

Swan Hill Rural City Council

Located on the Murray River in north west Victoria, only 3.5 hours from Melbourne, the Swan Hill rural city is one of Australia's most diverse and productive agricultural regions.

The two principal urban centres in the region are Swan Hill (10,431 residents) and Robinvale (2,134), both situated on the Murray River. Most of the region's remaining population is found within the irrigation districts surrounding these centres.

Swan Hill Rural City at a glance:

Total area of Swan Hill Rural City	6,116 sq kms
Location	344 kms NW of Melbourne
Climate	Avg summer 28° Avg winter 15.7°
SHRCC population 2012	20,448
Median age	39
Median weekly income	\$886
Couples with children	27%
Households with mortgage	28%
Median weekly rent	\$157
Households renting	29%
Most common language spoken at home (other than English)	Italian

Regional Opportunities

The Swan Hill region has excellent opportunities for growth and investment with ample room for new developments. Local community and government organisations are eager for businesses to recognise the potential of the region, and are committed to promoting and facilitating sustainable development.

The Swan Hill region offers:

- Established industrial, agricultural and commercial infrastructure and services.
- A strong retail sector.
- Excellent access to Australia's major population centres.
- Extensive road, rail and air transport systems.
- A committed, stable workforce.
- High quality education and training facilities.
- A relaxed, friendly environment with all of the lifestyle benefits of a large, modern city.

Employment

The Swan Hill region offers a diverse range of job opportunities, with many industries experiencing labour shortages. Key industries include agriculture, health and education services, hospitality and tourism, retail and manufacturing.

Employment opportunities exist for allied health professionals, general practitioners, nurses, midwives and health specialists,

diesel and motor mechanics and engineers. With the diverse agricultural industries there are opportunities for seasonal part-time, full-time and long-term employment. There are also many organisations specialising in training and education that can provide you with extra skills and knowledge.

Relaxing in the Heart of the Murray

Glorious sunny days and balmy evenings make the Swan Hill region ideal for a relaxing experience, with plenty of chances to absorb the magic of the Murray.

Relaxing by the Water

For 500km the Murray River winds through the region, offering popular picnicking areas, swimming holes and plenty of great fishing spots. A favourite pastime is to meander the Murray on a tranquil river cruise or explore the bends on a comfy houseboat. Fifteen kilometres from Swan Hill, Lake Boga is a hub of water activities including water-skiing, yachting, swimming and fishing.

Back to Nature

Delight in the majestic and still unspoiled Murray River environs, offering reserves and forests ideal for camping, bushwalking and fishing. The region has a number of State Reserves, Forests and National Parks, which provide the ultimate nature experience.

Step Back in Time

The area's rich history can be revisited by visiting the many attractions, the most famous of these is the Pioneer Settlement. Australia's first outdoor attraction of its kind allows visitors to experience a fascinating and authentic recreation of the life of our early pioneering settlers from 1830's to 1930's.

Fresh Pickings

Discover where much of Australia's freshest quality produce is grown, with many opportunities to taste and purchase local fruits and vegetables. Stop off at a winery or enjoy a glass of local wine at one of the many fine dining restaurants and cafes.

Sporting Pursuits

The idyllic climate in the Swan Hill region allows outdoor sporting activities to be enjoyed all year round. Golf is one of the most popular sporting activities, with the region boasting one of the best courses along the Murray. Other first class sporting facilities enable sports-lovers to indulge in basketball, cricket, football, netball, motor sports, swimming, tennis and water sports.





A Sense of Community

The strong community spirit within the region has developed a range of non-sporting clubs and organisations that are active in the local community. Newcomers and visitors are always welcome at any of the local, state or national service clubs and organisations which have branches in the area.

Wealth of Culture

Residents and visitors alike can enjoy the abundance of cultural activities in the Swan Hill region. With touring and local performances, the Regional Art Gallery, local art and craft markets, and community events and celebrations, there's always something happening.

Living in the Heart of the Murray

The Swan Hill region offers a variety of lifestyle choices, whether it be rural living, a small quiet country town atmosphere or modern suburban living. Whatever your preference, you will discover a relaxed and quality lifestyle in a friendly community with all the amenities of modern living within easy reach.

Housing is available in most styles, sizes and locations. You can choose from a large scenic family home overlooking the river, rural land of a few hectares or a safe, cosy house or unit in a quiet court location. Whatever you're looking for, you're sure to find it in the Swan Hill region.

Entertainment

The Swan Hill region has great entertainment options for all ages, including restaurants, theatre performances, pubs, clubs and sporting events. The community is open and friendly, and newcomers and visitors find it easy to mix and fit in.



Community Services and Facilities

Swan Hill region offers extensive community services and facilities, matching those available in much larger cities – but in Swan Hill work, school and community facilities are just a few minutes away.

Transport

Transport to, from and within the region is convenient and efficient. Local bus and taxi services are in operation, and there are also daily bus and train services to and from Melbourne, Bendigo, Sydney, Mildura and Adelaide.

Education

Education is one of the Swan Hill region community's highest priorities. All the region's schools have a strong link to their communities and a firm commitment to the welfare of their students. Facilities include pre-schools, primary schools, secondary colleges, a specialist school, and tertiary and further education, including access to university courses.

Health Services

Full medical services are available locally. These include hospitals, medical centres, nursing homes, doctors' surgeries, dentists, pharmacies, allied health professionals and veterinary surgeons. Medical specialists also visit the region regularly.



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More information

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



Swan Hill region economic profile (Source: remplan 2014)

Population SHRCC (2012)	20,448	Local jobs	7,927	Unemployment rate (15+)	5.38%
Total regional output	\$2027m	Local business	2,516	Median price home	\$213,183

