

LANDMARK POSTCODE

# 3550

Bendigo Town Hall  
Image courtesy of Tourism Victoria, Photographer Graham Scheer

**LOCATION:** Bendigo  
1½ hours north of Melbourne

**POPULATION:** 99,000

**INDUSTRIES:** Manufacturing, retail and service sector, education and tourism

**CLIMATE:** Temperate  
Summer 28.9°C – 14.3°C  
Winter 12.1°C – 3.5°C  
Rainfall 550.7mm

Bendigo is one of the great boom cities of the Australian gold rush. Its beautiful tree-lined streets and magnificent Victorian era architecture reflect times of unparalleled wealth.

In the late 1800s the Sandhurst goldfields were among the richest in the world and that legacy is a celebrated part of the city's cultural heritage.

But while a sense of history is deeply embedded into the fabric of Bendigo, this is not a community that lives in the past.

It is a progressive city with a strong economy driven by a diverse manufacturing sector, extensive government services and education facilities.

Bendigo is one of the fastest growing regional centres in Australia. Quite impressive considering central Victoria has been gripped by record drought for the past ten years.

Landmark's Brett Tweed believes Bendigo's greatest strength is that it feels like a country town despite its big city size.

"Bendigo is a welcoming, family-orientated place."

Brett says Bendigo is a nurturing community with great schools and sporting facilities. It is a city that fosters success and enjoys a reputation as a breeding ground for top athletes and business people.

"There is a lot of initiative here, people willing to have a go. Our past and heritage is all around us and there is a great sense of belonging."

Set in the geographic heart of Victoria, Bendigo is the retail and commercial centre for a region that stretches north to the Murray River and south to Melbourne.

Further expansion of its retail sector is underway with the \$50 million development of the Bendigo Market Place.

Jobs growth is three per cent a year, largely because the city is home to more than 400 manufacturers. Many are small to medium sized businesses that produce goods for export. Growing industries include defence equipment, engineering and food manufacturing.

Finance is also big business. The Bendigo Bank began humbly as a community lender and has recently moved into its new \$100 million headquarters in Bendigo's celebrated Pall Mall. Bendigo boasts its own stock exchange and is headquarters of the Rural Finance Corporation.

The city has a university, TAFE and technical college and Victoria's largest regional hospital.

Striking it lucky remains a dream for many and gold mining continues in the city.

Award winning tourist attractions chart the history of its discovery in 1851 and the remarkable story of Chinese migration.

Bendigo boasts one of the oldest and largest regional galleries in Australia.

"There is so much to love about living here. We have a great climate and our real estate represents incredible value for money," says Brett.

"You can still buy a block of land within ten minutes of town for \$80,000."

Commuting to Melbourne has become easier. Recent rail upgrades ensure morning commuter trains reach the CBD in under an hour and a quarter. Melbourne International Airport is less than an hour and a half.

The market for rural properties has been tight during the drought. Neighbours have been buying most of what becomes available.

Brett says Melbourne buyers are starting to move into the region, especially into grazing areas south of the city.

"The biggest issue for us has been water shortages," says Brett.

The city endured years of severe restrictions until a new super pipe from the Goulburn River system was constructed.

"We'll start to see the benefits of that from now on," says Brett.

#### PROPERTY GUIDE:

Residential: Three bedroom home \$232,000

Small acreage: 20 acres with no house from \$80,000 up to \$200,000+

Large acreage: \$2,500 for good grazing country

\$600 to \$700 an acre for the northern wheatfields