

# Investment Prospectus

**SEPTEMBER 2025**





# **Alpine Shire Council acknowledges the Traditional Custodians of the lands on which we work, live, and play.**

We recognise the continuing connection to lands, waters, and communities of all First Nations cultures across Australia and pay our respects to Elders past and present.



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# Regional context

Alpine Shire is a local government area located in northeast Victoria. Our region covers 4,788 square kilometres, of which approximately 92% is public land, including Mount Buffalo National Park and Alpine National Park.

Alpine Shire is home to approximately 13,000 people, with a majority living in the main townships of Myrtleford, Bright-Porepunkah and Mount Beauty-Tawonga South.

As a major tourist destination in Victoria, Alpine Shire welcomes over 648,000 overnight visitors per year. Visitors are attracted to our region for outdoor activities, seasonal events, and high-quality hospitality offerings.

## Vision for investment

**Alpine Shire has a diverse mix of businesses and workers to support a sustainable local economy.**

**Attracting strategic investment to support industry diversification and improve infrastructure is critical to achieving sustainable economic growth.**

# Top reasons to invest in Alpine Shire

## THRIVING TOURISM INDUSTRY

Our region is renowned for its natural beauty, including the Alpine National Park and popular ski resorts like Falls Creek and Mount Hotham. This makes Alpine Shire a prime destination for tourism, which is a significant driver of the local economy.

## AGRICULTURAL OPPORTUNITIES

The fertile land of Alpine Shire supports diverse agricultural and horticultural activities, from viticulture to dairy farming. Investment in agriculture and horticulture is bolstered by initiatives promoting sustainable practices and innovation.

## SUPPORTIVE BUSINESS ENVIRONMENT

Small businesses run by passionate community members create an inviting and supportive environment for new and expanding businesses in Alpine Shire. Active and engaged business chambers provide support to their members.

## NATURAL RESOURCES

The rich natural resources and scenic landscapes of Alpine Shire provide unique opportunities for tourism and agriculture.

## COMMUNITY & LIFESTYLE

A strong sense of community and high quality of life make our region an attractive place for both residents and businesses.

## STRATEGIC LOCATION

Proximity to major cities like Melbourne and Sydney, combined with transport links such as the Hume Highway and inland rail, enhances our accessibility and appeal for investment.

# Economic insights 2022-2023

## ECONOMIC OUTPUT

As of 2023, Alpine Shire generated an estimated \$1.84 billion in economic output annually, approximately 0.2% of Victoria's output.

Most of this output is driven by six leading sectors:

- **Manufacturing** ~\$267M or 14.5%
- **Construction** ~\$256M or 13.9%
- **Agriculture, forestry, and fishing** ~\$228M or 12.4%
- **Rental, hiring, and real estate services** ~\$188M or 10.2%
- **Electricity, gas, water, and waste services** ~\$153M or 8.3%
- **Accommodation and food services** ~\$129M or 7.0%

## TOP EMPLOYING INDUSTRIES

The economy of Alpine Shire supports approximately 5,493 jobs.

The accommodation and food services sector is the largest employer, supporting around 851 jobs. This is followed by healthcare and social assistance, agriculture, forestry and fishing, and retail trade.

Combined, all tourism sub-sectors support approximately 994 jobs.

- **Accommodation and food services** 851 jobs (15.5%)
- **Agriculture, forestry, and fishing** 566 jobs (10.3%)
- **Healthcare and social assistance** 665 jobs (12.1%)
- **Retail trade** 566 jobs (10.3%)



# Agribusiness insights



The Kiewa and Ovens Valleys contain highly productive agricultural land and are a key pillar of the Alpine Shire economy. These fertile soils enable a diversity of production ranging from dairy and beef cattle, wine growing, hops, berries, and market produce.

## CONTRIBUTION

- **12.4%** of Alpine Shire's output value is generated by agriculture, forestry, and fishing.
- **10.3%** of Alpine Shire's local employment is within agriculture, forestry, and fishing.

## KEY LAND USE TYPES

- Livestock grazing
- Commercial timber production
- Mixed farming and grazing
- Agriculture cropping
- Horticulture fruit and vegetable crops
- Native vegetation grazing
- Aquaculture

## PRODUCT SNAPSHOT

- **Berries** - blueberries, cherries
- **Nuts, seeds, and oils** - hazelnuts, walnuts, pumpkin seed, olive oil
- **Citrus** - yuzu, bergamot, sudachi, chinotto
- **Market produce** - salad greens, microgreens, vegetables
- **Meat, poultry, and fish** - beef, lamb, chicken, eggs, salmon, trout, Murray Cod
- **Wine** - premium cool climate wines
- **Beer** - craft varieties
- **Spirits** - gin, shochu, moonshine
- **Tea and coffee** - green tea, speciality coffee roasteries
- **Native seed production** - native Australian grass seed

# Tourism insights

Tourism is a leading industry in Alpine Shire and has experienced large growth over recent years.

In the year ending December 2024, Alpine Shire received 648,000 visitors with a total overnight visitor spend of \$519M, an increase on the previous year.

In 2022/2023, the total value of tourism related output for Alpine Shire is estimated at \$175M<sup>1</sup>. The highest contributing sector to this overall value was accommodation and food services at \$106.6M or 60.7%<sup>1</sup>.

Between December 2020 and December 2024, Alpine Shire experienced an average annual growth of 47.2% in overnight visitors. This growth was higher than that experienced for regional Victoria (20.5%) and Victoria (27.2%) over the same period.

Not only were visitation numbers up, overnight visitors, on average, stayed for longer compared to the year ending December 2023.

The largest source of domestic overnight travel to Alpine Shire was from Melbourne. Specifically, young/midlife couples were the largest overnight stay visitor group.



# Tourism

Our region offers a vibrant investment opportunity in tourism, driven by our natural beauty, strategic initiatives, and growing visitor numbers. The Alpine Shire Economic Development Strategy<sup>2</sup> emphasises enhancing tourism infrastructure and experiences, aiming to attract more visitors and extend their stay.

Our region's diverse attractions, including the Alpine National Park, renowned for its stunning landscapes and outdoor activities, provide a strong foundation for tourism growth. The Great Alpine Road and Mount Buffalo are key highlights, offering year-round activities such as skiing, hiking, and cycling.

In the year ending December 2024, overnight visitors spent \$519M in Alpine Shire, an increase of 23.4% on the year ending December 2023<sup>3</sup>.

Between December 2020 and December 2024, Alpine Shire experienced an average annual growth of 47.2% in overnight visitors, approximately double the 27.2% growth seen in Victoria<sup>3</sup>.

The tourism economy is supported by a diverse business base including eco-tourism, adventure tourism, and luxury accommodations. Our commitment to sustainability and preserving our natural environment makes our region an attractive destination for eco-conscious travellers. Additionally, the growing interest in agritourism, supported by local wineries and farm experiences, adds to the appeal of Alpine Shire.

Overall, Alpine Shire presents a dynamic environment for tourism investment, characterised by its natural attractions, outdoor activities, events, and accommodation and retail providers. Private investors can capitalise on our region's strong tourism foundation and innovative practices.

## TOURISM SNAPSHOT

- Overnight visitor spend \$519M
- Employment 994 jobs

## EXISTING INITIATIVES

- Bright & Surrounds, Victoria
- Tourism North East

## INVESTMENT OPPORTUNITIES

- High-end accommodation
- Pioneer Park adventure hub
- Indoor tourism attractions
- Enabling infrastructure - connectivity, tracks, and trails



# CASE STUDY

## Feathertop Winery | Porepunkah

**Feathertop Winery** in Porepunkah is a prime example of a successful tourism business that offers multiple uses, including accommodation, weddings, and exclusive wine club memberships.

Established in the picturesque Alpine Valleys, Feathertop Winery combines premium wine production with a diverse range of visitor experiences. The winery features a stunning cellar door, which operates as a private wine estate, attracting wine enthusiasts and tourists alike.

Feathertop Winery has also become a sought-after venue for weddings and events, thanks to its breathtaking views and versatile facilities.

The winery's beautifully landscaped gardens and elegant event spaces provide a perfect backdrop for memorable celebrations. Additionally, Feathertop offers on-site accommodation, enhancing the convenience and appeal for wedding parties and guests.

This multifaceted approach not only boosts revenue, but also strengthens the winery's brand and community presence.

Investors can see Feathertop Winery as a model for leveraging natural assets and diversifying offerings to create a thriving tourism business.



# Agriculture

Alpine Shire’s Kiewa and Ovens Valleys provide microclimates, fertile soils, mountain-fed waterways, and high rainfall, which yield a diversity of agricultural produce.

The agriculture, forestry, and fishing industry is the third largest sector with respect to economic output, generating around \$228M in 2022/2023 financial year, equating to 12.4% of total output.

The highly productive landscape supports a diverse range of agribusinesses, including growing beef cattle and sheep, wine growing, berries, market produce, Australian native plant seeds, and aquaculture.

Agribusinesses are adding value to their products and diversifying farm income by embarking on successful agritourism ventures. Examples of this within Alpine Shire include picturesque wineries, farm gates, pick-your-own berries, and catch-your-own fish. These ventures are supported by local farmers’ markets, restaurateurs, and retail stores that celebrate our high-quality local produce.

This Prospectus highlights key opportunities in viticulture, horticulture, and specialty crops. The region's reputation for premium wine production, supported by the Alpine Valleys Vignerons, underscores the potential for growth in the wine industry. Investors can capitalise on the established market presence and the increasing demand for high-quality, locally sourced products.

Overall, Alpine Shire offers a dynamic environment for agricultural investment, characterised by strategic support, collaborative networks, and a commitment to sustainability. Private investors can benefit from the region's strong agrifood foundation, innovative practices, and expanding market opportunities.

## TOURISM SNAPSHOT

- |              |          |
|--------------|----------|
| • Output     | \$228M   |
| • Employment | 566 jobs |

## EXISTING INITIATIVES

- Alpine Valleys Dairy
- Alpine Valley Vignerons
- TAFCO Rural Supplies

## INVESTMENT OPPORTUNITIES

- Horticulture
- Viticulture
- Agriculture services
- Agri-tourism



# CASE STUDY

## Nightingale Bros | Wandiligong

**Nightingale Bros** in Wandiligong demonstrates a successful agricultural venture that integrates agritourism, and food and beverage manufacturing.

Established as a premier apple orchard in 1954, Nightingale Bros has expanded its operations in Wandiligong to include a farm gate store, offering fresh produce, locally made cider, and gourmet food products.

The addition of an outdoor drink servery and food truck pop-ups enhances the visitor experience, attracting tourists year-round. This diversification not only boosts revenue but also strengthens community ties and promotes local agribusiness.

Investors can leverage Nightingale Bros' proven model of combining high-quality agricultural production with engaging tourist experiences to achieve sustainable growth and profitability.



# Manufacturing

Manufacturing is the largest economic industry in Alpine Shire in terms of economic output. In the 2022/2023 financial year, manufacturing generated approximately \$267M, which equates to 14.5% of our overall economic output.

Alpine Shire supports a skilled workforce employed across a diversity of manufacturing types, including food and beverage, chemical product, fabricated metal product, furniture, textiles, and wood product. The leading manufacturing sub-division is by far food and beverage manufacturing.

Owing to the diverse employment opportunities, the manufacturing industry supports a large number of local jobs, equating to approximately 460 jobs or 8.4% of employment.

Owing to our region's high productivity agricultural land and significant tourism attraction, there is opportunity to continue to increase and expand local food and beverage production and processing. Increasing local processing and warehousing infrastructure will help improve logistics and support local producers to grow their businesses.

Alpine Shire is connected to major distribution pathways including the Hume Highway and inland rail freight rail line, providing gateways to Melbourne and Sydney.

## MANUFACTURING SNAPSHOT

- |              |          |
|--------------|----------|
| • Output     | \$267M   |
| • Employment | 460 jobs |

## EXISTING INITIATIVES

- Beer, wine, spirits, and cider
- Meat processing
- Preserved food processing

## INVESTMENT OPPORTUNITIES

- Food and beverage manufacturing
- Agriculture value-add
- Processing and logistics hub



# CASE STUDY

## HPA | Myrtleford

**Hop Products Australia (HPA)** in Myrtleford showcases a successful investment in manufacturing by transforming a former tobacco leaf drying facility into a state-of-the-art hops processing plant.

This \$20M project includes a pellet plant, packing line, and cold storage, significantly enhancing our region's processing capacity.

By leveraging automated technology, HPA efficiently processes hops from its nearby farms, producing up to 2,500 metric tonnes of finished pellets annually. This expansion not only revitalises a previously underutilised industrial site, but also strengthens the local economy and supports the growing craft beer industry.

Investors can see HPA's strategic investment as a model for sustainable growth and innovation in agricultural manufacturing.



# Destination retail

Destination retail is all about delivering more than a product; it delivers an exceptional experience to its customers. This model draws customers into the retail space and keeps them coming back, rather than opting to buy online.

Our region's retail offering includes a mix of classic retailers and destination retailers that create a diverse offering for residents and visitors to Alpine Shire. Between February 2024 and February 2025, approximately \$31.5M was spent at retail businesses across Alpine Shire<sup>4</sup>.

Our towns are renowned for their picturesque landscapes, vibrant tourism, and unique township character, making them ideal for retail ventures that capitalise on high foot traffic and visitor engagement.

Bright is a major draw with its stunning autumn foliage, cycling trails, and proximity to Mount Hotham and Falls Creek ski resorts. The town's thriving tourism, especially during peak seasons, provides a steady stream of potential customers. Myrtleford, known for its rich agricultural heritage and annual festivals, attracts visitors seeking authentic local experiences and artisanal products. Mount Beauty and Tawonga South, nestled at the base of Mount Bogong, offers year-round outdoor activities, from skiing to hiking, appealing to adventure enthusiasts.

Investing in destination retail in these towns leverages their established tourism infrastructure and community support. Retailers can create immersive shopping experiences that reflect the local culture and natural beauty, enhancing customer satisfaction and loyalty.

Overall, the combination of high tourist attraction and distinctive township character makes the Alpine Shire a promising location for destination retail, driving both economic growth and community enrichment.

## DESTINATION RETAIL SNAPSHOT

\$31.5M spent at retail businesses  
between February 2024 - February 2025

## INVESTMENT OPPORTUNITIES

- Local produce and arts
- Country fashion
- Wellness



# CASE STUDY

## Rich Glen | Bright

In December 2024, **Rich Glen** expanded its footprint by opening a provedore comprising two stores in Bright, a popular tourist destination.

This strategic move capitalised on Bright's tourism, transforming the stores into vibrant hubs of luxury and quality. Located on Gavan Street, directly opposite the iconic Bright Brewery, the stores offer a sensory journey with their premium extra virgin olive oils, gourmet foods, and luxurious skincare products.

The investment has proven successful, with the stores becoming a testament to Rich Glen's commitment to sustainability and regional producers. The immersive retail experience, combined with the picturesque setting of the Victoria's High Country, has attracted both locals and tourists, enhancing the brand's visibility and customer loyalty.

This venture epitomises destination retail, where the location and unique shopping experience drive customer engagement and business growth.



# Residential development and affordable housing

Investing in residential development and affordable housing in Alpine Shire is a strategic opportunity, driven by the findings of the 2022 Affordable Housing Research and Analysis Paper<sup>5</sup>.

The report highlights a significant demand for affordable housing and key worker accommodation fuelled by population growth, increased cost of housing, and the decreased availability of housing.

With the population in Alpine Shire projected to increase by 2,734 people by 2041<sup>6</sup>, there is a pressing need for diverse and affordable housing options to meet the needs of residents and keyworkers.

The cost of rental housing is a key issue, with rental prices steadily increasing across Alpine Shire since 2019. Many properties are not affordable for key workers or single income families, particularly those working in hospitality and essential service roles like childcare<sup>7</sup>.

We have identified several key initiatives to address this demand, including the development of affordable housing on land we own, smart use of underutilised assets, and supporting childcare, which is inextricably linked to housing and growth.

These initiatives aim to provide housing solutions close to activity centres, enhancing accessibility and community growth.

Affordable housing development also supports economic growth by enabling more women to re-enter the workforce. Access to affordable childcare and housing allows families to balance work and family responsibilities, contributing to more resilient and productive communities.

Overall, the combination of strategic location, supportive local government policies, and a growing demand for affordable housing makes Alpine Shire an attractive destination for residential development investment.



## RESIDENTIAL DEVELOPMENT AND AFFORDABLE HOUSING SNAPSHOT

Since 2019, the average rental price has increased by 45% across Alpine Shire<sup>8</sup>.

## INVESTMENT OPPORTUNITIES

- Key worker housing
- Retirement and/or lifestyle village
- Housing diversity

# CASE STUDY

## Grollo Group | Bogong Village

**Grollo Group's** investment in Bogong Village illustrates a strategic initiative to address key worker housing needs in Alpine Shire.

Recognising the demand for affordable and accessible housing for essential workers, Grollo Group has revitalised Bogong Village, transforming it into a vibrant community hub. This investment includes the renovation of existing structures and the development of new housing units, providing comfortable and modern accommodations for workers in the region.

This project not only supports the local workforce, it also enhances the overall community infrastructure, making it an attractive location for both residents and visitors. By investing in key worker housing, Grollo Group is contributing to the sustainability and growth of the local economy, ensuring that essential services are maintained and that the region remains a desirable place to live and work.

This initiative serves as a model for other investors looking to make a positive impact through strategic real estate development.



# Arts and culture

The Australian cultural and creative arts industry is a significant contributor to the national economy and employs a large number of community members. In 2022/2023, cultural and creative activities contributed \$63.7 billion to the Australian economy and, in 2021, employed around 282,000 people<sup>9</sup>.

Investing in the culture and creative arts scene within Alpine Shire presents a unique and promising opportunity. Our region has a rich history of successful projects and events that have significantly contributed to our economy and communities.

Events like the Bright Autumn Festival, La Fiera in Myrtleford, and the Wandu Nut Festival in Wandiligong attract thousands of visitors annually, boosting local businesses and creating a vibrant cultural atmosphere. Our Alpine Shire Events Strategy 2021 (Urban Enterprise Pty Ltd, 2021) highlights the positive impact of local events on tourism and community engagement.

Recent and ongoing projects such as the upgrades to the Ablett Pavilion and the development of the Bright Skatepark demonstrate our commitment to enhancing our community infrastructure. These projects not only provide venues for arts and creative activities but also foster community participation.

A strategic focus on preserving our region's historic, cultural, and natural landscapes further enhances our appeal as an investment destination.

By investing in the arts and culture scene, investors can tap into a growing market of cultural tourism and contribute to the sustainable development of our region.

This investment not only promises economic returns but also supports the increased liveability for our communities, making it a win-win scenario for both investors and residents.

## ARTS AND CULTURE SNAPSHOT

Cultural and creative activities contributed \$63.7B to Australia's economy in 2022/2023<sup>9</sup>.

## INVESTMENT OPPORTUNITIES

- Gallery spaces
- Creative retreats
- Arts and makers workshop spaces



# CASE STUDY

## La Fiera | Myrtleford

The **La Fiera Italian Festival** in Myrtleford is a prime example of how investment in arts and culture can significantly benefit a community. Founded in 2008, La Fiera has grown from a small community event into a major regional festival that attracts thousands of visitors annually.

The festival showcases Myrtleford's rich Italian heritage through a variety of cultural activities, including traditional food stalls, wine tastings, live music, and entertainment. Events like cooking classes, kids' workshops, and performances by local and regional artists create a vibrant atmosphere that highlights the town's cultural diversity.

Investment in La Fiera has had a substantial economic impact on Myrtleford. The influx of visitors during the festival boosts local businesses, from restaurants and cafes to accommodation providers and retail shops. This economic activity supports job creation and stimulates the local economy.

La Fiera fosters community engagement and pride. By celebrating their heritage, residents strengthen their cultural identity and community bonds. The festival also provides a platform for local artists and performers to showcase their talents, further enriching the cultural landscape of Myrtleford.

La Fiera shows how strategic investment in arts and culture can drive economic growth, enhance community cohesion, and celebrate cultures.



# Healthcare and social assistance

Investing in healthcare in Alpine Shire presents a compelling opportunity, driven by projected population growth, demographic trends, and increasing demand for childcare services. According to the Australian Bureau of Statistics, the population of Alpine Shire is expected to grow to approximately 15,890 by 2041, an increase of around 2,734 people<sup>10</sup>.

This growth, coupled with an ageing population with a median age of 49, underscores the need for enhanced healthcare services to cater to both the elderly and the general population.

The demand for childcare services is also on the rise, with initiatives like the Victorian Government's Best Start, Best Life Reforms<sup>11</sup> set to increase the need for childcare facilities in our region.

This growing demand highlights the importance of healthcare services that support young families, including maternal and child health programs.

Moreover, the reintegration of women into the workforce post-pandemic is a significant economic driver. Women re-entering the workforce contribute to economic growth and enhance community resilience.

Providing robust healthcare services, including mental health support and flexible healthcare options, can facilitate this transition, ensuring that women can balance work and family responsibilities effectively.

We offer a supportive business environment through our active promotion of development and investment in healthcare infrastructure. Our region's natural beauty and high quality of life make it an attractive location for healthcare professionals and businesses.

Investing in healthcare in Alpine Shire not only meets the immediate needs of a growing and ageing population but also supports broader economic and social benefits, making it a strategic and impactful investment opportunity.

## HEALTHCARE AND SOCIAL ASSISTANCE SNAPSHOT

- Output \$99,500 (5.4%)
- Employment 665 jobs (12.1%)

## EXISTING INITIATIVES

- Alpine Health
- Allied Health

## INVESTMENT OPPORTUNITIES

- Childcare in Myrtleford and Porepunkah
- Aged care
- Allied health
- Community hubs in Bright, Mount Beauty/Tawonga South, and Myrtleford

# CASE STUDY

## Allied health services | Alpine Shire

In recent years, Alpine Shire has seen significant investment in **allied health services**, enhancing our region's health and social services infrastructure.

A notable example is the development of the Bright Health Precinct, which aims to co-locate a range of health and wellbeing services, including hospital, aged care, and health education facilities.

This initiative has strengthened community access to comprehensive health care, ensuring residents receive timely and appropriate services.

The investment has also included the expansion of services in Mount Beauty and Myrtleford, with facilities offering mental health support, physiotherapy, and community health programs.

These improvements have not only addressed the immediate health needs of the population but also fostered a sense of community wellbeing and resilience.

The strategic investment in allied health care services in Alpine Shire exemplifies a successful approach to enhancing regional health infrastructure, benefiting both residents and visitors alike.





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## **September 2025**

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