

Invest in Bass Coast



lifestyle

community

opportunity

Welcome to Bass Coast

Located approximately 90 minutes south east of Melbourne, Bass Coast Shire offers:

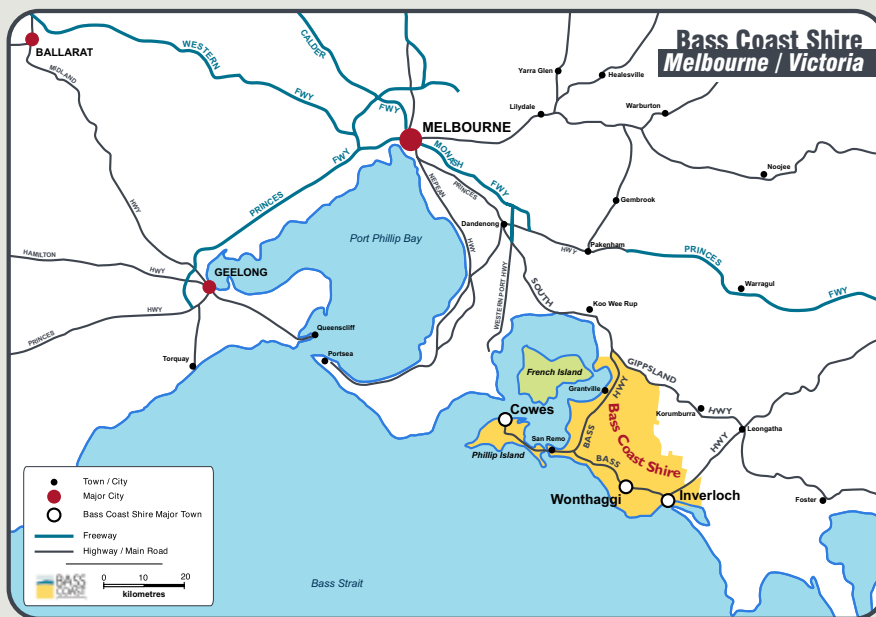
- A unique affordable lifestyle in beautiful natural surrounds
- Opportunities to work and invest in one of Victoria's fastest growing regional municipalities
- Quality services, transport networks, expanding communications and infrastructure
- City opportunities with a relaxed coastal lifestyle

Bass Coast has demonstrated consistent growth over the past decade. As the region grows, so do the opportunities to invest, live and work.

Bass Coast is changing from a rural community based on agriculture, fishing and tourism. It is now a dynamic, modern community with options for commuting, greater opportunities and evolving services and technologies – while still maintaining a rural community feeling.

Bass Coast Shire Council supports the Shire becoming a major regional centre based upon:

1. Attracting global knowledge workers to the region
2. Investing in the arts and education
3. Supporting traditional and emerging industry sectors



Major Towns

- Wonthaggi
- Cowes
- Inverloch
- San Remo
- Grantville

Townships

- Kilcunda
- Corinella
- Dalyston
- Coronet Bay
- Cape Paterson
- The Gurdies
- Archies Creek
- Rhyll
- Bass
- Ventnor

Bass Coast covers over 860sq km spanning rich farmland, stunning coastline and tranquil hinterland. The main town centres of Wonthaggi, Cowes, Inverloch, San Remo and Grantville provide quality housing, shopping and services. The traditional industries of agriculture and tourism are complemented by growing construction, retail, health, education and emerging technology sectors.

Climate

Bass Coast's favourable climate averages:

- Daily summer temperatures between 13°C – 24°C
- Daily winter temperatures between 6°C – 13°C
- Annual rainfall in the range of 800mm – 1000mm

Travel Times from Wonthaggi to:

Melbourne	90 minutes
Wilson's Promontory	60 minutes
Mornington Peninsula	90 minutes
Sorrento car ferry	2 hours
Yarra Valley	2 hours
Traralgon	90 minutes

More information...

A full list of services available and detailed information on planning and business in Bass Coast can be found at www.basscoast.vic.gov.au.

Fast facts

Residential Population (REMPPLAN)

- Current population of 31,623 in 2014
- Projected to grow to 45,254 by 2031
- 18.1% under 15 years compared to Victorian average of 19.9%
- 23.7% over 65 compared to Victorian average of 14.2%
- Median age of 46, compared to 36 in Greater Melbourne
- Unemployment rate of 6.2% (September 2015)
- 76% of Bass Coast's workers reside within the Shire



Business and Working Population

- Labour force of 15,323 (SALM June 2015) workers
- Major employment industries are construction, tourism, health care and social assistance, retail, education and training, manufacturing and agribusiness.
- 2,684 registered businesses within Bass Coast Shire, 89% of which employ less than four workers
- GRP \$1.645b

Visitor Economy (Deloitte Access Economics Nov. 2013)

- Annual visitation 3.7m people
- Overnight visitation 69% of annual visitation
- Direct value to the economy \$655m
- 3,100 workers directly employed in tourism
- Events and festivals are key visitor attractors



Health Snapshot

- There is one hospital with 24-hour emergency services in Wonthaggi (Bass Coast Regional Health)
- Bass Coast has six medical centres and dental clinics, as well as health professionals and alternative therapy providers around the municipality

Education Snapshot

- Six pre-schools
- Nine primary schools
- Four secondary colleges
- One TAFE
- One specialist school
- Six education/learning centres

More Information...

The first step to doing business in Bass Coast is to contact Bass Coast Shire Council's Economic Development Team on 03 5671 2211 or 1300 BCOAST (226 278). Learn more at www.basscoast.vic.gov.au.



Invest, live and work in Bass Coast

Bass Coast is one of Australia's most desirable regional locations for lifestyle, work, unique experiences and investment. It is recognised for its vibrant welcoming communities, stunning natural environment and diverse economy.

Key reasons to live and work in Bass Coast

Opportunity

Significant growth and investment potential due to improving infrastructure and population growth

Workforce

Access to a skilled and motivated workforce and career opportunities

Proximity to Melbourne

Bass Coast's proximity to Melbourne and the south eastern suburbs, as well as the rapidly growing Latrobe Valley, ensures that goods and services are readily available

Health Services

A wide range of modern health services

Education and Training

Services from kindergarten through to TAFE

Infrastructure

Quality roads, natural gas, recycled water and green energy options

Lifestyle

Magnificent, natural environment supporting a healthy, relaxed lifestyle

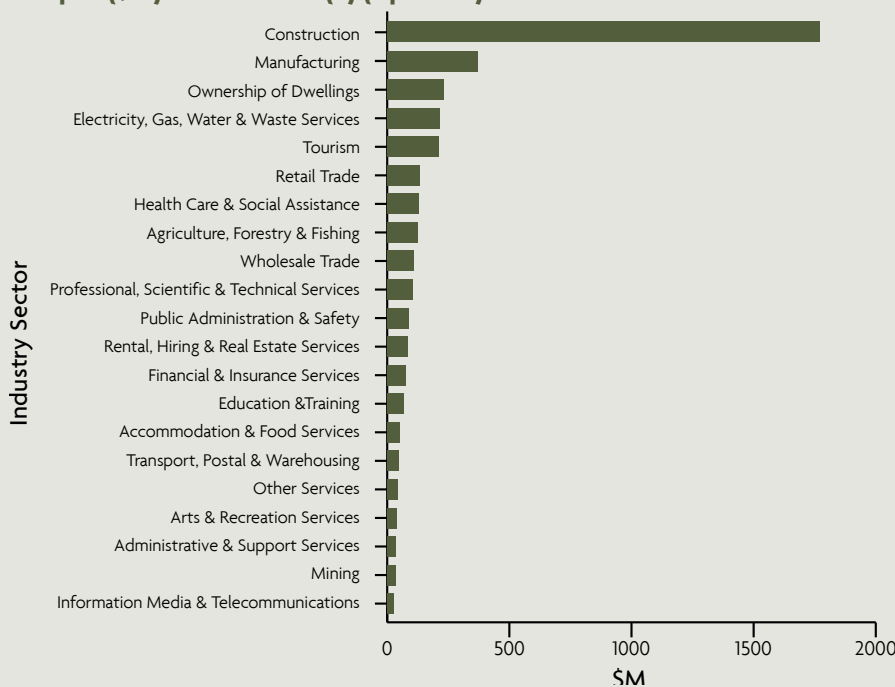
Business Support

Bass Coast Shire Council provides information, advice and support

For more information visit www.basscoast.vic.gov.au.

Key Industry Sectors

Output (\$M) - Bass Coast (S) (Apr 2016)





Lifestyle

Bass Coast's environment and community provides the ideal combination of location, services and lifestyle in a stunning natural setting.

Wonthaggi is the civic centre and main commercial hub while Cowes and Inverloch are more tourism-focused coastal towns.

Education, Training and Child Care

Educational opportunities are available for all ages – from kindergarten through to TAFE and U3A programs:

- Pre-school, primary schools and secondary colleges
- TAFE campus
- Training organisations that cater for school leavers and mature age students
- Neighbourhood houses

Family day care and private childcare options are also available.



Key Socio-economic Indicators

Indicator	Period	Measure
Population	YE July 14	31,010
Gross regional product	YE July 14	\$1.615b
Economic value of key sectors (construction & manufacturing)	YE July 14	\$1.953m
Labour force	YE July 14	11,303
Unemployment rate	December 14	6.0%
Number of residential building approvals	YE July 14	338
Value of residential building approvals	YE July 14	\$113.8m
Value of non-residential building approvals	YE July 14	\$15.5m
Median house price – Wonthaggi	YE July 14	\$339,000
Median house price – Cowes	YE July 14	\$857,500
Median house price – Inverloch	YE July 14	\$722,500
Median house price – Grantville	YE July 14	\$390,000
Annual visitors (day trip, domestic & international)	YE July 14	3.7m

* YE = year ending

Health and Wellbeing

An extensive range of medical and health support services are on offer.

- Medical practices and dental clinics are located in towns around the municipality and 24-hour emergency services are available at Wonthaggi Hospital (Bass Coast Regional Health)
- Wonthaggi Hospital is fully equipped and offers a broad range of specialist medical, surgical and obstetric services including orthopaedics, ophthalmology, gynaecology, paediatrics, urology and rehabilitation
- Wonthaggi Hospital also has an integrated health service that provides a range of acute, sub-acute, ancillary medical, aged and ambulatory care services
- Staged aged care services – from stay at home care through to transitional and full residential facilities are available
- Community and welfare services are provided in Wonthaggi, Cowes, Inverloch, San Remo and Grantville
- A wide selection of natural and complementary health services are available as well as health food and organic suppliers

Shopping, Markets and Entertainment

- Shopping locally is a wonderful part of living in Bass Coast. Options range from the convenience of large supermarkets and stores through to smaller boutique stores
- A wide range of markets are held across Bass Coast showcasing local produce and art and craft
- The Wonthaggi Arts Centre caters for cinema as well as live theatre, music and cultural performances
- Music, theatre and cultural events are regular features on the social calendar



Recreation and Leisure

- The natural beauty of Bass Coast provides wide-open spaces to enjoy. Kilometres of walking and cycling trails, endless beaches, bushland, wetlands and waterways are waiting to be explored
- Parks and playgrounds, Bass Coast Rail Trail, walking paths, recreation reserves, an indoor pool in Wonthaggi and other leisure facilities including gyms and skate parks also provide many recreational opportunities
- Boating, fishing and diving are catered for across Bass Coast



Food and Wine

- The clean, productive environment of Bass Coast has attracted many chefs and winemakers. Boutique producers and artisan products also abound
- A wide range of restaurants is on offer along with quality cafés and bars
- Award-winning wineries, cellar doors and vineyards are an integral part of the Bass Coast landscape

Events

The Phillip Island Grand Prix Circuit increases the region's capacity to host a considerable number of large motor racing events throughout the year.

Bass Coast is home to some of Australia's major international motor

sports events including the annual Australian Moto GP, V8 Supercars and World Superbikes Championship.

Bass Coast is a popular holiday destination – especially during the summer months. Many community

festivals and events are run during this time to capitalise on the large number of visitors to the region.

They also add to the cultural and social opportunities for visitors and the community.

Development and Planning

A rapid increase in population has seen many changes to the area in the past decade. There has been a strong increase in property prices and development as a result of the high demand for residential properties. Bass Coast's proximity to Melbourne has made it a destination of choice for many people wanting to escape the city for a holiday or on a permanent basis.

Bass Coast has a clear vision for its future and has been very active in planning defined town boundaries through well-defined structure plans. Forward planning is well informed by extensive and up-to-date data on the forecast growth for the area. There is a clear plan for land availability and usage to ensure certainty for the local community, developers and investors.



Quality Housing

Bass Coast has competitively priced commercial and residential real estate. Quality housing in a choice of coastal towns and rural settings is available. Strong residential growth together with tourism makes property investment an option.

Environment and Heritage

Bass Coast has a diverse range of environmental and heritage assets which are protected and managed to ensure their sustainability. These include Phillip Island Nature Parks, Bunurong Marine National Park and Coastal Park and many more.





Community

Bass Coast is a dynamic and diverse community that celebrates the arts, encourages volunteering, cares for the environment and enjoys a strong sporting culture.

Bass Coast Community Profile Website

This website includes results from the 2011, 2006, 2001, 1996 and 1991 Censuses of Population and Housing in simple, clear tables and charts with concise factual commentary. This valuable planning tool is available in full at www.basscoast.vic.gov.au.



Arts, Culture, Events and Festivals

Bass Coast community celebrates and enjoys its lifestyle through sporting events and festivals.

Bass Coast plays host to over 2.25 million domestic and international visitors each year (*Tourism Research Australia 2014*).

Tourism is a major local industry with its natural environment providing a strategic advantage for Bass Coast. Its diverse components include sporting, leisure and environmental activities, attractions, hospitality, accommodation, events and retail. Tourism contributes a direct value of \$655m (TSA 13/14) to the local economy and 3100 (TSA 13/14) jobs.

Environment Groups

Many residents are passionate about their local environment and volunteer groups make a significant contribution to maintaining and caring for the natural environment. Bass Coast has 11 Landcare groups spread across the municipality. The Bass Coast Landcare Network works in collaboration with Council to promote land use and management that ensures the integrity and sustainability of land, water and biodiversity. Both urban and rural landowners are able to take advantage of the advice and support provided by Landcare.

Other environmental groups include Coast Action groups, Conservation societies, Transition Towns communities and the Energy Innovation Cooperative.

Sporting Clubs

If you are looking for competitive sport or a social activity there is something for everyone in Bass Coast. Most communities have a local cricket, football and netball team. There are also bowling, golf, croquet, swimming, tennis, board riding, surf life saving, cycling and soccer clubs.

Council Services

Bass Coast Shire Council offers a wide variety of services, including kerbside rubbish and recycling collection in townships, maintenance of parks and gardens and road works through to human services like home care, home maintenance and respite care.

Volunteers and Service Groups

Volunteering and the community spirit is alive and well in Bass Coast. Each year, thousands of residents donate their time to give back to the community through a range of activities and service groups.

You can find a complete online Community Directory at www.basscoast.vic.gov.au.



A full list of services and facilities available in Bass Coast can be found at www.basscoast.vic.gov.au.

Bass Coast – Community Vision Towards 2030



A celebration of natural assets

Bass Coast’s natural assets are world-renowned, attracting Australian and international visitors.



A food bowl for Victoria

Bass Coast’s proximity to Melbourne and agricultural prosperity makes us the perfect location for a food bowl for Victoria.

A window on the history of Victoria

From dinosaur fossils to the State Coal Mine in Wonthaggi, the area has a rich history.



A village in a technology world

The Bass Coast community is ‘one community’ living in a village in a technology world with eco-friendly transport alternatives, state-of-the-art educational, health, recreational, arts and sporting facilities.

We participate in community activities, arts and cultural celebrations. We volunteer our time to look after the environment, those who are vulnerable and each other.



From these aspirations, and as stated in the Council Plan 2013–17, Council’s vision for its community is that:

“Bass Coast Shire will be recognised as a unique place of environmental significance where our quality of life and sense of community is balanced by sustainable and sensitive development, population and economic growth.”

The vision for economic development, one of five key objectives in the Council Plan 2013 – 17, is:

“Our economy is supported by diverse, local and innovative businesses and employment.”

The work involved in delivering on this objective is directed by five Council Plan strategies:

Resilient Economy	Facilitate activities that support and promote businesses to become commercially resilient
Sustainable Economy	Facilitate the attraction of business and industry with sustainable principles
Tourism & Events Economy	Promote Bass Coast as an all year unique tourist and events destination
Diverse Economy	Encourage the diversity of small business that supports the culture of Bass Coast
Rural Economy	Protect productive farmland and support rural business sustainability

More Information...

You can read more about Bass Coast’s Vision for 2030 at www.basscoast.vic.gov.au.

Opportunity

Bass Coast has a very bright future due to the area's proximity to Melbourne, availability of land and infrastructure and demonstrated growth in population and investor confidence.

Projects like the **Bass Coast Education and Learning Precinct** demonstrate state and local government confidence in the future of Bass Coast and indicate commitment to cutting edge use of technology and provision of quality education.



Transport

Roads and city connections are constantly improving with new roads and initiatives such as Eastlink facilitating investment in Bass Coast. These initiatives also encourage the integration of the region into global markets, the creation of jobs and stimulate economic growth.

- Transport to Western Port is quick and easy and new port facilities will further improve transport efficiency
- Public transport operates throughout Bass Coast with regular, affordable connecting services to Melbourne
- *Gippsland Transport Strategy 2008-2020* describes the collective and strategic effort to improve transport infrastructure across Gippsland including Bass Coast

Strategies include:

- Further develop effective road and rail linkages into Melbourne to ensure efficient movement of freight and people
- Further develop effective road and rail linkages to ensure efficient movement of freight to the Port of Hastings
- Ensure that the inter-regional connectivity of the road network in Gippsland meets the growing demands placed on it by the various industry sectors



Technology and Infrastructure

Bass Coast Shire Council is committed to supporting major growth for the future. The availability of technology all over Bass Coast facilitates the creation of a thriving centre of knowledge workers operating in a virtual world. Diverse service industries flourish in Bass Coast, further improving the local economy and retaining young people.

Bass Coast has the infrastructure to support new developments in transport, gas, water, construction and broadband.

- Bass Coast Shire Council is actively pursuing high-speed broadband which is important for health, education, social connection, accessing services and business efficiency

- Reticulated natural gas is available in some areas on mainland Bass Coast
- Class A recycled water is readily available in some areas
- Green energy options are available that promote the use of renewable energy technologies and encourage sustainable energy consumption

Agriculture

- The agricultural sector, including dairy, is and will continue to be, a dominant industry sector for Bass Coast in terms of economic importance
- Opportunities exist for value-adding and diversification as well as expansion into innovative, intensive horticulture and crop production
- Bass Coast is well suited to wine production. Climate change projections indicate that this area will be a key food production area for Victoria. Niche markets can also be cultivated to meet the growing demand for speciality food products

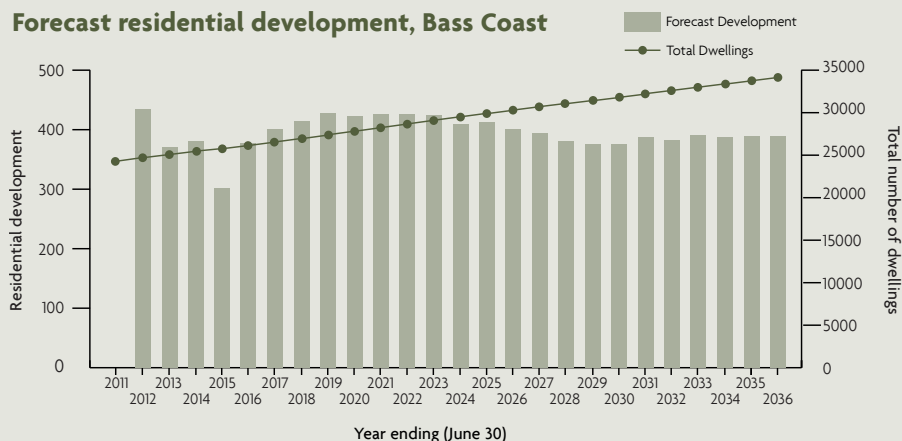
Tourism

- Visitors come to Bass Coast for its variety of attractions and the quality of the visitor experience. Opportunities exist for the expansion and diversification of tourism product
- By protecting and maintaining natural assets as well as putting in place the necessary support, infrastructure and services, the tourism industry will continue to thrive
- Visitation to the region is growing and employment in a range of industries is now year-round, creating a more sustainable local economy

Labour

- Bass Coast offers access to a strong, motivated and skilled workforce sourced from residents and those making the easy commute from surrounding areas
- Between 2006-2011 (2011 Census) the number of people employed in Bass Coast increased and the number of unemployed decreased. This trend is continuing
- Bass Coast has strong employment in construction, accommodation, food services and retail compared with other areas of regional Victoria

Forecast residential development, Bass Coast



Forecast Development

The value of building activity in Bass Coast has increased and this growth is forecast to continue, demonstrating the strength of this sector. New allotment plans have also been developed across Bass Coast.



Further Information

Council staff are available to discuss business development and investment opportunities. Please call 03 5671 2211 or 1300 (BCOAST) 226 278 or for more information or email business@basscoast.vic.gov.au.

The 'Business in Bass Coast' website (business.basscoast.vic.gov.au) provides information to encourage new businesses to the region and to support and help towards the growth of existing businesses.

The website has useful information such as:

- statistics
- business, marketing, promotion and agribusiness fact sheets
- contact details for business information services and local trader groups
- accommodation, attractions and activity information
- local events and market calendar

Council's website, www.basscoast.vic.gov.au, has the most current and up to date information on Council services, facilities and statistics.

Additional business-specific information can be found at www.basscoast.vic.gov.au/Business and at [facebook.com/BusinessInBassCoast](https://www.facebook.com/BusinessInBassCoast)

Statistical information can be found at www.basscoast.vic.gov.au/Community/Community_Profile



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