

Hamilton and Southern Grampians

HAMILTON · BALMORAL · BRANXHOLME · BYADUK · CAVENDISH
COLERAINE · DUNKELD · GLENTHOMPSON · PENSHURST · TARRINGTON



Why Hamilton and Southern Grampians?

Southern Grampians Shire is located in the heartland of Victoria's Western District, 290 kilometres west of Melbourne and 500 kilometres south-east of Adelaide. The retail and service centre of Hamilton is supported by the smaller towns of Balmoral, Branxholme, Byaduk, Cavendish, Coleraine, Dunkeld, Glenthompson, Penshurst and Tarrington.

A 17,000 strong population propels a wide variety of businesses making their mark on local, national and international markets... and there is always room for more.

Hamilton and Southern Grampians is renowned for offering a solid platform for development, investment and employment building on the substantial strengths of the region from a prosperous and sustainable economic base.



Rich natural assets, a proven resilience to challenging financial times, advanced infrastructure and utilities and an unwavering commitment to growth have helped shape our economic diversity.

Strategic location, superior leisure and medical facilities, prestigious educational centres and a thriving retail and hospitality sector adds to our appeal.

Substantial tourism drawcards, inspirational landscapes, rich heritage and a sophisticated arts culture enhances community pride.

Here in the Southern Grampians, everything is looking up. You'll never look back.



Work

Southern Grampians Shire is the gateway to a wide variety of careers and its strength lies in its diversity of business activities, leading edge technologies and demand for skilled expertise. If you're a university graduate or a professional looking for a career or tree change, this is the land of opportunity.

The broad range of industries provides plenty of scope on the job market if you have a financial, scientific, technical or engineering background. Other sectors looking for new employees include education, media and telecommunications, information technology, insurance, agribusiness and the arts.

It won't take long to settle in – our active and innovative business associations and industry groups will help you develop new contacts, support networks and social opportunities.



“The Hamilton Regional Business Association (HRBA) is an important organisation that enjoys the mantle as the ‘Voice of Business’. It is an independent body that can serve as a lobby group for business members and a conduit to the Shire Council. Members enjoy informative happy hours and breakfasts and an opportunity to network. HRBA also has a retail sub committee which is extremely active in creating and supporting new ideas within Hamilton.”

– Hugh Macdonald, HRBA President

Case Study
Andrew Njue
IT Professional

Kenyan-born Andrew Njue studied a Masters Degree in Network Systems at Melbourne's Swinburne University and moved to Hamilton in the Southern Grampians in May 2011 to work as an IT Professional. He was lured by the variety of career opportunities on offer, but also quickly grew to love the 'simplicity of life'.

"It's great because of the convenience; I wake up 30 minutes before I start work and don't have to drive; it's a three minute walk. The cost of living is also much lower – the monthly rent I am paying for a two bedroom house is less than I paid weekly in Melbourne."

Andrew has also been amazed by the variety of things to see and do within the Southern Grampians and its close proximity to places like Warrnambool, Port Fairy and Mount Gambier. "It's only an hour's drive, and unlike Melbourne, it doesn't cost much to do things".

"The people here are also awesome – everyone is so friendly and relaxed. It makes life so much easier; it's just amazing."



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- Andrew Njue

*Estimated Southern Grampians Shire
Gross Regional Product, Employment by Industry and Total Output*

Southern Grampians LGA	GRP Dec 2011 (\$million)	Employment by Industry Place of Work (2006)	Total Output Dec 2011 (\$million)
Agriculture, Forestry & Fishing	\$220	1454	648
Mining	\$225	244	632
Manufacturing	\$6	409	103
Electricity, Gas, Water & Waste	\$2	60	26
Construction	\$47	457	190
Wholesale Trade	\$20	224	69
Retail Trade	\$36	879	108
Accommodation & Food Services	\$17	443	58
Transport, Postal & Warehousing	\$20	205	65
Information, Media & Telecommunications	\$16	78	50
Finance & Insurance	\$32	137	93
Rental, Hiring & Real Estate Services	\$10	45	31
Professional, Scientific & Technical Services	\$18	248	58
Administrative & Support Services	\$5	100	34
Public Administration & Safety	\$25	463	75
Education & Training	\$30	614	90
Health & Community Services	\$46	982	95
Cultural & Recreational Services	\$5	50	16
Other Services	\$15	252	46
TOTAL	\$795	7344	\$2,487

Total output includes both intermediate and final consumption of goods and services, plus taxes. That is, it includes the cost associated with each industry producing the goods and services it then sells. Gross Regional Product is value added plus taxes less subsidies on production. That is, the estimate of final value of goods and services produced in the region plus any taxes imposed on industry (i.e. not those taxes imposed on household such as GST, rates and income tax). Supplied by Geografia/Saturn Corporate Resources, using DEEWR Small Area Labour Market Data (2008 and 2011) and ABS Census (2006).

Career Opportunities

The growth in economic activity has also opened up a range of other rewarding career opportunities.

The \$300 million mineral sands project which produces rutile and zircon for the world market has significantly diversified the traditional agricultural economy and boosted jobs in the mining sector.

A large secondary and tertiary school system and hospital attracts close to 750 highly-qualified professionals with further room for growth.

The burgeoning plantation forestry industry is creating new opportunities as the plantations reach maturity and are harvested.

The region is also beginning to support some very successful niche industries in manufacturing, technology and agriculture, particularly with the imminent arrival of the National Broadband Network.

“We’ve been working on building strong relationships with the Sofitel Hotel Chain, and the head chef and CEO have both said that they would hire a country kid over a city kid any day as they have a whole different outlook and more superior work ethic.”

– Tony MacGillivray, Chief Executive Officer, Hamilton District Skills Centre





Case Study

Ultracut Tools

Ultracut Tools designs, manufactures and supplies high quality specialised cutting tools and tooling equipment globally to the aerospace, aviation and automotive industries, government agencies, industrial merchants, equine vets and end users. The Hamilton based company began operating 20 years ago out of a rented shed, but bought its own premises within a year. Two years later, the new workshop had to be doubled in size in order to accommodate demand.

"We have built up a highly successful business in Hamilton, and that's largely been thanks to the staff that we have been able to recruit from around the area. And because we are in a rural setting, we have been able to keep them," says Director Jack Gilding.

Despite Ultracut Tools' regional location, 90 per cent of customers are from Melbourne, New South Wales and Queensland.

"The internet has been a great tool for us and so is reputation – we pride ourselves on quality products, quality processes and quality people, this is a reputation we have earned over the years by working continuously at our commitment to customer service excellence," says Mr Gilding.

"We have built up a highly successful business in Hamilton, and that's largely been thanks to the staff that we have been able to recruit from around the area. And because we are in a rural setting, we have been able to keep them."

– Jack Gilding – Director



Live

Living in the Southern Grampians is both affordable and enjoyable, and you will find that your dollar will go much further. A wide range of housing options are available, with plenty of room for pets and sheds. Historic stone homes dot the countryside and grace leafy, tree lined streets while picturesque rural properties offer breathtaking views of tranquil bushland and lush paddocks. There is also an exciting mix of affordable units and contemporary homes cropping up in new developments such as the 300 lot residential estate bordering Lake Hamilton.

You can forget about traffic jams, with the average trip to work likely to take around five minutes – and weekends will be spent sipping great coffee in cafes, visiting cinemas and galleries, exploring the great outdoors and enjoying an exciting calendar of events and entertainment. You'll love the change of pace without feeling too isolated – there is full mobile and broadband coverage and you can easily make the return trip to Melbourne or Adelaide when you need thanks to the regular air service and daily V/Line coaches.

“There’s no commuting, no city stress and cheaper living, and it seems that a lot of our friends are doing the same; escaping the rat race.”

– James Callinan
Business Development
Director, Kitset Kitchens



Case Study

James family

Former Melbourne detective Mark James applied for a job transfer to Hamilton and arrived with his wife Erica and three children at the beginning of 2011. With their eldest about to start high school, the tremendous variety of education in the Southern Grampians was the initial drawcard.

"When you look at the facilities in Hamilton – especially for schooling – it's pretty hard to go past it. There aren't many regional centres in Victoria that would have the educational opportunities that Hamilton has," Mark said.

The family discovered that cost of housing is substantially cheaper than Melbourne and were able to buy exactly what they wanted close to town.

"Hamilton has just got a nice feel from the minute you drive into town; it's clean, there's no graffiti and it has very well maintained streetscapes, parks and gardens. There are great medical facilities and lots of sporting opportunities for the kids, and everything is only five minutes away. We also love the location – you've got that rural lifestyle, but it's within an



hour of the beach, Mount Gambier, Horsham, Ararat and Halls Gap, and you have the Grampians on your doorstep. It's great for people who enjoy an outdoors lifestyle and that's what really sold us," Mark continued.

Trips back to Melbourne are now a rarity; Mark and Erica's friends would now rather come to them.

"There's so much to do and see and they are amazed by the amount of different options within reasonable striking distance. It's a beautiful part of the world and we feel very privileged to be living here. There's nothing that makes us want to go back to Melbourne; I'd rather stay where I am," Mark said.

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– Mark James

Health

Southern Grampians region invests in community wellbeing by delivering high quality care, health promotion, illness prevention and community based services.

The fully accredited, multi-campus Western District Health Service includes Hamilton Base Hospital, Peshurst District Health Service, Coleraine District Health Services and the Frances Hewitt Community Centre. The main Hamilton Base Hospital campus has 75 acute beds, 90 aged care beds and a range of community-based services, with 7000 admissions and more than 200 deliveries per year. The hospital performs 3000 surgical procedures annually and has ICU and HDU facilities. There are three surgeons and a consultant anaesthetist resident in Hamilton. Visiting services include orthopaedics, ophthalmology, urology, dermatology, endocrinology and neurology.

Education

First rate facilities, small class sizes, beautiful grounds and broad curriculum can be found in 17 primary schools and five secondary schools.

The region has a strong and long held reputation for its quality day and boarding schools and prides itself on achieving high TER rankings and providing strong platforms for vocational and life training.

One of Australia's largest universities, the Royal Melbourne Institute of Technology (RMIT), has established a research campus in Hamilton.

The Hamilton South West Institute of TAFE campus also offers extensive tertiary study options which lead to Diploma or Certificate qualifications or credits toward university study. Hamilton District Skills Centre, Rural Industries Skills Training, Southern Grampians Adult Education and the Sharp Airlines Cadet Pilot Program are other diverse post-secondary education options producing outstanding results on a wider stage.

Amenity

With a safe and secure environment and strong community spirit, Southern Grampians Shire is a great place to raise a family and build a solid future. There's something for everyone – libraries, galleries, gyms, golf courses, playgrounds, swimming pools, and a wide variety of social and sporting clubs and volunteer organisations. The Hamilton Indoor Leisure and Aquatic Centre is among the many recreational highlights, offering a full day out with an eight lane heated indoor 25-metre pool, children's pool, fully equipped gymnasium, basketball courts, multi-use table tennis area, squash and racquetball, meeting space, crèche and cafe. For ultimate family fun, endless outdoor adventures also await, including hiking, bike riding, abseiling, canoeing, fishing and camping.

Case Study

Marshall family

Rosana and Ian Marshall had been living in Brazil when they decided that Australia would be a better place to raise their twin boys.

"We wanted somewhere safe to bring up the kids – we didn't want them growing up in a large city with lots of violence and danger, traffic and heavy pollution, worrying about what clothes they wear or what cars they drive," Rosana explains.

The family planned to move to the Blue Mountains in order to be close to Ian's relatives in Sydney, but when he won a teaching position at Monivae, they headed to Hamilton... and have never looked back!

"When we got here, it was like a dream come true; it just fits us perfectly and it's a privilege to end up here – my boys are growing up in such a healthy environment and we really do appreciate the quality of life and the values," Rosana said.

"It's a beautiful town with great schools and excellent medical facilities, but what I love most of all is how easy life can be. You can get to places without being stuck in traffic jams, and I can't believe how friendly and helpful people can be. We are very lucky," Rosana said.

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– Rosana Marshall





Invest

If you're looking to invest in a vibrant economy filled with business confidence and optimism, the Southern Grampians is the place to be.

We offer a solid platform for development and employment, building on the substantial strengths of the region. Our resources, amenities and infrastructure offer significant opportunities for a broad range of businesses, industries and support services.

Rich natural assets, a proven resilience to tougher financial times, advanced utilities and an unwavering commitment to growth have helped to shape our economic diversity.

A central and strategic location, superior leisure and medical facilities, prestigious educational centres and a thriving retail and hospitality sector adds to our appeal, while substantial tourism drawcards, inspirational landscapes, rich heritage and a sophisticated arts culture enhances community pride.

Here in the Southern Grampians, everything is looking up. You'll never look back.



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Shawn Conaway, Hamilton
Operations Manager, Murray
Basin, Iluka Resources Limited

- ☑ Moderate climate with availability of water
- ☑ Established freight routes
- ☑ Reliable transport networks
- ☑ Available industrial land
- ☑ Affordable real estate
- ☑ Elevated topography and landscape filled with natural attractions
- ☑ Quality vocational, educational and professional development facilities
- ☑ Advanced infrastructure and utilities including telecommunications
- ☑ Agriculture
- ☑ Mining
- ☑ Forestry
- ☑ Aviation
- ☑ Reliable and diverse workforce



“Key in the decision to locate the mineral separation plant in Hamilton was the proximity to the port, along with the availability of infrastructure such as water, natural gas and electricity, as well as a suitable workforce. The availability of diverse educational and cultural opportunities in the Hamilton area continues to be a recruiting advantage for the operation.”

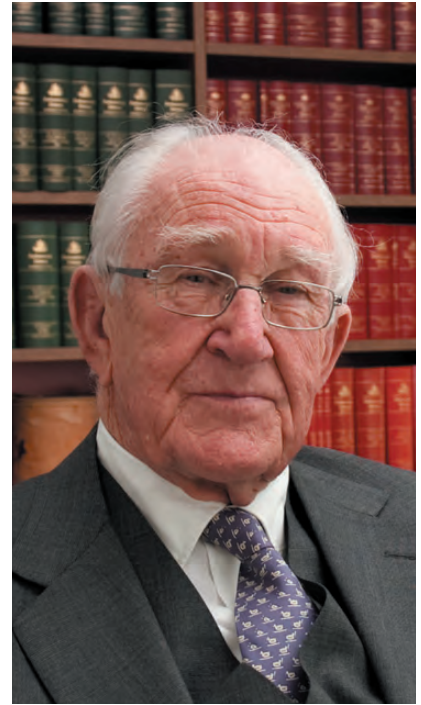
– Shawn Conaway, Hamilton Operations Manager,
Murray Basin, Iluka Resources Limited

A place to call home

Some of Australia's most innovative businesses began in the Southern Grampians and many are still based here. We have bred many successful entrepreneurs, and their legacy continues to define parts of our economy.

"For 50 years my family lived at Nareen, over 60 kilometres west of Hamilton. It is beautiful red gum country with a quiet serenity of its own. The Grampians are in the distance where there is much to explore, a great deal to enjoy. Hamilton is centre to one of the very best parts of Australia. The friends we made, the memories we carry and the sense of community will never leave us."

– Rt Hon Malcolm Fraser, AC CH
Former Prime Minister of Australia (1975–1983)



"As a school boy, I had a wonderful time visiting my grandparents at their property called Sandford House, and was terribly impressed with the whole area, with its undulating heavily timbered country. When my late wife and I moved here in 1973, we fell in love with not just the aesthetics of the place but the lively community spirit; you were involved in anything that was happening, and you wanted to be involved. It's an amazing community – there's a lot of culture, a wonderful gallery, a Performing Arts Centre, and a terrific indoor pool and gym."

– Dr Geoff Handbury AO, Farmer, Media Owner and Philanthropist

“20 years ago we started Sharp Airlines in the regional town of Hamilton with three local Hamilton businessmen, and we now operate throughout South Australia, Tasmania and Victoria. Our growth and success is testament to Hamilton’s supportive community.”

– Malcolm Sharp
Managing Director, Sharp Airlines



“I have always enjoyed visiting Hamilton, where I spent the majority of my young years. I still love to visit those places that I found inspirational then - the Hamilton Art Gallery and Botanic Gardens in particular. The many art and music events that take place in Hamilton speak of a highly developed sense of culture and history.”

– Richard Nylon, Milliner

“Hamilton was my boyhood and I have vivid memories of its early structure and precinctual legibility expressed in the internal lanes with their farriers, grain stores, stables and butchers choreographed for the benefit of wide eyed youngsters dawdling home from school.”

– Graeme Gunn
Gunn Dyring Architecture & Urban Design



Contact Us

The Southern Grampians Shire Council is the first point of contact for individuals, families or companies wishing to establish, relocate, diversify or expand in this region. Our objective is to provide an atmosphere that is positive for development and investment opportunities and encourages employment and business growth.

We will help to meet your needs and maximise your opportunities and can also provide that crucial link between government, business and the private sector. In doing so, we can further enhance the sustainability of our economic base – and our community.

Please contact Southern Grampians Shire if you need any advice or assistance:

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SGShireCouncil



What does it take to become Australia's most liveable provincial community?

- ✓ *A strong and diverse economy*
- ✓ *A welcoming investment environment*
- ✓ *Employment and growth opportunities*
- ✓ *Affordability*
- ✓ *Amenity*
- ✓ *Social capital*
- ✓ *Support networks*
- ✓ *Smart planning*
- ✓ *Strategic location*
- ✓ *Rich natural assets*
- ✓ *Strong heritage values*
- ✓ *A relaxed lifestyle*
- ✓ *Magical scenery*

*It's all here in Southern Grampians Shire.
The ideal place to Live, Work, Invest and Visit.*