



# Growing the Food and Beverage Manufacturing Sectors in Rural Victoria

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Data provided by

**REMPPLAN**

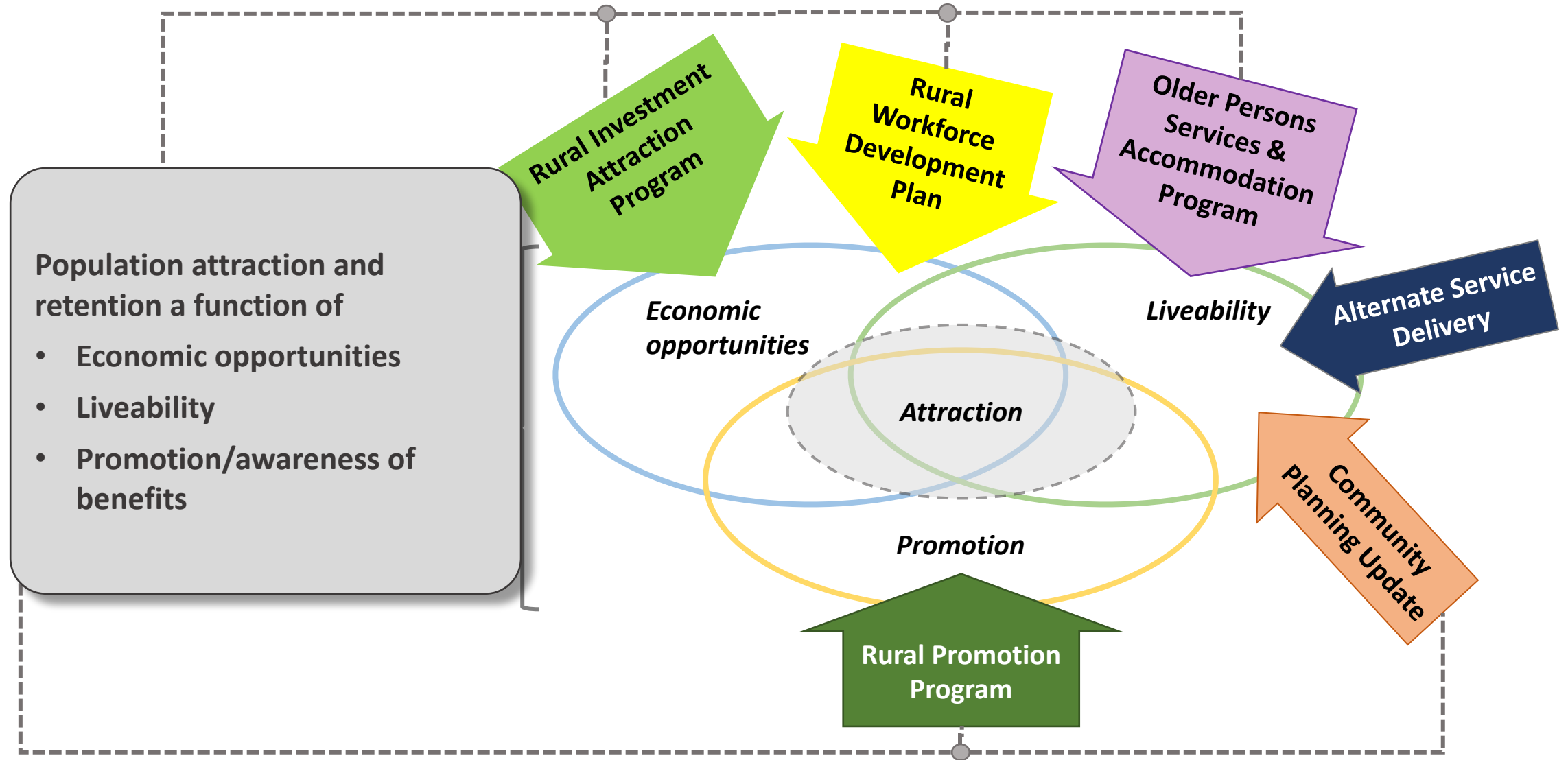
# Project Context

## Rural Populations Forecasts

## Change in Rural Population 2011 to 2031

|  | Overall |  |  |
|--|---------|--|--|
| 9 of 38 Rural LGAs are projected to experience population growth across all age cohorts  | 149,731 |  |  |
| 12 of 38 Rural LGAs are projected to experience population growth 2011 to 2031 but will experience an overall loss of population aged under 65 years | 24,399  |  |  |
| 17 of 38 Rural LGAs are projected to lose population   | -17,660 |  |  |
| Totals   | 156,470 |  |  |

# Key Principles



# Project Context

**RCV – Population Attraction and Retention Strategy – early 2017**



**RCV – Workforce Development Plan - 2018**

# Jobs Growth in Victoria – 2011 to 2016

|                | Jobs 2011 | Jobs 2016 | Change | % Change | % of All Jobs in Victoria |
|----------------|-----------|-----------|--------|----------|---------------------------|
| Rural Victoria | 234,300   | 269,722   | 35,422 | 15%      | 10%                       |

## Jobs Growth in Rural Victoria 2001 - 2016

| period      | jobs   | % change |
|-------------|--------|----------|
| 2001 - 2006 | 6,305  | 3%       |
| 2006 - 2011 | 6,949  | 3%       |
| 2011 - 2016 | 35,422 | 15%      |

extraordinary growth

# Rural Workforce Development Plan - Strategic Framework

## Identification of Employment Opportunities in Rural LGAs

### Greater Engagement of Rural Residents into the Rural Workforce

- Promote employment opportunities to rural residents – target:
  - Young persons
  - Rural residents who work outside their LGA
  - Under-employed
  - Regional City workers
- Advocate for resources to engage rural unemployed

### Augment Recruitment Capability of Rural Businesses

Advocate for improved Career Advice resources

Collaborate with the Victorian Skills Commissioner

Advocate for Equitable Access to Vocational Training Resources in Rural Victoria

Funded

When there is low housing availability . . . .

Resettlement  
Pilots

Start-ups

### Improved Housing Availability

- Rentals a priority

Improved transport for Workers

# Project Context

RCV – Population Attraction and Retention



RCV – Workforce Development Plan



RCV – Investment Attraction Program



RCV – Growing the Food and Beverage Manufacturing sectors in rural Victoria

Plan highlighted food manufacturing experienced employment growth

| Food Manufacturing Sectors       | Jobs          |               |              |
|----------------------------------|---------------|---------------|--------------|
|                                  | 2016          | 2011          | change       |
| Meat & Meat Product Mfg.         | 4,297         | 3,695         | 1,602        |
| Bakery & Confectionery Mfg.      | 3,885         | 2,373         | 532          |
| Other Food Product Mfg.          | 585           | 552           | 37           |
| Grain Mill & Cereal Product Mfg. | 404           | 498           | -94          |
| Fruit & Vegetable Product Mfg.   | 603           | 714           | -111         |
| <b>totals</b>                    | <b>14,899</b> | <b>12,597</b> | <b>2,302</b> |

The Food Manufacturing sector is not dependent on “local demand” –

No forecast “population growth” ? Focus on investment opportunities that are not dependent on population growth

# RCV – Growing F&B Manufacturing Sector in Rural Victoria

**Aim** – Grow F&B Manufacturing Sector investment in rural LGAs

## **Process**

1. Identify priority and capacity to attract F&B Manufacturing amongst RCV Councils
2. Map relevant “assets” for F&B Manufacturing in rural Victoria (ie across the RCV network)

**Survey of RCV Councils**

### **Rationale –**

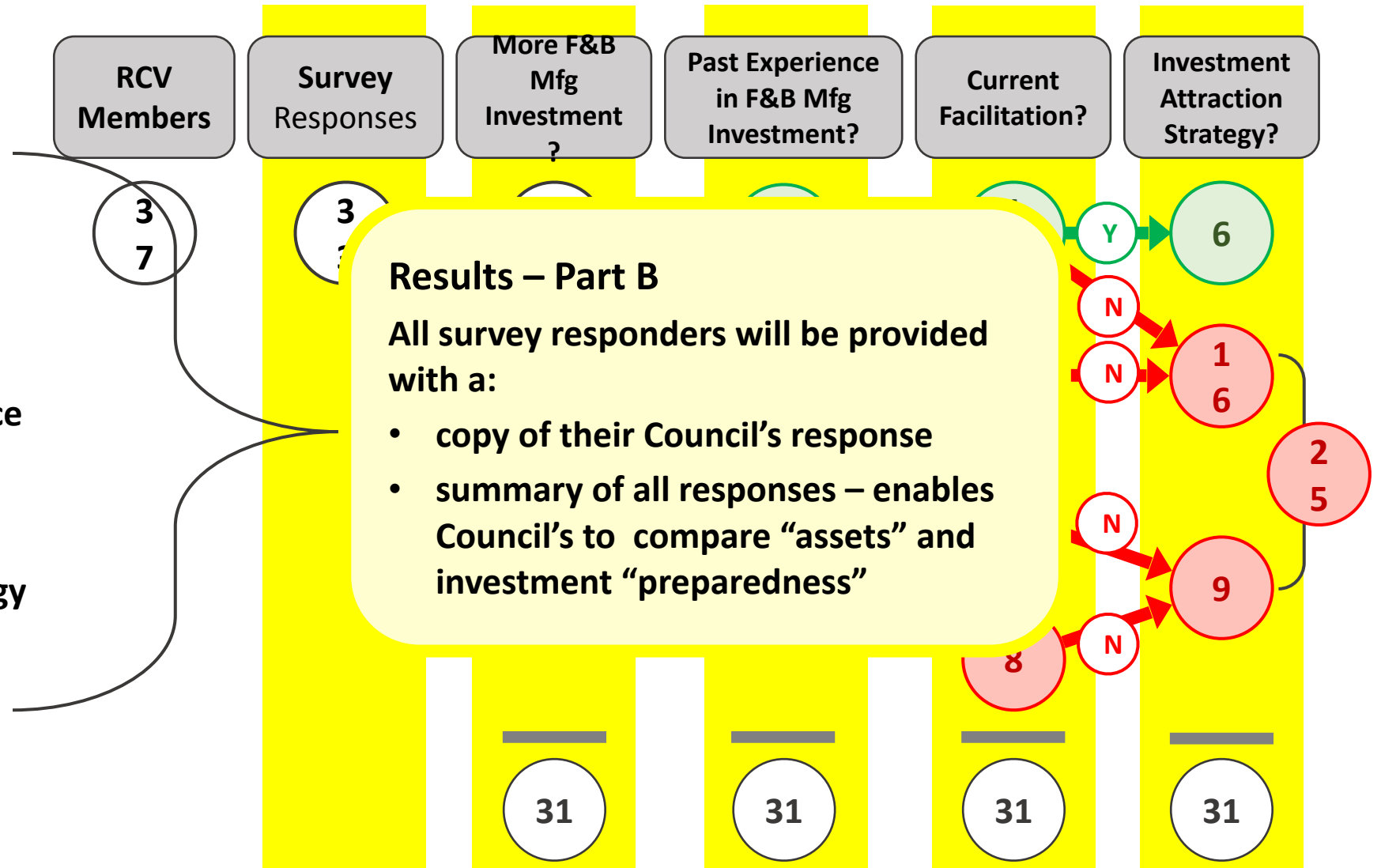
- 1) already a feature of many rural LGA economies
- 2) not dependent on a demand for services from local



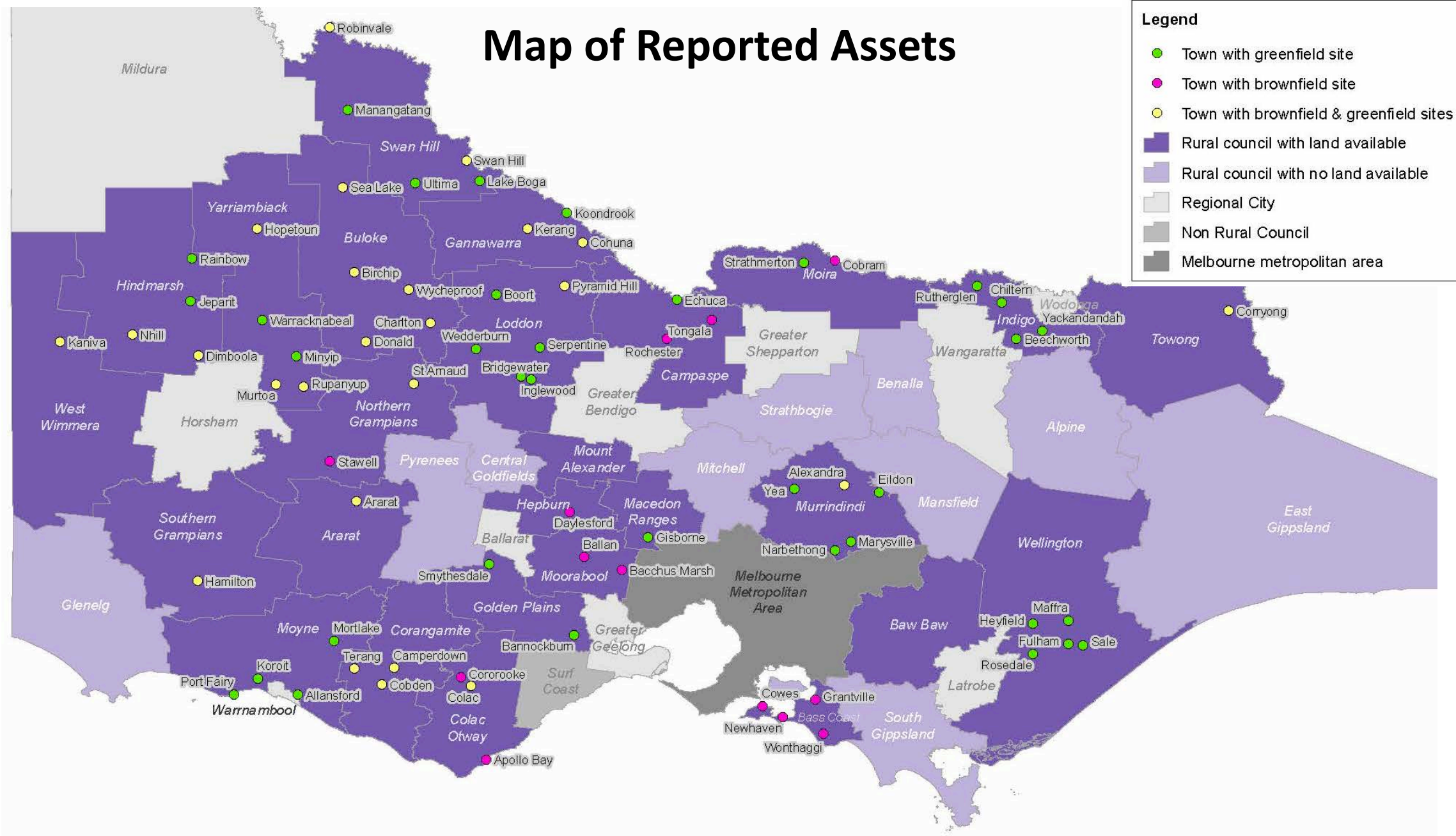
# Survey of RCV Network

## Survey asked :

- **Who's in?**
- **What have you got?**
  - **Sites**
  - **Assets/services**
  - **Housing/workforce**
- **Are you ready?**
  - **Infrastructure**
  - **Facilitation strategy**
- **If not – what are you doing about it?**




## Map of Reported Assets




# RCV – Growing F&B Manufacturing Sector in Rural Victoria

### A Guide to Property Values

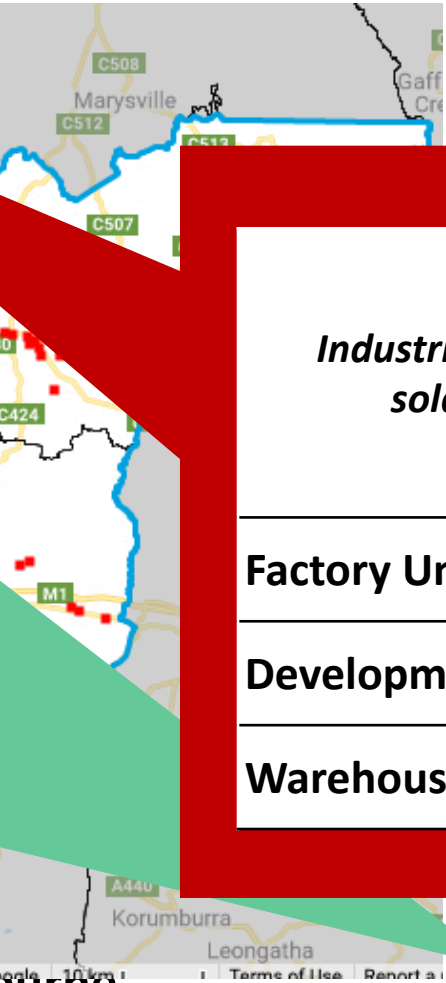
Annual analysis of property sales data from Valuer-General Victoria January – December 2019



Valuer-General Victoria

 **VICTORIA**  
State Government

Environment,  
Land, Water  
and Planning



## Rationale

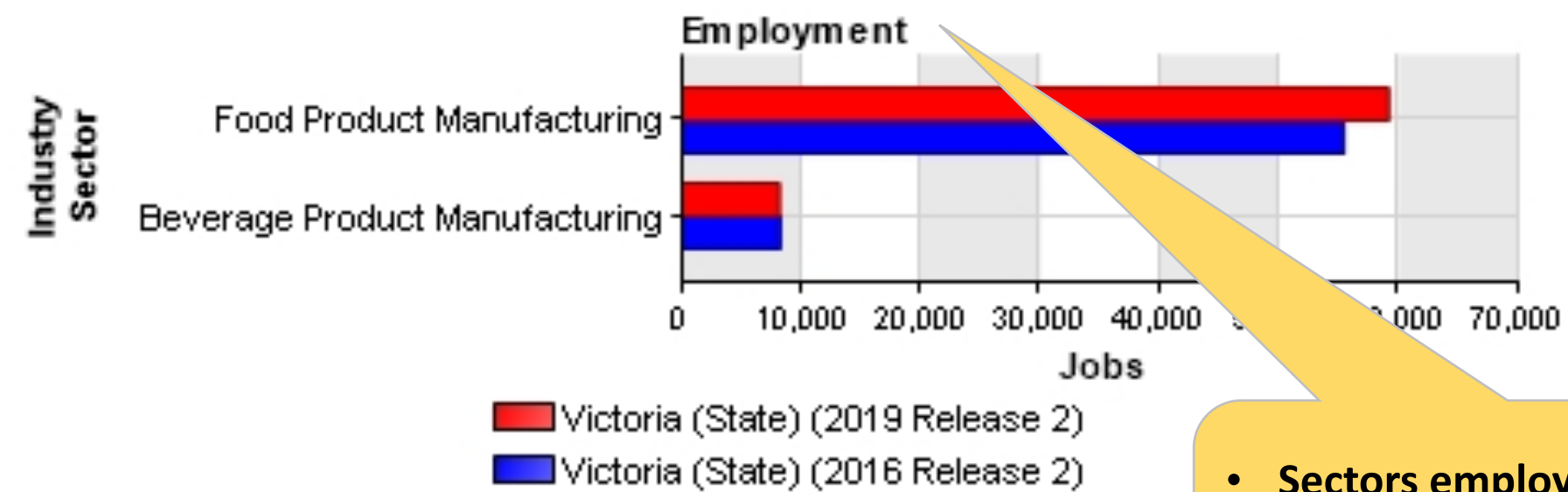
Our previous engagement with GMM based

|   | GMM   | Country Victoria                              |
|---|---|---|
| <i>Industrial Properties sold in 2019</i> | Mean Price/<br>Unit Area (\$/m <sup>2</sup> ) | Mean Price/<br>Unit Area (\$/m <sup>2</sup> ) |
| Factory Unspecified                       | \$ 572.6                                      | \$ 177.9                                      |
| Development Site                          | \$ 301.3                                      | \$ 57.6                                       |
| Warehouse Unspecified                     | \$ 554.5                                      | \$ 147.0                                      |

Cost of land and buildings is greater in GMM

# Analysis of GMM Food & Beverage Manufacturing Businesses

## F&B Manufacturing Sector Employment



# Analysis of GMM Food & Beverage Manufacturing Businesses

## \*Business Count – Victoria

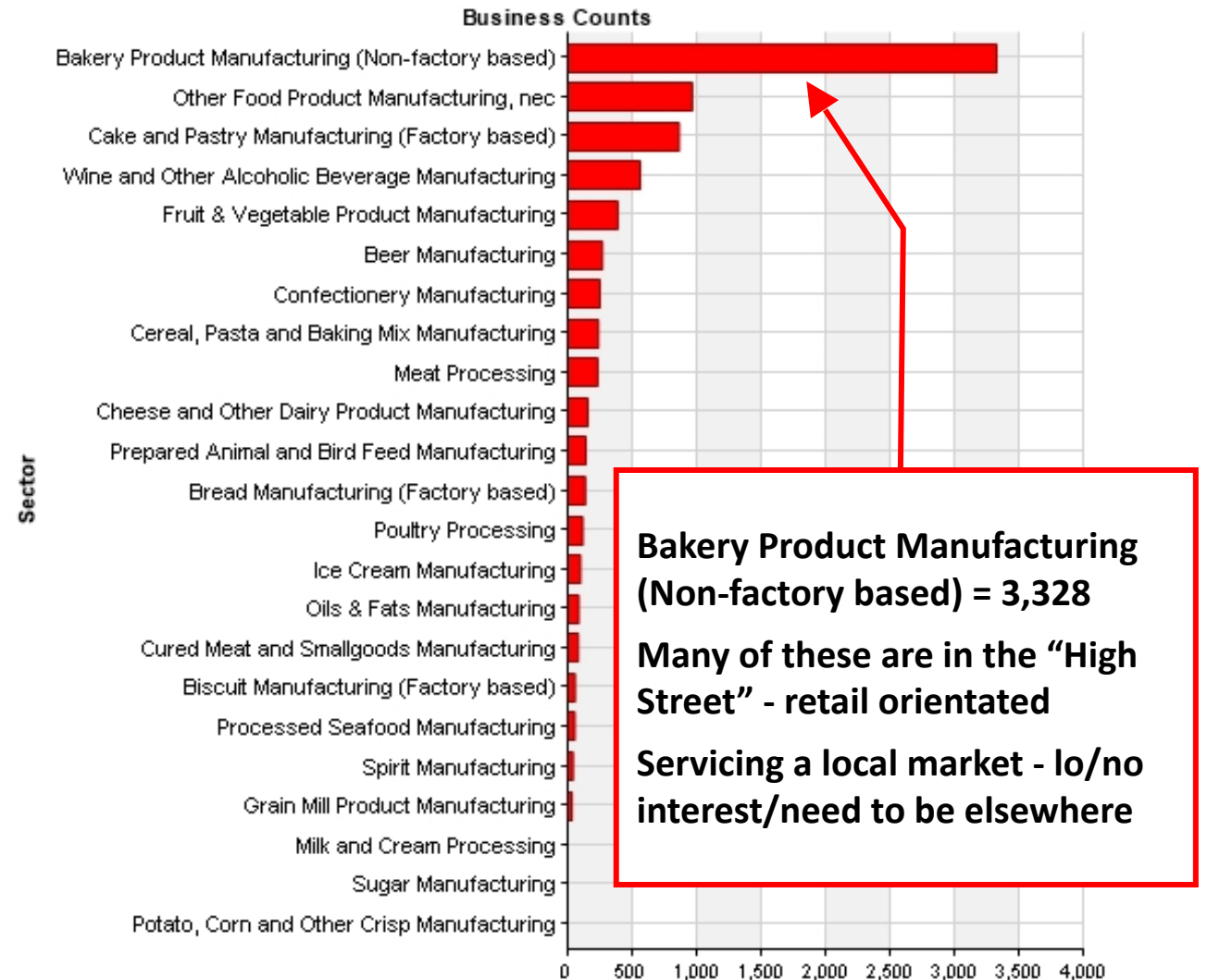
|                                |       |        |
|--------------------------------|-------|--------|
| Food Product Manufacturing     | 9,411 | 11,046 |
| Beverage Product Manufacturing | 1,635 |        |

## Business Count – GMM

|                                |       |       |
|--------------------------------|-------|-------|
| Food Product Manufacturing     | 7,249 | 8,310 |
| Beverage Product Manufacturing | 1,061 |       |

75% of Victorian F&B Mfg businesses

\* ATO's Australian Business Register





# Analysis of GMM Food & Beverage Manufacturing Businesses

**Food Product Manufacturing**  
Less non-factory Bakery **3,921**

**Beverage Product Manufacturing** **1,061**

*revised total 4,982*

Some 80% of these  
businesses have registered an  
email address on the ABR



**Local Government Area** Wellington

**Town** Maffra

**Zone** Industrial 1 Size >10,000 m2

**Services**

- Sealed load bearing roads for large vehicles
- 3-phase electricity
- Natural gas
- Water supply
- Sewer / waste water
- Access to high speed broadband

**Median Sales Price/m2 (\$K)**

Industrial Development Site 210



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