

East Gippsland

Where opportunity grows



A green and resilient future starts in East Gippsland



Prime investment opportunity

East Gippsland is emerging as a prime destination for forward thinking investors. Its strategic location, natural endowments, infrastructure and business networks is a solid foundation for a prosperous and sustainable future. This hidden gem is the perfect launchpad for your investment.

World-class infrastructure



Transport

Significant Investments across the region are connecting East Gippsland including the Princes Highway Duplication (\$253M) and Gippsland Line Upgrade (\$448M), are reducing transit times and improving supply chain efficiency. Enhanced access to the Port of Melbourne boosts exports of premium produce and goods



Irrigation

The \$10 million investment in the Lindenow Valley Water Scheme enhances agricultural productivity and water security. This area is home to seven of Australia's top 10 salad greens producers and supplies major supermarkets across Eastern Australia.



Maritime

East Gippsland hosts Victoria's largest commercial fishing fleet, owing to its thriving seafood industry, established supply chains and sustainable practices. Strategic coastal access, infrastructure, and innovation in aquaculture present opportunities for growth, value-added processing, and premium market expansion.



Community

The \$17.2M Women's Organisation for Recreation, Leisure and Development (WORLD) precinct is developing top-tier sports facilities and youth programs. These initiatives are enhancing community connections and well-being, making East Gippsland a vibrant and supportive place to live and grow

Future ready sectors



Energy transformation

Over the past five years, the Gippsland region has attracted an impressive \$40B in proposed energy investments. The Australian Government has granted 12 feasibility licences for offshore wind projects off the Gippsland coast, potentially generating 25 GW of power. These projects are expected to create 15,000 construction jobs and 7,500 ongoing jobs, significantly boosting the local economy



Food and fibre

The sector's value-added (GVA) is projected to reach \$356.34M, supporting 1,679 jobs across 1,139 businesses. The Government aims to double agricultural output by 2030, further boosting East Gippsland's economic growth and sustainability



Tourism

Gippsland is the 4th most visited region in Victoria (2022) and was the 2nd largest international market in 2019. In 2024, the broader Gippsland region contributed over \$1B to the gross regional product, marking a 7.3% increase from 2018/19

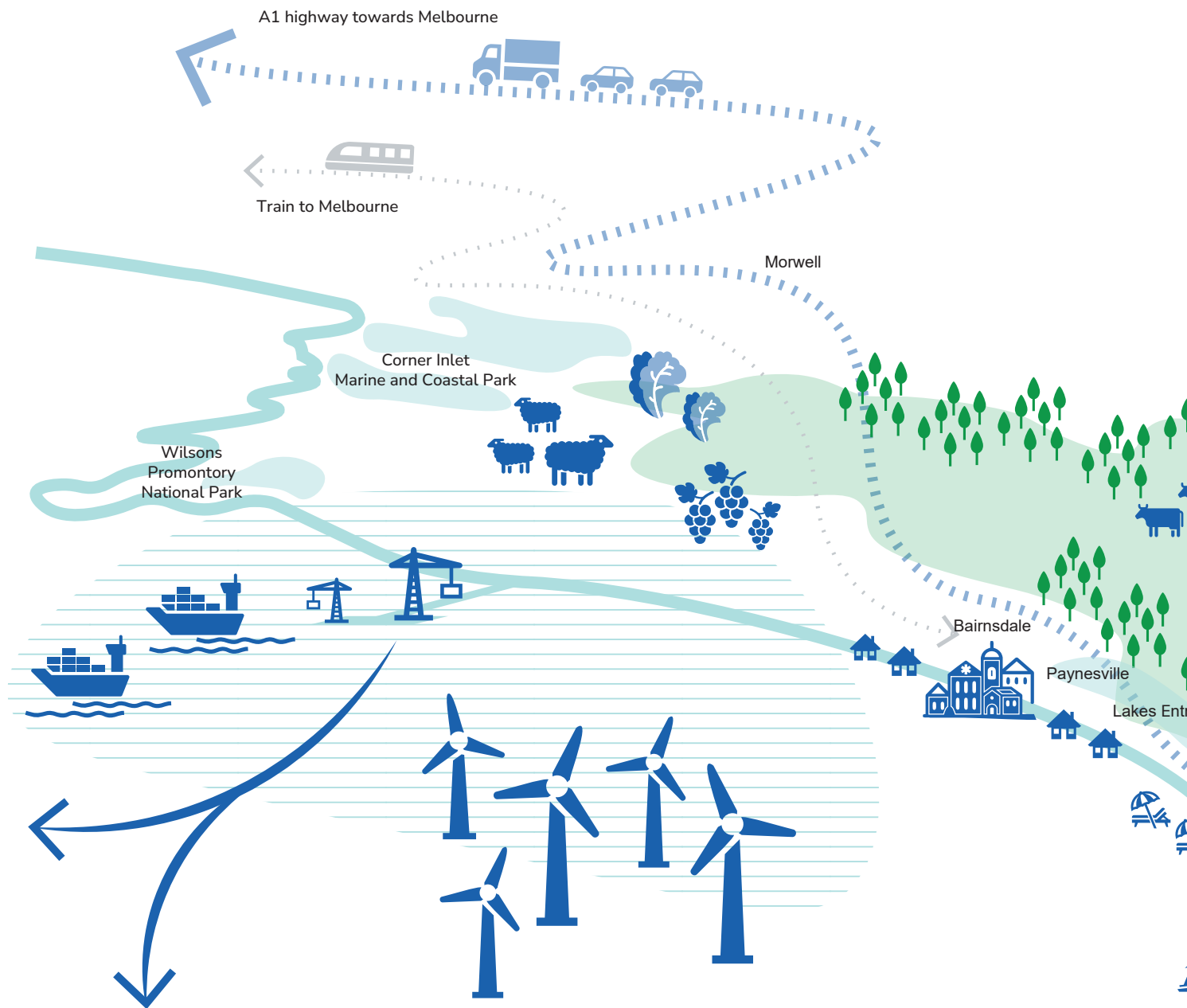


Education and research

Collaborations with the University of Melbourne, RMIT University, Deakin University, Federation University, TAFE Gippsland, Fight Food Waste CRC, Future Food Systems CRC, and Food Agility CRC, are driving advancements in agtech, food systems, and sustainability. These partnerships position East Gippsland as a hub for innovation and a future-ready workforce

Prime investment opportunity

Capitalise on East Gippsland's access to materials, robust networks, and global markets for growth and connectivity



Connected to global and domestic markets

Significant investments in road, rail and port infrastructure are strategically positioning East Gippsland to provide enhanced and seamless access to markets. These improvements facilitate better connectivity and reduce risks by shortening supply chains, given the region's proximity to primary producers. This strategic advantage ensures that businesses can efficiently reach both domestic and international markets, making East Gippsland an ideal location for growth and expansion.



Culture and lifestyle

Investing in East Gippsland means joining a vibrant community with a high quality of life. The region's natural beauty, including diverse landscapes, lakes, beaches, trails, and national parks, is complemented by its rich cultural heritage. Celebrating both indigenous and European histories, East Gippsland also boasts a thriving arts scene with galleries, public art trails, and local artisans.



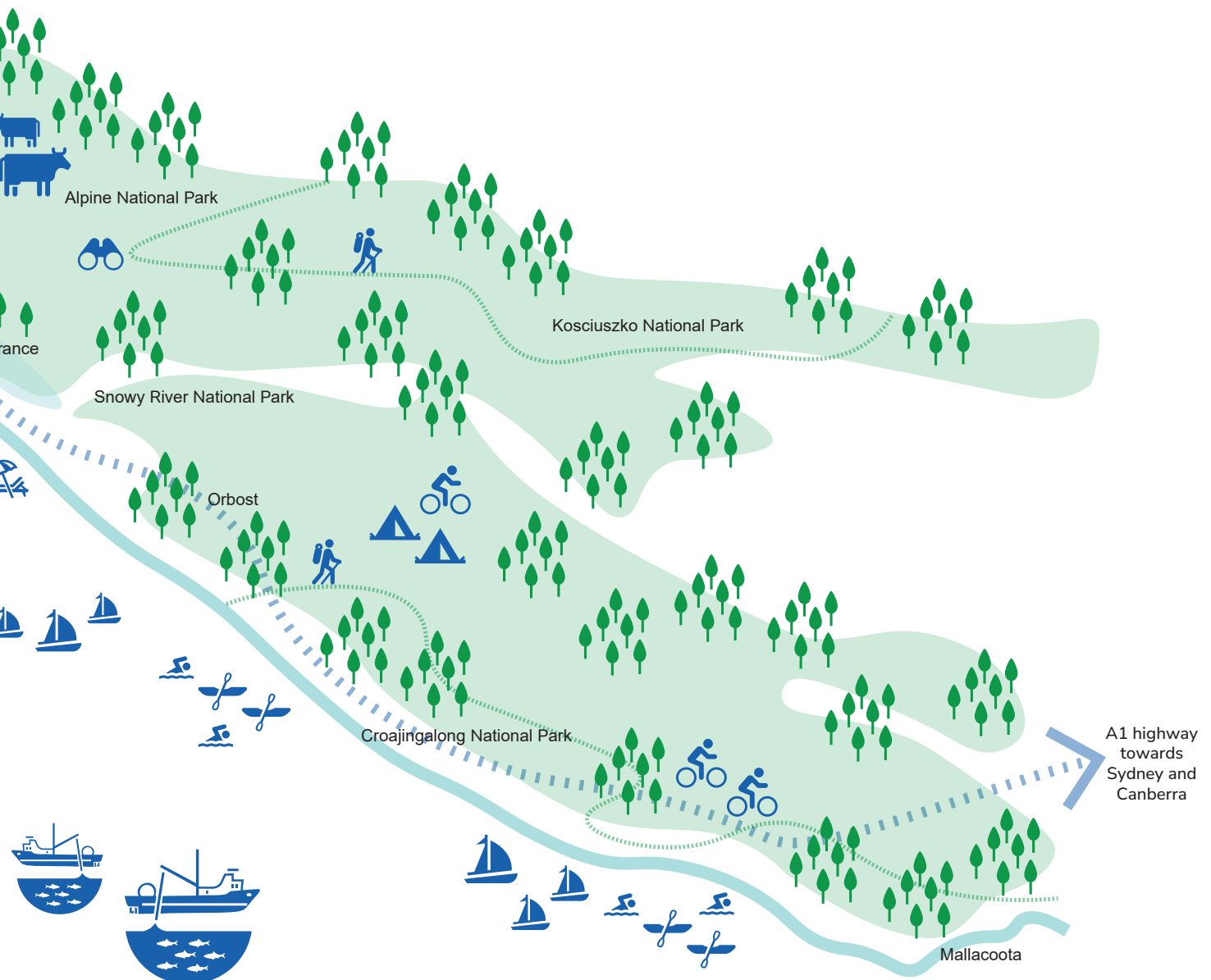
Competitively placed to lead the green economy

East Gippsland's strategic location and infrastructure make it ideal for renewable energy investments. Proximity to the LaTrobe Valley and its transmission lines, existing energy infrastructure, and a skilled workforce provide significant advantages.



Riding the wave of new global trends

East Gippsland is poised for significant growth, driven by increasing demand for sustainable, locally produced food and experiences. The region's agricultural products are in high demand both domestically and internationally, with almost half of the value of exports generated by food and fibre products.



Early movers are already realising the benefit of investing in East Gippsland

Innovation, natural beauty, and robust networks converge in East Gippsland, creating a confident and thriving business environment



Strengthening ties with european innovation and investment

East Gippsland is strengthening global ties through an MoU with the Ministry of Foreign Affairs of Denmark in Australia, creating a pathway for Danish and European clean tech investment.

Signed between Food & Fibre Gippsland and the Trade Council of Denmark in Australia, the MoU brings Danish expertise to improve energy, water, waste, and production efficiencies. It aligns with the Australia-Denmark Strategic Partnership Arrangement, advancing climate action and green transition in water, energy, food, and agriculture while supporting Gippsland's Regional Circular Economy Plan.

Danish experts have conducted feasibility studies to identify sustainable opportunities. An initial dairy industry project explores turning whey waste into a revenue stream, alongside bioenergy and waste-to-energy initiatives.

This collaboration supports Australia's green transition, CO2 reduction, and circular economy growth, making East Gippsland an attractive clean tech investment destination.



Drones revolutionising AgTech in East Gippsland

Farm and Forest Drones, an innovative agtech venture based in East Gippsland, has been at the forefront of integrating drone technology into the agricultural and forestry sectors. By leveraging cutting-edge drone systems equipped with advanced imaging and analytical tools, the company provides insights to local farmers and land managers, enhancing productivity, sustainability, and environmental stewardship. Reported benefits include:

Farmers using services have reported yield improvements of up to 15%, thanks to the targeted intervention strategies derived from drone data.

Precision application of water, fertilisers, and pesticides has significantly reduced costs, with some farmers saving up to 20% on input expenses, optimising resource use and reducing chemical runoff.

Farm and Forest Drones continues to expand its services, incorporating artificial intelligence (AI) and machine learning to enhance data analytics and prediction capabilities. The company is also collaborating with local agricultural bodies to explore new applications for drone technology in regenerative farming and carbon sequestration. This case study highlights how Farm and Forest Drones exemplifies the potential of agtech ventures in East Gippsland, driving innovation while addressing critical challenges in agriculture and forestry.



Vegco, One harvest

Vegco, based in Bairnsdale, has blossomed into Australia's largest fresh-cut salad facility. It produces up to 120,000 packs of salad every day. Vegco sources a variety of fresh produce from around 40 local suppliers, ensuring top-notch quality for products like spinach, rocket, and lettuce. In 2014, One Harvest, Vegco's parent company, set up a \$3.4 million beetroot-processing facility within the Vegco plant, further boosting their product lineup and market reach.

Thanks to strategic investments, One Harvest has positioned Vegco to be a global player in the fresh produce market, with its products being available across Australia and in several overseas countries. This global expansion highlights Vegco's ability to meet international demand while supporting the local economy and providing job security for over 250 employees. Vegco's success story is just one example of how local businesses can achieve significant growth and make a mark on the global stage.



Luxury in the wilderness

Metung Hot Springs has rapidly become a symbol of luxury and wellness. Developed in partnership with Charles Davidson from Peninsula Hot Springs, the resort celebrates the natural geothermal waters discovered in the 1930s. The branding emphasizes relaxation and rejuvenation, drawing inspiration from the Japanese onsen experience and has helped Metung Hot Springs stand out as a premier destination for health and wellness tourism.

The facilities include thermal bathing pools, a glamping village, saunas, plunge pools, and walking trails, all designed to offer a high-quality, immersive experience.

The attention to detail and commitment to sustainability have earned Metung Hot Springs a reputation for excellence. Since its opening, Metung Hot Springs has attracted thousands of visitors, significantly boosting East Gippsland's tourism profile.

The resort's strategic marketing and partnerships have expanded its reach beyond local and national borders, drawing international tourists seeking unique wellness experiences. The addition of future phases, including a hot springs hotel and wellness centre, promises to further enhance its status as a global destination.



Future-ready partnerships

East Gippsland is fast becoming a premier destination for renewable energy investment, driven by the leadership of the Gunaikurnai Land and Waters Aboriginal Corporation (GLaWAC). Through their Renewable Energy Strategy, GLaWAC has simplified the pathway for developers by offering its clear frameworks for collaboration and ensuring projects align with sustainable development principles. By integrating cultural heritage preservation with economic empowerment, the Gunaikurnai people have created a robust foundation for partnerships, making it easier for renewable energy investors to navigate the complexities of development on traditional lands.

The Renewable Energy Strategy includes practical tools such as the "Pathways to Partnerships" framework, which outlines how developers can engage respectfully and effectively with GLaWAC. This framework ensures that investment projects are culturally appropriate and mutually beneficial, reducing risks and delays. Additionally, GLaWAC's monthly "Cuppa and a Yarn – On Energy" sessions foster community involvement and transparency, giving developers direct insights into local priorities and streamlining stakeholder engagement. These initiatives provide a model for reducing barriers to entry and increasing investor confidence.

With its clear engagement processes, and strong Indigenous leadership, GLaWAC is setting a new benchmark for investment readiness in Australia.

Project Pipeline and Recent Investment

Careful investments in infrastructure and institutions is catalysing a growing list of high-value projects, boosting investor confidence and driving growth



Ecosystem approach to supporting investments

Comprehensive support for investors

Investment enablers such as infrastructure, workforce and transport are key drivers of East Gippsland's economic potential. These factors, along with East Gippsland's natural resources and strategic location, are important decision factors in attracting investment.



Concierge service

East Gippsland Shire Council provides end to end dedicated concierge service to navigate planning processes and address investor concerns, reducing bottlenecks and accelerating project approvals



Brand and marketing

The "One Gippsland" brand, along with integrated marketing efforts by East Gippsland Shire Council and Destination Gippsland, strengthens East Gippsland's identity and enhances its appeal to investors and tourists alike



Skills and workforce

A robust local talent pool supported by premier training institutions like TAFE Gippsland and Federation University. These institutions provide comprehensive workforce development programs, ensuring a skilled and future-ready workforce to meet the needs of emerging industries and drive regional growth



Technology and innovation network

Proximity to the Latrobe Health Innovation Zone and Gippsland Hi-Tech Precinct creates opportunities for leveraging cutting-edge technologies and innovations.

A Foundation for Sustained Growth



Tourism

\$200-220M p.a. estimated visitor expenditure

- Eco-Certified Pioneer – First eco-accredited area in Victoria
- Gourmet epicurean experience – Sailor's Grave craft brewery
- Omeo's World-Class MTB Trails – 100km premier biking experience
- Luxury Geothermal Retreat – Metung's natural bathing oasis



Agriculture

60% growth in agricultural production in 5 years

- Horticulture – Victoria's food bowl, worth \$170.5M p.a
- Agriculture – Traditional sectors contributes \$350.7M p.a.
- Wineries – Producer of award winning wines enabled by ideal climate
- Fishing - Victoria's largest commercial fishing fleet



Energy

25GW electricity potential

- Solar Farm – Power Station Road, Bairnsdale with 96-megawatt photovoltaic array and 150-megawatt battery
- Feasibility licences granted for 2 Off Shore wind projects with a target of 2GW by 2032.
- Renewable Energy zone 38km's offshore from Lakes Entrance



People and community

1305 additional jobs driven by investment

- Premium Living – Palm Lake Resort, luxury village
- Expanding Accommodation Hub – 69 number new rooms in Quest Apartments Bairnsdale
- Education & Skills Growth – Forestec, SEAMEC, TAFE Gippsland

Reach out!

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