

LANDMARK POSTCODE

2360



Parklands bordering the Macintyre River.
Image courtesy of the Inverell Shire Council.

Story: Sheryl Allen

LOCATION: Inverell
7 hours north of Sydney,
5 hours south of Brisbane

POPULATION: 11,500

INDUSTRIES: Agriculture, tourism, service,
mining

CLIMATE: Temperate
Summer: 15.0°C – 30.5°C
Winter: -0.3°C – 16.3°C
Rainfall: 794mm

Inverell is a thriving but welcoming town nestled in a valley beside the Macintyre River in the New England North West region of New South Wales.

This sizeable service centre caters to a district population that stretches well beyond its urban environs.

Inverell's history combines a robust rural economy with an earlier identity as the Sapphire City. At one time, 80% of the world's sapphires were mined here and the town still forms part of the Fossicker's Way where visitors come searching for gems.

Today, the economy is dominated by agriculture, tourism and service industries.

"It's big, diversified country with reliable rainfall that supports a range of agricultural pursuits, from sheep and cattle grazing to cropping," said Landmark's Rex Daley. "Winter and summer crops included wheat, canola, sunflowers, corn, sorghum, barley and chickpeas."

Inverell Regional Livestock Exchange is NSW's fifth largest sale centre with regular sales

drawing hefty crowds from across the region.

Bindaree Beef is one of Inverell's biggest employers. This family-owned and operated meat processor is one of the country's largest and employs approximately 600 people from the surrounding region.

Boss Engineering was established here in 2007 and services the expanding agricultural, mining, defence energy and transport sectors. Around 45 permanent employees make up the Boss Engineering workforce.

Nearby Copeton Dam is the centrepiece of the Copeton Waters State Park. The 900-hectare park is a playground of natural bushland, lake and parkland that attracts bushwalkers, water sport enthusiasts, campers and nature-lovers from far and wide.

When full, the dam's volume is equivalent to three Sydney Harbours – perfect for fishing, water skiing, and boating. Which explains why you'll find a boat business or two in town.

You'll also find the big retail players like Coles, Woolworths, Big W and Bunnings.

"There are clothing and specialist shops plus a variety of eateries from cafes and restaurants to the usual takeaway chains," said Rex. "It's a very vibrant retail offering that draws shoppers from a broad area."

"Inverell is a growing, well-serviced community with three primary schools, three secondary schools and TAFE College."

"Like most rural areas, the property market has been fairly quiet of late, but the phone is starting

to ring, thanks to improving prices for grain, wool, cattle and fat lambs. Most of our enquiry is for the one to two million dollar price bracket. That's where the market generally starts to recover from. As those properties are sold we have new buyers ready to move up a little further into the market. It's a ripple effect we've seen repeated before."

"We've also started to receive reliable rainfall again so things are really heading the right way in terms of bringing confidence back to the rural market."

With its warm community spirit and country charm, Inverell is popular as a retirement destination. The hospital and medical facilities are first-rate and the Mclean Retirement Village offers a range of care and living options, currently being boosted by the construction of new on-site residences.

Inverell is a gem in its own right with much to offer families, retirees and visitors.

CONTACT:

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PROPERTY GUIDE:

Residential: Three bedroom home \$250,000 – \$350,000

Rural: Farming land \$1,000 – \$1,200 per acre

Grazing country \$300 – \$350 per Dry Sheep Equivalent (DSE)