

INVEST MOYNE

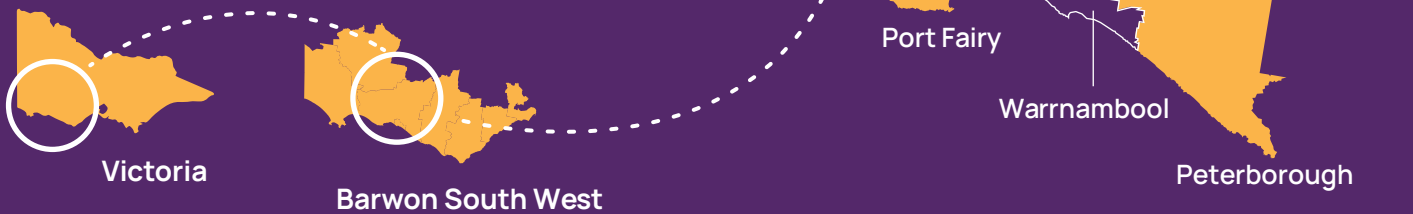


AGRIBUSINESS INVESTMENT PROSPECTUS

MOYNE SHIRE COUNCIL

Moyne Shire is located in south west Victoria and stretches from the Great Ocean Road in the south to the pastoral area of Mortlake in the north. Spanning an area of 5,478 km², Moyne consists of a large volume of farming land and numerous rural communities, which supports a high value agricultural sector.

The Shire is part of the Barwon South-West Region and Great South Coast Regional Partnership, driven by primary industries and food and fibre, including the production of dairy, beef, sheep and grains.



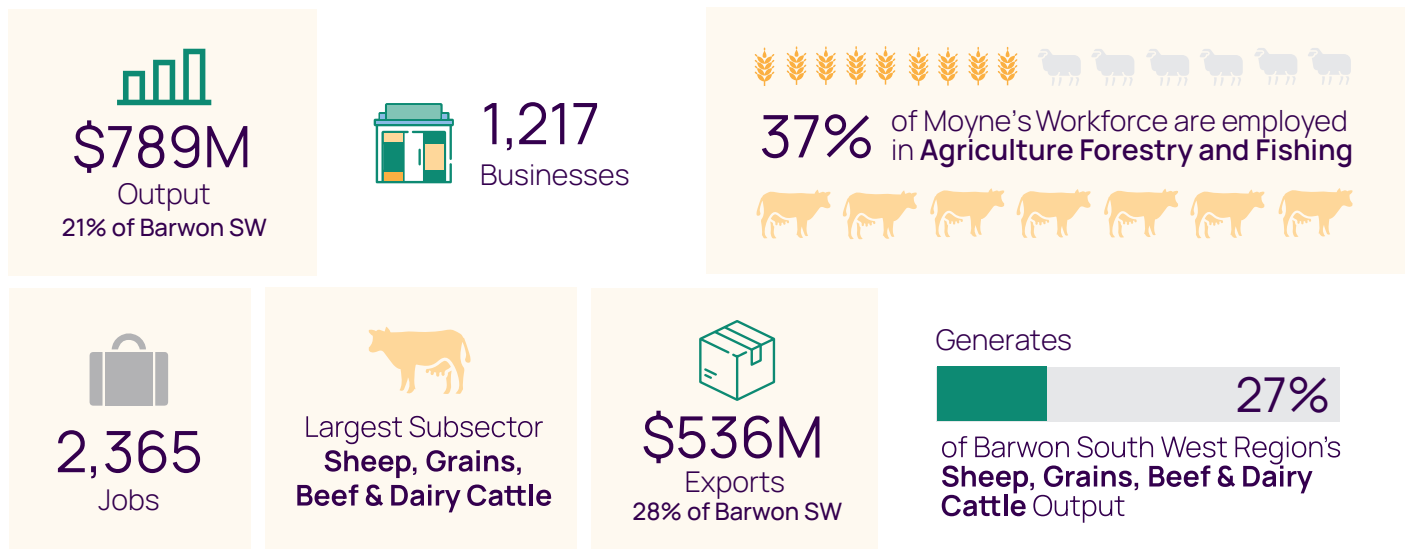
An Agricultural Economy

Moyne Shire is located in one of Australia's most significant agricultural regions - Barwon South West - which produces a quarter of the nation's milk, a third of Victoria's red meat and a third of its fresh fish.

Agriculture drives the economy, generating more than \$789 million in agricultural products in 2022. Moyne's strengths in agriculture includes dairy farming, aquaculture, and beef, as well as the emerging horticulture industry.

There is growing national and global demand for high quality food and fibre products produced in safe and 'clean' environment, which provides opportunities for investment in Moyne to expand agricultural output and meet consumer demand.

Agriculture Snapshot



Source: ABS 2016 Census (Scaled), ABS 2018 / 2019 National Input Output Tables, and ABS June 2021 Gross State Product via REMPLAN

Find the latest Moyne economy, jobs and business insights at:

<https://app.remplan.com.au/moyne/economy/summary>

Why Invest in Moyne Shire?

Productive and Viable Farming Land

The region consists of high-quality volcanic soils which, when combined with reliable rainfall and a temperate climate, makes the farming land suitable for most agricultural uses and can support a range of investment opportunities for agribusiness.

This enables a vibrant food and fibre sector, including dairy, beef, grains, wool and aquaculture.



656 mm
High Avg Rainfall



23°C
Avg Max Summer Temp



13°C
Avg Max Winter Temp



Healthy Volcanic Soils

Large Volume of Farming Land

Over 95% of land in the Shire is rural farming land used for primary production, particularly dairy and beef cattle grazing. This is conducive to business investment for agribusiness and farming, ranging from broadacre agriculture to high-intensive horticultural uses.



95%
of land in Moyne is used for **Primary Production**

Workforce Access

Moyne Shire has access to a large regional workforce and a number of competitive advantages that can attract labour.

22,250

Regional Workforce Size
(Moyne & Warrnambool)



Rural Lifestyle Attributes & Natural Amenity

Access to Affordable Housing



Moyne Shire
Median House Price 2021

\$550,200

Regional Victoria
Median House Price 2021

\$565,000

Proximity & Transport Links to Population Centres

- Warrnambool
- Geelong
- Melbourne



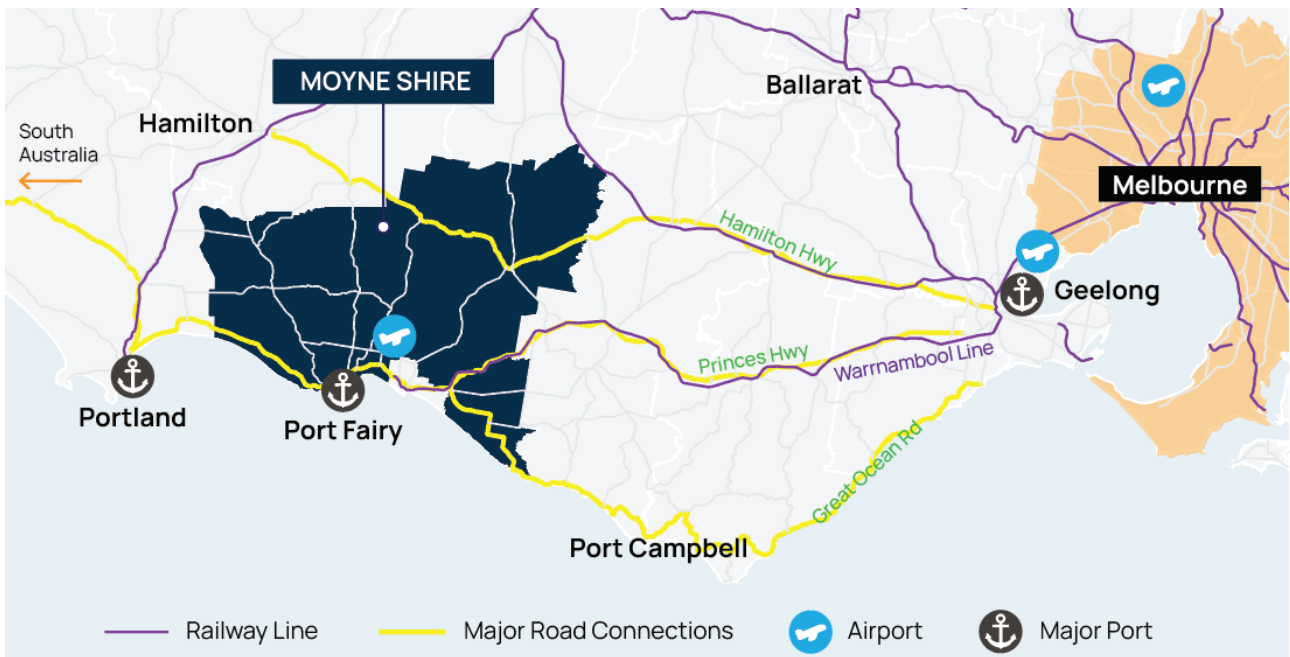
Why Invest in Moyne?

Established transport corridors

Moyne has numerous major road, rail and air infrastructure that connects businesses to the domestic and global economy. Located approximately 3 hrs south-west of Melbourne and Geelong, Moyne Shire has access to both local and overseas export markets.

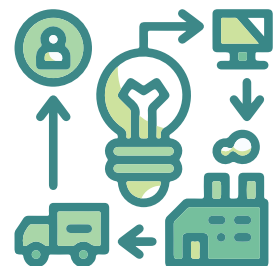
Key infrastructure assets available include:

- **Road Connections:** Princes Highway, Hamilton Highway and Hopkins Highway connecting to Melbourne, New South Wales and South Australia provides excellent freight movement capability.
- **Rail Transport:** Recently upgraded Warrnambool Line supports reliable rail freight to the Port of Melbourne.
- **Airport Access:** via Warrnambool Airport and further to Avalon and Tullamarine Airport.
- **Port Access:** Less than 1 hour from the Port of Portland and 2.5 hours from the Port of Geelong.



Value-Adding Opportunities

The Shire has a well-established food processing industry, including dairy and meat production, which provides significant value-add to the agricultural sector. This food processing industry supports 874 employees, \$574M in regional exports and \$678M output and, as such, has the potential to increase the revenue-generating capabilities of agribusinesses.





Why Invest in Moyne?

Strong Support from Agribusiness Networks

Including Food and Fibre Great South Coast, as well as WestVic Dairy, there is a strong network of industry representatives to support existing and new agribusinesses.

This network provides industry awareness for agricultural production that can support business operations.



Water Access (our competitive advantage)

The Great South Coast enjoys better access to water than most other farming regions in Australia. The region contains a range of water sources, supplemented by high levels of rainfall, which supports irrigation for a range of uses, including high-intensity agricultural and timber production. Water sources includes groundwater systems, aquifers and water catchments, which be accessed for agribusiness purposes to support productive output.

Investment Opportunities



Traditional 'Broadacre' Agriculture

The Shire's strengths in agriculture lie in 'traditional' broadacre farming, including dairy, sheep, beef and grains production. This is a key driver of economic output, employment and utilises the majority of farming land.

The existing transport, supporting infrastructure and supply chain network caters to the production of broadacre agricultural output. Therefore, business investment in traditional agriculture will succeed by leveraging existing industry support and infrastructure, which could create efficiencies in operation and increase the value of production.

In addition, producers could benefit from value-adding opportunities through downstream processing of raw materials, including through food manufacturers such as Bega and Saputo.



Agriculture, Forestry & Fishing Support Services

Moyne is a part of the Great South Coast region, is a renowned farming region, producing high quality dairy, wool, beef, prime lamb, crops and grain. With rising global food demand, agricultural production requirements are expected to greatly increase in the future.

There are opportunities for investors, as well as research and development institutions, to partner with livestock farmers and allied industries and bring new tools, technologies, best practice management, and other support services to improve the sustainability and overall competitiveness of existing farms. This will be crucial to ensure expansion and intensification of Moyne's agricultural industry is done in an environmentally and financially sustainable manner.

Common support services for farms include Animal genetics and reproduction technology, Irrigation and irrigation management, Fertiliser and pesticide suppliers, Livestock feed suppliers, Transport and logistics, Fencing and landscaping, Rural machinery and merchandise equipment hire and operations.



Horticulture

Horticulture is a significant industry in Australia, which exceeds \$15 billion and employs over 60,000 people nationally. The high-intensity nature of horticulture provides more significant job opportunities, compared to broadacre agriculture, while it has a high water use efficiency (accounts for only 17% of total irrigation but produce more than 40% of Australia's irrigated production), providing substantial economic output benefits.

There is an opportunity for horticultural investment in Moyne, given the access to water supply, high levels of rainfall, fertile soils, low land-use intensity and proximity to transport networks to facilitate distribution to major urban centres. In addition, investors and producers in Moyne will benefit by accessing more affordable land prices compared to other horticulture precincts closer to Melbourne.

The east and south of the Shire, including locations proximate to Mortlake, Koroit, Allansford and Port Fairy, are ideal locations for horticulture production, due to existing water access, transport infrastructure, supply chains, as well as proximity to nearby population centres (for worker attraction). In addition, increasing rainfall in the south would make this area more suitable for horticulture.



Intensive Agriculture

There are opportunities for agribusiness investment in diverse, intensive farming-based operations, including feedlots, piggeries and poultry farms. This can be facilitated in Moyne through existing land uses (including vacant or underutilised farming land) and leverage existing agricultural capacity. In addition, the large tracts of rural land in the Shire would be suitable for specific farming operations that require large buffer zones.

As such, high-intensive farms would be suitable in most locations in the Shire.

Investment Opportunities

Alternative Food Products & Value-add Processing

Consumer preferences continue to evolve worldwide towards healthier and natural foods that aligns with changing dietary requirements and is more environmentally friendly.

Opportunities for niche and specialised agricultural production include:



Organic Produce

There has been a significant increase in demand for organics, including meat, fruit and vegetables. Organic farming in Australia is currently valued at \$2.2 billion and the market size has grown by an average of 6.1% p.a. between 2017 and 2022.

This provides an opportunity for businesses and investors to capitalise on this growth by expanding the existing organic industry and developing a new specialisation in the Shire.



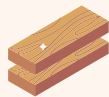
Plant-based Proteins

Trends in the rise of plant-based (i.e. non-meat) consumption provide opportunity for diversification of the agribusiness sector in Moyne, with recent data indicating a 46% increase in demand from June 2019 to June 2020. Plant-based food is now the fastest growing food category in Australia, with the industry projected to be valued at \$6 billion by 2030 and directly support over 6,000 jobs. Moyne has the agricultural capacity to support investment and production in plant-based proteins and increase to value of the sector.



Medicinal Cannabis

Medicinal cannabis also presents a significant opportunity for Moyne Shire, with the Victorian Government setting an ambitious target to supply half of Australia's market for medicinal cannabis. Investment in this industry could generate substantial flow-on economic benefits such as job creation along the industry's supply chain (estimated at 500 new jobs), as well as developing a new export industry to meet global demand. Medicinal cannabis would be well-suited to areas in the Shire that could facilitate horticultural production.



Commercial Timber

Forestry and Logging contributes substantially to the Moyne economy, with around 21,700 hectares of land used for commercial timber production, which contributes to \$14 million of the Shire's regional exports. Commercial timber is considered a high-value and stable asset, with national timber shortages and growing demand (through increasing residential development) likely to make this sector more lucrative over the long-term.

Other investment opportunities include farm forestry, which requires integration of productive trees into existing farming land. This is designed to increase the value of farms by creating additional revenue sources – through timber harvesting – as well as the potential to benefit from carbon capture and sales of carbon credits.



Aquaculture

This is an existing fisheries and aquaculture industry specialisation in Moyne, which could be further expanded along the coastal and estuarine areas of the Shire. The low, deep ocean frontage between Port Fairy and Portland has been identified as an ideal area for aquaculture. Access to ocean water and other estuarine habitats provides an advantage for the municipality to attract aquaculture investment, which is a high-value and high-intensity sector.

Global supply chain disruptions (due to COVID-19) have also diminished the national supply seafood, as over 70% of seafood consumed in Australia is imported. This has increased the need to expand domestic production to meet demand, which provides further opportunities to invest in aquaculture facilities to produce a variety of seafood types.



INVEST MOYNE

Join our online agribusiness communities now at [facebook.com/greatsouthcoastvictoria](https://www.facebook.com/greatsouthcoastvictoria)

If you'd like to find out more about Moyne investment opportunities or discuss your business plans with one of our experts, we'd love to hear from you.

Contact our **Economic Development & Tourism Team** on **(03) 5568 0575** or at ecodev@moyne.vic.gov.au

For additional insights regarding the region's economy, investment opportunities and support services, visit: <https://www.moyne.vic.gov.au/Our-Services/Business->



Explore Other Investment Opportunities

Moyne Shire has many exciting and dynamic industries ready for growth and investment.

Investment prospectuses are available for **Renewables & Resources**, **Manufacturing** and **Tourism** on Councils Website, or you can request a copy on 1300 656 564.

