

LANDMARK POSTCODE

# 3820



Civic Park, Warragul  
Image courtesy of Baw Baw Shire Council

**LOCATION:** Warragul  
1¼ hours south east of Melbourne

**POPULATION:** 14,000

**INDUSTRIES:** Agriculture, health and community services, retail and manufacturing, education, tourism.

**CLIMATE:** Seasonal  
Summer 13.2C – 26.2C  
Winter 3.8C – 12.9C  
Avg. annual rainfall 1,021.2mm

With its rolling green hills, paddocks of contented cows and stunning alpine backdrop, West Gippsland is a farmer's paradise.

An ideal mix of high rainfall, fertile soils and mild climate makes the region enormously productive and its farms supply much of Melbourne's milk, meat and potatoes.

Warragul is the capital of this flourishing corner of southwest Victoria. No longer simply a farming town, this cosmopolitan centre has the health, education and retail services to support one of regional Victoria's fastest growing populations.

Warragul's location – almost an hour from the ski slopes, an hour from the beach and a little over an hour from Melbourne – is the secret of its success.

Everything is close at hand and that's attracting industry and people. Warragul is home to an expanding manufacturing sector in automotive and road safety equipment, sheet metal, rubber, industrial machinery and food processing. It has an organic abattoir, the

largest hydroponics tomato producer in Australia and a wide range of specialist food producers including a strong and growing organic sector.

The growth in industry explains some of the population growth but not all. Warragul has become an attractive commuter town for families looking for a lifestyle change. Almost 20 train services shuttle back and forth between Melbourne each day and the travel isn't all one way. Twenty per cent of the town's workers have city jobs but another 20 per cent live in Melbourne and work in the Warragul area. The strong growth in the jobs market is predicted to continue, especially in the skilled professions.

This thriving town has been blessed with character. Many grand buildings date from the 19th century and its train station is listed on the Victorian Heritage Register.

European settlement dates back to the 1860s when a coach point was established but commercial activity really flourished when the railway arrived in 1878, the year the town was established.

The vast natural beauty of the area is a major part of its appeal. Mt Baw Baw's snow fields, Phillip Island's acclaimed fairy penguins, West Gippsland's beaches and stunning mountain drives are all close at hand. Warragul has a flourishing cultural life, is home to award winning restaurants and forms part of the region's gourmet food trail. The West Gippsland Arts Centre in Warragul services a growing arts industry and is a showcase for national and international performers.

Landmark's Bill Skewes says farming land is highly sought after and becoming increasingly valuable as cattle producers and lifestyle buyers compete in traditional dairy areas.

"We're getting interest from as far as New Zealand for the dairy country."

"Farms are getting bigger because the investment is much greater. Producers have to milk at least 200 cows these days to make their operations viable," says Bill.

Warragul's proximity to Melbourne makes land attractive for city investors.

"We're seeing increasing numbers of investors buying into the area but they want to run beef cattle, not milk cows. It's a definite trend."

Bill says opportunity is limitless in Warragul.

"We enjoy the best of both worlds. Peace and quiet if that's what you want or a vibrant, country lifestyle – what more could you ask for?"

Contact:

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#### PROPERTY GUIDE:

Residential: New 3 BR home \$265,000

Lifestyle: Good home on 10 acres \$550,000

Larger acreage: Dairy country up to \$10,000 per acre

Grazing land from \$7,500 – \$8,000 per acre