



Mildura Rural City Council



Welcome to Mildura

Mildura’s warm climate, innovative irrigation infrastructure and transport links has helped position Mildura as a ‘powerhouse’ in the food and manufacturing industry sectors.

Mildura Rural City Council and Mildura Regional Development work collaboratively to build on our region’s strengths and opportunities in the tourism, agribusiness, horticultural and related education and technology spaces.

About our Region

Location

Mildura is located at the tri-state intersection of New South Wales, Victoria and South Australia. By road Mildura is 400km from Adelaide, 550km from Melbourne and 1012km from Sydney.

Road

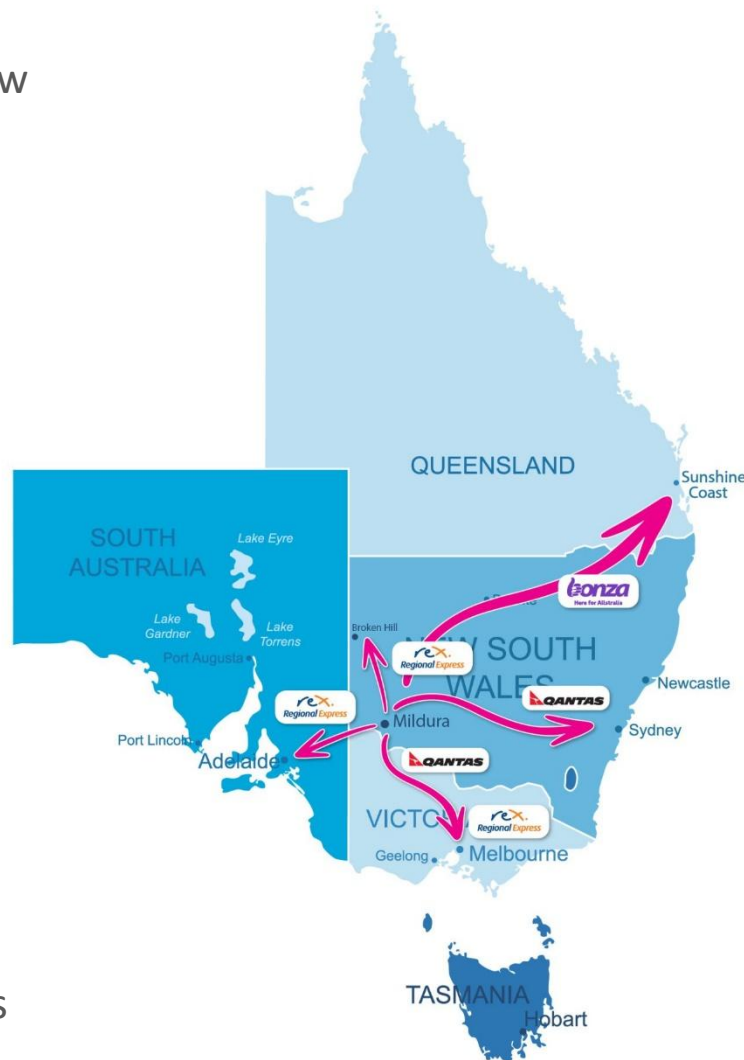
Mildura is serviced by reliable road infrastructure, making it a prime location for the transport and storage industries.

Rail

250,000 tonnes of local produce excluding horticulture and wine is exported via rail each year.

Air

Mildura Airport is the largest and busiest airport in regional Victoria. Three airlines offer direct flights a week from Mildura to Melbourne, along with flights from Sydney, Sunshine Coast and Broken Hill. With Adelaide to be re-instated later in 2023.



Mildura Area (Sq Km)
22,087

Population 2021 census data
56,972

Annual Population Growth
Average 0.75%

Average Household Size
2.4

Median Rent Weekly
House \$350 / Unit \$300

Median House Price
\$355,000 (2021)

Gross Regional Product
The Mildura region economy generates \$3.733 billion in GRP.



OUR ECONOMY AND JOBS

We are home to 57,156 people, supporting **25,016 jobs** and have an annual economic output of **\$7.3 billion**. There are currently 5,532 businesses locally, an increase of 6% in 2022.

AGRICULTURE, HORTICULTURE & VITICULTURE MILDURA REGION



Citrus



Growing approximately

- 24% of the nation's citrus crop:
- 44% of the citrus grown in the region is exported
- 22% is sold as fresh fruit on the domestic market and
- 34% is processed into fruit juice

Table Grapes



75% of all table grapes that are grown in Australia originate from this region. The Australian Table Grape Association Inc. (ATGA) is the peak industry body representing commercial table grape growers from across Australia and is based in Mildura.

Dried Grapes



The Mildura region produces 98% of Australia's dried grapes and is home to the Dried Fruit Association (DFA), Australia's peak industry body. The success of the dried grape industry can be attributed to the dry climate, soil type and the irrigation systems in the area.

Wine and Wine Grapes



The Murray Darling and Swan Hill Region (as per Region definition) is among the largest wine regions in Australia, with more 800 growers and 15,000 hectares. The region produces in the vicinity of 350,000 tonnes annually for some of the world's best-known brands

AGRICULTURE, HORTICULTURE & VITICULTURE MILDURA REGION



Almonds



Approximately 65% of Australia's Australian almonds are grown in the Mildura and Swan Hill regions, which are at the forefront of rapid industry growth. Australia is currently classified as the fastest growing almond industry in the world and has become the second largest almond producer globally.

Pistachios



There are about 40 growers mainly located along the River Murray. The total area planted in 2015 is about 750 hectares. There are five large pistachio orchards and another five orchards of 10-15 hectares. The climate and soils have proven satisfactory for pistachio production.

Olives and Olive Oil



The Mildura region's Mediterranean- like climate and soils are ideal for consistent production of high quality olives. In recent years, large scale commercial planting has occurred. The popularity of Mediterranean cuisine and greater awareness of the dietary attributes of olive oil has fuelled increased demand in Australia and in many parts of the world.

Honey Bees



As a large horticultural area, honey bees are very important in the Mildura region, particularly for the pollination of almond, avocado and melon crops. While the region does produce some honey and bees wax, pollination is an industry in itself. There are over 6,000 hives based in the region.

AGRICULTURE, HORTICULTURE & VITICULTURE MILDURA REGION



Livestock (Sheep)



The Mildura region has a vibrant livestock industry, including the Prime Mallee lamb trademark. There are two major saleyards in the region, the Ouyen Livestock Exchange and the Yelta Saleyards. The Mildura abattoir is set for redevelopment and re-opening in the near future.

Dryland Farming (Grains)



While relatively small compared to other grain growing regions in Australia, the grain industry in the Mildura region is well established and part of the agricultural tradition of the region, producing 15.4% of Victoria's grain



Promoting a new technology future

- Currently there are 11 solar projects within the Mildura Rural City municipality worth approx. \$1.59 billion.



A 'Technologically' enhanced and sustainable future

- Home to The Mallee Regional Innovation Centre (MRIC), working in partnership with The University of Melbourne, La Trobe University and SuniTAFE, to promote innovation in horticulture and irrigated production through better resource management.
- MRIC will lead the Mallee Hydrogen Technology Cluster, helping unlock Australia's potential for a globally competitive hydrogen industry. Projections suggest it will add up to \$26 billion to Australia's GDP and thousands of jobs to the national economy by 2050.
- SuniTAFE SMART Farm Training and Innovation Hub is a unique offering – a fully-functioning 30-hectare training farm for both developing and teaching next-gen farming practise.



VICTORIA





Growing the visitor economy

Tourism

- THRIVE MILDURA – Draft Concept
- Adapt, Survive & Thrive
- A focus on events led recovery as we bounce back from Covid-19 and the 2022 floods
- A year long calendar of events to stimulate the region, economically, socially and emotionally
- With the addition of direct flights from QLD, now is the time to build on our long history of excellence in hosting events





GIANT thoughts
with Ashley Browne

Why you should give a 'Ratts'

Harshly treated by his old club, St Kilda coach Brett Ratten deserves every success as the Saints march back into finals.

Barracking for another team during the finals when your team hasn't made it is unfair and stupid.

There, I've said it.

If your team hasn't qualified for September for this year, Coach and Chairman are it has caused you plenty of heartbreak over the course of the home and away season.

Who opens yourself up to none of the same through the final by temporarily adopting another team? Having searched that link, let me add it would also be chaotic not to wish certain individuals well over the next few weeks. And at the top of the list is St Kilda coach Brett Ratten.

It's not an extreme opinion, of course. To meet Ratten is to instantly like him. Everyone in football, save for the Western Bulldogs this weekend, will love him.

It wouldn't be his nature, of course, because he's all about his own success for Ratten over the next few weeks would give him cause to offer the proverbial middle finger to his former club.

To recap, he is a great captain, a 275 game premiership captain and three-time best and fairest winner.

He returned to the club in 2007 after a year with Melbourne and a coaching stint in Adelaide.

Melbourne to work as an assistant under Denis Pagan.

Halfway through the season he was the stand-in senior coach and shortly after it ended, he had the position on a permanent basis.

The Blues were financially strapped but, nevertheless, Chris had just walked through the door.

Ratten led the Blues to the finals in 2009 and 2010 where they narrowly lost elimination finals played outside Victoria.

In 2011, they thrashed Essendon in an elimination final before being for three weeks in West Coast.

In 2012, they battled injury for much of the year and missed the finals after an 11-win season.

And then there was the Blues. The Blues couldn't help themselves.

The old captain, "massive complex" re-emerged and, after a quick filtration, the Blues brought in three-time premiership coach Mick Malthouse to replace him.

Ratten's fellow Carlton great and premiership insurance man, Stephen Kernahan was one of those who engineered it.

Ratten spent the next six seasons at Hawthorn as a line assistant to Alanzar C. Jackson and was there for the premiership "three-peat" between 2013 and 2015.

Think of it like this: Adam Simpson and Hayden Bolton were among his fellow assistant coaches. Andrew Razafindralandy was the best in the AFL.

Chris Pagan on the football department.

Clayton Frizell, Dean Mitchell, Jerry Ruzhalski, Justin Leppitsch, Scott Hastings, to name but a few, were the first modern generation of an incredible culture.

Like most footballers, Ratten described the Hawthorn of that time as a "university of football".

Ratten has taken much of that institutional property with him to St Kilda. Roadhead joined him there upon his retirement as a player, an old friend Rich, a key strategist and advisor to Chairman before opening the door at the AFL.

Football boss Simon Latham and his associate George "Snobby" Allen were already in place, attracted to the resurgence of St Kilda and leading the club to a second premiership.

The Saints have created a terrific environment for Ratten and he has thrived. A few years older and with the wisdom of hindsight, he no longer feels the compulsion to get involved in areas that don't directly affect the football team.

Ratten is a line from a former St Kilda coach. "The children do the cooking." He prepped a chilled and happy environment and that's what he has created at St Kilda.

It's not that the Blues would run hard and compete ferociously, and that's the sort of team he has created.

Will St Kilda win the premiership this year? Probably not.

But after his abundant treatment by the Blues, not to mention the responsible trauma of the death of his son Cooper in late 2015, you hope for good things to happen to good people. And in this year's finals series, that is Brett Ratten. **OP**

GIANT THOUGHTS is normally brought to you by Giant Bryce. big.giantthoughts.com.au

“To meet Ratten is to instantly like him”

SOMETHING WONDERFUL HAPPENS WHEN YOU TRAVEL HERE.

SO WHEN YOU'RE READY AND IT'S TIME AGAIN...

start your journey with us

mildura
visitmildura.com.au



Saturdays 11.30am on > **7mate**

Agritourism

The Mildura region is building on its approach to Agritourism and is starting to see more businesses mixing their Agriculture/Horticulture with a tourism spin.

Orange World – Orange World is a tourist attraction with educational and informative citrus tours. A tour that takes you through the picturesque property of avocado trees, numerous citrus varieties and the tree grafting areas. During the picking season visitors can see pickers at work. Offering visitors and locals the chance to enjoy a tractor tour, pick their own oranges to then make their own orange juice.

Benetook Farm – Benetook Farm is a thriving and developing farm designed to encourage opportunities for people with disabilities. The Farm was established for this purpose but has now ventured into a tourism product, with childrens activities, café, general store, strawberry picking, egg collection or sponsoring a chook.

Coomealla Dairy - This small, family-owned business produces fresh goat's milk, cheeses and soaps. Farmed and made locally in Coomealla, just a 20-minute drive from Mildura CBD on the banks of the Murray River.



e grapes





THANK YOU
