

Overview of the Mildura Region Economy



A flourishing and dynamic area with a rich past and a bright future.

The Mildura region (also known as Sunraysia) is a flourishing and dynamic area with a rich past and a bright future. Occupation of the region by local indigenous people dates back many thousands of years, and at Mungo National Park the record of human occupation extends well beyond 40,000 thousand years. European settlers first came to the region in the 1840s establishing sheep runs. One of the first homesteads, Kow Plains, was constructed in 1859. The town of Wentworth was established in 1860 and was known as one of the busiest and largest inland ports. In 1886 George Chaffey arrived in Australia and selected the Mildura sheep run on the Murray River as the site for his first irrigation settlement. Mildura was officially established in 1887 and the first irrigation channels were constructed, making it one of the first horticulture regions in Australia. Today, the region remains a nationally significant agricultural and horticultural area, and has diversified into food and beverage processing, advanced manufacturing, transport and storage, mining and renewable energy.

Located at the intersection of Victoria, New South Wales and South Australia, the region has much to offer businesses and new residents alike.



Region Definitions

The Mildura region can be defined as the Local Government Areas (LGA) of Mildura Rural City Council (Victoria) and the Wentworth Shire Council (New South Wales) - see below map.

Wherever possible throughout the profile, data has been collected for the Mildura region, however in some cases (particularly in the agricultural section), data includes other regions such as Swan Hill. This is because each industry collects data from within different boundaries. For example, citrus data is from the Murray Valley region (which includes Swan Hill). This data cannot be separated into Mildura region only and therefore has had to include other regions in the in the data reported. Each table has been clearly labelled to indicate which region the data has been collected from (see region definitions below).

Region Definitions	
Mildura Rural City Council (LGA)	Includes the townships of Mildura, Ouyen, Merbein, Red Cliffs, Irymple, Meringur, Werrimull, Cullulleraine, Cardross, Nangiloc, Colignan, Murrayville, Cowangie, Underbool and Walpeup.
Wentworth Shire Council (LGA)	Includes the townships of Wentworth, Buronga, Gol Gol, Dareton and Pooncarie.
Mildura Region	Is made up of the LGA's of Mildura and Wentworth
Murray Valley	Extends from the South Australian border along the Murray River to Koondrook. Includes the towns such as Meringur, Werrimull, Cullulleraine, Wentworth, Dareton, Merbein, Mildura, Cardross, Buronga, Irymple, Gol Gol, Red Cliffs, Nangiloc, Colignan, Pooncarie, Euston, Robinvale, Balranald, Swan Hill and Koondrook.
Murray Darling	Extends from the South Australian border to just past Swan Hill. Includes the towns such as Meringur, Werrimull, Cullulleraine, Wentworth, Dareton, Merbein, Mildura, Cardross, Buronga, Irymple, Gol Gol, Red Cliffs, Nangiloc, Colignan, Pooncarie, Euston, Robinvale, Balranald, Swan Hill and Koondrook.
Sunraysia	While there is no set definition of Sunraysia, it is known as the irrigated areas of the Mildura and Wentworth LGA's, and includes Robinvale which is in the Swan Hill Rural City Council LGA.

Mildura is the perfect location for our business.

Damien Matthews
Managing Director,
GTS Freight Management
Pty Ltd



Mildura Regional Snapshot

Statistic	Time	Data
Population	2008	60,281
Population Growth	2007-2008	1.1%
Area	-	48,355 sq. km
Labour Force	Dec. 2008	30,850
Median Rent(a)	March 2009	\$170 per week
Gross Regional Product	2007-2008	\$2.788 billion

Source: AECgroup; Australian Bureau of Statistics (ABS) 3218.0 (2007); Dept. of Education, Employment and Workplace Relations Small Area Labour Market Report; (2008); VIC Dept. of Sustainability and Environment, 'Victorian Property Sales Report'; Notes: (a) Represents median 2 bedroom house rental price in Mildura Rural City Council.

Mildura Region Gross Regional Product (GRP) % Contribution, 2007-2008



Source: AECgroup GRP Model (2008); Australian Bureau of Statistics Census (2006); Australian Bureau of Statistics 5220.0 (2008); Australian Bureau of Statistics 6291.0 (2008)
 Notes: "Other" includes Accommodation, Cafes and Restaurants; Personal and Other Services; Communications; and Cultural and Recreational Services. Tourism is not identified as an industry as prescribed within Australia's national accounts. It is identified as a satellite account which then links to the national accounts. Tourism in the Mildura region generates \$210 million expenditure per year. Within this context Tourism would rate third behind Agriculture and Manufacturing in the above table.

Employment in Mildura Region (Estimated) 2008

Industry	Employment (2008 est.)	% of Total
Agriculture, Forestry and Fishing	3,778	14.7%
Mining	133	0.5%
Manufacturing	2,750	10.7%
Electricity, Gas and Water Supply	304	1.2%
Construction	1,706	6.6%
Wholesale Trade	1,433	5.6%
Retail Trade	4,133	16.0%
Accommodation, Cafes and Restaurants	1,318	5.1%
Transport and Storage	1,072	4.2%
Communication Services	175	0.7%
Finance and Insurance	533	2.1%
Property and Business Services	1,768	6.9%
Government Administration and Defence	1,013	3.9%
Education	2,050	8.0%
Health and Community Services	2,485	9.6%
Cultural and Recreational Services	350	1.4%
Personal and Other Services	755	2.9%
Total	25,756	100.0%

Source: AECgroup; Australian Bureau of Statistics Census (2006); Australian Bureau of Statistics 6291.0 (2008)
 Note: 2008 estimates calculated by using State employment by industry growth from the Australian Labour Force Survey.

Top 10 Things You Must Know About the Mildura Region

- 1 The Mildura region economy generates \$2.788 billion in Gross Regional Product (GRP) per annum and is diversified across agriculture/horticulture, advanced manufacturing, logistics and services.
- 2 Solar Systems is building the largest solar photovoltaic power station in the world (154 megawatt) in the Mildura region worth \$420 million.
- 3 The Murray Darling and Swan Hill region produces 15% of Australia's red wine grape crush and 25% of Australia's white wine grape crush.
- 4 The Mildura region offers excellent education and training and research and development facilities.
- 5 The region produces a significant amount of Australia's fruit, vegetables and nuts, including 98% of all dried fruit, 74% of table grapes and 24% of all citrus.
- 6 Mildura Airport is the largest and busiest regional airport in Victoria catering for 188,708 passengers per year and offering 70 flights per week.
- 7 A high quality of life and a low cost of living makes the Mildura region an attractive location to recruit and retain employees.
- 8 Suitable land and infrastructure exists to provide for future industrial, residential and commercial development.
- 9 The Mildura region offers cost savings to businesses through low cost of living, affordable land and great infrastructure.
- 10 Over 300 festivals and events are held within the Mildura region each year.

Agriculture and Horticulture

Crop	Production (tonnes) ^(a)	% of Australian Production
WINE GRAPES - Murray Darling and Swan Hill		
Red	118,070	12.0%
White	168,477	19.8%
Total Wine Grapes	286,547	15.6%
WINE CRUSH - Murray Darling and Swan Hill		
Red	144,504	15.1%
White	220,707	25.3%
Total Wine Crush	365,211	19.9%
TABLE GRAPES - NW Vic, Big Rivers NSW and Lower Murray SA		
Total (all varieties)	92,500	74.0%
DRIED GRAPES - Murray Darling		
Sultanas	12,535	98.0%
Currants	2,030	95.0%
Raisins	1,121	100.0%
Other	1,688	98.0%
Total Dried Grapes	17,374	98.0%
CITRUS - Murray Valley		
Navel	66,263	34.9%
Valencia	25,020	10.3%
Mandarin	11,119	8.5%
Lemon/Lime	4,150	5.0%
Grapefruit	4,531	40%
Tangelo	2,463	100%
Total Citrus	113,546	24.3%
VEGETABLES ^(b) - Mildura Rural City Council and Wentworth Shire Council		
Carrot	30,000	11.0%
Melon	15,300	7.5%
Asparagus	900	16.0%
Potato	14,000	1.0%
Lettuce	7,500	1.0%
Zucchini & Squash	1,800	8.0%
Capsicum & Chilli	1,920	3.0%
Eggplant	750	<1.0%
Pumpkin	2,500	3.0%
NUTS - Sunraysia		
Almond	16,900	65.0%
Pistachio	1,800	41.0%
Total Nuts	18,700	n/a
OLIVES - Swan Hill Region		
Olives	13,000	22.8%
Olive Oil	1,800,000 litres	-
GRAINS - Mallee Region		
Wheat	574,000	4.2%
Barley	300,000	4.2%
Oats	30,000	2.0%
Canola	3,000	0.2%
Total Grains	907,000	1.5%
LIVESTOCK (SHEEP) - Mildura Rural City Council		
Ouyen Saleyard	219,069 sheep	0.3%
Yelta Saleyard	38,500 sheep	0.01%
Total Sheep	257,569 sheep	0.3%
HONEY - Sunraysia		
Honey	600	2%
Bee Wax	7	n/a

Source: AECgroup; Australian Regional Wine Grape Crush Survey Murray Darling / Swan Hill, 2008; Australian Bureau of Statistics Cat. No. 1329 (2008); SunRise 21 (2006); Australian Table Grape Association (2008); Australian Dried Fruit Association (2008); Australian Citrus Growers Members, State/Regional Citrus Authorities, NSW Dept. of Primary Industries (2008); Murray Valley Citrus Board (2008); NSW Dept. of Primary Industries (2009); VIC Dept. of Primary Industries (2009); Australian Pioneer Pistachio Company (2008); Almond Board of Australia (2008); Boundary Bend Estate (2008); Robinvale Estate Olive Oil (2008); ABS Cat. No. 7121 (2008); ABS Cat. No. 7111 (2008); ABS Cat. No. 7501 (2009); Ouyen Saleyards (2008); Australian Honey Bee Council (2008); Industry consultation.

Notes: Regional boundaries and time frames for the collection of the data above vary greatly. Please refer to detailed explanation in the Agriculture Section of the Profile.
(a) All figures are in tonnes unless otherwise noted. (b) There are other vegetables grown in the Mildura region though the quantities are quite small so they have not been captured in this table.