

# Manufacturing

The Swan Hill region's manufacturing sector has forged a worldwide reputation for producing an assortment of world-class engineering products through its commitment, innovation, persistence and the ability to adapt to change and capitalise on its demographic advantages.

This ongoing success has seen the region's manufacturing industry diversify over the past 10 years to encompass a broad range of processes. This has included the manufacturing of polystyrene or polyethylene products and fibre reinforced plastic. While this development has forged new opportunities, the Swan Hill region's manufacturing industry is strongly correlated to the agricultural industry, which is still the backbone of the industry.

**Polystyrene or polyethylene products** – water/rain water tanks.

**Metal fabrication** – specialised truck trailers, field bins, agricultural equipment and portable homes.

**Fibre reinforced plastic** – pool hulls.

## Fast facts of the manufacturing sector in the Swan Hill region

Number of jobs	727
Percentage of total regional employment	9.2%
Total output	\$503m
Percentage of total regional output	24.6%
Value of annual regional export	\$288m
Percentage of total regional exports	41.3%

(Source: remplan 2011)

## Current Key Indicators

Swan Hill is a thriving city, and although primary production is still the number one industry for the region, the future growth and prosperity of the region will strongly correlate with the expansion and growth of its manufacturing sector. Currently, manufacturing is the fourth largest employing industry in the Swan Hill region, with approximately 90 manufacturing businesses<sup>1</sup>. Employment in the region's manufacturing sector is concentrated in food production, agricultural and industrial products and meat processing.

A recent workforce analysis, conducted by Workforce Planning Australia, indicated the following key attributes of manufacturing businesses in Swan Hill<sup>2</sup>:

- Have a can do attitude and are good employers
- Investment in facilities, staff, equipment/information technology
- Focus on improving the work environment
- Show a willingness to train, including apprentices, and offer opportunities for promotion
- Provide competitive salaries or remuneration

## Future

With the potential of reticulated natural gas availability in the Swan Hill region, it is anticipated that a new range of businesses, industry investments and commercial opportunities will be generated, especially in the value adding food processing sector.

Ninety per cent of current manufacturing organisations believe natural gas will have a positive or very positive effect on their businesses<sup>3</sup>.

## Region's competitive advantages

The region's competitive advantages include:

- Established industrial, agricultural and commercial infrastructure and services
- A robust and skilled workforce
- High quality education and training facilities
- A range of affordable industrial estate land
- Centrally located within the Murray Basin food bowl with direct access to major capital cities
- A pro-active Council committed to maintaining the region's vitality and prosperity

## Swan Hill region map



1. ABS, 2011  
2. Workforce Planning Australia  
3. Swan Hill Rural City Council

## More information

Swan Hill Rural City Council  
Economic Development Unit  
Phone: (03) 5032 3033  
E-mail: [ecodev@swanhill.vic.gov.au](mailto:ecodev@swanhill.vic.gov.au)  
[www.swanhillonline.com](http://www.swanhillonline.com)



## Swan Hill region economic profile (Source: economy.id)

Population SHRCC (2012)	20,972	Local jobs	10,173	Unemployment rate (15+)	4.6%
Gross regional product	\$0.89b	Local business	2,516	Median price home	\$213,183