

Retail

The City of Swan Hill is the provincial hub of this vibrant and unique region, with a reputation as a dynamic, modern riverside city with a wide choice of accommodation, shopping, restaurants and attractions. As an agricultural orientated town located along the Murray River, both Swan Hill and Robinvale have a thriving Central Business District (CBD) that offers an extensive range of retail outlets, numerous specialty stores, cafes and modern services.

The CBD retail industry in both Swan Hill and Robinvale, strengths are characterised with the following attributes:

- A one-stop-shopping destination
- Individual specialty stores
- Locally owned boutique eateries, equipped with alfresco dining to capitalise on the region's Mediterranean climate
- Key major retail tenancies
- Essential service stores
- Favourable parking conditions

Fast facts of the retail sector in the Swan Hill region

Number of jobs	1,040
Percentage of total regional employment	13.1%
Total output	\$97m
Percentage of total regional output	4.8%
Value of annual regional export	\$5.4m
Percentage of total regional exports	0.8%

(Source: remplan 2011)

Current Key Indicators

Swan Hill is a large service centre attracting over 40,000 customers from approximately a 100 kilometre catchment radius. As a result, Swan Hill has a great variety of retail stores and provides extensive services and amenities, matching those available in much larger centres. At present, Swan Hill CBD contains 37,510m² of retail floor space, which is comparable to Echuca with 35,000m².¹

Both Swan Hill and Robinvale CBD's have recently undergone major redevelopments, including modern street scaping, incorporating shade and public seating.

"Total retail spending by residences in the catchment area is forecast to increase from approximately \$409 million in 2011 to approximately \$478 million by 2026."

Future

Major infrastructure investment in both Swan Hill and Robinvale CBDs has drastically improved the attractiveness and viability of these precincts. It is anticipated these developments will provide the stimulus and/or expand the opportunities for potential commercial retail investment to occur. Significant future earmarked projects such as the Riverfront Masterplan, Heartbeat of the Murray (Laser Light Show at the Pioneer Settlement), development of the South West Residential Precinct and the establishment of Chisholm Reverse Motorsport Complex, will all strengthen and facilitate sustainable development. These projects and developments will have a positive 'knock on effect' on the retail industry in the region.

Region's competitive advantages

The region's competitive advantages include:

- A stable and growing population base
- A strong and diverse retail sector
- A relaxed, friendly environment with all of the lifestyle benefits of a large, modern city
- Highly successful co-ordinated marketing and business development program
- Availability of 'Green Field' sites in key commercial locations, capable of accommodating large scale retail activities
- Well serviced infrastructure in health and aged care, education, transport, recreation and tourism
- Variety of affordable retail shop fronts available to rent or buy in the CBD

1. Essential Economics Pty Ltd



More information

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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

