



INVEST SWAN HILL REGION 2050

A PLACE OF PLENTY. A PLACE OF OPPORTUNITY. A PLACE OF POSSIBILITY.



MAYOR'S WELCOME



Cr Stuart King
Mayor,
Swan Hill Rural City Council

It is my pleasure to welcome you to the Swan Hill Region and showcase the opportunities that will shape our future.

Our region has strong foundations. Agriculture and manufacturing are at the heart of our economy,

the Murray River connects our communities, and new opportunities are emerging across tourism, health, education, housing, energy, mining, technology and industry.

These strengths provide a strong platform for growth.

Our vision for 2050 is to build a stronger, more prosperous, diverse, connected and liveable region — one that attracts investment, creates jobs, supports new businesses and provides opportunities for future generations.

This Prospectus highlights the projects and investment opportunities that can help turn that vision into reality.

From housing and enabling infrastructure to advanced

manufacturing, agricultural processing, tourism, logistics, mining and emerging industries, there is significant potential to grow our economy and create new opportunities across the region.

Council is committed to working with government, industry, investors and development partners to unlock this potential.

We are not waiting for 2050 to arrive. We are building it now.

I invite you to explore the Swan Hill Region, meet our people, experience our lifestyle and discover why this is a region ready to grow and ready for investment.

A place of plenty.
A place of opportunity.
A place of possibility.

ACKNOWLEDGEMENT OF COUNTRY

Swan Hill Rural City Council acknowledges the traditional custodians of the land on which we meet, and pays its respects to their elders, past, and present

LOCAL JOBS



11,995+

ANNUAL VISITORS



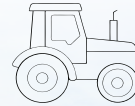
450,000+

REGIONAL
ECONOMY



\$3.9B+

AGRICULTURAL
OUTPUT



\$1.0B+

RESIDENTS



20,962

VISITOR SPEND



\$150M

WHY SWAN HILL REGION ?

Swan Hill Region is a thriving regional economy at the heart of the Murray, connecting Victoria and New South Wales and serving a growing population and regional catchment.

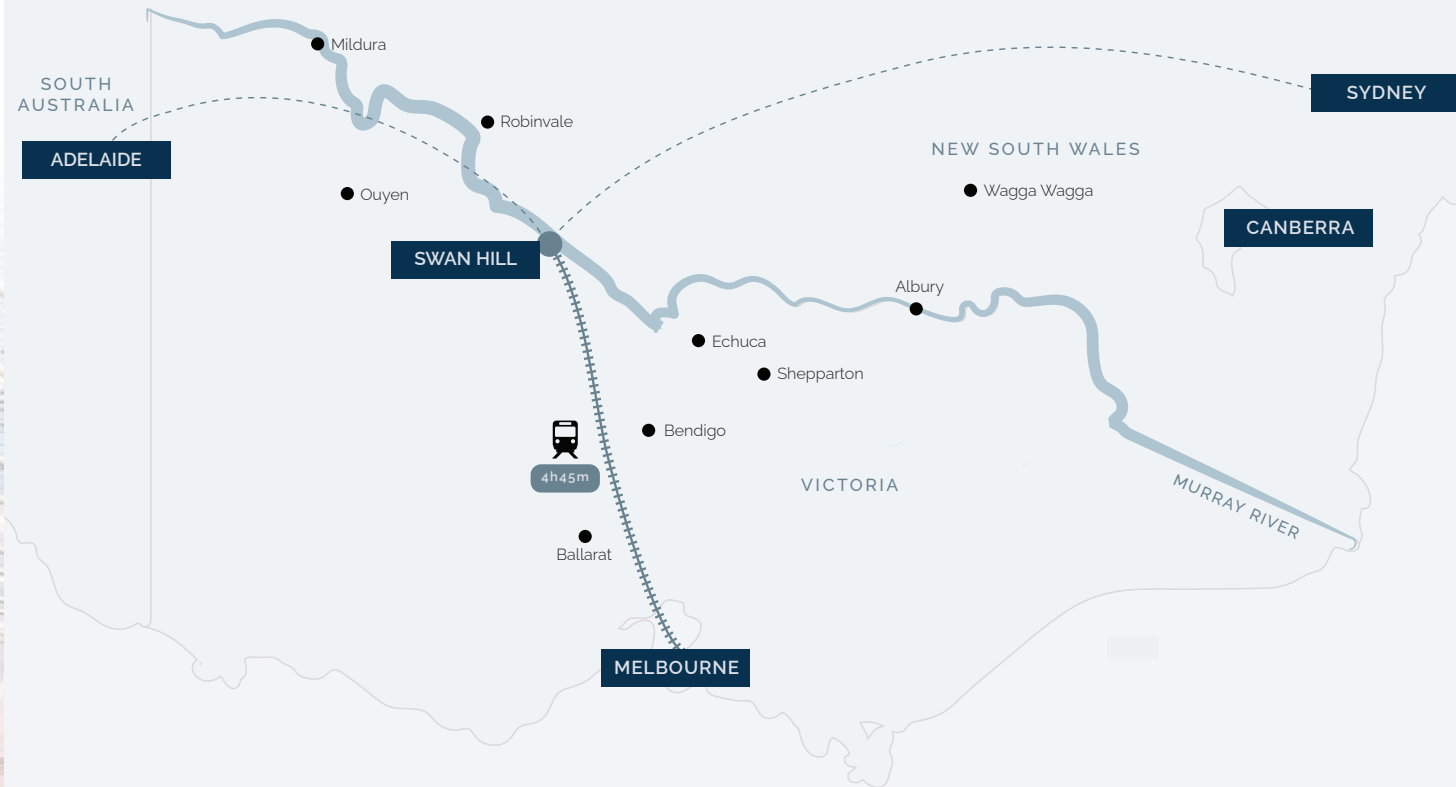
CENTRALLY LOCATED IN SOUTH-EASTERN AUSTRALIA

Swan Hill Region is strategically positioned at the heart of the Murray Mallee, connecting major agricultural and regional markets across Victoria and New South Wales.

A REGIONAL HUB WITH GLOBAL CONNECTIONS

Established freight routes provide access to major ports, intermodal facilities and distribution networks, supporting the movement of regional produce, manufactured goods and materials to domestic and international markets.

CONNECTED TO KEY MARKETS & PORTS



Produce locally. Manufacture locally.
Connect globally.

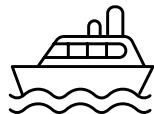


\$1.0B+

AGRIBUSINESS & FOOD PROCESSING

Swan Hill's largest economic sector, generating more than \$1.0 billion in output and supporting thousands of jobs across agriculture and related industries.

A nationally significant producer of table grapes, almonds, olives, carrots and stone fruit, supplying domestic and export markets.



\$150M

TOURISM & HOSPITALITY

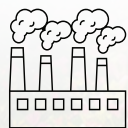
A growing visitor economy generating approximately \$150 million in output, supported by the Murray River, regional attractions, accommodation, hospitality and visitor experiences.



HEALTH & EDUCATION

A major regional employer and service sector generating approximately \$414 million in output and supporting more than 2,400 jobs.

\$414m | 2,400+ jobs



MANUFACTURING

A major regional industry generating approximately \$449 million in economic output and supporting around 940 jobs.

\$449m | 940 jobs



RETAIL & SERVICES

A significant local employer, with retail contributing approximately \$160 million in annual output and supporting more than 1,000 jobs.

\$160M | 1,000+ jobs



LIVE, WORK & PLAY

The Murray River, parks, trails, recreation, education, health and community create a strong lifestyle proposition for residents, workers, visitors and investors.

**A diversified regional economy,
Built on established strengths**

EMERGING OPPORTUNITIES



RESIDENTS increase to 25,000+ from 20,962



LOCAL JOBS increase to 14,000+ from 11,995



AGRICULTURE & AGRIBUSINESS
Value-added production & food manufacturing



HOUSING & DEVELOPMENT
2,500+ new homes by 2050



TECHNOLOGY & AI
Digital innovation, automation & emerging technologies



ADVANCED MANUFACTURING & new industries



TOURISM & VISITOR ECONOMY
Murray River, tourism & new visitor experiences



AVIATION & AEROSPACE
Aerodrome, drones & emerging aviation technology



CROSS-BORDER OPPORTUNITIES
Victoria-NSW investment, trade & regional growth



RENEWABLES & CIRCULAR ECONOMY
Clean energy, resource recovery & sustainable industry



INTERMODAL & LOGISTICS
Freight, distribution & regional connectivity



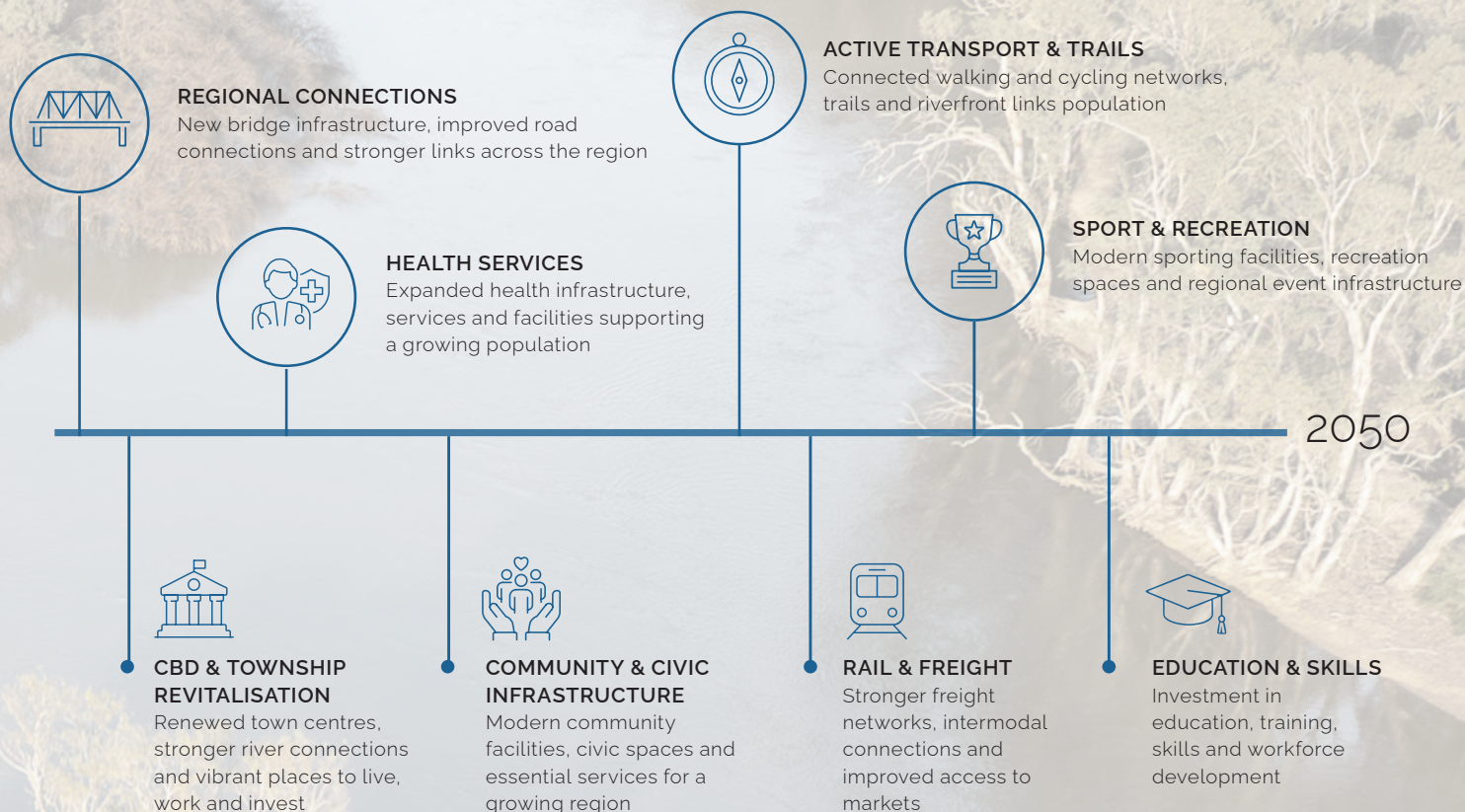
Scan to visit
swanhill.vic.gov.au

A region ready for 2050

A region with room to grow



TRANSFORMING THE REGION



\$500m+ public investment pipeline

Public investment opens the door. Private investment drives growth.

CREATING THE CONDITIONS FOR PRIVATE INVESTMENT

Over the next 25 years, strategic public investment will build the infrastructure, services and connections needed to support a growing and more competitive regional economy.

With a clear vision for growth and a strong pipeline of public investment, the region is positioning itself to attract capital, enable development and turn opportunity into long-term economic growth.

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THE OPPORTUNITY IS HERE

Swan Hill Region is not waiting for the future. We are actively building it.

A region with the land, resources, workforce, infrastructure and ambition to grow.

A REGION WITH ROOM TO GROW

COUNCIL IS READY TO WORK WITH INVESTORS



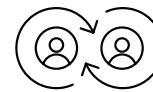
Site identification



Government advocacy



Planning & development support



Industry connections



READY TO INVEST?

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