



ALPINE
VALLEYS
AGRIFOOD

growing at a higher level



Rural City of Wangaratta & Alpine Shire

Agrifood Prospectus



Our Mayors understand agribusiness



Cr Anthony Griffiths
Mayor
Rural City of Wangaratta

Our municipality prides itself on achieving a balance between agriculture, the environment and urban living. Here each of these aspects are interdependent as our city residents provide a stable workforce for agricultural enterprises but cherish the fact they can enjoy the natural beauty that we have preserved in the region during leisure time.

With a family history in the agricultural sector I know how important that planning balance is to business confidence. Our council welcomes agricultural investment in the Alpine Valleys and will do all we can to help you plan for a long and successful future here.



Cr Nino Mautone
Mayor
Alpine Shire

Having been a tobacco grower who has transitioned into other crops, I understand the horticultural capabilities in these valleys. However, the potential of our soils is minor compared to the potential of our people.

Our growers have faced the challenges of a changing market place with a 'can do' attitude. Adaptable and resilient, this talented horticultural community never says 'no' to mastering a new crop, be it green tea, capsicums or new emerging grape varieties. We welcome you to our shire and challenge you to find something we cannot grow at a higher level!



Disclaimer

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Introducing Alpine Valleys agrifood

About the Alpine Valleys Agrifood Group

Alpine Valleys Agrifood is a collective of agrifood growers, processors, marketers and associated service providers located within the fertile valleys of the Ovens and King Rivers.

Facilitated by The Rural City of Wangaratta and Alpine Shire, the group's aims are:

- To profile the proficiency and professionalism of the region's agrifood operators.
- To highlight the many advantages that the region has to offer other agrifood businesses.
- To encourage agrifood investment in the region.
- To preserve our culture of excellence in agrifood production.

Growing at a higher level

It is not just the **altitude** that makes the produce from this region superior, it is also our **aptitude**.

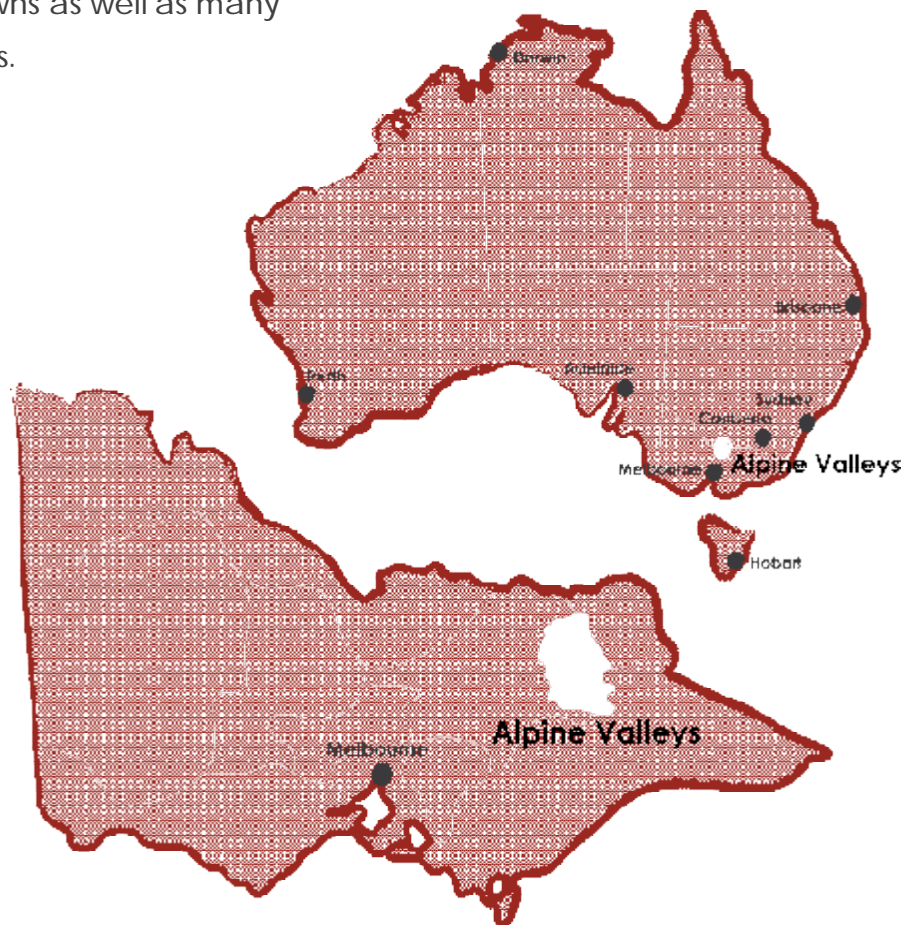
The combination of alpine microclimates and generations of agricultural know-how are what distinguishes this region as an agrifood centre of excellence. Growers here aim high and maintain great pride in the fact that they carry generations of knowledge in intensive horticulture and livestock industries. When high rainfall and an abundance of excess water is factored into the equation it makes the Alpine Valleys one of Australia's safest bets for agrifood investment.

Whether you are looking to relocate your business here or source product from the region, this prospectus will outline all the benefits to you of '*growing at a higher level*'.

Our location

Located in North Eastern Victoria, the Alpine Valleys region consists of the fertile farm lands fringing the Ovens and King River valleys.

The region spans 2 local government areas and hosts over 20 towns as well as many distinct microclimates.



10 good reasons to do business in the Alpine Valleys



Growing at a higher level is not just about the altitude,
. . . . there is a sound business case.



10 good reasons to do business in The Alpine Valleys

1. Production capacity
2. Reliable, secure, clean, accessible, low-cost water
3. Microclimates that provide diversity and mitigate risk
4. Accessibility to key markets
5. Established agricultural expertise within a co operational framework
6. Strong network of agrifood service providers
7. Exceptional livability
8. Skilled and reliable workforce
9. Cost-efficient, flexible freight and logistics services
10. Business friendly community and local government

Fact

Approximately 5,000 hectares of land is suited to high-value intensive production

1. Production capacity

The region is one of the most valuable and versatile agricultural growing areas of Australia with reliable rainfall, fertile soil and pristine air. It could be argued that it is one of agrifood's best kept secrets.

At a time when other prominent production regions are being constrained by urban sprawl, negative climate impacts and water reliability,

the Alpine Valleys area has excess capacity, partly due to the restructure of the tobacco industry, but also due to the Lower Ovens Aquifer water resources. In many instances the irrigation infrastructure is already in place – a legacy of the tobacco and hops industries.



Fact

20,000 mg of water remains available in the region.

2. Reliable, clean, secure, accessible low cost water

The region has a reliable source of quality, low cost water. This water can be purchased for use within the region, is secure and readily accessible.

The Ovens and King Rivers' irrigation system was rated by Goulburn Murray Water as providing 99% reliability. This statistic has been proven over a long

time frame, even through one of the most unforgiving droughts in Victoria's history. The recent investigation of additional subterranean water resources is not confirmed but indicators are extremely positive, making some areas in the Alpine Valleys potentially even more attractive for permanent horticulture.



Fact

A new network of weather stations have recently been installed across the region which will provide extremely accurate monitoring of weather data.

3. Microclimates that provide diversity and mitigate risk

The region is home to numerous, diverse microclimates. Often an individual property will enjoy a range of climate zones that enables the farmer to extend the cropping season across that one farm alone. Microclimate variation across the Alpine Valleys means that the region can produce a diversity of crops and mitigate risk from weather events.

These microclimates have proven to be ideal for crops with specific temperature requirements such as green tea, blueberries and particular wine varieties. In the context of global warming, the region offers reliability for production of cool climate crops.



4. Accessibility to key markets

Being located close to the Hume Freeway, the Alpine Valleys region has overnight access into the two biggest domestic markets in Australia, Sydney and Melbourne. The region enjoys efficient transport links into freight hubs for export crops.

As a major tourist cruising route, The Great Alpine Road and other key roads, draws strong cellar door and farm gate sales traffic into the region. Servicing that tourist market creates some demand for back loading.



5. Established agricultural expertise within a cooperative framework

The area's history as Australia's predominant tobacco and hops production region has produced enviable horticultural know-how that has been handed down through generations of growers. A tradition of producing row crops and temperate tree crops ensures both the horticultural capability and much of the irrigation infrastructure are in place.

Ex-tobacco growers have a culture of working collaboratively in a cooperative framework as a legacy of the tobacco industry. The TAFCO cooperative is a unique regional resource with a membership of over 500 growers.

Growing at a higher level is a way of life

in the Alpine Valleys. Because tobacco was so difficult to grow well, these producers have the skill to turn their hands to any challenging crop.

Considerable expertise in livestock industries also resides in the Alpine Valleys. Dairying holds much potential for a revival here in the face of water issues in Victoria's irrigated dairy districts. The Alpine Valleys region is within easy reach of milk processors at Murray Goulburn and Cobram facilities which are seeking additional volumes to supply an anticipated rebound in global dairy demand.

6. Strong network of agrifood service providers

The Rural City of Wangaratta together with the 20 or so town centres in the region are well established with service providers required by agrifood operations. Agronomy, hydrology, animal husbandry - virtually any service can be sourced in the area including input supplies. These include:

Plant and equipment

Dairy specialists

Chemical and fertiliser suppliers

Stock and station agent services

Finance and banking

Repairs and maintenance

Laboratory and diagnostic services

Contract labour and employment services

Established co op structures in place which could provide coordination/aggregation of product.

Broadband communications infrastructures/access.



7. Exceptional liveability

The region is one of the most livable in the world, by virtue of:

A delightful climate with contrasting seasons providing a changing array of 'picture perfect' scenery.

Affordable housing

Highly livable towns with inclusive communities.

Excellent education options

Access to high-level professional and

health services

Proximity to a wide range of gourmet food and wine outlets.

Road/rail and air access to capital cities.

Tourism infrastructure providing a range of entertainment and outdoor activities including the renowned Murray to Mountains rail trail and Alpine ski fields.



8. Skilled and reliable workforce

One of the additional benefits of the region is the ability to attract and retain skilled and motivated staff.

The region has a strong track record in terms of labour availability. Its appeal as a tourism destination means that it is easier to attract seasonal labour such as backpackers and travelling retirees.

The Alpine Valleys region is well serviced by the TAFE system which works closely with industry to develop the skills most required by agrifood businesses.



9. Cost efficient, flexible freight and logistics services

The Alpine Valleys region is extremely well serviced for transport and logistics. There are a number of local specialised, interstate trucking companies with daily services to all key markets for chilled, frozen and ambient products.

The region is within an hour of Woolworth's distribution centre at

Barnawartha which provides access to a major supermarket supply chain.

An intermodal rail facility at Ettamogah is also accessible. A new freight consolidation centre planned for Springhurst.



10. Business friendly community and local government

The various communities of the Alpine Valleys are extremely pro-agribusiness. The two local government authorities covering the Valleys are acutely aware of the contribution that agrifood has made to the region in terms of economic and lifestyle benefits. Agrifood largely underpins the economy, supporting employment and in turn a vibrant retail and hospitality sector. The Rural City of Wangaratta and Alpine

Shire have an extremely positive attitude toward supporting businesses planning to relocate here.

Planning regulations clearly recognise agrifood as a vital industry sector, indeed, many of the councilors are farmers themselves.



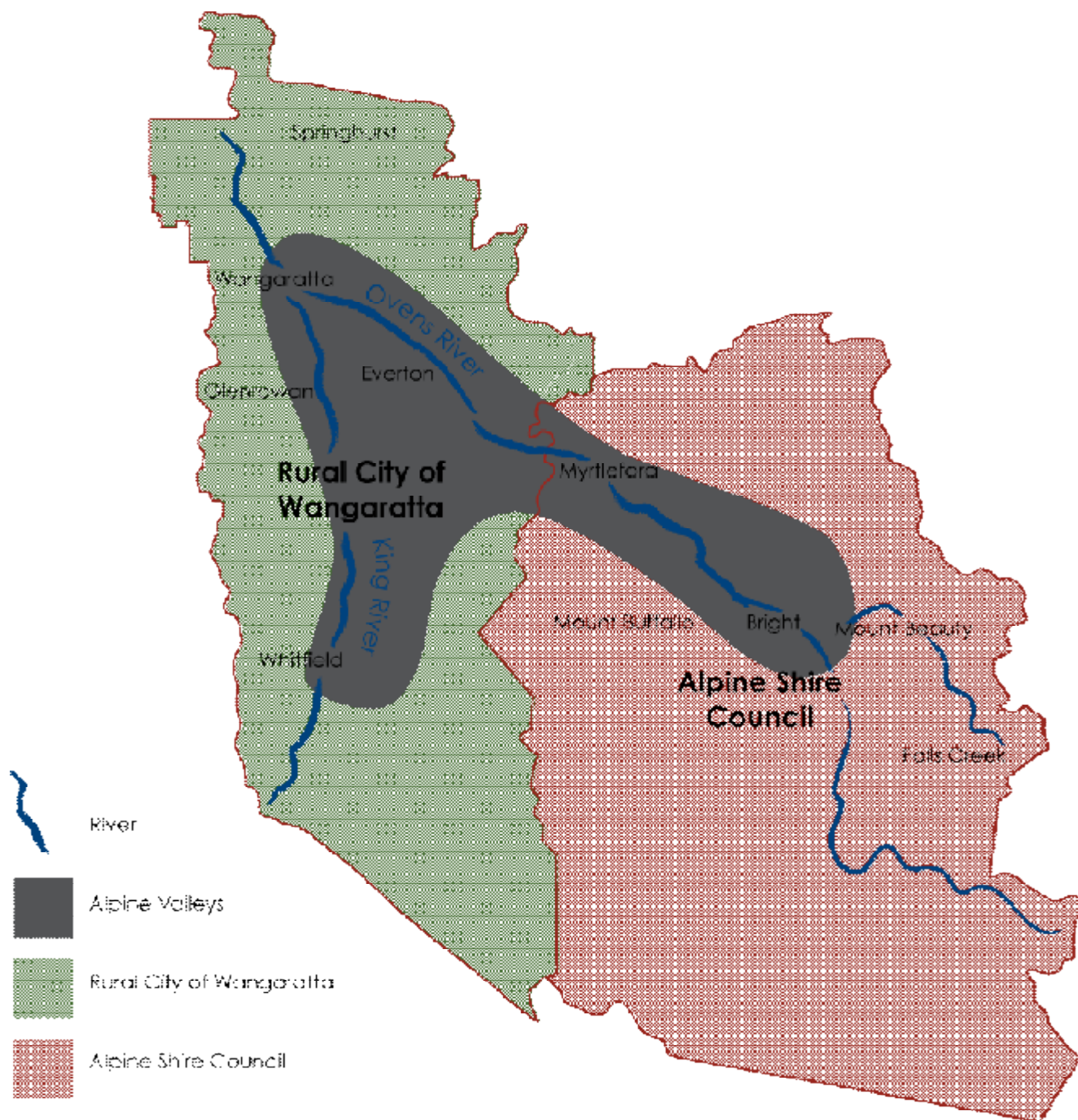
Alpine Valleys geography

About our geography

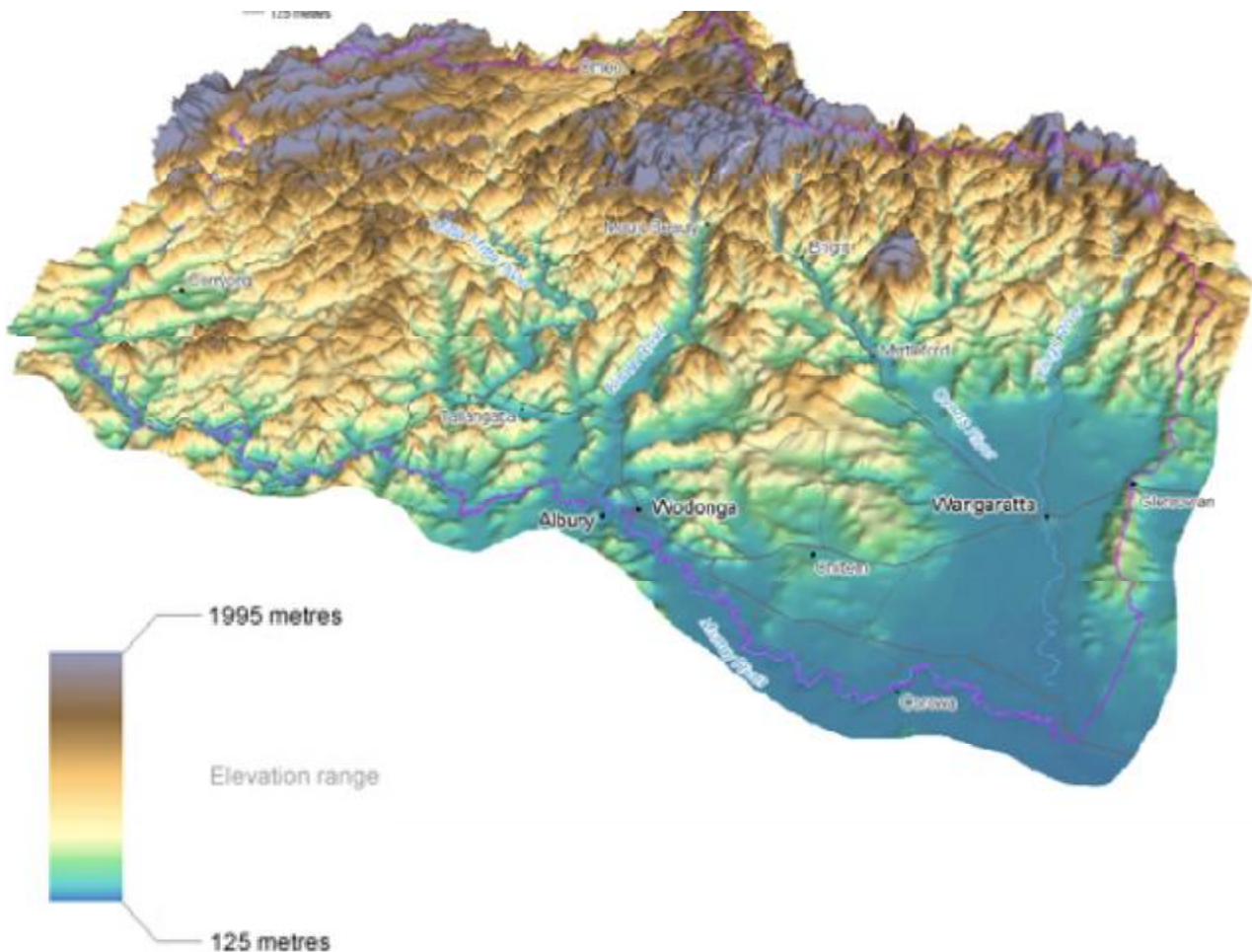
Growing at a higher level is a literal claim of superiority for this region. The Alpine Valleys is home to Australia's highest altitude wine grapes. Green Tea is grown in the region at the same altitude as Japan's famous tea growing areas

The Alpine Valleys region does not have a designated boundary. It is a notional area hugging the King and Ovens Rivers across two local government areas who have a strong working relationship and history of collaboration: Rural City of Wangaratta and Alpine Shire Council. The area is indicated on the following map.

Further detail on the geography of the region can be provided via one of our 'Data and Details' fact sheets.



Alpine Valleys Agrifood Region



Key geographic data

Area

Rural City of Wangaratta:	3,764sq km
Alpine Shire:	4,797sq km
Alpine Valleys:	1,284sq km

Location

Latitude:	146° E approx
Longitude:	36 ° S approx

Source: DPI, Victorian Resource Online

Alpine Valleys soil types

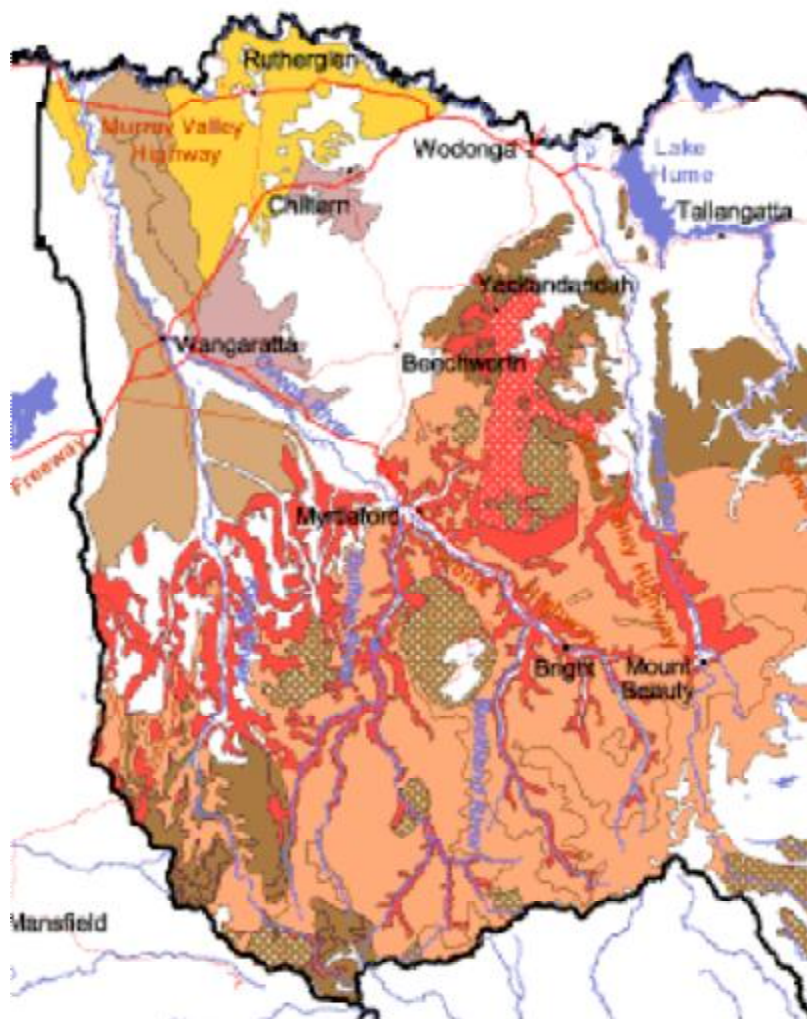
About our soil types

Much of the Alpine Valleys consists of soil composition ideally suited to agricultural use.

Red Dermosols, which are highly valued for their horticultural potential, are the most prominent soil type in the area. They are particularly prominent in elevated/terrace regions of the Alpine Valleys.

Dermosols are suited to grazing (dairy and meat) red wine, fodder crops and vegetable crops meaning land uses are potentially extremely varied.









Further detail on soil types or geomorphologic units can be provided via one of our 'Data and Details' fact sheets.



Dermosols

Soils lacking strong texture contrast - and with structured subsoils

Dermosols

-  Acidic Brown Dermosols (mountains and plateaus - granite)
-  Acidic Brown Dermosols - often stony (mountains, hills, plateaus)
-  Acidic Red Dermosols (granite hills and plateau)
-  Acidic Red Dermosols (mountains, hills, alluvial fans and terraces)
-  Acidic Red and Brown Dermosols - often stony (mountains, plateaus, valleys)
-  Brown Dermosols (mainly minor occurrences on plains)
-  Red and Brown Dermosols (plains)
-  Yellow and Brown Dermosols (mainly minor occurrences on plains)

Soil profile: Dermosols

Strong agricultural potential due to high chemical fertility and water holding capacity.

The Ovens and Kings Valleys have some of the highest concentrations of red dermosols in Victoria which can support diverse agricultural uses.

Clarifying the Organochlorine situation

Dieldrin was widely used in tobacco farms in a relatively small area of The Alpine Valleys however, it has not been used for in excess of thirty years. There are some detectable levels in some soils in the region.

Dieldrin is likely to pose a minimal residue risk to the above ground crops. FSANZ have concluded that the presence of Dieldrin and other organochlorine does not pose a public health concern.

Notwithstanding the above, as with any investment, the situation regarding a specific enterprise needs to be evaluated independently. The Department of Primary Industries chemical standards team has experts available for independent advice.

Alpine Valleys climate

Climate overview

Climate variation is a key strength of The Alpine Valleys. The region consists of a cluster of diverse microclimates, often several across a single farm. These provide diverse growing environments, extend seasonality and mitigate weather risk, all within the one region.

Examples of the significant climatic variations between microclimates within the region are as listed on following page.

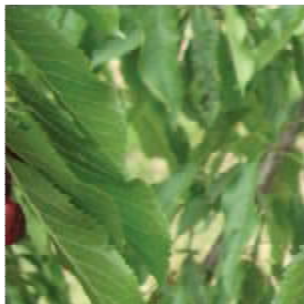


Examples of climatic variation

	Average rainfall (mm)	Average frost days	Average max temp (Jan)	Average min temp (July)	Elevation (m)
Ovens Valley					
Harrietville	1,369	31	26.8	1.5	500
Bright	1,063	24	29.3	2.3	315
Myrtleford	887	19	30.3	2.7	210
King Valley					
Cheshunt Sth	1,188	17	28.4	2.7	325
Moyhu	698	18	30.4	2.8	170
Wangaratta	550				

Climate limitations

Frosts will restrict the growing of some crops in this area but favour those requiring a winter chill factor.



Whorouly

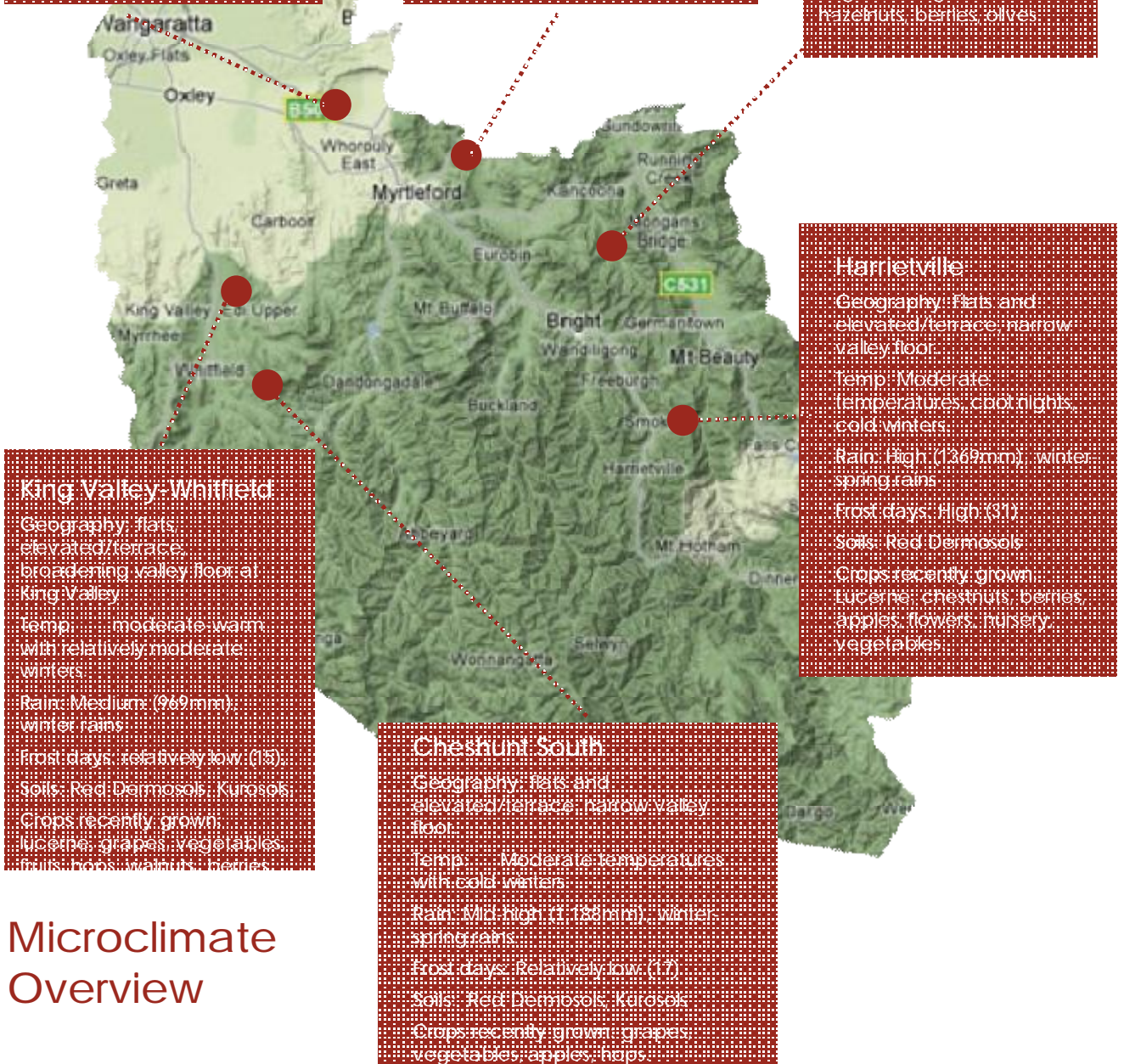
Geography: flats, elevated/terrace, broad valley floor
 Temp: warm hot summers, moderate winters
 Rain: Relatively low (749mm)
 Frost days: Relatively low (18)
 Soils: Brown Chromosols, Vertosols, Kandosols
 Crops recently grown: wheat, corn, grapes, vegetables, lucerne, berries, walnuts, KWAIFU, cherries, persimmons, olives, flowers, nursery

Myrtleford

Geography: flats, elevated/terrace
 Temp: warm hot summers, moderate winters
 Rain: medium (877mm), winter rains
 Frost days: relatively low (19)
 Soils: Brown Chromosols
 Crops recently grown: vegetables, lucerne, chestnuts, lavender, apples, berries, walnuts, cherries, plum, persimmon, flowers, nursery, glasshouse tomatoes/capsicum

Bright

Geography: flats and elevated/terrace
 Temp: Moderate temperatures, cool winters
 Rain: medium-high (1063mm), winter/spring rains
 Frost days: moderate (24)
 Soils: Red Dermosols
 Crops recently grown: chestnuts, apples, grapes, vegetables, green tea, hazelnuts, berries, olives



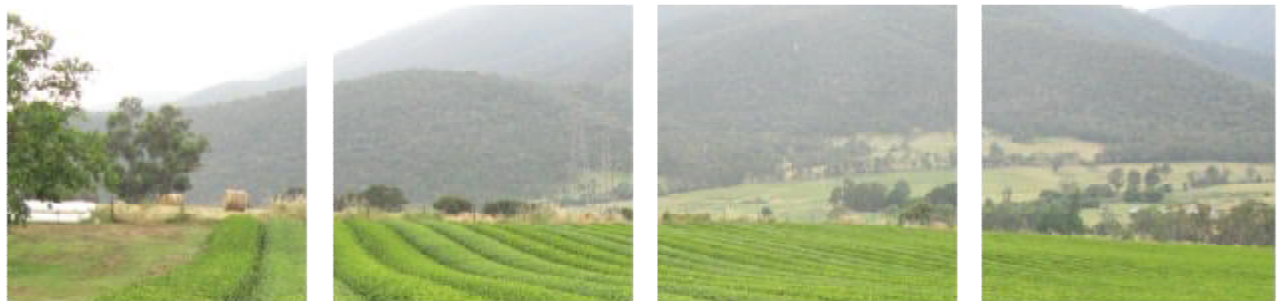
Microclimate Overview

Agriculture of the Alpine Valleys

The agriculture of the region

The Alpine Valley region supports a rich and diverse agrifood sector.

The water availability and its network of microclimates appeals to a diverse range of horticulture/agriculture enterprises including growers of green tea, berries, stone fruits, wine grapes, grain and livestock enterprises.



Indicative list of crops & livestock either currently or previously produced in the region

CROPS				LIVESTOCK
Almonds	Capsicum/chili	Morellos	Raspberries	Beef
Apples	Cauliflower	Nectarines	Rhubarb	Feedlots
Apricots	Cherries	Olives	Silverbeet	Lamb
Asparagus	Chestnuts	Oranges	Strawberries	Goats
Blackberries	Eggplant	Passionfruit	Tomatoes	Dairy
Blueberries	Figs	Peaches	Walnuts	
Bok Choy	Hazelnut	Pears	Wine grapes	
Boysenberries	Hops	Persimmons		
Broccoli	Kiwi Fruit	Plums		
Cabbage	Lemons/limes	Potatoes		
	Lettuce'	Quinces		



Agricultural capability & competency

The legacy of the tobacco industry in the region is a group of highly skilled, disciplined farmers with the ingenuity, adaptability and perseverance to grow things well. This level of growing knowledge has been passed down through generations and cannot be bought in any market. It is instinctive and intuitive.

The other advantage of the tobacco legacy is a group of growers who are used to working in a disciplined cooperative model. Collectively these growers can provide significant economies of scale.



Row crop expertise

Tobacco was an extremely difficult crop to grow well requiring meticulous attention to detail. The discipline of tobacco production means the Alpine Valleys growers have unique expertise in row cropping.

Following the cessation of the tobacco industry, this expertise has been successfully leveraged into the production of crops such as green tea, capsicum, berries and vegetable seeds.



A heritage of growing at a higher level

The horticultural skills of growers in the Alpine Valleys is a legacy of the wave of Italian migrants who arrived post WW1 & WW2. These new Australians brought with them a passion for farming and generations of innate growing knowledge.

These early pioneers and their descendants continue to make a strong contribution to the Alpine Valleys Agrifood industry as well as adding to the flavour of life in the region. (The Dolce Vita festival in the King Valley is the ultimate expression of this.)

The legacy from those early Italian growers which is still evident to day is:

- A culture of collaboration and co-

operation within a cooperative framework.

- A natural affinity with agriculture and making plants grow.
- Highly adaptive and inventive production solutions.
- A strong work ethic.
- A keenness to try new crops and persevere until they are perfected.
- Infrastructure and expertise for seed raising and propagation.
- A passion for food, wine and *la dolce vita* (the good life).

Seed raising expertise

Historically tobacco farmers produced their own seedlings so are adept at seed germination and propagation. This expertise is useful for maximising productions and the protection of intellectual property or for retaining secret know how.

Many former tobacco farms still retain plastic igloos suitable for seed raising or propagation.



The dairy industry

Beset by challenges in other areas of Northern Victoria, the dairy industry is well poised for growth in the Alpine Valleys when global demand rebounds as experts forecast.

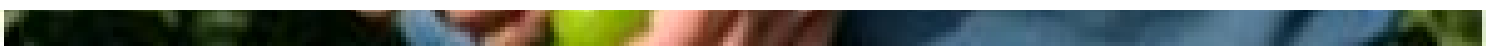
Access to reliable water is a key advantage for establishing further dairying operations here however another benefit is that much dairying knowledge resides in The Valleys in the form of a stable and reliable workforce as well as professional support services.



Water



Abundant water is the great untapped asset of the Alpine Valleys. While water in other regions continues to become more scarce and expensive, in the Alpine Valleys there is much potential.



Alpine Valleys water credentials

The regulated section of the Upper Ovens has an annual flow of around 590GL per year, with the flow of the total King and Ovens systems in excess of 1,000GL.

Historically, within the regulated area of the Alpine Valley, growers have retained 100% of their water entitlements in almost all years, even in drought conditions.

Goulburn-Murray Water reports that even in the unregulated river system, water is 95% reliable.

Lake Buffalo holds 23GL and Lake William Hovell holds 13.5GL. Goulburn-Murray Water estimates that there is 20,000ML of unused water available for

In the Alpine Valleys water costs are substantially lower than cost of temporary water in other river systems.

If demand for water for agricultural use in this area increased by one third, requirements could still be satisfied in 99% of years in the Ovens River and 97% in the King River.

Water can be traded along the river in the regulated system and downstream, only in the unregulated sections.

On-farm storage dams can be built to accommodate pumping of winter surplus, subject to planning requirements.

Water sources

The Alpine Valleys region is fed by two main river systems, the King and the Ovens Rivers. The river system is regulated by two dams, Lake William Hovell which regulates flows into the King River and Lake Buffalo which regulates the Ovens system.

The King River is regulated downstream of the Lake William Hovell and the Ovens River confluence of the Buffalo and Ovens, downstream of Lake Buffalo. Entitlements in the unregulated part of the system are controlled. Water can only be extracted in the Upper Ovens when the river flows exceed specified environmental trigger flow levels.

Geological studies recently completed by GHD on behalf of Goulburn-Murray Water and DSE indicate a high level of connectivity between surface and underground water in the Upper Ovens.

Consequently, the authority is developing

management plans that will effectively treat the surface and underground water as one source. Effectively, this will mean that extracting from underground sources will be restricted when the designated part of the river falls below the specified trigger points. This means that in such scenarios, underground water entitlements in the Upper Ovens will not be available whilst the river is below the trigger point. History has shown that this will only occur once in every 10 years and then only in the summer months. This situation would be manageable for annual crops but problematic for permanent crops on properties without winter water storage facilities.

Producers can guarantee water year round by building storage which is encouraged, subject to planning approval.

	Ovens catchment	King catchment
Regulated customers	235 (14,689 ML)	156 (10,729 ML)
Unregulated customers	390 (13,652 ML)	97 (3,458 ML)
% Split enterprise type	Horticulture 45% Grazing 40% Viticulture 10% Dairy 5%	Viticulture 35% Grazing 30% Horticulture 20% Dairy 10%
Regulated losses	32,850 ML	13,870 ML
Storage capacity	23,340 ML	13,500 ML

Water use: Ovens and Kings catchments

Average annual flow from Murray to
Ovens/King catchment basin is 1,023,000
ML

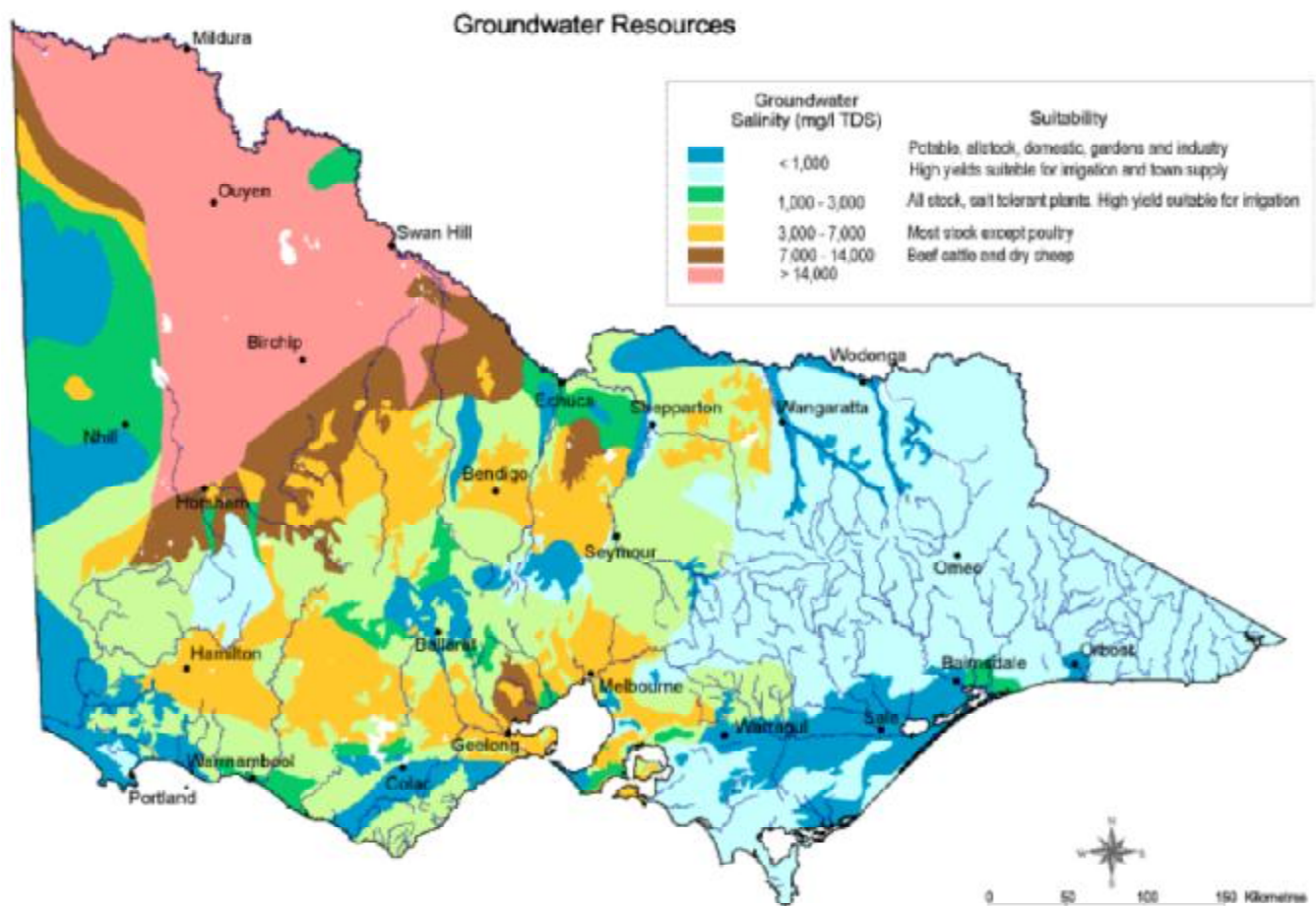


Water map

Water cost

Water costs are around \$55 per ML compared with \$200-\$350 for temporary water in Goulburn Valley and Sunraysia.





Groundwater resources

The Alpine Valleys have some of the highest quality groundwater in Victoria.

Environment, land use & planning

Planning zones

The Alpine Valleys has a number of different planning zones and overlay controls:

Low Density Residential Zone:	Low density living
Township Zone:	Spaces across residential/commercial development
Industrial Zone:	Manufacturing, strong, distribution.
Rural Zone:	Animal husbandry, crop raising.
Environmental Rural Zone:	Specific environmental outcome as top priority for the land.
Rural Living Zone:	Residential living in a rural environment.
Public Use Zone:	Public services and utilities.

Power, gas & other services

- Reticulated water available in most towns.
- Reticulated sewerage in Wangaratta, Mount Beauty, Tawonga South, Porepunkah.
- Widespread mobile and broadband internet coverage.
- Three phase power.
- Natural gas available in Wangaratta.

Environment and land planning

The Alpine Valleys is host to a large number of environmentally sensitive wetland areas. The Municipal Planning Framework for Wetland Management in the North East CMA region sets out land planning policies and controls to protect these important environments. These aim to:

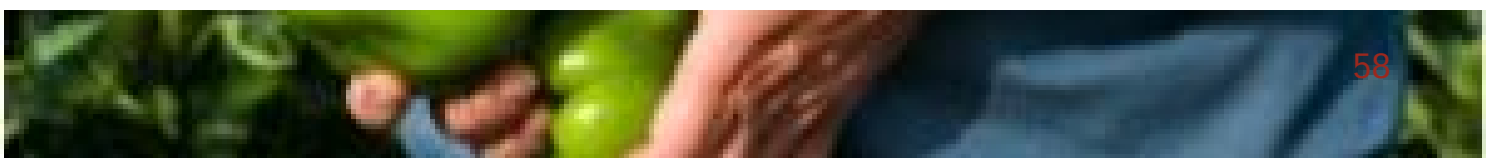
1. Minimise environmental impacts as a result of human activities in rural farming/living zones, e.g. noise, dust, odour, chemicals
2. Ensure environmentally sensitive areas are not threatened by subdivision.
3. Adopt best practice environmental and risk management approaches.
4. Manage land use planning and prevent incompatible zoning mixes.
5. Support health of ecological systems.



Alpine Valleys liveability & lifestyle



The region hosts some of Victoria's favourite tourist destinations, making it a great place to live.



Liveability & lifestyle

No matter the season, or your level of energy, there are plenty of leisure options – cultural and sporting.

For the outdoor types, bike riding on the famous Murray to Mountains rail trail, sightseeing, bushwalking, fishing or skiing all have appeal.

For those who enjoy more indulgent pastimes, there are weekend farmers markets, cultural festivals, antique stores,

gourmet food producers, over 50 cellar doors and some of Victoria's finest regional restaurants to visit.

There is much in the Alpine Valleys to appeal to professional staff seeking out the ideal 'tree change'. Local businesses boast high retention of their skilled workforce due to the fact that staff enjoy the quality of life that the Valleys have to offer.



"Moving to North East Victoria has presented us with many great opportunities. We have been able to afford a beautiful home on some land, begin a family and start our own business. Growing vegies or buying produce from nearby farms has become the norm, as has pedaling to the Ovens River for a swim on a hot summer's day. Viewing snow capped mountains from our back yard and feeling part of a community are other reasons why we feel happy living here."

Clare Bird
Whorouly Grocer

Key Alpine Valleys townships

In addition to the Rural City of Wangaratta, a string of townships, large and small, weave throughout the valleys. Although they are closely connected, each has a distinct flavour and sense of community. For example, Milawa is built around a boutique gourmet food scene, Glenrowan has an historical bent, preserving the Ned Kelly story and the King Valley townships celebrate all things Italian.

Wangaratta

Glenrowan

King Valley

Milawa

Oxley

Eldorado

Myrtleford

Bright

Dederang

Harrietville

Mount Beauty

Porepunkah

Tawonga

Tawonga South

Wandiligong

Smaller centres:

Everton, Moyhu, Peechelba, Springhurst, Whitfield, Whorouly.

Vocational Education

Goulburn Ovens Institute of TAFE – GOTAFE – is the pre-eminent provider of vocational education and training in North East Victoria. GOTAFE is a passionate advocate for, and proven partner in, regional development

- Will meet the workforce training needs of farmers and entrepreneurs involved in agrifood
- Conducts short training courses e.g. welding and forklift training
- Provides a full range of courses at AQF Certificate II, III, IV and diploma levels, and degrees in niche areas, working in partnership with a number of universities
- Offers consultancy services to meet specific training and development needs

Docker Street Campus, Wangaratta

for training in the trades and relevant areas such as information technology, logistics, lean manufacturing, meat and food processing, business and hospitality.

Rural Industries Campus, Wangaratta

for training in agriculture, horticulture, equine and animal studies. This new \$10.1 campus is the home to the National Centre for Equine Education and encompasses the Centre for Controlled Environment Horticulture and Centre for Agriculture, Irrigation and Land Management.

Medical services

World class medical services are built around Northeast Health and the Wangaratta Private Hospital.

Northeast Health

Wangaratta & District Base
Hospital

Wangaratta Allied Health

Psychiatric Services

Wangaratta Inpatient

Rehabilitation Services

Wangaratta Residential

Aged Care Services

Alpine Shire

Bright District Hospital and
Health Services

Mount Beauty Hospital

Myrtleford District War

Memorial Hospital

Rural Allied Health Team

Gourmet food and wine

Much of the appeal of life in The Alpine Valleys is the prevalence of fine food and wine. Wine clusters exist along The Great Alpine Road, Milawa/Oxley, Glenrowan and the King Valley. The wine industry has been a mainstay for this area for many decades. Indeed, industry pioneers, Brown Brothers of Milawa, now boast four generations of wine makers continuing their family tradition. These days the King, Kiewa and Ovens Valleys are showcasing some exceptional Italian varietals that are quickly gaining notoriety. The cool climate, high rainfall and strong Italian heritage results in a unique wine identity in this area.

As a general rule, where there is good wine, good food follows and the Alpine Valleys is true to that creed. Spread throughout the wine areas are some of Victoria's most awarded regional restaurants such as Poplars and Simone's of Bright and the much loved King River Café at Oxley. Some restaurants offer luxurious accommodation particularly Villa Gusto near Bright or Lindenwarrah at Milawa.

The restaurants are supported by numerous gourmet food makers, many clustered around Milawa township. See the 'Data and Details' sheet for more information.

Events

The region is absolutely spoiled for events with the highlight being the internationally acclaimed Wangaratta Festival of Jazz and Blues in November, the Bright Autumn Festival and Audax Alpine Classic in January.

The beauty of the Alpine Valleys however is its string of small community

events such as the King Valley's Dolce Vita festival, Wandiligong Nut Festival or Brown Brothers Easter Festival at Milawa. With regular farmers markets and a strong sporting and racing calendar, there is always something in the Alpine Valleys to plan the weekend around.



Amenities & lifestyle

No matter whether your interests veer towards fitness or fun, the region certainly offers variation in activity.

Key activities: cycling, bushwalking, sightseeing, cellar door touring, hang gliding, paragliding and skiing.

Access to snowfields: Falls Creek, Mt Hotham, Mt Buffalo, Dinner Plain.

Art and culture: Regional art galleries, cinema and games complexes, Wangaratta Performing Arts centre.

Other centres: Indoor aquatic centre, Wangaratta Race Course, Bright Sports Centre.



Housing

The region boasts a diverse range of affordable, quality housing in a number of styles. For those who long to build, you'll find the cost of tradesmen is significantly lower than in the city.

Wangaratta

Median house price \$212,000

Full serviced house blocks start from
\$60,000

Average block 800-900 square metres

Myrtleford

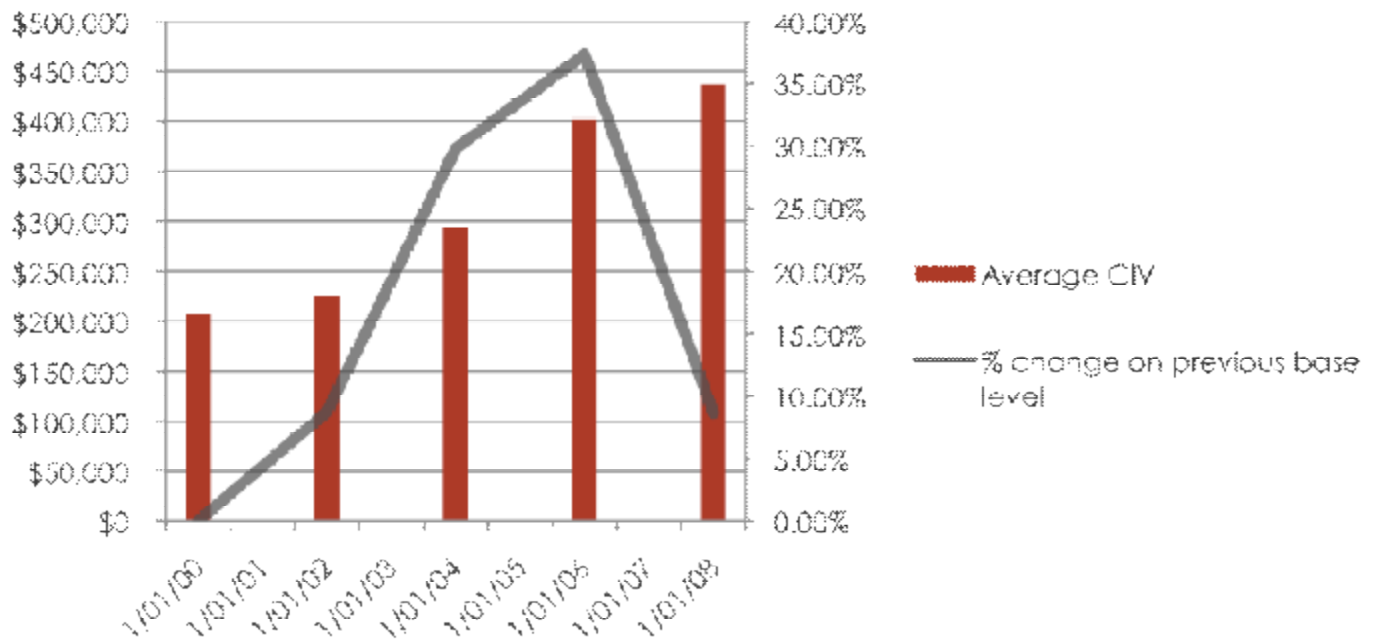
Median house price \$133,750

Bright

Median house price \$240,000

Median house and land prices for each town can be gained from www.fmv.com.au/trends.htm





Land values

The region has enjoyed steady land value appreciation. In fact, land values have doubled in 8 years.

Accessibility

Road

Hume Freeway

Murray Valley Highway

Great Alpine Road

Rail

Melbourne – Wangaratta –
Sydney/Canberra

Melbourne

Air

One hour from Albury airport with direct services to Melbourne, Canberra and Sydney



Tourism attractions

Visitor expenditure adds \$177.9m to the Alpine Shire economy alone and attracts tourists from around the world. In addition to contributing to a strong economy, the tourism infrastructure has the added bonus of providing the facilities that enhance the daily lives of Alpine Valleys residents.

Milawa Gourmet Region– cheeses, wines, mustards, olives.

Glenrowan Wine Region

Glenrowan Ned Kelly Touring Route

Snow fields attract large tourist numbers, both in winter and summer.

Great Alpine Road, Mount Buffalo

National Park and Alpine Valleys

Vignerons.

Murray to Mountains rail trail – 94 km sealed trail from Wangaratta to Bright, with beautiful scenery and gourmet produce along the way.

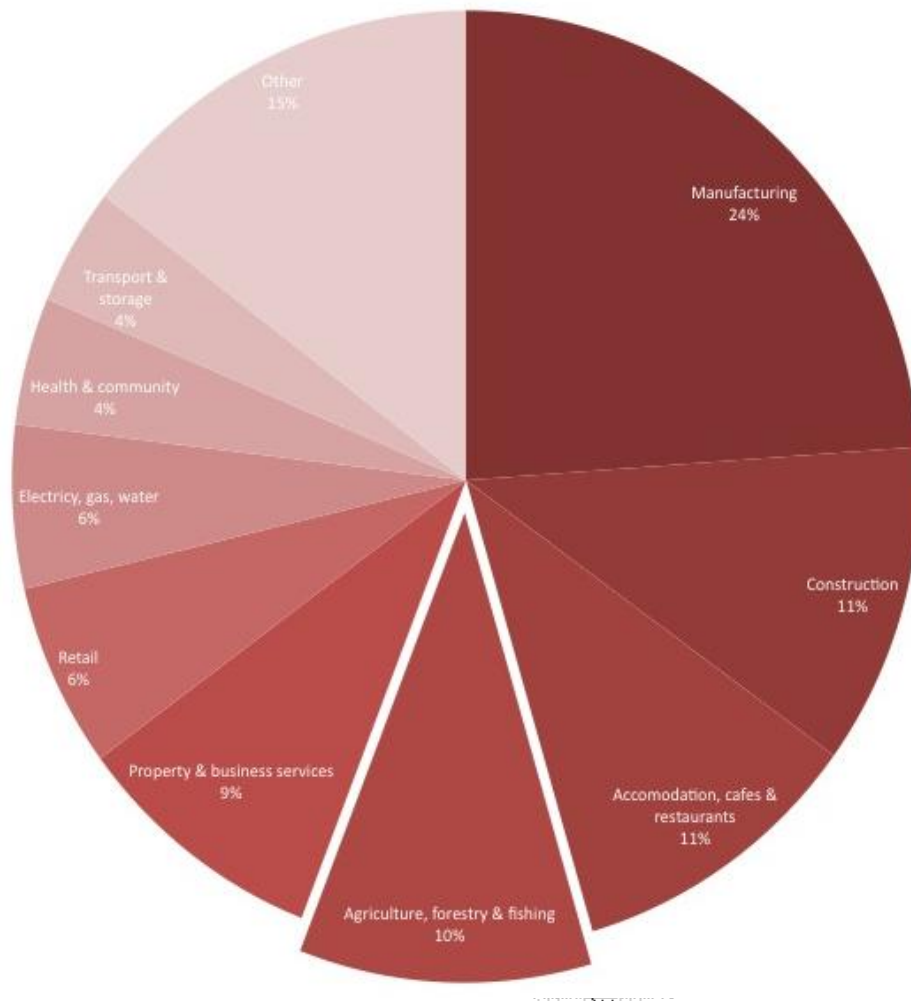
Scenic touring routes and wine trails.

The Alpine Valleys regional economy

The regional economy

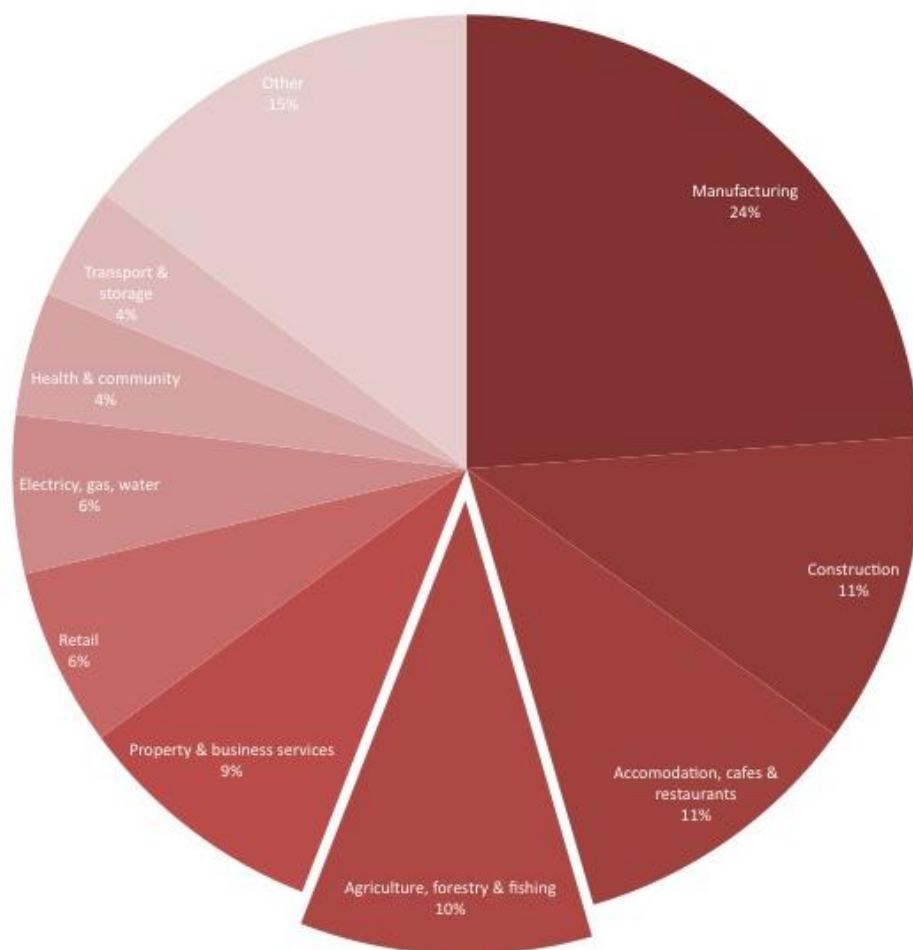
The Alpine Valleys has a buoyant and diverse economy with strong employment. In addition to a skilled workforce, it provides the critical mass of wage earners needed to support the services and amenities which are attractive to investors and employees alike.





Economic output by industry: Rural City of Wangaratta

Economic output in 2008 was \$3.48 billion



Economic output by industry: Alpine Shire

Economic output in 2008 was \$1.23 billion

Gross Regional Product was \$587.82 million

Key industries by employment

Alpine Shire

Hospitality (12.2%)

Manufacturing (11%)

Retail (10.8%)

Property and business services (9.7%)

Health and community services (9.0%)

Agriculture, forestry and fishing (8.5%)

Health and community services (17.7%)

Retail (17.4%)

Manufacturing (14.9%)

Agriculture, forestry and fishing (9.2%)

Education (7%)

Construction (5.6%)

Other industries (28.2%)

Rural City of Wangaratta

Agricultural output: Rural City of Wangaratta

	Output (\$m)	Employment
Beef cattle	79.7	453
Dairy cattle	27.7	119
Sheep	21.5	98
Grains	5.2	20
Poultry	0.8	3
Other	46.4	273
Services to agriculture	16.0	54

Agricultural output: Alpine Shire

Production

	Output (\$m)	Employment
Beef cattle	30.3	154
Dairy cattle	23.6	93
Grains	1.1	3
Sheep	0.3	2
Other	48	226
Services to agriculture	4.4	13

First stage value-adding

	Output (\$m)	Employment
Wine, spirits & tobacco	71.2	96
Meat & meat products	12.04	24
Beer & malt	8.5	8
Fruit & vegetable products	2.9	4

Population & demographic profile:

Rural City of Wangaratta

Population:	28,000
	18,000 in urban Wangaratta
Overseas born:	8.2%
	UK 2.4%
	Italy 1.8%
	Germany 0.6%
	New Zealand 0.6%
Education:	31% finished Year 12 or equivalent.

Alpine Shire

Population:	12,000
Age:	25% of residents are 55-74.
Growth:	Relatively low growth forecast – 9% increase between 2006 and 2031
Tertiary education	Below average
Employment:	3% unemployment
Avg. income:	\$719/week, below average

Workforce

The attractive lifestyle environment offered here means that there is a relatively young, stable and motivated workforce resident in the Alpine Valleys.

Because of the region's natural beauty and tourism appeal, it is attractive to backpackers and travelling retirees. Therefore, the Alpine Valleys has a strong supply of seasonal labour.

The TAFE system here is well integrated with industry. Its teaching programs are centred around industry-based learning.



Alpine Valleys data and details

North East Regional Catchment Strategy 2004

The strategic plan aims to:

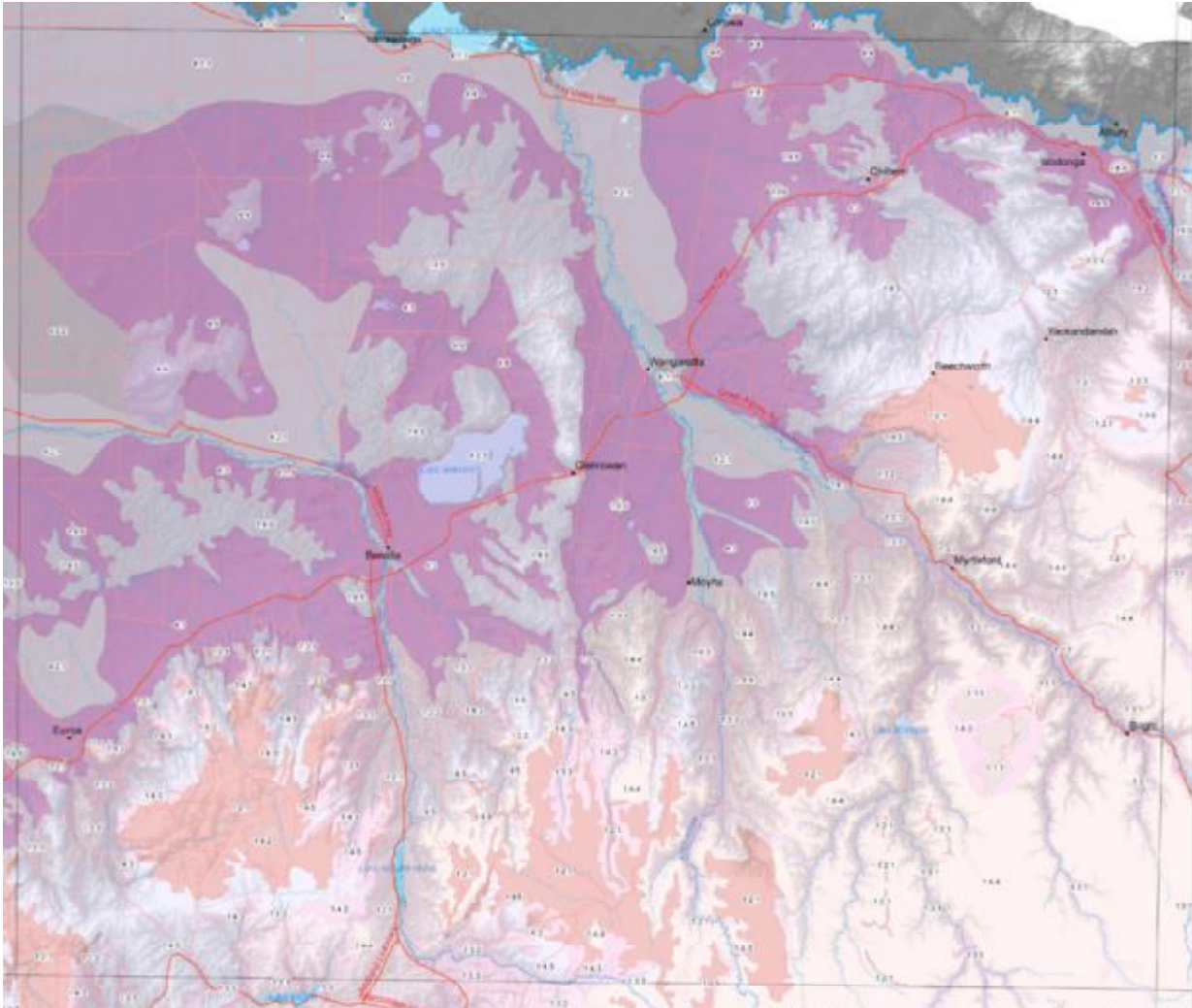
- Improve surface soil acidity.
- Reduce number of active gullies
- Change contribution to salinity at Morgan from Ovens River
- Reduce the mean total of Nitrogen load from Ovens Catchment into Murray River
- Maintain 1999 Index of Stream Conditions rating of 'good' and 'excellent' stream reaches
- 80% of water quality complying with SEPP and ANZECC objectives by 2023
- Improve quality of priority EVCs (ecological vegetation classes)
- Maintain or improve the conservation status of at least 80% of threatened flora and 60% of fauna by 2023.
- Reduce impact of high water tables, salinity and flooding on infrastructure by 20% by 2023.
- Reduce greenhouse emissions and carbon storage in the region.

Regional River Health Strategy

The Ovens River and sections of the King River are noted as high priority areas for the North East Regional River Health Strategy (RRHS).

The priorities of the RRHS include water quality and quantity, flow, wetlands, in-stream and riparian flora and fauna, fisheries and recreation.



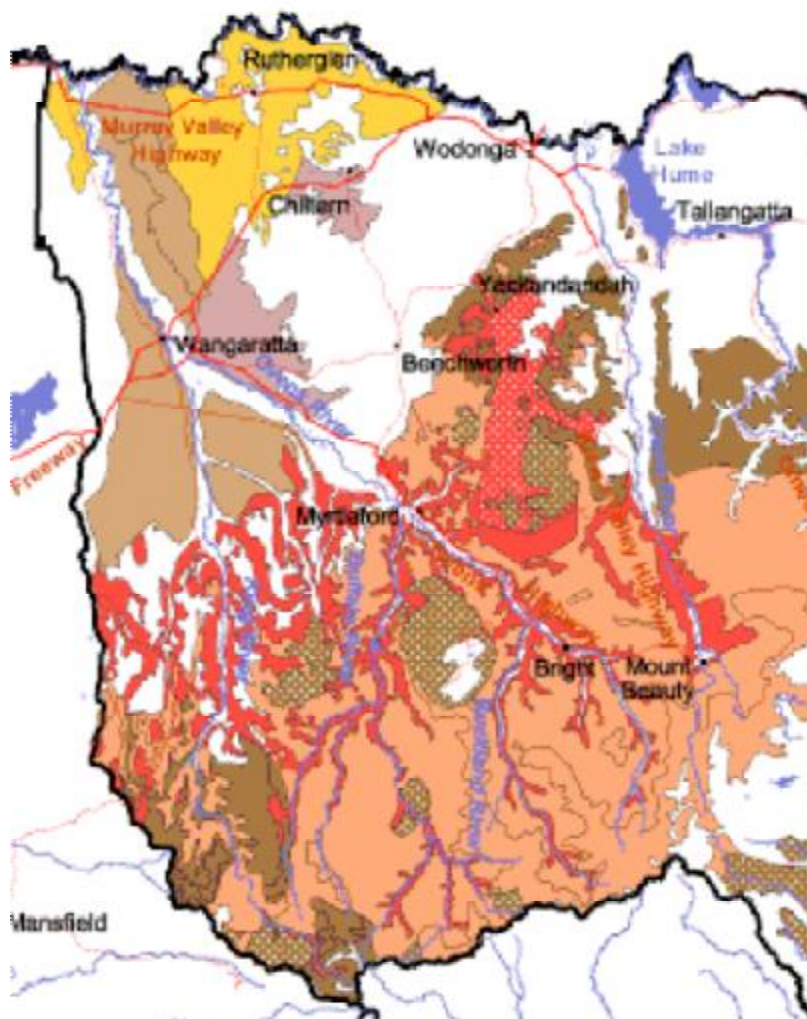


Geomorphological units (Tier3)

1.1.1	1.4.2	4.2.1
1.1.2	1.4.3	4.2.2
1.2.1	1.4.4	4.2.3
1.2.2	1.4.5	4.3
1.3.1	1.4.6	4.4
1.3.2	4.1.1	
1.3.3	4.1.3	

Natural resources: Geomorphology









Source: DPI, Victorian Resource Online



Dermosols

Soils lacking strong texture contrast -
and with structured subsoils

Dermosols

-  Acidic Brown Dermosols (mountains and plateaus - granite)
-  Acidic Brown Dermosols - often stony (mountains, hills, plateaus)
-  Acidic Red Dermosols (granite hills and plateau)
-  Acidic Red Dermosols (mountains, hills, alluvial fans and terraces)
-  Acidic Red and Brown Dermosols - often stony (mountains, plateaus, valleys)
-  Brown Dermosols (mainly minor occurrences on plains)
-  Red and Brown Dermosols (plains)
-  Yellow and Brown Dermosols (mainly minor occurrences on plains)

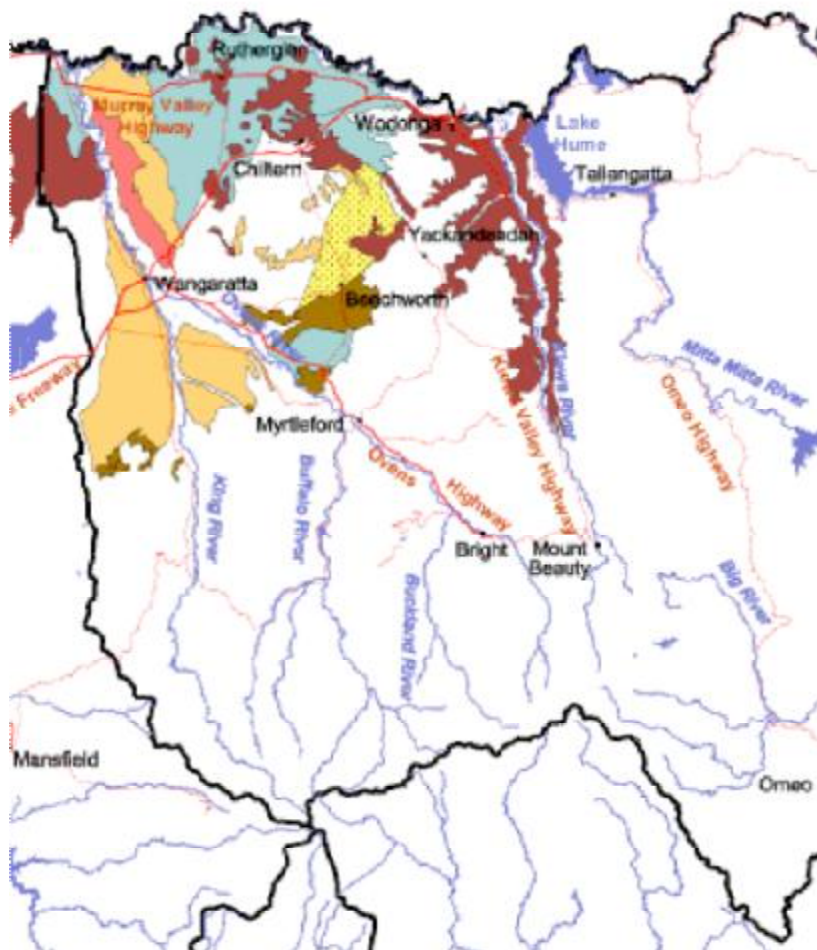
Soil profile: Dermosols

Strong agricultural potential due to high chemical fertility and water holding capacity.

Ovens and Kings Valley have some of the highest concentrations of red dermosols in Victoria

Can support diverse agricultural uses

Particularly suited to grazing (dairy and meat) red wine, fodder crops and vegetable crops.



Chromosols
Strong texture contrast soils
with subsoils that are not
strongly acid or sodic

Chromosol Type

- Red Chromosols (associated with hills)
- Red Chromosols (associated with plains)
- Yellow Chromosols (associated with granite hills)
- Brown Chromosols (associated with plains and alluvial fans)
- Red and Brown Chromosols (associated with low hills)
- Red and Brown Chromosols (associated with plains)

Soil profile: Chromosols

Commonly used for agriculture.

Moderate agricultural potential with moderate water holding capacity.

Brown chromosols found in Alpine Valleys are particularly suited to vineyards, intensive horticulture and grazing.



Vertosols

Cracking clay soils

Grey Vertosols - minor occurrences on plains and alluvial plains

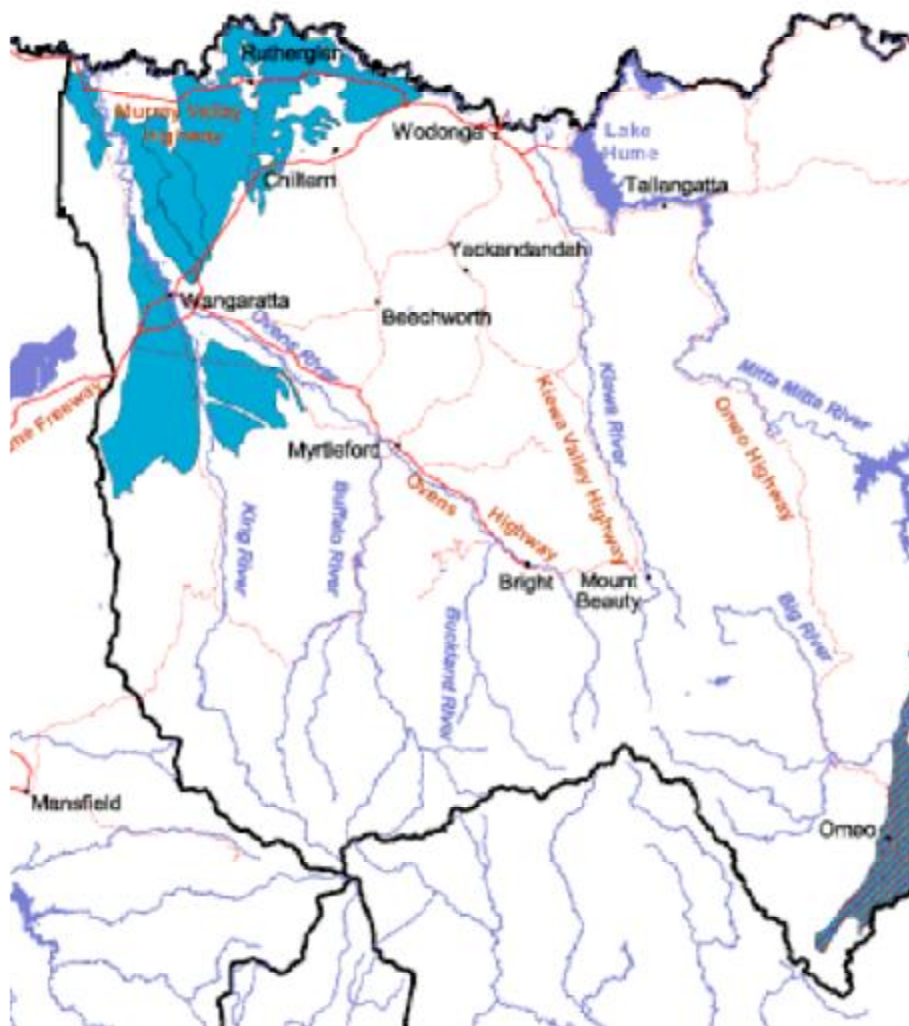
Note: These soils will often occur in association with other soils depending on factors such as climate, landform, geology, vegetation and degree of weathering

Soil profile: Vertosols

High agricultural potential with adequate water availability
(as is the situation in the Alpine Valleys).

With irrigation, grey vertosols are great for cropping
(tomatoes particularly)



Can also be used for grazing and
dryland agriculture with adequate rainfall.



Sodosols

Strong texture contrast soils
with sodic subsoils

Sodosol Type

-  Grey Sodosols (minor occurrences on hills)
-  Grey Sodosols (minor occurrences on plains)

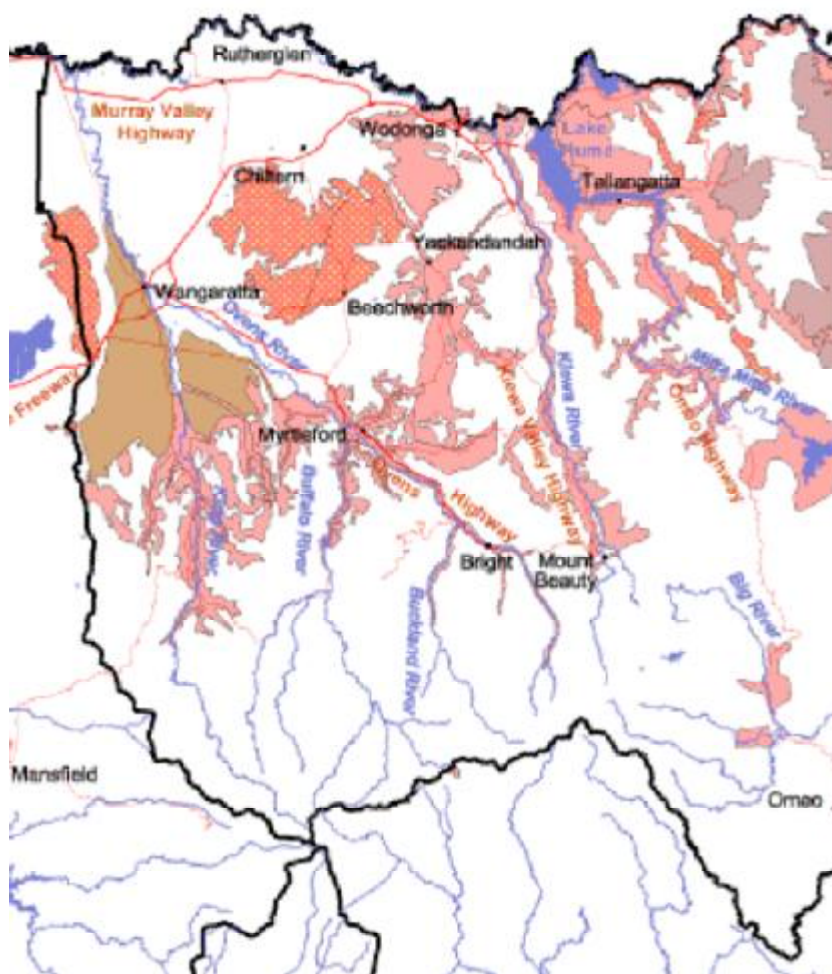
Note: These soils will often occur in association with other soils depending on factors such as: climate, landform, geology, vegetation and degree of weathering

Soil profile: Sodosols

Only minor occurrences.

High sodium content – some instability.

Improved pastures can be grazed.



Kurosol

Strong texture contrast soils
with strongly acid subsoils

Kurosol

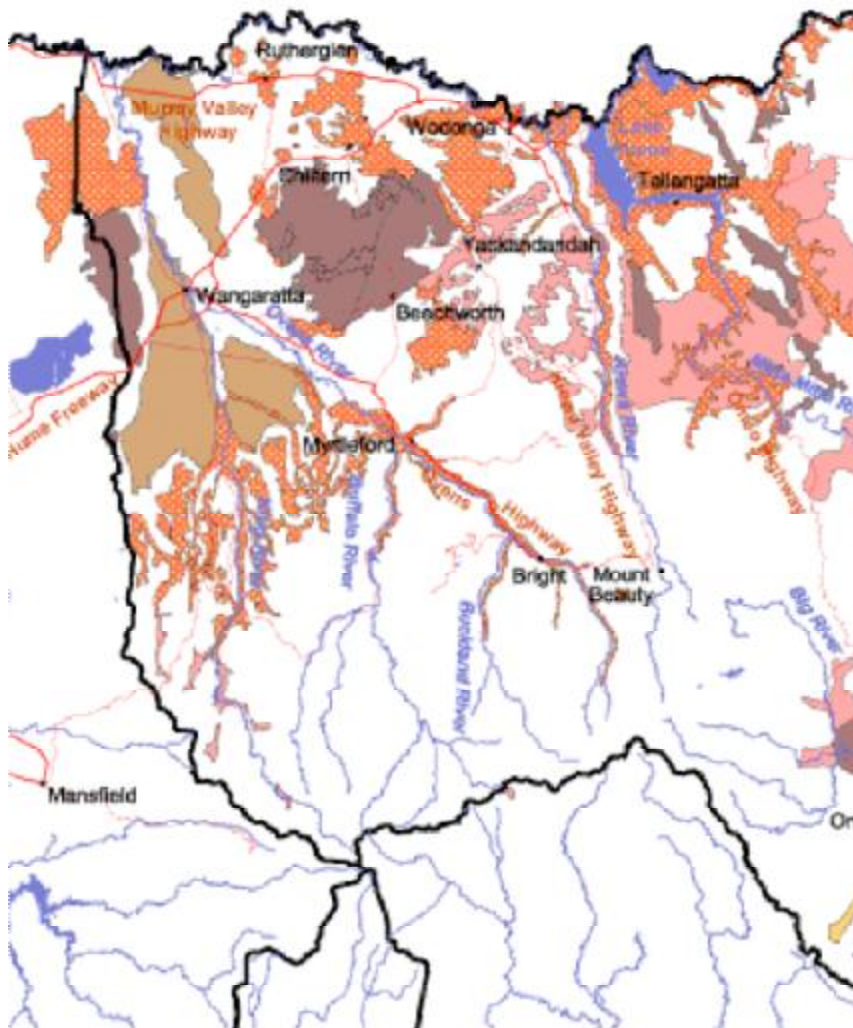
- Brown Kurosol on alluvial plains, terraces.
- Red Kurosol (associated with granite hills and fan slopes)
- Red Kurosol - minor occurrences in valleys
- Red Kurosol on low hills, alluvial fans and terraces

Soil profile: Kurosol

Improved pastures can be used for dairy.

High acidity limits potential.

Require careful management.



Kandosols

Earthy soils lacking strong texture and with weakly structured subsoils

Kandosols

- Brown Chromosols (associated with plains and alluvial fans)
- Red and Brown Kandosols (associated with granite mountains, hills, footslopes and fans)
- Red and Brown Kandosols (associated with hills, fans and terraces)
- Red and Brown Kandosols (associated with steep mountains)
- Yellow and Brown Kandosols (hills)

Note: These soils will often occur in association with other soils depending on factors such as: climate, landform, geology, vegetation and degree of weathering

Soil profile: Kandosols

Well drained, permeable soils.

Generally low fertility except well watered areas.

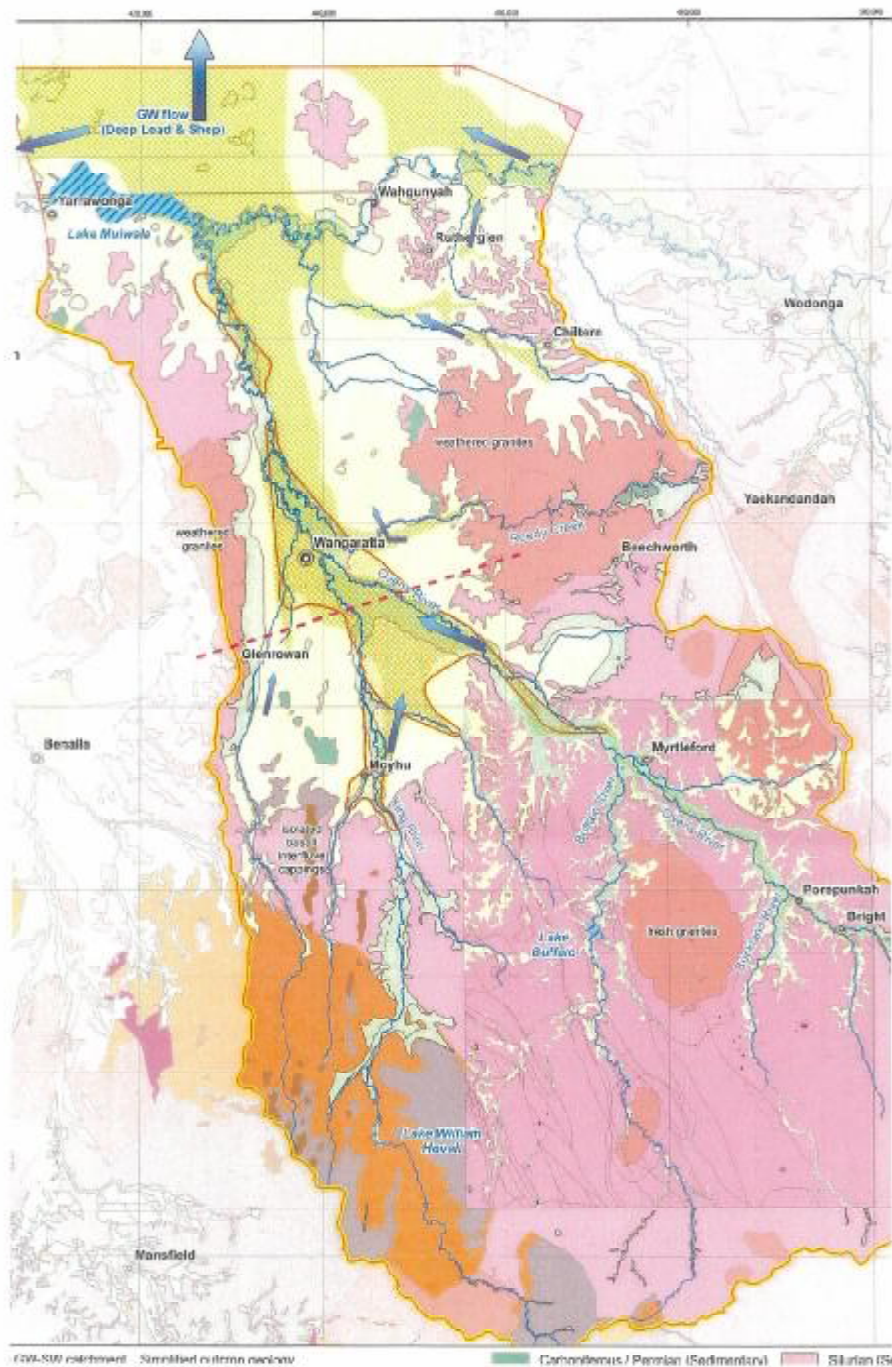
Susceptible to soil degradation.



Warehouse or processing plant opportunities

This outstanding industrial complex is available for sale or lease on Yackandannah Rd adjoining a busy freight hub and Carter Holt Harvey timber processing plant, midway between regional centres of Albury/Wodonga (69km) and Wangaratta (46km)

- Main building – 14, 940 m² factory/warehouse (3400m² + offices currently leased)
- Additional 3 x 2000m² clear span warehouses
- High clearance covered container loading facilities
- High security site 8500V perimeter fencing with automated entry system
- 1000KVA supply transformer
- LPG gas available
- Sealed road access, parking 40 vehicles, landscaped grounds
- Three separate air-conditioned administration areas – offices, conference facilities inc. meeting room, bar & kitchen
- Staff canteen, amenities & first aid room
- Variety of leasing options



Murray Goulburn Water Catchment Area

Gourmet Food

Wangaratta

Produce

Milawa Cheese
 Factory Milawa
 Mustards
 The Olive Shop
 Milawa
 Milawa Bakery
 Passchendaele
 Verjuice
 Prickleberry Farm
 King Valley Free
 Range Pork

Restaurants of note

Baileys of Glenrowan
 Glenrowan Hotel
 Brown Brothers
 Milawa Vineyard
 Lindenwarrah Hotel
 Everton Hotel
 Café Maddison
 King River Café
 Plough Inn Hotel
 The Oxley Shop

Sam Miranda King

Valley
 ALPINE
 VALLEYS
 AGRIFOOD
 Restaurant

Simone's of Bright
 The Butter Factory
 Myrtleford
 Café Fez
 Plump Harvest
 Sole E Luna
 Bright Green Café
 Delizie Café Deli
 Myrtleford
 Barwidgee Lavender
 Farm and Café
 Poplars Restaurant
 Villa Gusto
 Range Food Wine
 Produce
 Svarmisk

Alpine Shire

Produce

Bright Brewery
 Heiner's Bakery
 Myrtleford
 Numerous farm gate
 produce outlets

Restaurants of note

Wineries

Glenrowan wine region

Booths Taminick Cellars
Granite Range Estate
Morrisons of Glenrowan
Judds Warby Range Estate
Goorambath
Auldstone Cellars
Baileys of Glenrowan

Alpine Valleys wine region

Gapsted Wines
Kancoona Valley Wines
Annapurna Estate Vineyard
Ceccanti – Kiewa Valley Wines
Eagle Range Estate
Ringer Reef
Mayford Wines
Souters Vineyard
Dalbosco Wines
Tawonga Vineyard
Michelini Wines
Boyntons Feathertop Winery
Bogong Estate
Park Wines

Boggy Creek
Brown Brothers
Chrismont
Ciavarella Estate
Ciccione
Dal Zotto Estate
Francesca
Gapsted Wines
Gracebrook
John Gehrig
King River Estate
Koombalah Vineyard
La Cantina
Paul Bettio Wines
Pizzini Wines
Politinis
Primerano
Reads Winery
Rose Hill Estate
Sam Miranda
Station Creek
Woodpark Wine



Alpine Valleys wine

February 2010

Alpine Valleys Events

100 Km Dinner Milawa Gourmet Region
 A Weekend Fit for a King
 Trails, Tastings & Tales
 Advance Sled Dog Challenge
 Alpine Valleys Gourmet Weekend
 Audax Alpine Classic-Bonjour Bright
 Bright Open/Australian Paragliding Open
 Bright Autumn Festival
 Brown Brothers Easter Festival
 Cool Wine Challenge
 Dederang Races
 Dinner Plain Festival of Cycling
 Great Alpine Road Rally
 Highland Games
 Kelly Country Classic
 La Dolce Vita Festival
 Milawa Cheese Annual Dinner
 Milawa Muster
 Myrtleford Show
 Mountain Fresh Festival
 Mount Beauty Marathon
 Mount Beauty Music Festival

Music in the Sound Shell
 Myrtleford Golden Spurs Rodeo
 Pub to Pub Cross Country Race
 Stitched Up Textile Festival
 Summer in the Parks
 Tastes of Rutherglen
 The Harrietville Bluegrass Convention
 Tour de Rutherglen
 Viva Italia Festival
 Wandiligong Nut Festival
 Wangaratta Festival of Jazz and Blues
 Wangaratta Fishing, Camping
 Wangaratta Races
 Wangaratta Sports Carnival and Outdoor Leisure Show
 Winsec Wangaratta Cup

DATA AND DETAILS





ALPINE
VALLEYS
AGRIFOOD

growing at a higher level