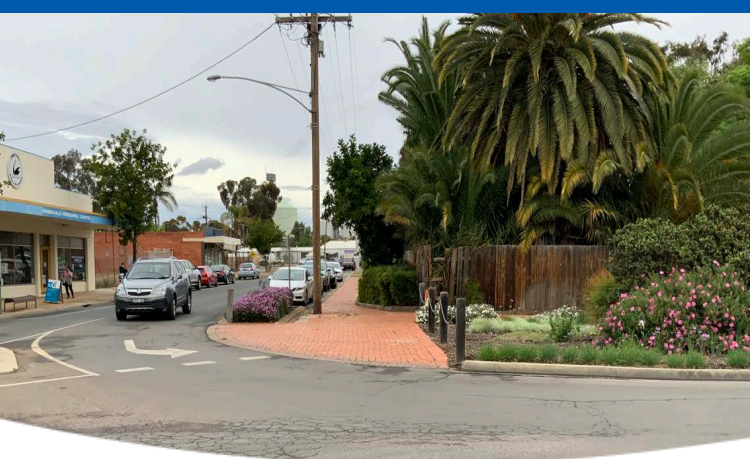




Swan Hill Region Investment Prospectus

Robinvale Housing



Economic context

Swan Hill region is the perfect place to live, work, invest and visit.

The Swan Hill municipality covers an area of over 6,100km² and is located in north west Victoria, about 340km from Melbourne, 530km from Adelaide and 940km from Sydney.

The regional centre of Robinvale is 130km north of Swan Hill.

The municipality has a population of 25,190 people and services a broader catchment area.



The Region

The Swan Hill municipality has experienced significant growth over the past decade, led by the expansion of horticultural/agricultural practices and supported by an innovative manufacturing sector.



This success is depicted by the fact that the region is Australia's largest producer of table grapes, pistachios and olives, responsible for one quarter of all carrots nationwide, a top contributor to the stone fruit industry and accounts for approximately 70 percent of Australia's Almonds and Olive Oil production.

Employment

- 9,126 Jobs, 7.05% of 129,417 for Loddon Mallee Region
- Unemployment rate of 2.64% as of June 2021

Top 3 Industries:

- Agriculture, Forestry & Fishing 17.58%
- Health Care & Social Assistance 13%
- Retail Trade 10.46%



Industry and Gross Regional Product (GRP)



OUTPUT: \$2.945 Billion Dollars
7.01% of \$42.0 B for Loddon Mallee Region

	2018	2019	2020
Nominal GRP	\$1.365 B	\$1.419 B	\$1.461 B
Real GRP (June 2018 Prices)	\$1.365 B	\$1.397 B	\$1.466 B

Major Events & Attractions

- Swan Hill Food & Wine Festival – March long weekend
- June Racing Carnival – June long weekend
- Lake Boga Easter Regatta – Easter weekend
- Country Week Tennis Tournament – every two years
- Junior Basketball Tournament

- The Pioneer Settlement
- Heartbeat of the Murray Laser Light Show
- The Flying Boat Museum – Lake Boga
- Murray Downs Golf & Country Club
- Swan Hill Art Gallery

Population

Swan Hill Rural City Council covers 6,116 square kilometres and is home to 25,190* people. It includes the townships of Swan Hill, Robinvale, Lake Boga, Nyah, Nyah West, Piangil, Beverford, Woorinen, Ultima, Manangatang and Boundary Bend.

Visitation

2019

Domestic overnight 415k
Domestic day trip 531k
International 8.8k



2020 (COVID-19)

Domestic overnight 273k
Domestic day trip 251k



2021 (to March)

Domestic overnight 265k
Domestic day trip: 232k

The Swan Hill region includes: Gannawarra, Swan Hill Rural City and Balranald Shires.

Visitor Spending (pre COVID-19)

2019

Domestic overnight visitors spent \$118 million – an average of \$123 per night.



Domestic day trip visitors spent \$97 million – an average of \$183 per visitor.

Discretionary Spend



External Visitors: from outside the LGA spent \$22.4M (YOY October 2021) in discretionary spending in the last 12 months in the Swan Hill township.

Within the LGA, Internal Visitors spend \$22.8M (YOY October 2021) in discretionary spending in the Swan Hill township.

Investment Attraction Strategy

[Click here to find out more.](#)

Housing

Over the last five years, the lack of suitable affordable housing for the growing Robinvale community has been a significant constraint to the region's economic growth.

The Swan Hill Regional Economic Development Strategy (2017-2022) identified that:

“ Robinvale has multiple and complex housing issues including a lack of suitable housing for professionals and middle management, shortages of appropriately located accommodation for seasonal horticultural workers, a lack of affordable housing and shortfalls in public housing to address overcrowding and emergency accommodation needs.”

Swan Hill Rural City Council is committed to working with the industry to overcome these housing barriers to achieve the delivery of new key worker, affordable housing and seasonal worker accommodation in Robinvale in the short to medium term.

Census data identifies that the Robinvale-Euston region has a population of 3,313 however a population study commissioned in 2019 identified Robinvale has an estimated population increase across the year that expands to between 8,000 and 10,000 persons per year during seasonal harvest.

Robinvale Housing Demand Assessment (2019)



Region has diverse demographics with a high representation of 'young workforce', retirees and mature families attracted to higher order towns



A growing aged population that will need suitable affordable housing options, to age in place



90% of the Robinvale rental housing stock is made up of low density separate homes which do not align to household demand



Seasonal nature of economic demand can create housing vulnerability. More suitable short and mid term rental, social housing and innovative delivery models are required



Typically, accommodation and food services is a major employer in regional towns. This sector is currently under-represented in Robinvale



Beyond the seasonal worker demand, Robinvale has demand for manager and professional family housing, representing 43.2% of the market.



Aboriginal and Torres Strait Islander residents represent 7.8% of the population with significantly younger demographics and larger than average household size.



Robinvale Housing Supply Assessment (2019)



Despite the noted housing crisis, the housing market is slow moving, due to the quality and size of housing product and limited capital growth



There is limited available housing stock to both buy and rent suitable for smaller households



The supply, affordability, quality and availability of both long and short term rental housing is an issue



Seasonal nature of economic demand creates housing vulnerability. More suitable rental, social housing and innovative delivery models required



Commuting is common from Mildura due to the availability and quality of dwellings and rental properties, not currently available in Robinvale.



Higher density, smaller affordable product would better meet the housing needs and offer a more competitive price point.



Seasonal workers have a preference for accommodation, available for lease for 3-4 months with shared facilities and communal space

Swan Hill Rural City Council has invested in demographic and economic research that is captured within endorsed strategies to provide the evidence and data to support investor decisions and grant funding applications.

The Robinvale Housing Strategy (2019) is available in full on the Swan Hill Website via this [link](#)



Robinvale Housing Demonstration Initiatives

Swan Hill Rural City Council recognises they have a role to play in the delivery of further investment in residential, commercial and mixed use development into the Town of Robinvale.

To demonstrate leadership and facilitate a conversation, Council are seeking direct feedback from the investor, community housing and builder markets to scope, identify and deliver pilot demonstration housing projects, that may include delivery of existing Council land holdings.

High level housing concept plans have been produced, available from Council, to demonstrate housing models that can meet the supply and demand findings. The purpose of these high level plans, is not to represent a fixed scheme rather to demonstrate the variety of housing forms that could be considered to meet the housing demand and provide a conversation point to seek feedback from the industry.

Council has not yet made a formal decision relating to the re-use or sale of any existing Council land holdings, but are open to this discussion for a demonstration project that can demonstrate alignment to the following objectives:

- Deliver regional best practice design and sustainability standards, setting an improved standard for residential and mixed use built form in the town of Robinvale
- Incorporate innovative residential product design and development that meets the housing accommodation needs considerate of land economics. Planning scheme variations to support best practice design will be considered on merit.
- The highest and best use of Council-owned sites should be considered, based on current land valuations and future predicted demand. To this end, temporary or adaptable development options that preserve future higher use of the land will be considered.
- Swan Hill Rural City Council is open to various delivery/disposal/partnership models if they can demonstrate the balance of the objectives and secure additional funding streams to the delivery of housing in Robinvale.
- Attraction of community housing, not for profit and special needs housing providers who offer the potential for future partnerships in Robinvale and the surrounding areas to deliver targeted housing outcomes and broader benefits for the community will be favourably considered.
- Staged projects, to adjust to market demand and secure available funding will be considered, where the staging does not constrain additional development or operation on the balance of the site.

Demonstration Housing Project High Level Concept Plans can be accessed via the Swan Hill Council Website via this [link](#)



Let's talk

Here in the Heart of the Murray, we're building a thriving, diverse and sustainable community

It's a place bound by an abundance of *natural beauty* and *rich resources*.

A place that encompasses a relaxed and *friendly lifestyle*.

A place with the amenities of an *urban* city centre.

A place that is continually growing and *diversifying*.

A place with the convenience of an urban city without the congestion

And a place that is both *pro-active and adaptive* to change.

Combine these virtues with Council's new investment attraction initiatives, and you can guarantee there has been no better time to

live, work and invest in the Swan Hill region.

Want to find out more?

Take the time to review this prospectus and make the next step by talking to us.



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