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## Executive Summary

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**The Murray region spans 139,938 square kilometres from the mountains in the east to the western riverine plains, connecting the states of Victoria, New South Wales and South Australia, 1,400 kilometres along the breadth of the mighty Murray River.**

Active partnerships, promotion and coordination across 21 Local Government Areas guarantees a single message, a single point of contact and seamless exchange of communications between new business investment and government. We facilitate business to business networking, infrastructure upgrades and connect you with the right people.

The Murray region is strategically placed, offering the competitive advantages of location, climate, workforce availability, training and infrastructure requirements.

Eastern and central townships in the Murray region are three hours drive

north of Melbourne, the capital of Victoria. Albury-Wodonga is located on the Hume Freeway, the main transport corridor between Sydney, Canberra and Melbourne. The east west transport corridors connect with South Australia's capital city of Adelaide. Logistical features of rail freight, freeways and airport linkages means ports and central markets are within reach and major cities are not far away.

The region is populated with 332,133 residents spread across three major regional centres and townships. Regional centres comprise of Albury-Wodonga in the east, Echuca-Moama centrally and Wentworth-Mildura in the west. The Murray region boasts many vibrant townships along the Murray River including Cobram, Yarrawonga and Swan Hill in Victoria and Corowa, Deniliquin and Balranald in NSW.

The Murray region's economy features a broad spectrum of robust industry sectors such as manufacturing, engineering, construction, agribusiness, health, education, retail and tourism.

Transport and logistics are key industry components, with two national interstate trucking companies and two large intermodal transport hubs.

The region is dependent on agribusiness and irrigation to produce milk, fruit, vegetables, cereal crops and wine. Water from the Murray River is the fundamental environmental resource which keeps the region's economy vibrant and provides lifestyle opportunities such as boating, fishing and swimming.

Employment in 2010 for the Murray region was approximately 150,180 persons (DEEWR March 2010), equating to a rise of almost 11,000 jobs from the 139,000 persons employed in 2006 (ABS Census 2006).

Regional population growth experienced a positive 6.1 per cent rise between 2001 and 2009, with an annual average growth rate of 0.7 per cent per annum over the same time period.

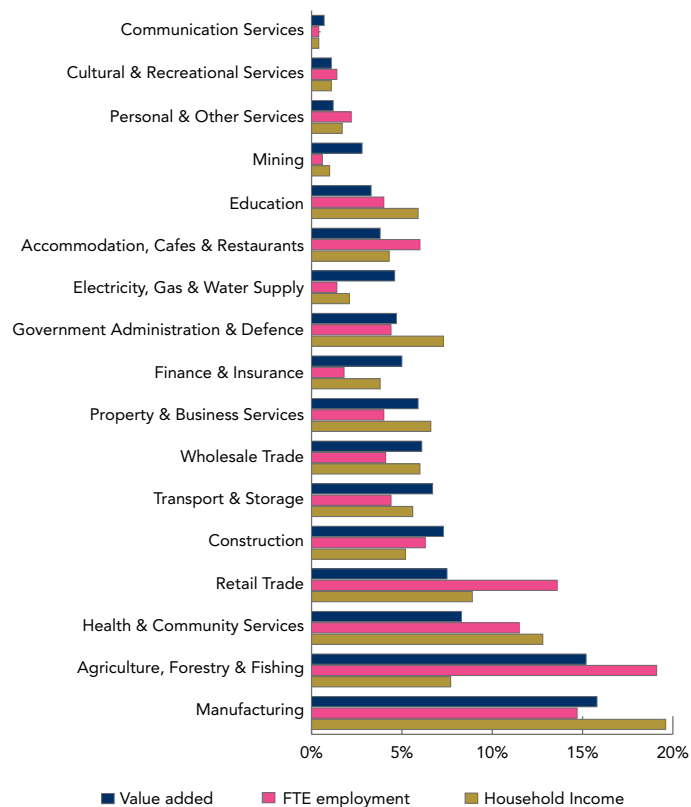


In 2008-09 the Gross Regional Product of the Murray Region was \$13.5 billion, representing approximately \$126,000 per full-time equivalent (FTE) job in the region. By comparison, the average Gross State Product for New South Wales and Victoria combined was approximately \$137,700 per FTE job. At the same time, the overall ratio of Gross Regional Product to household income in the Murray Region was 2.58 compared with 1.97 for New South Wales and Victoria combined. This means that the ratio of productivity to wages is higher in the Murray Region.

In 2008-09, the top five contributors to FTE employment in the Murray Region were:

- manufacturing;
- agriculture, forestry and fishing;
- health and community services;
- retail trade; and
- construction.

Together, these sectors accounted for 65 per cent of FTE employment. However, there are considerable variations in the contribution to employment, value added and household income as shown in the graph below.



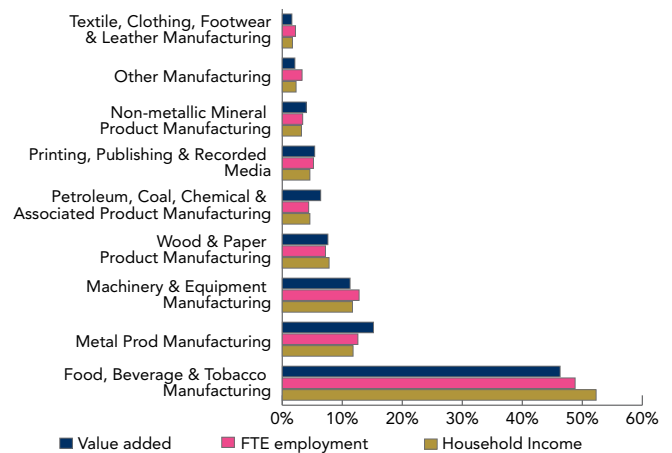
Some examples of the variation are outlined below:

- The manufacturing sector contributes the largest proportion of household income and value added, however the agriculture, forestry and fishing sector contributes the largest proportion of FTE employment.
- Additionally, the agriculture, forestry and fishing sector contributes a substantially lower proportion of household income than its contribution to either FTE employment or value added.
- The retail trade sector contributes a substantially higher proportion of the FTE employment than its contribution to household income and value added.
- The government administration and defence sector contributes a substantially higher proportion of household income than its contribution to FTE employment or value added.

The value added per FTE employee in the manufacturing sector in the Murray Region was \$105,000 compared with \$116,000 for New South Wales and Victoria combined. However, lower wages on average in the Murray Region meant that the ratio of value added to household income in the manufacturing sector in the Murray region was very similar to the combined state average (1.61 compared with 1.63).

Within the manufacturing sector, food, beverage and tobacco manufacturing is the single biggest contributor accounting for 46 per cent of manufacturing value added, 49 per cent of manufacturing FTE employment and 52 per cent of manufacturing household income.

There is again considerable variation within the manufacturing sector, in the relative contribution to the key measures of value added, FTE employment and household income, as shown in the graph below.



Federation Bridge - Corowa