

# KOONDROOK



## WHARF INSPIRED BUSINESS & TOURISM INVESTMENTS





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# Welcome from the Mayor

The Murray River is our iconic national river with unique natural environments and significant cultural heritage from both indigenous and European activities. The Murray River is the third most navigable river in the world, after the Nile and Amazon! It has played a significant part in Australia's history, not only as an inland river transport corridor, but also as an internationally recognized wetland and bird habitat.

The Ports of the Murray River Strategy is aimed at repositioning the Murray River in the Australian psyche by connecting the key river towns and highlighting the many development opportunities. It will develop a shared vision for the river corridor, allowing communities to take advantage of opportunities for economic development, settlement and social recreation. Ports of the Murray River Strategy focuses on the area from Echuca-Moama to Mildura-Wentworth and includes the Ports of Echuca, Koondrook, Swan Hill and Mildura. It is a regional project aimed specifically at further development of tourism product along the Murray and designed to give visitors the incentive to tour right along the Murray and explore all it has to offer.

The Gannawarra Shire has a clear strategic focus to develop new businesses and grow existing businesses aimed at creating a strong and diverse economy. The strategy captures the creative opportunities and turns dreams and ideas into reality. Council plays a role in providing infrastructure that services the social and recreational aspects of the community as well as creating infrastructure that encourages commercial development. The wharf plays both roles and has been labelled the "enabler" in that it is giving other businesses the confidence to develop and expand in Koondrook.

Many business people who have not visited this unique area will be surprised by what this region has to offer. The mighty Murray River, Gunbower State Forest and Gunbower National Park, pristine wetlands within the forest and Gunbower Creek provide a magnificent backdrop to this natural environment.

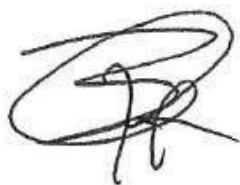
Kerang, Cohuna, Koondrook; Victoria's nature based tourism destination will develop into a major activity centre over the coming years.

Koondrook is located just 15 minutes drive to key transport corridors including the Loddon Valley Highway at Kerang and the Murray Valley Highway at Cohuna. The major tourism destinations of Mildura, Swan Hill and Echuca are situated along these highway routes. Koondrook will become a "must do" as you travel the Murray River.

The Gannawarra Shire is a great place to live, work and invest and is family friendly with good education and sporting facilities. Our Shire provides opportunities for growth and this prospectus invites you to consider Koondrook as a destination for business development. Council's Economic Development Unit will provide you with a great range of support services to help you realise the potential of Koondrook.

Feel free to contact us and arrange a no obligation tour of the area and discussion on the opportunities available.

We look forward to assisting you.

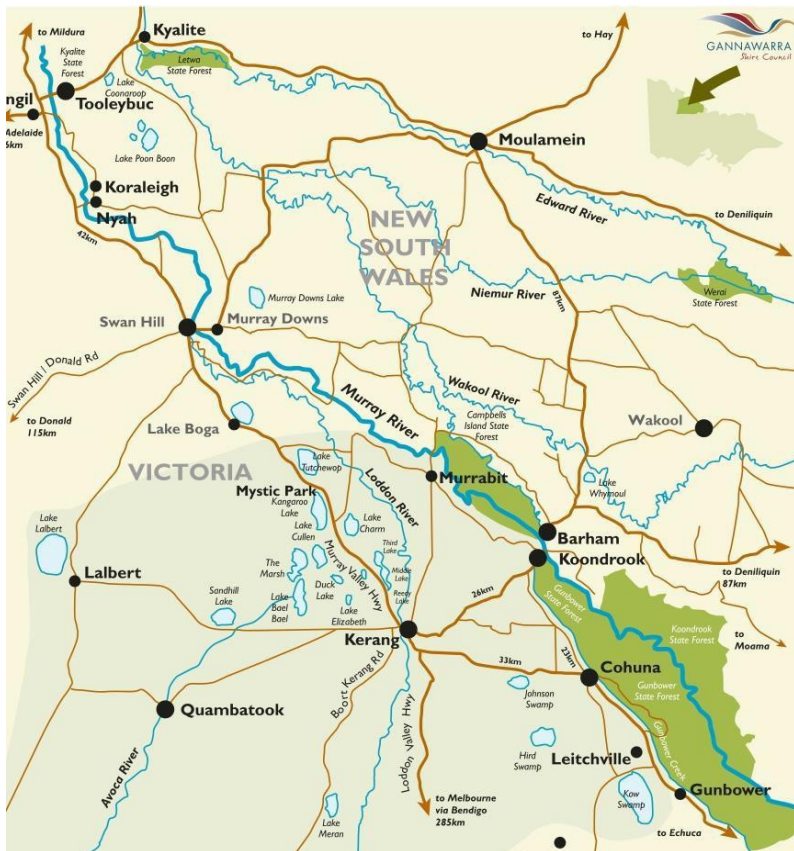


**Cr Brian Gibson**  
**Mayor**  
**Gannawarra Shire Council**



# Koondrook - Murray River Investment

## Location



Koondrook is nestled among the river red gums on the Murray River, Australia's most famous waterway. The town is situated in north west Victoria, 1 hour from Swan Hill, and Echuca and 3.5 hours from Melbourne. Located in the Gannawarra Shire midway between Echuca and Swan Hill, Koondrook is steeped in history from the paddle steamer and red gum saw milling era.

Koondrook has seen strong growth and investment in Tourism. A new Motel is situated on the banks of the Murray, a stone's throw from the new wharf, while a range of other projects are in different stages of development. The Koondrook butter factory arts precinct, Railway Goods Shed restaurant, the Long Paddock Food Store, Farm 253, the Wetlander Cruise boat, Arthur Reuben replica paddle steamer and the proposed nature based tourism hub all combine to make Koondrook a destination for the socially and environmentally aware.

A range of walking and cycling tracks connect Koondrook to the Gunbower State Forest while the Gunbower Creek Canoe Trail is one of many local waterways perfect for kayaking. The Murray River and the Kerang Lakes, and the wetlands of the Gunbower Forest, offer unique experiences close to nature. You can camp out along the waterways of the forest or enjoy the comforts of motel and cabin accommodation, or the soon-to-be safari tents!

Its un-spoilt beauty that is so hard to find!







## History

Prior to European settlement, the area around Koondrook was occupied by the Wemba-Wemba people. In 1843 Edward Green acquired a lease of 114,656 acres and named the station 'Barham'. Victorian selectors began to occupy land on the southern bank of the Murray, around Koondrook, at the end of the Victorian goldrush.

The first church services were held at Koondrook in 1878 and the Post Office opened the following year. The first school opened in 1880 as did the Koondrook Hotel. The

history of Koondrook is heavily influenced by the timber industry which started to emerge in the 1880s as early settlers took advantage of the nearby red gum forests. A wharf was built in 1882 and the Kerang-Koondrook Tramway was opened in 1889 which linked the area to the Melbourne railway network. Agricultural development followed with the first irrigation pump constructed in 1890 with dairy farms and a creamery soon following. In 1904 a lift bridge was constructed with a central section that was raised to allow paddlesteamers to pass through on the way back and forth to Echuca. It is one of the oldest surviving bridges on the river.



## Koondrook Today



Over the last century, Koondrook has grown from a small redgum timber harvesting town into a bustling riverside village of almost 1000 residents.

Major industries include agriculture with dairy, mixed farming and citrus while timber is selectively harvested from the local forests to produce high quality building products.

The towns historical, heritage and cultural assets and its location on the Murray River at the northern end of Gunbower Island, the largest inland island in the world, make it a natural choice for tourism development.

### Koondrook Quick Statistics

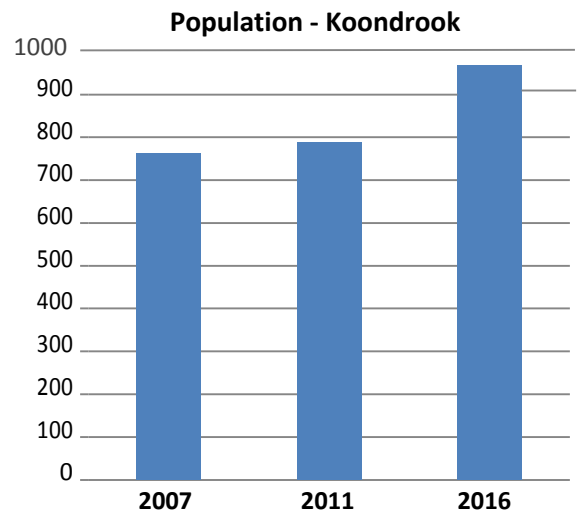
<b>Population (2016)</b>	991
<b>% aged 25-59</b>	38.5%
<b>Unemployment (2016)</b>	3.6%
<b>Median household income (2016)</b>	\$791/week
<b>Average house hold size</b>	2.1
<b>Key Related Employment Sectors:</b>	
<b>Ag. Forestry and Fishing</b>	19.2%
<b>Retail Trade</b>	11.8%
<b>Manufacturing</b>	5.9%
<b>Accommodation &amp; Food</b>	5.0%

# Gannawarra Shire Economic Profile

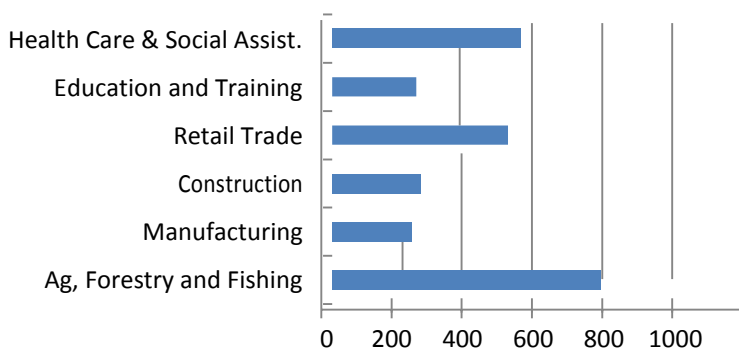
## Population

The Gannawarra Shire has an estimated population of around 10,500 people (at 2016) and like many rural municipalities has a fluctuating population linked to agriculture. The Shire offers an attractive lifestyle for residents with its proximity to water and other natural features, pleasant climate and friendly small town character.

In the peak tourism periods it's not uncommon to have in excess of 12,000 people camping in the forest along the Murray River, boosting the local population for the few weeks over January and Easter.



## Employment by Industry, Gannawarra Shire



## Economy

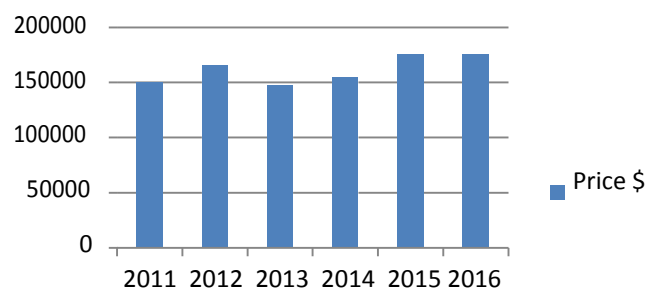
Employment in Gannawarra Shire is dominated by agriculture which accounts for over 20% of all jobs. The dairy industry accounts for around 48% of the Shire's agricultural production with cropping, livestock and a growing horticultural sector making up the remainder.

Tourism related industries such as accommodation and food services are growing in terms of their significance to the local economy and offer the savvy investor significant opportunities.

## Housing

Residential house prices are some of the most affordable in Victoria with a median house price in 2016 of \$165,000. A number of residential subdivisions are currently being established to meet the needs of prospective residents attracted by the Shire's lifestyle attributes.

## Median House Prices - Koondrook





# Tourism in Gannawarra Shire

## Overview

The tourism sector in Gannawarra Shire accounts for around 5% of employment, however this is projected to increase with the development of new tourism product in the Shire and the construction of local infrastructure that encourages commercial investment.

The Gannawarra Tourism Strategy (2015) estimated annual visitation to the Shire of 220,000. Visitation is largely characterized by informal camping, passive recreation such as kayaking and fishing, watersports, passing tourist trade from neighboring areas, attendance at special events and visiting friends and family. The Gannawarra Shire Economic Tourism Strategy encourages tourism growth through the development of appropriate tourism product and the development of new infrastructure.



**Table 1: Murray Visitation by Origin**

Origin	Day Trip	Short Break	Longer (3+ Days)
Melbourne Regional	24%	51%	29%
Victoria	43%	54%	26%
Sydney Regional	17%	21%	13%
NSW/Canberra	15%	27%	20%
South Australia	21%	38%	32%

Tourism data for the wider Mallee region (including Gannawarra Shire) indicates that 50% of visitors come from regional Victoria and most visitors come for a holiday or to visit friends and relatives. The visitor market is highly segmented from a demographic perspective: 60% of tourists are young families and older couples. The target market is changing and Council is targeting the 25 – 44 year old sector that is socially and environmentally aware, in line with regional strategies and market identification.

**Table 2. Target markets for the Murray Region**

Market segment by experience	Geographic	Age groups/ Lifecycles	Lifecycles
<b>Inspired by Nature: Caravan &amp; camping enthusiasts</b>	VIC, NSW, ACT, SA	All age groups	All lifecycles
<b>Inspired by Nature: eco-tourists, nature enthusiasts</b>	VIC, NSW, ACT	25 - 44	Young families, mid-life empty nesters, self-funded retirees
<b>Inspired by Nature: Outdoor adventurers: water sports,</b>	VIC, NSW	19 – 44, 45 - 64	Young families, self-funded retirees
<b>Creative Opinion Leaders: History and heritage enthusiasts</b>	VIC, NSW	25 – 44, 45 - 64	Young families, active mid-life, empty nesters
<b>Creative Opinion Leaders: Events and business events</b>	VIC, NSW, ACT, SA	25 – 44, 45 - 64	Young to mid-life social groups, golf enthusiasts & other club members
<b>Food and Wine Lifestylers – these can cross over into the above categories</b>	VIC, NSW, ACT, SA	25 – 44, 45 - 64	Young to mid-life couples, social groups, empty nesters
<b>International Travellers – Australian experiences</b>	New Zealand, UK & USA	All age groups	All lifecycles

# Tourism in Koondrook



## Accommodation

Koondrook has a number of accommodation options for visitors:

- The Murray Waters Motel is a 4 star motor inn with self-contained rooms and apartments. Relatively new and superbly positioned on the banks of the Murray, Murray Waters is a popular destination for tourists and visiting business people.
- The Koondrook Caravan Park offers on-site vans, cabins and camping sites and is beautifully positioned on the junction of the Murray River and the Gunbower Creek;
- Guest house, Lillian Cottage offers overnight or weekly accommodation.
- The Gannawarra Shire Council is proposing to develop a nature based tourism hub comprising safari tents in a unique location on the Gunbower Creek.



## Natural Attractions and Outdoor Activities

Visitors to Koondrook are spoilt for choice when it comes to enjoying the great outdoors:

- Koondrook is the Gateway to the northern end of Gunbower Island, a popular destination for campers, bushwalkers, anglers and nature lovers.
- Visitors can take a number of tracks through Gunbower Forest to explore the beautiful wetlands which support nearly 160 different species of birds and countless numbers of native fauna.
- The Gunbower Island Canoe Trail can be accessed via Koondrook. The trail takes in the wetlands of Safe's Lagoon.
- The Koondrook boat ramp provides easy access to the river for boating and fishing. The Murray can reward anglers with Murray cod, golden perch and catfish.
- The Redgum Statue River Walk along the banks of the Murray offers a pleasant leisurely stroll for visitors wishing to take in the magic of Australia's most important river. Carvings depict wildlife and local people who are significant to the region.
- A walking track has been constructed along the Gunbower Creek south of Koondrook in a beautiful natural setting;
- The proposed Murray River Adventure Trail will provide significant opportunities for Koondrook. Local connections will include the Murray River, Kerang to Koondrook Rail Trail and the Koondrook to Cohuna Forest Trail.





# Tourism in Koondrook

## History and Heritage

Koondrook's history as a bustling river port and saw milling town has left a legacy of heritage sites and historic buildings to develop and explore, including:

- The Koondrook / Kerang Tramway Station - built in 1889, the rail line carried passengers and freight such as wheat, wool and timber.
- Arbuthnot Sawmills - opened in 1890, moved to its present site in 1891 and is still in use today.
- Barham/ Koondrook Bridge - opened in 1904 with a centre section lifting to allow river traffic to pass under the bridge. One of the oldest intact bridges on the Murray.
- Old Wharf Site and Goods Shed - the wharf was built in 1882 and used by paddlesteamers until the 1950s. The 1890 Goods Shed is a visible reminder of the town's heyday as a river port.
- Heritage shopfronts and historic buildings - Koondrook has a number of heritage buildings offering a glimpse of life from times gone by. These include two churches (1884 and 1889), the mill office (1889), a bakery (1910), a butcher (1904), a butter factory (1906) and several notable period houses.



## Food and Wine

Great food and coffee can be enjoyed at the 'Long Paddock Food Store' or on farm at "Farm 253" where visitors can choose to dine in or purchase locally grown produce and handmade delicacies including jams, preserves and meat products. Travelers can also get a hearty meal at the Koondrook Royal Hotel or one of the several pubs across the river in Barham.

The Redgum Food Group holds regular farmers markets, along with developing boutique food operations on farm. A range of meats, fruit, nuts and vegetables are grown and used locally.

While the area is focused on quality food and wine there is opportunity to develop an "up market" hospitality venue that caters for the more discerning diner. Such a business could maximize the local food and wine products and cater for the emerging target market of the socially and environmentally aware.





# Why Invest in Koondrook

## Ten Reasons to Invest in Koondrook

- 1. Leverage off the strength of 'The Murray' brand** - 'The Murray' tourism region (which includes Gannawarra Shire) is the second largest tourism destination in Victoria accounting for 2.04m overnight visitors and 2.82m day trippers in 2008. Koondrook's location along the Murray provides so many options for nature based activities;
- 2. Affordable land and housing** - With a median house price of \$180,000, Koondrook offers some of the most affordable waterfront living in Victoria providing investors with a well-priced option for tourism development;
- 3. Significant natural tourism assets** - Koondrook's location at the junction of the Murray River and Gunbower Creek provides the town with easy access to a host of natural features and attractions including wetlands, redgum forests, abundant birdlife and animals and a variety of walking trails, 4WD tracks and waterborne activities;
- 4. Proven track record of tourism success** - The ongoing success of the Murray Waters Motor Inn and the Long Paddock Food Store demonstrate the potential for Koondrook to become a high quality bustling tourism hub;
- 5. Strategic Location** - When it comes to location, Koondrook has everything going for it. Close enough to the regional centres of Swan Hill and Echuca but far enough away to become a unique destination in its own right. Furthermore, its position right on the banks of the Murray adds to its appeal for commercial tourism development and investment;
- 6. A Proud and Visible History** - Koondrook's status as a former river port and sawmill town is a story waiting to be told to a wider audience and the town's history provides a unique opportunity for savvy investors to capitalise on. The retention of significant heritage assets including the goods shed, the tramway station, Arbuthnot's Sawmill, the Koondrook-Barham bridge and numerous old shopfronts and historic buildings offer enormous potential for exciting tourism development;
- 7. Something for Everyone** - Koondrook is the town with something for everyone. Lovers of peace and quiet can meander through the streets and stroll along the banks of the majestic Murray River taking in the beautiful wildlife and serene atmosphere. Outdoor enthusiasts can pursue their passion for all things active both on and off the river. History and culture lovers will not be disappointed given the town's significant heritage assets and its local red gum industry and food products on offer;
- 8. Proactive Council** - Gannawarra Shire Council has a history of being proactive in attracting new business and investment to the region via its Economic Development Unit and can help to facilitate expeditious outcomes for prospective new businesses and investors. Let us assist you develop your tourism venture in Koondrook!
- 9. Proximity to Barham** - Koondrook's twin town of Barham just across the Murray in New South Wales is a thriving tourist destination in its own right with a number of key attractions (including CluBarham) and activities for visitors;
- 10. Leverage off the current developments** - The opportunity in Koondrook is real and evidenced by current projects. Replica paddlesteamer, cruise boats, wharf, butter factory arts precinct, Farm 253, NBT hub, caravan park redevelopment and development of the Railway Goods Shed for a waterfront restaurant.





## We Will Assist Your Investment

### A leader in Economic Development

Gannawarra Shire Council is experienced in influencing and facilitating economic development. These activities have most recently been informed by the Gannawarra Shire Economic Development Strategy 2011-2015. The role of Economic Development within Council includes the following functions performed by the Economic Development Unit:

- Marketing of the municipality as a great place to live work and invest;
- Providing advice and facilitation of new business establishment and business expansion;
- Supporting local businesses including business planning, networking, training, and government services and funding;
- Offering assistance with sourcing of development land and premises;
- Providing assistance and facilitation for agribusiness developments;
- Facilitating the development of industrial land for business development;
- Identifying infrastructure requirements to support business development;
- Facilitating the delivery of visitor information and events promotion;
- Providing assistance to businesses and residents looking to relocate to the municipality;
- Lobbying government on behalf of the community for services and infrastructure.

### A Facilitator of Strategic Partnerships

Gannawarra Shire Council's Economic Development Unit can put you in touch with the right strategic partners to help turn your vision into reality. The Unit works closely with a number of partner organisations including:

- Regional Development Victoria (RDV);
- Goulburn Murray Water (GMW);
- North Central Catchment Management Authority (NCCMA);
- Department of Environment, Land, Water and Planning (DELWP);
- NSW Maritime;
- Murray River Council;
- Murray Regional Tourism Board;
- Federal and State government departments and agencies
- Local business associations;
- Local community associations e.g. Koondrook Development Committee.

# Investment Opportunities

## Industrial Buildings

The old service station and workshop is situated on the Koondrook riverfront just opposite the railway goods shed. A typical 1960's styled building that has previously been used as a small engine sales and service centre and fuel outlet. It has an area of around 350m<sup>2</sup> along with an area of land to the rear and front of the building. The building is in one of the most prominent locations in Koondrook and would suit a range of hospitality or trades activities.

*The building would be ideal for boutique brewing or small scale wine making. Food based activities such as cheese making, specialty small goods processing or perhaps a community kitchen and food hub for the distribution of local food products. The location lends itself to linking closely with the railway goods shed, the Murray River waterfront and the Nature Based Tourism Hub. The site could also be ideal for a boutique timber boat making facility.*



## Koondrook Butter Factory

The Koondrook Butter Factory is an historic brick building oozing with character. The new owner is keen to develop the site to cater for a range of activities such as;

- Artist hubs for painting, jewellery, crafts and sculpture
- Coffee roasting, boutique brewery, wine making
- Chocolate, cheese and boutique foods
- Accommodation both long and short term
- Food and hospitality

*A range of development opportunities could be considered for this unique site. You may wish to consider a hub arrangement for small scale creative arts and consider some of the business opportunities with a lease arrangement. The location could also be purchased outright if the situation required all of the premises. This is an extremely unique premise that is limited only by your imagination.*





# Investment Opportunities

## Koondrook Wharf

The original Koondrook Wharf was built in 1882 by the Shires of Kerang and Swan Hill and was used by paddlesteamers for many years servicing local farmers, residents and business people. It was closed and removed in the 1950s. The new Koondrook Wharf provides a central focus point for the town and is driving further tourism investment. The Wharf is driving local development in tourism and we can expect to see more investment along the waterfront!

***Development opportunities include; Small timber boat hire, cruise boats, kayak hire and tours, indigenous tours and community activities such as weddings and major music events. Opportunity also exists for small camping/cruise boats and small 2 person house boats that could operate year round.***



## Heritage Precinct

Koondrook's historical significance combined with the town's considerable heritage building assets creates an exciting opportunity to construct an 'integrated heritage precinct' focusing on the town's former role as a saw milling town, tramway depot and river port. Many of the heritage buildings are still intact and could be the ideal driver for heritage projects.

***Development opportunities include; A European bakery with the smell of fresh sourdough wafting along the riverfront. A brewery overlooking the Murray with river branded beers, chocolate and coffee roasting in the butter factory, art studios, or the Railway Goods Shed restaurant overlooking the wharf and the river. Don't dream it ...do it!***

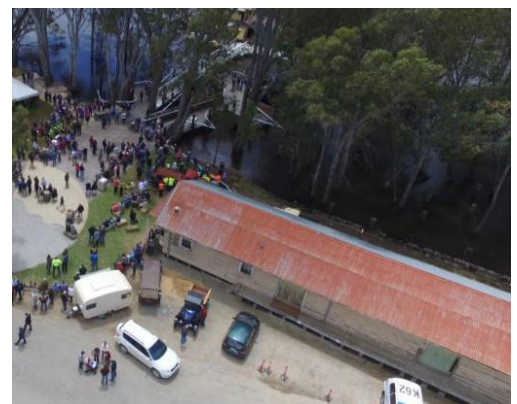


## Railway Goods Shed

The Old Railway Goods Shed on Tramway Place is perhaps the best example of an original heritage building with significant potential for sensitive redevelopment.

***Its prime location in the centre of town, the Railway Goods Shed lends itself to a variety of tourism related uses in particular an elevated food & wine experience featuring seasonal local produce.***

***Align the menu with the Murray River and local produce to create a unique dining facility that offers views you can only dream about! Statistics show that 38% of visitors are seeking unique food & wine experiences! This is your chance!***



# Investment Opportunities

## Nature Based Tourism

The Koondrook area is well suited to the development of nature based tourism to take advantage of the abundant natural features, in particular the waterways and the forests.

***Potential opportunities include cabin accommodation or safari tents on or around Gunbower Island, indigenous tours, guided walking, kayaking and birdwatching tours and the development of a small eco-resort. Camping tours or horse riding to connect to the forest or maybe mountain bike races in the forest! Perhaps even mini house boats and camping boats. The development of nature based tourism in the area is seeking to expand the local tourism market and attract those connected to nature. The market is limited by your imagination!***



## Heritage Shopfronts

Koondrook contains several significant heritage shopfronts which once housed a variety of local stores including bakers, butchers, a confectionary shop and a grocery store.

***The opportunity exists for innovative entrepreneurs to restore these shops to their former glory and convert them to productive tourism-related uses such as boutique retail, arts & culture or dining and food manufacturing.***

***You may even choose something like timber boat building, furniture making or perhaps cheese making! Talk to Council and we can assist the transition.***



## Commercial Tourism Development

***The combination of well-priced land and a beautiful natural waterfront setting creates an opportunity for a savvy operator to leverage off the region's competitive advantages to develop a commercial tourism facility such as a self-contained resort, conference facilities or a wellness retreat. With such a natural environment that caters for the socially and environmentally aware a wellness retreat that connects to the forest and the locally produced food could prove an exciting development!***







# Interested in development?

## Please Contact

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