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01 MESSAGE FROM THE MAYOR

On behalf of the Golden Plains Shire Council, I'm thrilled to present this 'Investment Prospectus' that highlights some of the many strengths of our wonderful region.

Golden Plains has tremendous opportunities as a predominantly rural shire positioned between two major cities, Geelong and Ballarat, and within close proximity to the state capital, Melbourne. This allows Golden Plains to delicately balance the benefits that come with proximity to major cities with the space for industry, production and most importantly lifestyle.

We continue to grow and modernise as you will see when you travel through the stunning Golden Plains – rich in natural beauty, steeped in agriculture, and progressing towards a sustainable future. Our path to creating a great place to live, work and play is only partially complete, and we have a determination to keep on improving. We want to share our vision with you and for you to be a co-driver of this shared journey.

I would recommend contacting the Economic Development Team at Golden Plains Shire Council to discuss establishing your footprint in our wonderful region and how we can help your business, investment or development grow.

We look forward to hearing from you.

Cr. Brett Cunningham

Mayor

Golden Plains Shire Council

02

ACKNOWLEDGEMENT OF COUNTRY

Golden Plains Shire spans the Traditional lands of the Wadawurrung and Eastern Maar Peoples.

Council acknowledges them as the Traditional Owners and Custodians and pays its respects to both Wadawurrung and Eastern Maar Elders past, present and emerging.

Council extends that respect to all Aboriginal and Torres Strait Islander People who are part of Golden Plains Shire.







THE H
INVERLEIGH
HOTEL

Coffee and pastries from 9am
enjoy your meal by our open fire

FREE WIFI

62 PILSENER
BREWING PREMIUM BEER SINCE 1862

62 PILSENER
BREWING PREMIUM BEER SINCE 1862

03

GOLDEN PLAINS AT A GLANCE

Golden Plains Shire has a rich history comprising our First Nations people, miners from all over the world and the farmers of the golden agricultural plains that give rise to our name.

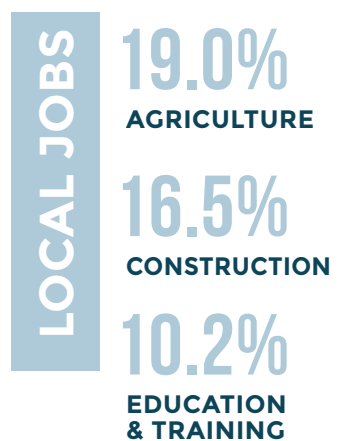
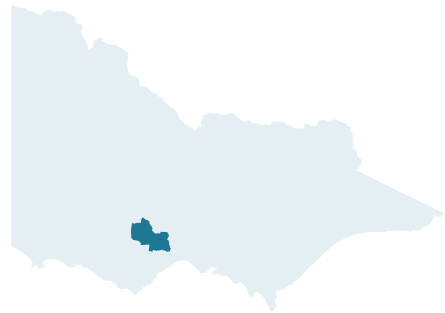
We now have a diverse community, proud of our history but also proud of where we are going. Golden Plains Shire is no longer known for it's miners but is becoming a haven for clean energy production. Construction has started on our wind farms that will shortly power over 970,000 homes across Australia.

With a population of 25,651 (as at 2023) and an anticipated population of 42,607 by 2041, Golden Plains Shire is predicted to grow at a rapid annual rate of 2.73% through 2041. This is already seeing our economy diversify but agriculture still employs 19.0% of the workforce, followed by construction 16.5% and Education & Training at 10.2%.

We have a strong connection with Geelong and Ballarat and integrate as part of those broader economies due to the urban fringes of those two cities approaching our municipal boundaries

However, we believe that Golden Plains Shire offers a meaningful differentiation from the congested city environments that Geelong and Ballarat are becoming.

At 2,703km2 in size (and larger than the Australian Capital Territory) we think there is plenty of room for you and your business to grow in Golden Plains Shire.



25,651
POPULATION
IN 2023

42,607
POPULATION
BY 2041

2,703
SQUARE KM
LAND

04

STRATEGIC ADVANTAGES

CLEAN ENERGY SUPPLY

Golden Plains Shire is home to the Berrybank, Mount Mercer and Golden Plains Wind Farms which will provide wind power to approximately 970,000 homes. Hence, we pride ourselves on our sufficient supply of clean energy and contribution to reducing climate change.

EXPANSE OF AGRICULTURAL PLAINS

Golden Plains is larger than the country of Luxembourg with a population of 25,651 concentrated in our major settlements which leaves an abundance of reasonably priced agricultural land. Golden Plains has expanses of high-quality agricultural land in order to meet the requirements of almost any business.

CONNECTIONIVITY TO GEELONG & BALLARAT

Golden Plains is well connected to both Geelong & Ballarat. The vast majority of the population base live within 40 minutes of central Geelong or central Ballarat which allows for excellent access to the transport and infrastructure of those two large cities such as the National Rail Network, the Western Freeway, the Geelong Ring Road, Avalon International Airport and GeelongPort allowing the efficient movement of goods along major transportation links.

DESIGNATED INTENSIVE AGRICULTURAL ZONE

The Golden Plains Food Production Precinct is Victoria's first designated precinct for intensive food production. Located in between Ballarat and Geelong near the town of Lethbridge, the Golden Plains Food Production Precinct is made up of 4,000 hectares of privately owned farmland that is ready for investment. The convenient location coupled with Water supply investments (made by the Shire, Barwon Water & governments) totalling \$11.78m, that have already been made to this precinct, will help drive efficiency and scale amongst intensive agriculture producers.

DESIGNATED INDUSTRIAL LAND FOR GROWTH

Golden Plains Shire Council adopted the Gheringhap Employment Precinct which is essentially designated by Council to be an area of major industrial expansion in southern Golden Plains. This 130-hectare site was chosen given its proximity to Geelong's transport links to drive efficiency. The precinct is within minutes of the Geelong Ring Road and under 80km to the centre of Melbourne via the Geelong Ring Road and the Princess Freeway.



COLLABORATION

Golden Plains Shire Council believes that working with our regional partners will help us better manage and produce far better results for our Shire and those other local government areas around us.

The best results will be achieved by collaboration and co-operation and Golden Plains is committed to working together to achieve the best results. We maintain good relationships and partnerships with those around us.

An example of this collaboration is our partnership with Moorabool and Hepburn Shires to create a joint LoRaWAN technology network across the three shires.

VISION OF COUNCIL

Golden Plains Shire Council endeavours to be forward thinking to try create synergies, efficiencies and boost productivity for it's current and future businesses. This is evidenced by our Golden Plains Food Production Precinct and Gheringhap Employment Precinct where we have dared to dream in order to create for the future. Golden Plains wants to be proactive in order drive the growth of our region and your business.

We would love to discuss any matter with you which you thought could drive future growth and development.

05 TOURISM

While not traditionally known as a stay and play destination due to its proximity to Geelong, Ballarat and Melbourne, Golden Plains has an evolving Tourism Industry being driven by iconic events, produce, scenery and histories.

MOORABOOL VALLEY

The Moorabool Valley is home to well-known wineries such as Austin's, Clyde Park, Lethbridge Estate, Spence, Bannockburn Estate, By Farr and Provenance. These provide many opportunities to visit vineyards for high quality tastings and for high quality dining experiences.

FESTIVALS AND EVENTS

Golden Plains is home to three major music festivals: Meredith Music Festival (attendance 12,000+); Golden Plains Music Festival (attendance 12,000+); and, the Beyond the Valley Music Festival (attendance 33,000+). In addition, it hosts other regular festivals and events such as the Golden Plains Farmers Market, Smythesdale Country Market, Inverleigh Dachshund Derby, Shelford Duck Race, Teesdale Christmas Market and the Bunjil Gathering at Maude.



WIND FARMS

Golden Plains is soon to be home to three major wind farms: Berrybank Wind Farm; Mount Mercer Wind Farm; and, Golden Plains Wind Farm. Not only are over 970,000 homes powered by wind but large numbers of visitors stop to view these massive structures which sit up to 230m above the ground.

HISTORIC TOWNS

Golden Plains has many historic towns with many points of interest including the Steiglitz Historic Reserve which has remnants of a once thriving town, Smythesdale which is scattered with thousands of mines and once had a population of 25,000 during the Gold Rush and the agricultural heritage of a town such as Inverleigh.

NATURE & RAIL TRAILS

Golden Plains is host to many spectacular locations including the Bunjil Lookout at Maude which over looks the Moorabool Valley, the Linton Lookout and the Enfield National Park. In addition, experiences such as the Ballarat-Skipton rail trail etc are popular as cyclists attempt to mix beautiful scenery, historic towns and a bit of fitness.

EMERGING

There is becoming an emerging market for short stay accommodation on wineries, farms and nature reserves. Golden Plains Shire Council is working with several industry participants in this area and believe that this will be a key driver for growth over the medium term.

One of the best things that sets Golden Plains apart from the other local government areas nearby is the lifestyle that we provide despite being a stone's throw away from both Geelong and Ballarat.

SPACE & FRESH AIR

Golden Plains has an essential mix of land sizes set amongst the rural and residential aspects of the shire. While Bannockburn is home to a number of smaller blocks, it is also home to acreage and other parts of the shire are feature in our "Big Blocks for Big Blokes" advertising campaign as Golden Plains provides itself on having a diversity of block sizes for all requirements. You'll never be starved of your own fresh air.

LOW UNEMPLOYMENT

With an unemployment rate (1.8% at July 2023) which is below the state average, Golden Plains is managing the influx of people considerably well and is showing not only significant growth in the number of persons residing in the shire but also new jobs being created in the shire. Golden Plains anticipates this will continue if we continue to be proactive and try to maintain our status as a great place to invest.

UNIQUENESS

Golden Plains is essentially a group of towns each with its own identity and feel. Golden Plains believes in the sense of identity and uniqueness that each town brings to the mix of our Shire. No two towns of ours are alike.

COMMUNITY

Golden Plains believes in our sense of community in these towns. From football clubs, to bowling clubs, to chambers of commerce, to the local school, or a simple beer at the local pub, we believe in the sense of community that these towns bring. Golden Plains believes that strong communities bring strong outcomes.

YOUTH ACTIVITIES

We pride ourselves on having some of the best activities for kids in region with bike trails such as the Ballarat-Skipton Rail Trail, Equestrian Centres in Smythesdale and Teesdale, some of the best playgrounds in the wider region, plenty of walking tracks and amongst other things a committed youth team to provide engagement all year long.

EDUCATION

Golden Plains has a host of primary schools and a secondary school in Bannockburn. Most secondary school aged travel to Ballarat or Geelong. This allows residents to have access to internationally renowned secondary education in both the private and public sectors including Loretto College, St Patricks, Ballarat Grammar, Christian College, Geelong College and Geelong Grammar. While Tertiary Students have access to first class institutions including Deakin University and Federation University.

HEALTH CARE

Medical Services exist in most larger towns. In fact, we note that Golden Plains Shire Council was nominated for a LGPro award for their ingenuity in continuing medical services in one of the region's towns. For specialist services, Ballarat Heath Services and Barwon Health provide these services to the region in conjunction with their role as the primary health care providers of Ballarat and Geelong respectively.

07

ECONOMIC PROFILE

25,651

POPULATION
IN 2023

42,607

POPULATION
BY 2041

2.73%

ANNUAL
POPULATION
GROWTH
GROWTH TO 2041

BIGGEST EMPLOYERS

908

AGRICULTURE

792

CONSTRUCTION

487

EDUCATION
& TRAINING

320

HEALTH CARE &
SOCIAL ASSISTANCE

4786

TOTAL EMPLOYED

8,971

2023 TOTAL
DWELLINGS

26.9%

POPULATION
SECONDARY
SCHOOL AND
YOUNGER

26.9%

POPULATION
SIXTY YEARS
AND OLDER

ECONOMIC OUTPUT

357

MILLION
CONSTRUCTION

312

MILLION
AGRICULTURE

222

MILLION
RENTAL, HIRING
& REAL ESTATE

204

MILLION
MANUFACTURING







08 KEY INDUSTRIES

AGRICULTURE

Agriculture remains the main employer in the region at 19.0% of the work force and \$312m worth of output. However, as the economy grows, diversifies and production increases, the total number of jobs will increase in agriculture but it's portion of jobs overall will decrease. Primary agriculture industries in Golden Plains are wool, grain, goat dairy, beef, chicken, chicken eggs and pork.

MANUFACTURING

Manufacturing (especially of Food Products, Metal Products and Beverages) is an important contributor to the economy producing economic output of \$204m per annum. Golden Plains anticipates that this will continue to grow with designated areas such as the Gheringhap Employment Precinct and the increase in agricultural output.

Essentially, Golden Plains aims to boost manufacturing by providing manufacturing capacity at locations close to agricultural output. In addition, given the proximity to Melbourne, Geelong and Ballarat there seems likely to be significant growth outlook for Manufacturing.

CLEAN POWER GENERATION

In total between the Berrybank Wind Farm, the Mount Mercer Wind Farm and the Golden Plains Wind Farm over \$3.5 billion worth of investment has or will be made into Clean Power Generation. This has created a competitive skill base capable of construction and servicing of large-scale Wind Farm Projects and associated activities. Given this, Golden Plains is hopeful of more investment given our budding skills base and natural assets.

CONSTRUCTION

Construction is fast becoming a larger source of economic output across Golden Plains at \$357m per annum due to strong population growth which is causing rapid increase in demand for housing stock and associated commercial/industrial stock – especially in areas closer to Geelong and Ballarat. It is anticipated that this sector will continue to grow in importance due to expected strong population growth of 2.73% per annum between now and 2041.



09 FOOD PRODUCTION PRECINCT

LOCATION

Strategically located near Geelong, Ballarat and Melbourne

- Connectivity to supply chain operators
- Quality affordable lifestyle choices for employees

WORKFORCE, SERVICES AND INFRASTRUCTURE

Ready access to markets, workforce and infrastructure

- Access to a large regional workforce
- Established waste management services
- A dedicated potable water supply
- Heavy vehicle and B-Double access

LAND

Agricultural land with zoning and policy support for intensive agriculture

- Over 4,000 hectares of land suitable for greenfield development
- Land which complies with Industry Codes of Practice including separation distances
- Zoned for farming with strong policy to support intensive agriculture in the long term
- Policy support for complementary uses including: waste management, aquaculture, horticulture, renewable energy and broadacre agriculture





FAVOURABLE, CONDITIONS FOR INTENSIVE FARMING

Council will work with you

- Acknowledged regionally and by State Government as a key area for intensive farming
- Established intensive industries
- Established processors within a small radius
- Value chain – hatcheries, breeder rearing and production, feed storage and milling are regionally established

TRANSPORT

Easy access to road, rail, sea and air and national and international transport routes

- Transport corridors provide efficient connections within and outside the region -
- Midland Highway, Geelong Ring Road, Princes Freeway, Western Ring Road, Hamilton Highway
- Geelong Port dedicated bulk handling facility (30 km)
- Port of Melbourne (90 km)
- Melbourne International Airport passenger and freight terminal (107 km)
- Avalon Airport passenger and freight terminal (45 km)



10 OPPORTUNITIES

CONSTRUCTION

Due to rapid growth in population and housing stock, construction growth is likely to continue to grow. The next step in this phase is for associated industries such as suppliers to base themselves in Golden Plains rather than predominantly Geelong or Ballarat.

LETHBRIDGE AIRPORT

There is sufficient opportunity to export via Lethbridge Airport in the medium term. The proximity of the agricultural fields to this potential site for export has significant advantages.

BUSINESS CREATION, GROWTH & OPPORTUNITY

Parts of the shire are growing very rapidly which creates opportunity. For example, in Bannockburn, there is an anticipated annual growth rate of 5.99% between now and 2041. This significant growth which creates significant opportunity in new business activity.

LIFESTYLE VILLAGES

There is a significant demand for lifestyle villages in the region as significant numbers of regional Australians move closer to the city in retirement, and a significant number of people from metropolitan areas seek a tree change. Golden Plains provides the perfect opportunity to cater for both markets: proximity to cities and services but still rural.





PROPERTY DEVELOPMENT

With large areas such as Bannockburn South and Cambrian Hill being close to ready for future residential development and large tracts of land such as the Gheringhap Employment Precinct potentially being available for employment uses, there are countless opportunities for Property Development within Golden Plains.

INTENSIVE AGRICULTURE

The Golden Plains Food Production Precinct is already home to a large number of Intensive Agricultural businesses, and this will continue to grow given the support and visions for this precinct.

INDUSTRIAL ACTIVITY

There is sufficient scope for industrial activity to occur in the Gheringhap Employment Precinct. Golden Plains Shire Council would welcome business wishing to call Gheringhap their home to diversify our economy.

EDUCATION & TRAINING

Golden Plains is ideally located close to Geelong, Ballarat and Melbourne but being primarily rural where it is an ideal location for rural focused training in many different courses where having a focus on Regional Australia is important. We see a great opportunity to work with Education and Training providers to allow their students to gather real life skills in Regional Australia but we close enough to major training centres in Geelong, Ballarat and Melbourne.

COUNCIL ASSISTANCE

ECONOMIC VISION

The Economic Development Team is committed to responsible and sustainable development of Golden Plains Shire.

Our vision is shaped in our Economic Development, Tourism & Investment Attraction Strategy 2022-2032 where it sets out our four core areas:

- Small Towns & Enterprise;
- Productive, Sustainable Landscapes;
- Escape the City; and,
- Shire-based Health & Education.

In addition, we help facilitate other visions such as our Gheringhap Employment Precinct and Golden Plains Food Production Precinct strategies which aim to shape and develop industry.

INVESTMENT FACILITATION TASK FORCE

The Golden Plains Shire Council has established an Investment Facilitation Taskforce, which is led by the CEO, and works with large scale investment enquiries to provide guidance and advice throughout the planning permit application and development process.

WORKING TOGETHER

The Economic Development Team can also assist you in initiating, developing, and refining your investments within Golden Plains. The primary way we can assist is that we offer a Business Concierge Service that aims to simplify your dealings with the council under a one stop banner.

This includes using your Business Concierge as a one stop contact for:

- Provision of data relating to local economic conditions;
- Provision of publicly available reports, documents, and strategies;
- Health and Environmental Permit requirements;
- Statutory Planning (including subdivisions, rezonings, permits etc.);
- Connection to Local Business Networks and Industry Groups;
- Information on Local Grants Available; and,
- Other local connections as required.

The aim of this service is to make things more simple and time efficient. We believe that both these factors are major considerations when making investment decisions.








ENQUIRE NOW

To discuss your project, funding and approvals, please contact our Economic Development Team.

CONTACT US:

 (03) 5220 7111

 [business@gplains.vic.gov.au](mailto:business@goldenplains.vic.gov.au)

 goldenplains.vic.gov.au

