
| 2. Riverside Meats    | Echuca       |
| 3. Nestlé             | Echuca       |
| 4. Cedenco            | Echuca       |
| 5. Simplot            | Echuca       |
| 6. Murray Goulburn    | Rochester    |
| 7. Nestlé             | Tongala      |
| 8. HW Greenham        | Tongala      |
| 9. CopRice Feeds      | Tongala      |
| 10. SPC-Ardmona       | Kyabram      |
| 11. Amcor Cans        | Kyabram      |
| 12. Rubicon           | Shepparton   |
| 13. Fonterra (Bonlac) | Stanhope     |
| 14. Tatura Milk       | Tatura       |
| 15. Snow Brand        | Tatura       |
| 16. Unilever          | Tatura       |
| 17. Oz-Taste          | Nagambie     |
| 18. Bega              | Strathmerton |
| 19. Murray Goulburn   | Cobram       |
| 20. Meiji-MGC         | Cobram       |
| 21. Vodusek Meats     | Cobram       |
| 22. Riverland Oilseed | Numurkah     |
| 23. Furphys           | Shepparton   |
| 24. Campbell's Soups  | Lemnos       |
| 25. SPC-Ardmona       | Shepparton   |
| 26. VisyPak           | Shepparton   |
| 27. Visy Board        | Shepparton   |
| 28. Pental Soaps      | Shepparton   |
| 29. Geoffrey Thompson | Shepparton   |
| 30. Amcor Fibre Pack  | Shepparton   |

# INDUSTRY OVERVIEW

*Shepparton Show Me was formed in 1998 when a small group of dedicated stakeholders in Shepparton's CBD came together to deliver on their shared vision of Shepparton becoming the retail, commercial, entertainment and cultural heart of Victoria by creating a character and identity exclusive to Shepparton.*



## RETAIL

As the amenity, level-of-service and functionality of our CBD continues to improve through the implementation of retail focused projects, we can expect increased levels of customer activity. Such increases in customer activity typically provides an impetus for additional private investment and subsequently even higher levels of visitation and activity. A number of similar retail focused projects have been identified in other centres throughout Australia as a catalyst for ongoing re-investment and revitalisation.

The growth of retail floor space shows that people choose Greater Shepparton for business start-up or to expand their existing businesses. Total retail floor space in the municipality was recently estimated at 143,500 square metres and since then, approximately 51,000 square metres has been added with further expansions being continually reviewed. The municipality has a major retail catchment consisting of the Goulburn Valley, Benalla, Seymour, Wangaratta and as far north as Deniliquin in NSW.



# shepparton show me



*Shepparton has been identified as one of the top 25 hotspots in Australia to start a business, and also for lifestyle.\**

To accommodate projected retail growth an additional 23,270 square metres will be required in the CBD by 2021.

Small to medium-sized enterprises are very important to the economic prosperity of the region. That's why we provide subsidised premises, advice, services and support to new and emerging businesses through the Greater Shepparton Business Centre. As a member of Business Enterprise Centres (BEC) Australia we are here to provide the support needed for new businesses to become established and profitable.

# INDUSTRY OVERVIEW



## TRANSPORT

The road transport industry is one of the largest industries in Greater Shepparton.

Shepparton is provincial Victoria's largest truck sales and service centre and is often referred to as the transport hub of regional Australia. An extremely high number of freight movements are associated with the food industry which relies on a high quality and effective distribution and transport network.

With an ongoing investment in transport infrastructure (also see Investment Opportunities), the transport sector will continue to contribute in excess of \$133 million of total value-added input to the region's economy.

# Transport

The Shepparton Aerodrome is located on Melbourne Road, Kialla, 8 kilometres south from the Shepparton CBD. It is at latitude S 36° 25'7", longitude E 145°a 23'6" and altitude 374 feet.

- No landing fees are charged
- The aerodrome has two active runways

The 18-36 runway is 1380m long with a sealed width of 18m and was reconstructed in 1992 to withstand a turbo prop SAAB340. Each end of the main runway is fitted with a PAPI system

The 09-27 runway is gravel pavement with a length of 423m and a width of 30m

- Taxiway and Apron have a sealed width of 10m. A sealed apron and tie down areas are provided in front of the northern hangars
- Navigational aids at the aerodrome include a Non Directional Beacon (NDB), Automatic Weather Information Broadcast, Unicom Service Operations and Aerodrome Frequency Response Unit (AFRU) and PAPI (Precise Approach Path Indicator) system



*Greater Shepparton has the highest number of truck registrations in Victoria - approximately 25% of the state's total truck registrations.*

*Gawne Aviation is the complete aviation solution for whatever you wish to achieve in aviation. A business owned and operated by Airline pilots means whether you are flying for pleasure, career or business, you will get the same professional approach and exacting standards.*

# INDUSTRY OVERVIEW

## FOOD PRODUCTION

Dairying and fruit growing are the major primary industries with significant growth in the viticulture and tomato industries. The Goulburn-Murray Irrigation District produces approximately 26 per cent of Australia's milk production, which is sold as fresh milk or value added in the form of butter, cheese, yoghurt and dried milk products.

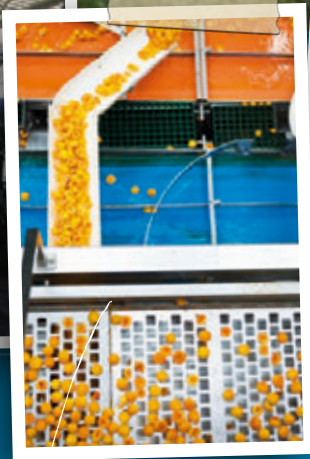


Northern Victoria's irrigation system supports \$3.26 billion a year in agricultural production and delivers water to many towns and stock and domestic customers. The Victorian and Commonwealth governments, regional irrigators and Melbourne Water are investing more than \$2.1 billion in irrigation modernisation for better efficiency, delivery and water savings.

A modernised irrigation system combined with water saving projects on farms will help farmers adapt to drier conditions and allow them to make decisions about crops and watering that reflect future climate variability. It will promote a profitable and resilient irrigation sector, leading the way in food security for Australia and the rest of the world.

# Goulburn

*The Greater Shepparton economy is largely driven by agriculture and related activity. Irrigated agriculture generates \$900 million in production annually and \$1.53 billion in exports.*



*The food production sector is supported by a strong service industry with a large number of transportation, food processing and trade service companies operating in the region.*

*The gross value of agriculture and horticulture production in the Goulburn Murray Irrigation District is just over \$2.2 billion, accounting for just under 25% of the total value of Victoria's agricultural production.\**

# INDUSTRY OVERVIEW

## TOURISM

Greater Shepparton, in the heart of Victoria, is synonymous with great food, wine, waterways and weather. We boast a diversity of cultural, outdoor and sporting activities seldom found anywhere else.

Located only two hours north of Melbourne, the area features magnificent food and wine, glorious weather and all the attractions and activities you could imagine in a regional city.

The region has an international reputation for quality fruit and dairy products, and is also home to some of Victoria's (and Australia's) oldest and best wineries.

Restaurants abound throughout the region, offering an international taste experience to suit all palates.

*Local wineries participate in the many vintage and family festivals held in Greater Shepparton and the surrounding region. These festivals provide the most fastidious wine connoisseur with the opportunity to sample the wines and enjoy the wonderful food offered by the region's chefs*



*Scattered across Greater Shepparton's parks, gardens, riverbanks and public spaces, Mooving Art is a unique and ever changing public art revolution!*



*Make your visit to Greater Shepparton a dining experience. Discover a world of dining in the cafés and restaurants from al fresco to elegant, as well as better known fast food outlets*

# TOURISM

Endless hours of fishing, boating, and other water activities are offered by the Goulburn, Broken and Murray Rivers and the Waranga Basin.

Visit historic towns to see the evolution of the region, check out the numerous studios and galleries, the Shepparton Art Museum which hosts local community and touring exhibitions, or simply enjoy Shepparton's great shopping experience.

Greater Shepparton's All Abilities Playground provides a wealth of play opportunities for children and families of all abilities. Designed and maintained with access as a key priority, the playground provides a series of ramps and structures that allow for children and parents in wheelchairs or with limited mobility to move through the area.

All this can be experienced in a climate offering warm summers ideal for the outdoors and winters perfect for that indoor indulgence within an easy drive from Melbourne.

*SPC Ardmona KidsTown Adventure and Tourist Park is widely recognised as the best children's playground in Australia and attracts over 150,000 visitors a year*



*SPC Ardmona Factory Sales is Australia's largest food clearance outlet, attracting thousands of visitors each year*

ism

# INDUSTRY OVERVIEW

SHEPPARTON COMBINES THE BEST OF RURAL AND CITY LIVING AND HAS MOST OF THE FACILITIES AND BENEFITS YOU'D EXPECT IN A METROPOLITAN CENTRE.



## EDUCATION

Shepparton is an expanding tertiary education centre comprising various education institutions including La Trobe University, the University of Melbourne and the home of the Goulburn Ovens Institute of TAFE's largest campus.

The variety of tertiary institutions ensure a diverse range of courses to meet multi-faceted educational objectives and needs.

The Greater Shepparton City Council is committed to expanding tertiary opportunities locally and has fostered a cooperative approach with the educational providers.



*The Greater Shepparton City Council works closely with educational providers, creating a relationship that strives to deliver the training and skills needed to support a growing economy*



*29 Primary Schools, four State Secondary Schools, two Private Secondary Schools, and four Tertiary providers ensure a top class educational pathway all within Greater Shepparton*

Students and families should strongly consider Shepparton's points of difference when making decisions on further education.

Greater Shepparton has a range of affordable student accommodation available. The University of Melbourne's Dookie Campus, located on a 2,240 hectare farming property, provides single dormitory style accommodation. The Rural Health Academic Centre provides a significant number of places for students in modern, high quality units, conveniently located close to teaching facilities. Additionally, there is modern privately owned student accommodation located in the heart of the CBD and within walking distance of the tertiary education precinct.

# INDUSTRY OVERVIEW

## CONFERENCES & EVENTS

Greater Shepparton is at the vibrant heart of one of Victoria's most diversified tourist areas attracting more than half a million visitors annually. Our location and conference facilities make it an ideal location for conferences and major events.

We have established an enviable reputation for being a leading venue for many diverse and successful conferences and events. Greater Shepparton has a large number of venues ranging in size and location, catering for every requirement, from small private venues, through to interesting and different venues that offer the unique experience of meeting in a traditional woolshed or at one of the many picturesque locations throughout the region.

*Some of our major events attract up to 30,000 visitors. The Greater Shepparton City Council actively promotes and seeks major events annually.*



*Conference facilities are available to cater for conferences ranging in size from less than 10 participants to more than 1,000.*

# Health

## HEALTH & PROFESSIONAL SERVICES

Greater Shepparton is proud to offer an array of health and community services.

It is this social infrastructure that new firms starting up in Shepparton have cited as a key competitive advantage as it assists in the retention of staff. These services particularly assist the retail sector as they attract residents from nearby localities that do not have similar service levels.

*Goulburn Valley Health provides an acute bed and extended care facility which provides surgical, medical, paediatric, obstetrics and gynaecology, intensive care and psychiatric services as well as extended care and regional services*

*Goulburn Valley Health works in partnership with other health providers within the region to ensure that the right mix of services are provided to meet community needs.*



*In collaboration with the community, Goulburn Valley Health continually strives to improve the quality of integrated services that achieve the best possible individual and community health outcomes*



*Shepparton is home to the Goulburn Valley's first purpose-built oncology unit. The unit looks to provide 2,500 day-stay chemotherapy treatments per year, and a further 8,000 outpatient services.*

# INFRASTRUCTURE

## INDUSTRIAL LAND

THE GREATER SHEPPARTON CITY COUNCIL HAS BEEN ACTIVE IN PREPARING A RANGE OF STRATEGIC WORK AND FRAMEWORK PLANS RELATING TO THE PROVISION OF INDUSTRIAL LAND.



*The Greater Shepparton City Council is encouraging development across all Planning zones, encouraging progress and the prosperity of the region*

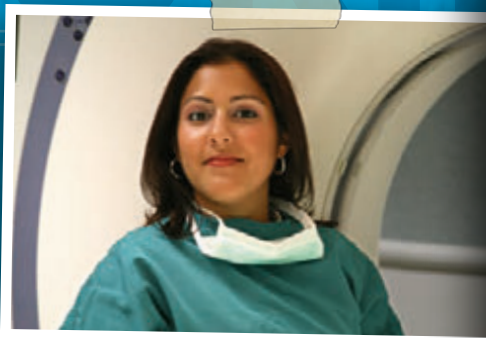
Industrial land stocks are important for our region's growth and influences our capacity for employment generation and business investment.

The Greater Shepparton City Council is currently undertaking further strategic work in relation to industrial land supply to ensure the municipality has a range of industrial land offerings that will continue to meet the needs of a growing region.

Greater Shepparton enjoys the benefit of well located industrial precincts, with solid road infrastructure and ample flat land. In general there are no insurmountable constraints that prevent the delivery of an adequate supply of industrial land.

# SKILLED WORKFORCE

The Greater Shepparton Region has a diverse, highly skilled and educated workforce. Couple this with a high quality infrastructure, and a creative and dynamic private sector, the region has shaped an extremely positive economic outlook for growth and investment.



## Top 3 Industries

Retail Trade

Employment

4,378

% of Workforce

17.4

Manufacturing

3,475

13.8

Health & Community Services

3,328

13.2

## Top 3 Occupations

Professionals

4,123

16.4

Intermediate Clerical, Sales & Service Workers

3,874

15.4

Managers & Administrators

3,003

11.9

# INVESTMENT OPPORTUNITY

## GV LINK

This is the highest priority Economic Development project for Greater Shepparton City Council.

- 331 ha. site at 250 Toolamba Road
- Identified as one of the Victorian Government's 30 priority projects
- It is a \$100 million staged project
- Being just 180kms north of Melbourne, this will provide a modern efficient logistics solution for the Food Bowl of Australia

GV Link is virtually at the crossroads of two major central Victorian road systems: the Goulburn Valley Highway and the Midland Highway.

Major road works in the planning phase are already underway in the Goulburn Valley and are expected to streamline access to GV Link and cut travel times in and out of the region.

The proposed route for the Goulburn Valley Highway bypass of Shepparton, anticipated within the decade, will take the highway to the west through Toolamba and directly past GV Link.

*As Victoria's food bowl, a major manufacturing centre and the gateway to and from northern Victoria and beyond, the Goulburn Valley has long enjoyed strategic importance for Victoria's economy*



# Investment

## Imagine the possibilities for your business

The centre will support a range of commercial activities related to and vital for manufacturing and food processing, including:

- Secure, long-term storage for commodities such as fresh fruit, empty cans, processed fruit and finished goods
- Consolidation of packaging, labelling and other production processes
- Centralised warehousing (reducing product handling and transport costs, and saving time)
- Quicker, easier freight distribution by truck and/or rail to the ports of Melbourne and Geelong of export-ready product
- Tenancy for and co-location with upstream or downstream services, including container servicing and truck maintenance

*GV Link will connect industries within the Goulburn Valley to export markets around the globe*



*From its earliest beginnings, the concept of a thriving transport and logistics hub in the heart of Victoria has been logical, feasible and highly attractive*

# INVESTMENT OPPORTUNITY

## SOLAR

The Greater Shepparton City Council strongly supports the location of a large scale solar power plant in Shepparton and has undertaken extensive research and analysis to establish the city's capability to host such a facility.

This research determined that Shepparton is an ideal site for a large scale solar power plant in Victoria and specifically identified the following crucial advantages:

- Positioning on the Victorian Gas and Electricity Transmission Networks, with a 220Kv transmission line. Shepparton's 220kV terminal station is located in Verney Road.
- Other substations are located at Echuca Road in Mooroopna as well as Benalla Road and Verney Road in Shepparton.
- Annual average solar exposure ranges between 14 and 20MJ per square metre per day, with a mean annual exposure of 17.1MJ per square metre.
- Shepparton's solar exposure peaks in January and reduces in the cooler seasons however a reliable supply of gas can boost energy production during these times.
- Considerable transmission savings of around 10 per cent due to Shepparton's close proximity to Melbourne.
- Certainty of supply during times of high demand with peak industry demand (eg. processing season) coinciding with peak solar exposure levels (January).

The Council has subsequently identified a number of suitable sites that address the critical factors required for the establishment of a large scale solar power station. The Greater Shepparton region has a demonstrated affinity with the advancement of solar energy and is committed to providing developers with the assistance required to identify a preferred site.





# RESOURCE RECOVERY PRECINCT

The Resource Recovery Precinct accommodates a range of commercial businesses that locally process liquid and solid wastes from across the Goulburn Valley, converting them to valuable recycled products. The precinct has been specifically set to facilitate sustainable investment attraction with noise, dust and odour buffer zones already in place.

At the 2010 Virgin Blue Business Awards the Precinct won Best Specific Environmental Initiative category at the United Nations Association of Australia World Environment Day Awards. This achievement recognises the collaborative effort of the local water authority Goulburn Valley Water, and the Greater Shepparton City Council.

The success of the Precinct recognises the organisations, local governments, and other groups whose work serves to protect, manage or restore the environment.

Gaining momentum, the Precinct has strong potential to attract further investment, supporting further job creation in the Shepparton region.

*This proactive precinct supports a growing industry, focusing on resource efficiency, innovation and renewable energy.*



# SUPPORT FOR INVESTORS

A RECENTLY FORMED DEVELOPMENT FACILITATION GROUP NOW CREATES A STREAMLINED APPROACH FOR MAJOR COMMERCIAL AND INDUSTRIAL DEVELOPMENTS IN GREATER SHEPPARTON.

## DEVELOPMENT FACILITATION

An internal restructure, with an increased focus on attracting major investment projects to the area, now means the planning, building and environmental services branches are aligned more closely with the Economic Development branch.

By bringing the regulatory and development services together, large projects can be streamlined through the system, and just as importantly, ensure that all the correct procedures and processes are followed.

Commercial and industrial development proposals worth more than \$5 million or land developments exceeding 100 lots are automatically assigned a dedicated 'case manager' who acts as Council's main point of contact throughout the life of the project.

Any other major projects are assessed by Council's CEO on a case-by-case basis.

The case manager will bring all the parties together, liaise with all the key stakeholders and establish what is required to minimise delays and make sure the process runs as smoothly as possible.

1

The CEO will assess the development proposal and determine if it is to be facilitated by the Development Facilitation Group.

2

The CEO will appoint a case manager for the project. The case manager will be the main point of contact for the Council and will be responsible for facilitating all meetings.

3

The Development Facilitation Group will meet with the proponent regularly prior to and following lodgement of the application.

4

The case manager will ensure that the agencies and government departments provide representatives to attend pre application meetings to ensure that any issues they may have regarding the proposal are addressed.

5

The CEO will brief the councillors on the proposal following the initial meeting and when the proposal is submitted.

# INDUSTRY CAPABILITY NETWORK

The Greater Shepparton City Council works closely with the Industry Capability Network (ICN) to assist businesses and investors to source services and products locally.

ICN's Business Capability Advisers consult with purchasers and project managers to identify supply requirements, while working closely with local industry to identify Australian business capability.

The information is used to business-match purchases with capable, competitive local suppliers. Purchasers are provided with a valuable sourcing service that will save time and money, while suppliers have access to up to date information on business opportunities.

Using their extensive knowledge of Australian industry capability, ICN's Business Capability Advisers identify opportunities for import replacement and nominate local alternatives.

## THE PROCESS IN ACTION

The benefits of this unique approach to the planning application process are best demonstrated by the relocation of Unilever's dry food manufacturing facility to Tatura.

In October 2006, Unilever announced that its Knoxfield facility would be closed down and relocated to Thailand. Unilever Tatura recognised this as an opportunity and successfully fought to have the facility relocated to Tatura and this was announced in February 2007.

A project planning team managed the process and within six months of the announcement of the relocation to Tatura, production of several well known Unilever brands such as Continental Cup-a-Soup had moved from Knoxfield to Tatura.

By March 2008, all production had been successfully moved to Tatura and housed in the newly created 11,000 square metre facility. Over \$20 million was invested in the new facility and 93 full time jobs were created.

# BUSINESS NETWORKS



## BUSINESS NETWORKS IN ACTION

The Goulburn Valley Business Rural and Industry Network (GV BRAIN) was initiated in 2006 to give the business, rural and industrial communities of the Goulburn Valley an opportunity to network and access information through functions and events. The network also endeavours to encourage people to conduct their business locally and to give local businesses an opportunity to promote themselves.

GV BRAIN is a local networking group that provides access to:

- Relationship building
- Leadership
- Knowledge
- Business promotion

It does this by coordinating four major networking events each year. The events are attended by 200 to 300 people who are entertained and informed by high profile guest speakers. Visit [www.gvbrain.com.au](http://www.gvbrain.com.au) for more information.



## YOUNG PROFESSIONALS NETWORK

The GV Young Professionals provides the opportunity to network, form lasting relationships and to meet people within like industries. GV Young professionals was developed to give young people in Greater Shepparton the opportunity to meet in an informal setting and get to know more about others within the region. Local businesses have been supporting the group, enabling new professionals to the region greater connection.



# LIFESTYLE OPPORTUNITIES



*Greater Shepparton is synonymous with great food, wine, waterways and weather. Greater Shepparton boasts a diversity of cultural, outdoor and sporting activities seldom found anywhere else*

## LIFESTYLE

Rich in culture, Greater Shepparton is home to many community-minded people who embrace newcomers to the area and invite them to join in on all the community, art and sporting experiences on offer.

Locals and newcomers alike enjoy the friendly community and temperate climate by taking advantage of the relaxed lifestyle opportunities. Many indulge in a round of golf after work or enjoy taking a stroll through the seemingly endless network of tree lined bike and walking paths.

Whether you choose to cast a line from the banks of the Goulburn River or take pleasure in a picnic, enjoying the region's fresh food and wine, there are plenty of activities for all the family.

*Greater Shepparton offers cycling enthusiasts a variety of paths and routes to ride. Whether you are seeking a leisurely ride for the family, a scenic bush ride, or the ultimate off-road experience, Greater Shepparton has it all*



*There are opportunities for nature lovers to enjoy our tranquil waterways with popular pastimes like fishing, boating, walking and relaxing all here to be enjoyed*

Less than a two hour drive from Melbourne and even closer to the Murray River, Bendigo and Victoria's High Country, the region offers the best of both provincial and metropolitan lifestyles.

Making Greater Shepparton your home opens up a realm of possibilities which may be out of reach to many in metropolitan areas. The area provides the reality of luxury living at an affordable price, all within easy travelling distance to most amenities.

# MORE INFORMATION

## Greater Shepparton City Council

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Email: [council@shepparton.vic.gov.au](mailto:council@shepparton.vic.gov.au)

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GREATER  
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