

LATROBE CITY FOOD MANUFACTURING PRECINCT

Industrial land
+ access to the freeway
= a great investment.

LATROBE CITY FOOD MANUFACTURING PRECINCT

Local, State and Federal Governments are working together to create opportunities for economic diversification and growth in the Latrobe Valley. There are currently significant incentives available to business including:

Competitive advantages:



ACCESS TO HIGH QUALITY PRODUCE:

Gippsland is home to highly productive dairy, meat and vegetable production industries which have significant processing and value adding potential;



MARKET DEMAND:

Potential for processor expansion to meet growing national and global demand for Gippsland's quality produce;



IDEALLY LOCATED:

Close to existing industry, convenient access to the Princes Freeway (M1) and only 150 kms east of Melbourne;



APPROVED PERMIT AND DEVELOPMENT PLAN:

Current Planning Permit, Approved Development Plan, and existing noise and amenity buffers established;



EXISTING BUSINESS/WORKFORCE:

Co-locate and collaborate with a successful food manufacturing business and access a workforce with strong agribusiness and manufacturing skills;



SERVICES AVAILABLE:

Nearby access to first rate utility services.



THE FOOD PRODUCT
MANUFACTURING
SECTOR CONTRIBUTES



\$168.695
MILLION (1.6%)



OF LATROBE'S
TOTAL OUTPUT
AND EMPLOYS

356 
PEOPLE IN LATROBE CITY*

*Source: REMPLAN Economy, 2017

**INVESTMENT OPPORTUNITY:
PRINCES HIGHWAY, MORWELL**

The Food Manufacturing (Alexanders Road) Precinct provides a high quality 'modern' industrial development to cater for larger, high amenity, low density, manufacturing industries.

89ha

OF HIGH QUALITY
VACANT FLAT
LAND.

ZONED
**Industrial
& commercial
1zone**

(IN1Z)
FARMING ZONE (FZ).

APPROVED
DEVELOPMENT PLAN,
PROPOSED

**44 NEW
INDUSTRIAL
LOTS**

ENDORSED BY
COUNCIL ON
30 NOVEMBER 2011.



VARIOUS LOTS SIZES RANGING FROM

8,087sqm to 4.5hectares.

CURRENT
PLANNING PERMIT
2017/173

MULTI LOT
SUBDIVISION AND
CREATION OF ACCESS TO
A ROAD ZONE CATEGORY
1 (RDZ1), APPROVED
30 OCTOBER 2017.

**Buffers for
industrial
uses**

INCLUDING NOISE
AND AMENITY
BUFFERS, AND
LOCATED AWAY
FROM RESIDENTIAL
AREAS.

FUTURE UPGRADES
PLANNED, WITH
POTENTIAL TO
**access the
Gippsland Water
Recycling Plant
and heavy rail
spur line.**





HOW TO GET INVOLVED

Get in contact with us to find out more about the opportunities currently available within the precinct and the significant government incentives on offer to establish or grow your business in Latrobe City.

Contact Latrobe City Councils Economic Development Department
Phone: 1300 367 700,
Email: EcoDev@latrobe.vic.gov.au,
Web: www.latrobe.vic.gov.au



THRIVING IN LATROBE – LION

Lion is one of Australia's largest food and beverage companies, and have been operating a processing facility located on Alexanders Road Morwell since 1997 - adjacent to the proposed Food Manufacturing Precinct.

The Morwell site directly employs 160 staff and runs a 24 hr/7 day a week operation. "We are extremely proud of our site and the 160 people who work there. Our people are pivotal to our success – they are loyal and hardworking with most coming from the local area. Our team have a strong sense of community and are actively involved in many local initiatives including a school breakfast program as well as volunteering their time or making product donations to other organisation in the region" said Tim Fleay, Lion Dairy and Drinks Yoghurt Operations Director.



The facility produces 91,000 tonnes of product per year and is Australia's largest yoghurt facility. It produces popular brands include Yogo, Yoplait, Petit Miam, Fruch, Farmers Union, and Dairy Farmers and more which are sold all over Australia and exported to South East Asia.

The facility has received investment over the last few years undergoing a \$50 Million upgrade to the site's processing capabilities.

Key competitive advantages about being located in Morwell identified by the company included the ability to source its milk locally from the Gippsland Region and its low transport costs.



LATROBE CITY COUNCIL
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To obtain this information in languages other than English, or in other formats, please contact Latrobe City Council on 1300 367 700.

