



MOORABOOL SHIRE COUNCIL
INVESTMENT
PROSPECTUS



www.moorabool.vic.gov.au/invest



YOUR INVITATION TO DISCOVER, INVEST & GROW

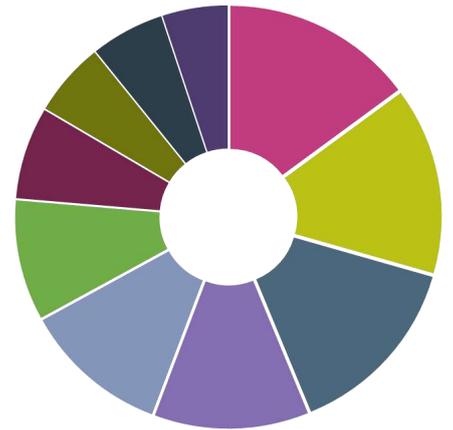
Welcome To Your Destination For Growth In Melbourne's West



**Cr. Paul Tatchell, Mayor
Moorabool Shire**

As Mayor of Moorabool Shire, I'm very pleased to welcome you to one of the fastest growing regions in Australia, and within easy proximity of Melbourne, two major airports, Melbourne's port, Geelong waterfront and Ballarat. Moorabool Shire's idyllic regional setting paired with its access to Melbourne and regional cities represent a unique opportunity for investors. Our beautiful natural attractions, thriving agricultural sector, safe and friendly towns, underpinned by population growth are major strengths for those seeking the optimal location for any new business venture. A diverse and entrepreneurial local industry, and the creation of new local jobs for local people are key economic objectives for Moorabool Shire. We invite you to join us as we set strong foundations for a prosperous future.

**Moorabool Shire
Key Employment Sectors**



- Construction
- Education & Training
- Health Care & Social Assistance
- Agriculture, Forestry & Fishing
- Retail Trade
- Accommodation & Food Service
- Transport, Postal & Warehousing
- Professional, Scientific & Technical Services
- Public Administration & Safety
- Manufacturing

Population
34,000 +

Land Area
2110 km²

**Gross Regional
Product**
\$1.05B



By road...

- Ballarat - 20min
- Geelong - 25min
- Avalon Airport - 25min
- Melbourne Airport - 35min
- Port of Melbourne - 35min
- Melbourne CBD - 45min

MOORABOOL SHIRE INVESTMENT PRECINCTS

FISKVILLE

Investment Opportunity:

Seeking to facilitate expressions of interest regarding future use possibilities, in conjunction with key stakeholders

Key Features:

147 hectare site ready for development. Existing facilities include historical buildings, commercial kitchen, accommodation, conference centre, communications room, roads, forested areas, golf course, potential runway.

Fiskville is located between Melbourne and Ballarat, approximately 10km south of the thriving township of Ballan and within 1 hour of Melbourne and Geelong.



Avalon Airport

64 KM



Melbourne
Airport

82 KM



Port of
Melbourne

86 KM



Melbourne
CBD

90 KM



Ballan

9.6 KM

PARWAN EMPLOYMENT PRECINCT

Investment Opportunity:

Seeking agribusiness development and other industrial uses.

Key Features:

Covers 2880 hectares.

Large unfragmented parcels of land suitable for a range of uses.

The precinct includes large tracts of greenfield land that are suitable for agribusiness and a flexible range of industrial uses, and can accommodate varying uses requiring large buffers. The Parwan Employment Precinct is ideally located, central to road, rail and air transport infrastructure, easily allowing for the movement of goods across domestic or international markets.



Avalon Airport

47 KM



Melbourne
Airport

50 KM



Port of
Melbourne

52 KM



Melbourne
CBD

58 KM



Bacchus Marsh

5 KM

MOORABOOL SHIRE INVESTMENT PRECINCTS

BALD HILL

Investment Opportunity:

Tourism, Adventure, Nature Based.

Key Features:

60 hectare site within easy access of all services.

2 million residents within less than an hour's travel.

Bald Hill presents a significant opportunity to secure a 60 hectare parcel of land to develop as a single or mixed use precinct. Council has proposed use as the following, but is open to expressions of interest for other or mixed use: Mountain Bike Park, Destination Dining Experience, Events Space, 1000 Steps Concept, Walking Trails, Accommodation and Conferencing.



Avalon Airport

56 KM



Melbourne
Airport

60 KM



Port of
Melbourne

58 KM



Melbourne
CBD

60 KM



Bacchus Marsh

4 KM

TOWN CENTRES

As one of the fastest growing regions in Australia, Bacchus Marsh and Ballan town centres are thriving and primed for continued future growth and prosperity. As the largest urban locality in Moorabool, Bacchus Marsh is the centre of employment in the municipality. Employment in Bacchus Marsh is driven by health care & social assistance, retail trade and construction; reflective of jobs required to support population centres.

Employment in Ballan consists primarily of tertiary industries such as health care, public administration & safety and education. Moorabool's rural areas are predominantly focused on agriculture, forestry & fishing and education & training.



CONTACT US

The Economic Development team at Moorabool Shire Council are here to support you in establishing your business.

investment@moorabool.vic.gov.au

182 Halletts Way, Darley, Victoria, 3340, Australia

