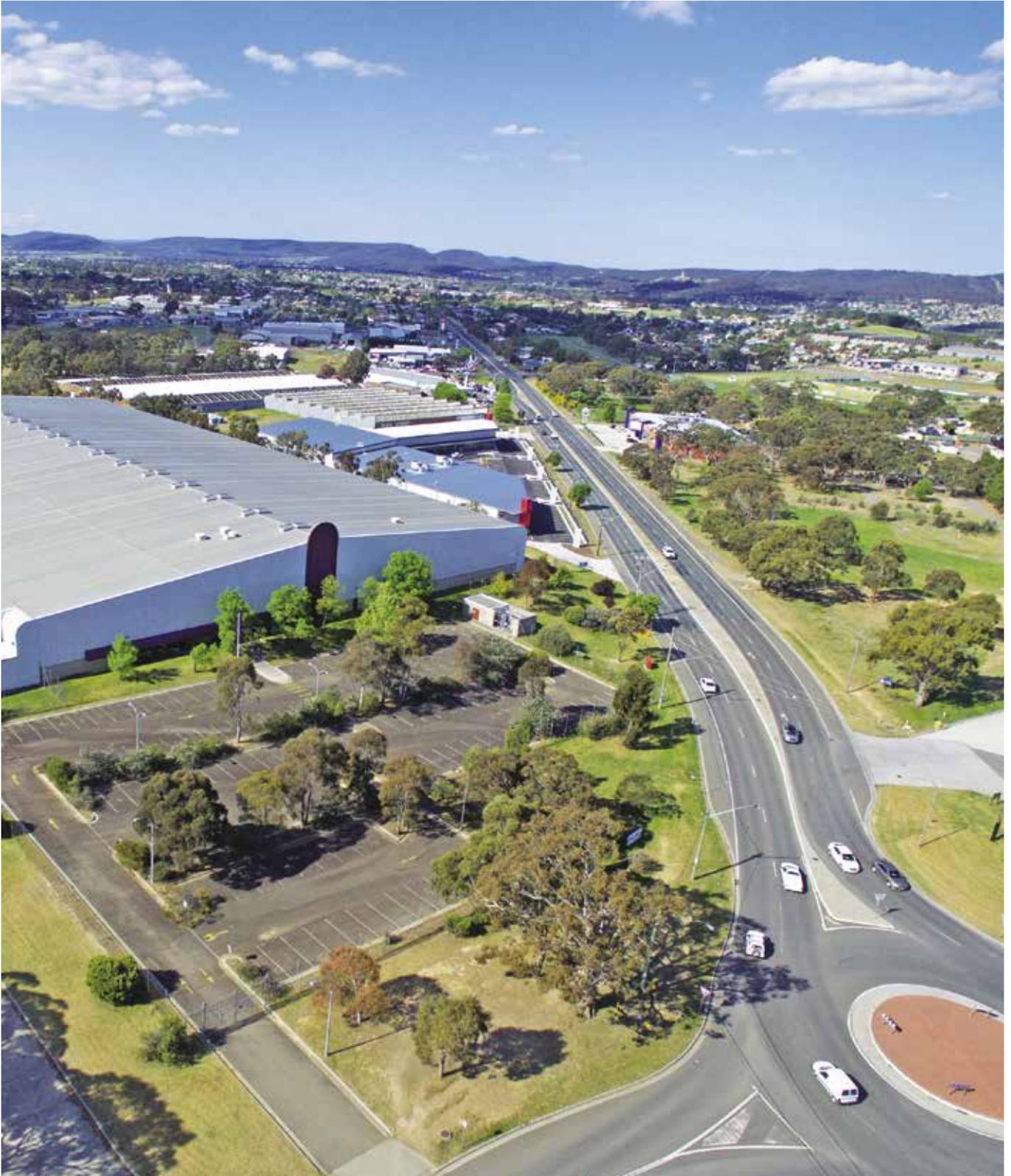


# INVESTMENT PROSPECTUS



# Dear Business Owner/Manager,

On behalf of Goulburn Mulwaree Council and the local community, thank you for the opportunity to present you with this Investment Prospectus. We hope you will enjoy learning more about what our wonderful region has to offer potential new businesses and investors.

The Goulburn region is a vibrant, growing area ideally situated within easy reach of Sydney, Canberra, the South Coast and the Snowy Mountains.

Our region is undergoing significant residential and commercial development, while maintaining all the attractions and benefits of a country lifestyle. I'm sure you will come to appreciate what we have to offer when you make the short trip to visit us.

Council actively encourages development which positively contributes to the region's economic, social, cultural and environmental resources. Council also provides a high level of service to facilitate and expedite the development application process.

Council is eager to work with businesses to alleviate pending capacity constraints in the Sydney basin due to the expansion of Badgery's Creek Airport.

Please do not hesitate to contact Council's Business Development Officer on (02) 4823 4515.



Cr Bob Kirk  
**MAYOR**  
GOULBURN  
MULWAREE COUNCIL

## Small Business Friendly Council

In July 2014, Goulburn Mulwaree Council signed the Small Business Friendly Council's (SBFC) Charter. This Charter sets out a number of benchmarks that Council has agreed to meet to foster and support small business in our Local Government Area, and has been developed to help Councils to:

- Operate in a way that enhances public confidence in Council's commitment to engage proactively and effectively with small businesses;

- Recognise the standards that are expected when engaging with small businesses, and
- Identify best practice approaches to encouraging a vibrant and flourishing small business sector.
- Council has joined the Easy to do Business initiative aimed at fast-tracking development assessments for small business.

Performance is reported quarterly to Council and the Office of the Small Business Commissioner.

SMALL BUSINESS FRIENDLY COUNCILS



The new  
state of  
business



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## Travel times from Goulburn



### BY ROAD

Sydney Airport	1 hour, 54 minutes
Sydney CBD	2 hours, 10 minutes
Canberra Airport	1 hour
Canberra CBD	1 hour
Wollongong	1 hour, 41 minutes
Port Kembla	1 hour, 45 minutes
Port Botany	2 hours, 4 minutes
Melbourne CBD	6 hours, 38 minutes



# The Goulburn Advantage

## LOCATION

Goulburn is ideally located at the heart of Australia's busiest corridor between Sydney, Canberra and Melbourne. Excellent road and rail links exist between the three capital cities, as do connections to other major centres in Queensland, South Australia and Western Australia.

## WATER

Goulburn's water supply is drawn from Pejar and Sooley Dams, and Rossi Weir, in addition to the recently constructed Highlands Source pipeline. The 80km pipeline brings water to Goulburn from the Wingecarribee Reservoir and secures our water supply well into the future.

## PROPERTY

Leasing space in Goulburn's CBD starts from \$220 - \$300m<sup>2</sup>. There are an increasing number of franchise enquiries for the CBD. Further out, in the industrial area, sheds are around \$60 - \$80m<sup>2</sup> to lease or buy for less than the cost of building. Larger sheds can still be leased for around \$40m<sup>2</sup>. Even though Goulburn is a sought after and growing city, a wide choice of property is still affordable.

## LABOUR MARKET

Last census there were approximately 17,000 people in the Goulburn Mulwaree labour force, of which 62% worked full time, 36% worked part time. Even better, Goulburn enjoys a stable workforce with low levels of industrial dispute and is a net exporter of labour, with 18% of our working residents being employed

outside the area. Our fastest growing industry sectors are Construction, Administrative & Support Services, Mining, Health Care & Social Assistance.

## SUSTAINABLE BUSINESS

Many investors express interest in alternative energy industries. Researchers have been focusing on biodiesel, bio-char and waste (including e-waste) treatment and recycling. Additionally, the natural gas pipeline servicing Sydney passes through the Local Government Area and provides opportunities for lower carbon emitting power and generation. Even the villages are getting in on the green game, with Tarago being home to the Veolia Woodlawn Bioreactor, which uses an abandoned open-cut mine to break down Sydney's everyday waste, producing methane used to create green energy. The Goulburn region is also home to some of the most state-of-the-art wind farm developments in the country.

## BUSINESS COMMUNITY

Goulburn's business community is keen to engage with people and businesses who want to make our region a better place to live, work and do business. The community interests are represented by various groups, including the Goulburn and Marulan Business Chambers and Business Connect in supporting social and economic development, and expediting the growth of our region. There are also several Progress Associations representing the surrounding villages.

## LIFESTYLE

It's all about balance and in Goulburn, we believe in a great work/life balance. For starters, forget about sitting in traffic for hours and paying for parking. If you live in town you'll be minutes away from work (perhaps even close enough to walk or cycle) and even if you live on a property outside of Goulburn or in one of the neighbouring villages, it's still a much shorter trip than big city living. That's more time for family, friends and recreation. More time to live.

## QUICK FACTS

### POPULATION

Goulburn City 22,906  
Goulburn Mulwaree Council region 30,556

### ALTITUDE

625m above sea level

### CLIMATE

Goulburn's climate is described by the Bureau of Meteorology as Temperate. Summers are mild to warm (13.7°C – 27.9°C in January) Winters are cool to cold (1.5°C – 11.5°C in July) Morning frosts - average 24 per year from July to September Most of Goulburn's rainfall occurs from November to January

# Economic Snapshot

Goulburn Mulwaree is a NSW Local Government Area with a land area of 3,293 square kilometres. As the regional centre, the City of Goulburn services approximately 38,000 people who live within a 40 kilometre radius of the City.

According to the ABS Estimated Resident Population data issued 2017, Goulburn Mulwaree's population is 30,556 – an increase of 1% (295 residents over the previous 12 months).

KEY ECONOMIC INDICATORS	GOULBURN MULWAREE	CHANGE
Gross Regional Product (NIEIR 2017)	\$1.46B	2011 - \$1.23B
Population (ERP 2017)	30,556	2011 - 28,363
Local jobs (2017)	13,155	2011 - 12,007
Unemployment (SALM June 2017)	6.3%	June 2011 - 5%
Number of businesses (2017)	2,360	2015 - 2,299
Labour Force (SALM June 2017)	17,210	June 2011 -14,961
Residents commuting for work (2015)	18%	2011 - 15%

*\*SALM – Small Area Labour Market  
ERP – Estimated Resident Population  
NIEIR – National Institute of Economic & Industry Research  
ABS – Australian Bureau of Statistics*

## GOULBURN MULWAREE GROSS REGIONAL PRODUCT (GRP)

Goulburn Mulwaree's GRP for the year ending June 2017 was \$1.46B, up from \$1.23B in 2011 and \$1.31 in 2014.

INDUSTRY SECTOR	\$M	% OF GRP
Agriculture, Forestry and Fishing	\$76.5	6.1%
Mining	\$98.3	7.9%
Manufacturing	\$87.0	7.0%
Electricity, Gas, Water and Waste Services	\$31.6	2.5%
Construction	\$88.0	7.0%
Wholesale Trade	\$32.1	2.6%
Retail Trade	\$80.9	6.5%
Accommodation and Food Services	\$51.8	4.1%
Transport, Postal and Warehousing	\$97.4	7.8%
Information Media and Telecommunications	\$10.9	0.9%
Financial and Insurance Services	\$41.2	3.3%
Rental, Hiring and Real Estate Services	\$43.5	3.5%
Professional, Scientific and Technical Services	\$40.6	3.2%
Administrative and Support Services	\$37.3	3.0%
Public Administration and Safety	\$176.0	14.1%
Education and Training	\$81.6	6.5%
Health Care and Social Assistance	\$138.3	11.1%
Arts and Recreation Services	\$8.7	0.7%
Other Services	\$28.7	2.3%

Source: [economy.id.com.au](http://economy.id.com.au)





# Key Sectors

## HEALTH CARE & SOCIAL ASSISTANCE

### Contribution to GRP

2016 Jobs (FTE)	1,614
2011 Jobs (FTE)	1,418
Labour Export	-2
Number of Businesses	112

Health Care & Social Assistance is the major employment generator in the Goulburn region. The major provider of health services is Southern Area Health – Goulburn Base Hospital, aged care, dental and medical clinics. This sector continues to grow to meet the changing needs of the region’s population. Future developments include:

- A State Government commitment of \$120M to the redevelopment of the Goulburn Base Hospital, with construction to commence 2018.
- Bradfordville Health Hub. This \$5M development includes 10 GP rooms, 3 dental theatres, pharmacy, allied health centre, rehabilitation gymnasium, hydrotherapy pool, audiology clinic, 3 psychology suites, pathology services and a café. Stage 2 is \$8M – three day surgery theatres, radiology services and specialist centre with construction to commence late 2018.

## PUBLIC ADMINISTRATION & SAFETY

### Contribution to GRP

2016 Jobs (FTE)	1,115
2011 Jobs (FTE)	1,164
Labour Export	400
Number of Businesses	5

Goulburn has a long standing relationship with the Public Administration & Safety sector. The Goulburn Courthouse was built in 1887 and the City has since become the centre of justice for the region being home to the Goulburn Gaol, Corrective Services administration and NSW Police education at the Goulburn Police

Academy. Goulburn Mulwaree Council is one of the largest employers in the region with 257 full time equivalent staff, along with other state and federal Government offices. This sector also includes A.C.T. public service workers.

## MANUFACTURING

### Contribution to GRP

2016 Jobs (FTE)	883
2011 Jobs (FTE)	783
Labour Export	30
Number of Businesses	79

Goulburn Mulwaree’s manufacturing sector produces a diverse range of products from small, medium and large companies operating throughout the region. Current manufacturing is underpinned by metal and mechanical manufacturing including Tefco Trailers and Bison Group, construction products, various food production industries and smaller manufacturers including footwear and paper products.

As in the rest of Australia, manufacturing in the Goulburn region has undergone significant change over the past 20 years. Businesses relocating offshore have left a few quite large and affordable real estate vacancies – opportunities which are now beginning to be snapped up by forward thinking businesses such as Tribe Breweries (formerly Stockade Brew Co.) and Pinegro/Yates, and businesses servicing the region’s growing quarrying industry.



## MINING

### Contribution to GRP

2016 Jobs (FTE)	120
2011 Jobs (FTE)	103
Labour Export	5
Number of Businesses	5

Mining and quarrying activities are the “shooting stars” of the local economy - particularly in the northern part of the region which has been identified by the NSW Government as a State Significant Resource for the supply of heavy construction materials for Sydney. Multi-nationals, Holcim and Boral, alongside the family-owned Gunlake Quarries are creating significant employment for locals and relocating professionals. Savvy business operators are also benefiting from the diverse supply chain opportunities which are emerging with these large companies which are keen to ‘keep business local’ as much as possible.

## CONSTRUCTION

### Contribution to GRP

2016 Jobs (FTE)	876
2011 Jobs (FTE)	792
Labour Export	153
Number of Businesses	356

Construction continues to be a key driver of the Goulburn region’s economy. Trades are in high demand, with several major residential developments underway to meet the demands of a growing population, including a significant tree-changer market.

Major infrastructure projects including wind and solar farms and civil infrastructure such as the 80 kilometre Highland Source pipeline create opportunities for labourers, trades and land development/engineering professionals alike. This sector will continue to grow, with a number of major projects approved by Council due to commence in the near future.

## TRANSPORT, POSTAL & WAREHOUSING

### Contribution to GRP

2016 Jobs (FTE)	592
2011 Jobs (FTE)	618
Labour Export	244
Number of Businesses	143

Location is one of the region’s greatest assets. Goulburn’s location on the Sydney-Canberra corridor with dual lane highway stretching between the two capitals and Melbourne, keeps a constant flow of traffic through the region. Goulburn is also located on the Southern Rail line, which in 2016 saw the establishment of a rail freight hub with direct access to Port Botany. This creates an attractive opportunity for existing businesses to diversify and for new businesses in this sector to establish.

## RETAIL TRADE

### Contribution to GRP

2016 Jobs (FTE)	1,182
2011 Jobs (FTE)	1,257
Labour Export	322
Number of Businesses	158

Retail trade is the second largest employer in the Goulburn region, representing 11% of the total people employed and highlighting Goulburn’s role as the major service centre to the wider region. The industry is estimated to contribute 7.7% of total GRP. The retail sector includes many national chains and a vibrant range of independent retailers creating an authentic Goulburn retail experience. Cafés, fashion, homewares and furnishings all cater to the high order retail needs of the wider catchment and add to Goulburn’s appeal as a regional city with metropolitan services.

The majority of retail activity is centred on busy Auburn Street - with its beautiful heritage buildings and leafy Belmore Park, it’s a popular place to be. South Goulburn is developing a focus for bulky goods and motor vehicle sales.





# Commercial & Industrial Property

## COMMERCIAL PROPERTY

Goulburn's CBD is centred around beautiful Belmore Park. The 5 core blocks of Auburn Street are flanked by historic buildings occupied by a wide range of large and small retailers and services, anchored by Target to the north, The Market Place to the south and Goulburn Square in the centre.

The past 12-18 months have seen stable rental and occupancy levels in the CBD, although there has been significant mobility of tenancies, with businesses from the CBD perimeter seizing the opportunity for a more central location. This movement pattern is potentially masking a decline in actual business numbers.

Sold to local developers in June 2018 for \$1.2million was 152-156 Auburn Street - in the CBD. The property comprises a B3 (Commercial Core) zoned site of 1,252m<sup>2</sup>. It is improved with a single storey commercial building with 770m<sup>2</sup> of gross leasable area.



152- 156 Auburn Street

## INDUSTRIAL PROPERTY

Established industrial areas in Goulburn include Bradfordville Industrial Estate (General Industrial), Maud Street (Light Industrial) and the Railway Precinct (General Industrial). Vacant industrial land is available primarily at South Goulburn Industrial Area which has excellent access to the freeway.

The Goulburn Mulwaree region boasts a good supply of serviced and unserviced industrial land with varying lot sizes that are competitively priced, particularly compared to capital cities. As an example, in terms of industrial subdivision with immediate development potential, the Ducks Lane Precinct located in South Goulburn is fully serviced and with easy access to a full grade separated highway interchange, with some potential for highway exposure. Industrial subdivisions with smaller lot sizes can be found in Bradfordville and North Goulburn.

At present there is an over-supply of developed industrial land in Goulburn. Slow demand is reflected in prices which range from \$80-\$100m<sup>2</sup> for fully serviced vacant industrial land.

## CBD BEAUTIFICATION

Goulburn Mulwaree Council has invested significant funds into a CBD beautification project over the past three years. The project has included:

- New, unique paving for the entire main street
- An ambitious public art program
- Street tree planting
- Laneway activation projects
- Installation of street furniture including seating and new bins
- Mass planting of shrubs and flowers
- Heritage grant program to assist with building improvements

In the early months of 2018 Council placed a Draft CBD Master Plan on public exhibition. The document has been prepared to guide CBD improvements over the next 15-20 years and includes a signage strategy, additional outdoor dining spaces and further activation of laneways as key projects.



# Workforce

Goulburn is a city with a strong work ethic, a stable workforce, low levels of industrial dispute and a low rate of unemployment. As at June 2017, that rate was 6.3% - comparable to the Regional NSW rate that was 5.4%. Such low figures speak volumes about Goulburn's workforce.

## WORKFORCE

In June 2017 there were approximately 17,000 people in the Goulburn Mulwaree labour force, a decrease of 705 workers from June 2016. Of these 17,000 people, 62% worked full time and 36% worked part time.

## OCCUPATION OF EMPLOYMENT, 2016



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Usual residence data). Compiled and presented in profile by .id, the population experts.

## MAJOR INDUSTRY SECTORS (BY 2016 EMPLOYMENT NUMBERS)

Health Care & Social Assistance	1,908 jobs	(15%)
Public Administration & Safety	1,364 jobs	(10.9%)
Retail Trade	1,383 jobs	(10.7%)

Source: 6 Informed Decisions

## MAJOR INDUSTRY SECTORS (BY 2006-2011 EMPLOYMENT INCREASE)

Construction	+238 jobs
Administration & Support Services	+138 jobs
Mining	+119 jobs

Source: ABS 2016

## LABOUR SURPLUS & SHORTAGE

Goulburn Mulwaree is a net exporter of labour. According to the 2016 Census, 18% of our residents work outside the area, with the work location of a further 4.5% unknown. In 2016, Goulburn Mulwaree's largest labour surpluses (more residents than local jobs) were in the following sectors:

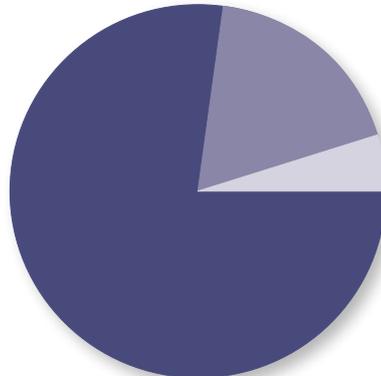
- Information, Media & Telecommunications
- Transport, Postal & Warehousing
- Professional, Scientific & Technical Services
- Public Administration & Safety

In 2016, Goulburn Mulwaree's largest labour shortages (fewer residents than local jobs) were:

- Agriculture, Forestry & Fishing
- Electricity, Gas, Water & Waste Services
- Arts & Recreation Services

### EMPLOYMENT LOCATION OF RESIDENT WORKERS, 2016 GOULBURN MULWAREE COUNCIL AREA

- Live and work in the area
- Live in the area, but work outside
- No fixed place of work



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Usual residence data). Compiled and presented by .id the population experts.

### UNEMPLOYMENT RATE

Quarter	Sept 2016	Dec 2016	March 2017	June 2017	Sept 2017
Goulburn City	5.3%	5.5%	6.4%	6.3%	7.6%
Mulwaree balance	2.5%	2.6%	3.0%	6.4%	3.3%
Regional NSW	5.9%	5.7%	5.5%	5.4%	5.4%

Source: Small Area Labour Markets - September Quarter, 2017

### EDUCATION

The 2016 Census reveals 44% of Goulburn Mulwaree's workforce hold post-school qualifications; Higher than the regional NSW average of 39%. Like many regional centres Goulburn has more than twice the number of residents with vocational qualifications, compared to degree level qualifications.

### INCOME

Income levels in the Goulburn Mulwaree region are marginally higher than regional NSW. In 2016, 34.1% of the population earned over \$800 per week, compared to 32.8% in regional NSW.



*Thinking of  
relocating  
your business?*

*18% of our workforce  
is currently working out  
of town, a ready and  
available resource  
for local jobs  
as they open up.*

# Connectivity

## ROAD

Goulburn Mulwaree is strategically located for rapid road access to all major metropolitan centres. The dual lane Hume Highway runs through the region, bypassing Goulburn's CBD and providing a direct link to Sydney, Wollongong and Melbourne. With interchanges both north and south of Goulburn city, it takes just 2 hours to reach Sydney (190km), while the trip to Melbourne takes around 7 hours (684km). Just a few kilometres south of the city is the junction of the Federal Highway, which starts the 1 hour (90km) route to Canberra.

As Australia begins to embrace the notion of electric cars, Tesla Motors has begun its expansion down under and in 2015 selected Goulburn to host one of its handful of 'Supercharger' charging stations in Australia. Conveniently located at the Visitor Information Centre, the chargers had more than 130 visitors in the first month of opening. People can now travel from Sydney to Melbourne on a full charge.

## RAIL

Goulburn Mulwaree is located on the Great Southern rail route from Sydney to Melbourne. Over 100,000 tonnes are moved through the region per day to Sydney, Melbourne, Brisbane and Adelaide. Daily passenger rail services link Sydney and Wollongong to Canberra and Melbourne via Goulburn.

In December 2015 Council approved a Development Application for a Rail Freight Hub in Goulburn. The facility, a collaboration between Chicago Freight Rail Services and Sydney Rail Services is putting Goulburn on the map as one of the few regional centres with rail freight capabilities in Australia. The Rail Freight Hub allows businesses in Goulburn and the region to distribute and receive containers by rail directly from Port Botany or Port Kembla.

## AIR

Goulburn's registered aerodrome, located 7km south-east of the CBD, is available for private and commercial purposes. The aerodrome retains a focus as a regional transport hub and is capable of expanding facilities and services to meet the needs of the region's growing economic sector.

Canberra International Airport has numerous flights to major Australian cities scheduled daily, as well as links to a growing number of international destinations. Canberra is the only 24-hour curfew-free airport between Melbourne and Brisbane,

and can handle wide-bodied planes. The Federal Government has approved a masterplan which positions the Airport for overnight air-freight in the future.

Set to open in 2026, Western Sydney Airport is a transformational project that will create thousands of jobs and business opportunities and meet Sydney's growing aviation needs. Fortunately, Badgerys Creek is just one hour and 45 minutes (161km) from Goulburn on the current road network – which is also committed to be upgraded prior to the airport opening.

## ACCESS TO PORTS

The Hume Highway and Rail Freight Hub provide Goulburn Mulwaree with a well-established link to the major freight hubs of Port Kembla (140km) and Port Botany (190km). This gives the region easy access to global export markets.

## WATER

Water supplies for Goulburn and Marulan are drawn from Pejar and Sooley Dams and Rossi Weir, treated and distributed through over 250km of pipeline. Council, with the support of the Federal and State Governments, initiated the construction of the Highlands Source pipeline in 2011. This 80km pipeline brings water to Goulburn from the Wingecarribee Reservoir, securing the city's future water supply.

## TELECOMMUNICATIONS

Goulburn was the first town centre in the Hume electorate to receive optic fibre to the node, installed as part of the ongoing National Broadband Network build. Marulan and Tallong rollout commenced in 2018.

## ENERGY

Natural gas is connected to Goulburn and Marulan for business and residential customers. The underground reticulation system is continually being upgraded and extended to new areas both industrial and residential.

Electricity is readily available throughout the region. Electricity infrastructure in Goulburn Mulwaree is operated by Essential Energy, one of Australia's largest power networks. Three phase power at 415/240 volts is available at 50 cycle frequency in the city and some rural areas. Council supports the uptake of renewable energy products such as wind turbines and solar panels.



# Lifestyle & Community

## TREE CHANGE

Steeped in history with established parks, gardens and four distinct seasons, Goulburn offers all of the benefits of city services including quality public and private schools, hospital and health services, a variety of childcare services, excellent sporting facilities, an airport, a wide choice of eateries and much more.

If you're finding yourself needing more money, time and space, there's a solution.

Raising your children in Goulburn has a few added advantages – with various choices of childcare centres, sports, hobbies and services, but your kids will grow up with that fantastic sense of community that only comes from smaller cities. They get a bigger space to grow up in and you get that veggie patch you've always wanted.

If you're not ready to go rural, you can still have plenty of space and a brand new home at an affordable price within the city.

Whether you want to rent, build, buy or invest... live in a modern or heritage home, in the city or the bush, or in one of the neighbouring villages – our local real estate agents will be happy to show you what's available.

## RESIDENTIAL PROPERTY

The residential property market is usually strong in Goulburn, and particularly so at the moment. This is partly due to a shortage of available blocks which are serviced, registered and ready to build on and demand.

Approximately 50% of purchasers live locally, with 30% coming from the Sydney area and 10% from Canberra.

The past few years have seen increasing property investor focus on Goulburn, and they account for approximately 50% of sales, achieving 5% - 6% gross return in most cases.

Expect to buy a brand new 4 bedroom home for \$640k - \$680k (rent from \$420 - \$450 per week), or a character 3 bedroom home for \$350k - \$500k.

Rental demand is good and Goulburn has not experienced any extended period of high vacancy over the past 10 years.

## WHAT'S ON

If you're looking to enjoy more than fresh air and country atmosphere – whether it's live performances, festivals and exhibitions, or finding some serious speed at the track – there is always something exciting going on in Goulburn.

You'll find a number of music performances and art exhibitions on weekly. Plus racing at the horse track, paceway or motorsport tracks and all sorts of markets held throughout the month.

From spring to autumn – the city is saturated in colour, with gardens abloom or crunchy leaves falling from the trees. Our many rose gardens are best seen from around November and also in March when the Annual Rose Festival is held. Be sure not to miss the Pictures and Popcorn events held three times a year, or Steampunk Victoriana Fair.





### SCHOOLS

- 15 primary schools
- 3 secondary schools (2 public and 1 private)
- special needs school

### TERTIARY EDUCATION

- TAFE NSW – Goulburn Campus
- NSW Police Academy
- University of Canberra preparation course
- 5 universities within 1 hour's drive
- Country University Centre

### RETAIL SERVICES

- 2 modern centres and the traditional tree-lined country main street shopping experience

### LEISURE & DINING

- 18 bakeries and cafes, 35 restaurants, 4 wineries and a brewery (with more in development)

### SPORTING FACILITIES

- More than 30 sporting clubs and 30 sports grounds, 3 swimming pools and 9+ gyms, plus numerous personal training, yoga and pilates studios

### CULTURAL SERVICES

- Annual food, music and history festivals, Conservatorium of Music, community performing arts theatre, 4 screen cinema complex, 3 art galleries, extensive library, museums

### HEALTH CARE SERVICES

- 9 medical centres
- 102 bed public hospital
- Various specialist services
- 9 dental/orthodontic practices
- 4 physiotherapy practices
- Various community health services
- Alternative health practitioners and therapies
- 6 aged care facilities

### FAMILY SUPPORT SERVICES

- 16 childcare and long day care centres (most with vacancies)
- 5 outside school hours care centres
- 5 pre-schools

# Case Studies

## TRIBE BREWERIES

[www.tribebreweries.com](http://www.tribebreweries.com)

Tribe Breweries began in 2013 when four Australian brothers who, at the time, resided all over the world, reunited in Australia with their common passion for beer.

Early that year, the brothers began looking for property in Sydney, but quickly discovered that wouldn't be an economically viable option for the business' anticipated growth; and identified the need for expansion. Their radar was then extended to a maximum of two and a half hours from their current location in Campbelltown, putting Western Sydney, Newcastle and Goulburn on their radar.

But Goulburn wasn't their first choice. It was after Tribe Breweries found only expensive land, high construction costs and difficult dealings with water services in Sydney and Newcastle that they looked to Goulburn.

Goulburn ticked all their boxes – with a secure water supply, accessible services and excellent location – giving Tribe Breweries a long term solution to their company's growth into the future.

The company purchased Goulburn's former Coles-Myer distribution facility in early 2014. Chief Executive, Anton Szpitolak, says the new brewery will be built up over a ten-year period with a \$15M (approx.) spend on the venture.

*"We have an ambition to set up a hub of beer excellence in Australia in Goulburn."*

Anton says the process in Goulburn has been easy; the Council has been responsive, professional and done everything they could to get Tribe Breweries here. One of the greatest advantages was being able to engage directly with Council to talk about ways they can work together – a service that wasn't forthcoming in larger cities.

*"I highly encourage people to engage with Goulburn, and look around. Utilise the services for a fraction of the cost. There isn't another city that can compete (between Sydney, Melbourne and Canberra) to Goulburn."*



## FIFE FINANCIAL SERVICES

[www.fife.com.au](http://www.fife.com.au)

Fife Financial Services specialise in providing regional Australia with a diverse range of financial services.

Nick Fife and his wife moved back to Goulburn in 2010 and started the business after 10 years of working for one of the large hotel chains in the city.

Nick Fife's family have lived in the Goulburn area for four generations and this influenced the Fife's decision to return to Goulburn to start their family and their business, Fife Financial Services. The Fife's also felt that they wanted life/work balance.

*"In Goulburn," says Nick, "you're 5 minutes from everywhere. If you have to go to a school event, it's 5 minutes. If you have to meet with a client, it's 5 minutes."*

Nick notes that the Goulburn the Fifes returned to was very different to the one when they had left. Nick says that Goulburn has significantly evolved from the regional town it was 30 years ago. *"Goulburn is still affordable compared with living in Sydney and Canberra, which means that people have expendable income, and the town now has great services such as a better range of shops and some great restaurants and cafés."*

From a business perspective, Nick says Goulburn has great accessibility to markets as it sits in the centre of NSW. This ideal location has helped the business grow. Fife Financial Services now has offices in Wagga Wagga and Canberra as well as the head office in Goulburn. In 2016, the business won the Goulburn Chamber of Commerce & Industry 'Excellence in Small Business' Award and has been a finalist in the Australian Broking Industry Awards 'Regional Office of the Year' category for the past 3 years.



## SACRED HILL CHERRIES

[www.sacredhillcherries.com.au](http://www.sacredhillcherries.com.au)

Looking for a lifestyle change, Bryan Dokmak and his wife decided to move from Sydney to Goulburn in 2002. While researching the history of their new property in Parkesbourne (15 minutes from Goulburn town centre), they discovered that the region had once been a popular area for growing stone fruits.

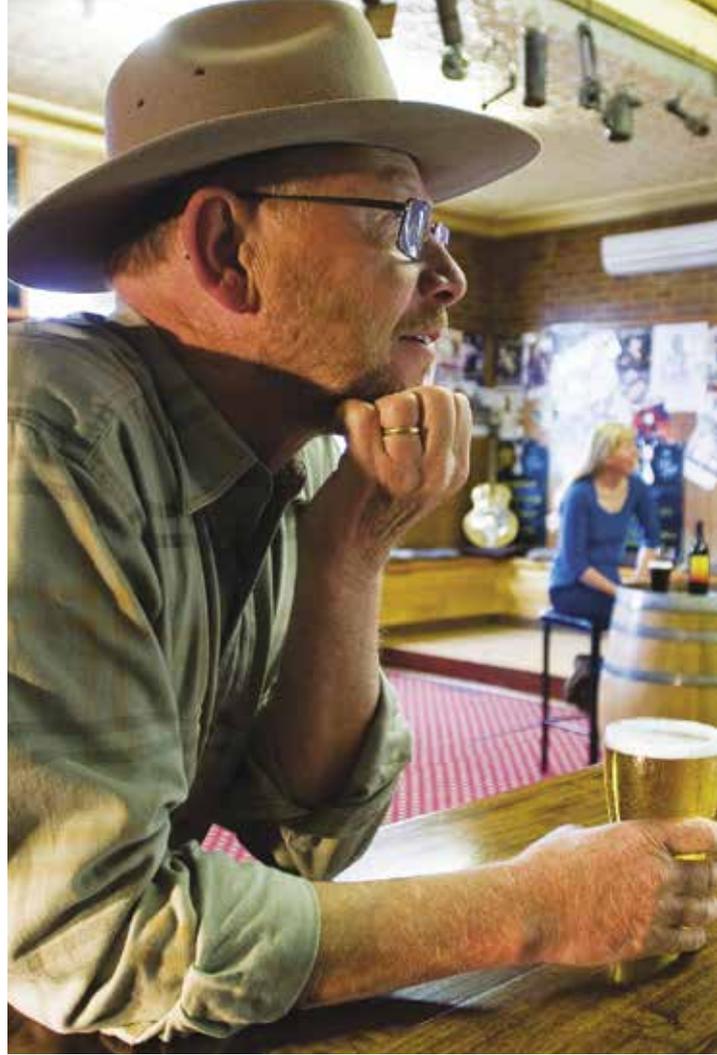
Seeing a potential for cherries, Bryan and his wife established Sacred Hill Cherries. Together they planted all of the cherry trees, and built an onsite pack house and grading plant that would allow them to harvest, pack and distribute a quality product as quickly as possible.

Bryan says that Goulburn's location is perfect, with easy access to Sydney, Canberra and Melbourne. Sacred Hill Cherries now exports their product to Asia, and can have it arrive in Hong Kong, Singapore or Malaysia just 24 hours after packing.

Bryan and his wife also find the proximity to Canberra ideal from a lifestyle perspective. He says they travel to Canberra every week, and often use the Canberra airport. "It's so beautiful to be able to park your car and hop on a plane. I tried it when Singapore Airlines took off, and can't wait for more international flights." He notes that Goulburn's proximity to the south coast is another benefit of living in the region. "It's just a great area to live and work and play!"

Bryan says they prefer to support the local community wherever possible – using local services and employing local people. He says they also get a lot of backpackers who love to stay and work in Goulburn, and travel to Canberra to sightsee.

*"We've been here 15 years and never looked back. With proximity, everything is here if we need it."*



Sacred Hill  Cherries  
AUSTRALIA

# Useful Resources

Goulburn Mulwaree's business community is keen to engage with the process of making the region a better place to live, work and do business. These interests are represented by various groups including:

## GOULBURN CHAMBER OF COMMERCE & INDUSTRY

Proudly established in 1914, the Goulburn Chamber of Commerce and Industry has continuously sought to support the social and economic development of our region.

The Chamber has represented the Goulburn business sector through more than ninety years of varying economic cycles by demonstrating responsibility, respect and consideration for the community and environment that we live in.

## MARULAN REGION CHAMBER OF COMMERCE

The aim of the Marulan Region Chamber of Commerce is to facilitate and expedite the growth of the region. Established by a group of local residents in May 2010, the Marulan Region Chamber is building its membership steadily.

The Chamber is focused on the surrounding region, which includes the villages of Penrose, Wingello, Tallong, Marulan, South Marulan, Bungonia, Windellama, Boxers Creek, Towrang, Carrick, Greenwich Park, Big Hill and Brayton.

## LOCAL & GOVERNMENT ASSISTANCE CONTACTS

### Goulburn Mulwaree Council

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### Industry Capability Network

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### NSW Trade & Investment

Business Development Manager  
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### NSW Fair Trading

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goulburnftc@finance.nsw.gov.au  
Phone: 02 4220 5497

### Goulburn Chamber of Commerce & Industry

info@goulburnchamber.com.au  
www.goulburnchamber.com.au  
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### Entrepreneurs Program

Business Advisor  
Canberra Region  
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### Marulan Region Chamber of Commerce

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### Southern Region Business Enterprise Centre

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