

LANDMARK POSTCODE

3585



Murray River at Sunset

LOCATION: Swan Hill
3.5 hours northwest of Melbourne

POPULATION: 9,700

INDUSTRIES: Agriculture, viticulture, horticulture, manufacturing, tourism

CLIMATE: Mediterranean
Summer: 15.4°C – 31.4°C
Winter: 4.1°C – 14.4°C
Rainfall: 348.5mm

Swan Hill, settled on the banks of the Murray River, is a developing regional centre and a lively mecca for tourists, foodies and sportslovers.

A year-round events calendar bursts with opportunities to fish, golf, bowl, boat, swim or cheer a favourite past the finishing post. With more than 100 sporting clubs, the twin towns of Swan Hill and Murray Downs have virtually every sport covered, from football to tennis, squash to basketball... and beyond.

"The sporting facilities are first-class," according to Landmark's Ken Smith. "We cater to many regional sporting leagues and a fixture of annual events including the three-day racing carnival over the June long weekend, the week-long winter lawn bowls carnival each May, the February Country Week tennis tournament and the September Golf Pro-Am held at the renowned Murray Downs Resort and Golf Club."

Swan Hill also offers a host of unique history to explore at the Pioneer Settlement Museum. There you can discover how the town

grew as a bustling inland port on the mighty Murray River and experience a river journey aboard a paddlesteamer.

Then there's the Giant Murray Cod (an 11-metre long salvaged movie prop) and the famous Burke and Wills Tree (Australia's largest Moreton Bay Fig Tree).

You might prefer to just kick-back and relax in this enviably sunny climate of long, warm summers and crisp winters. Very affordable golf and accommodation packages are always on offer and a flavoursome range of quality, locally-nurtured wines and produce will delight even the most discerning foodie.

"Camping, fishing and house-boating are very popular," adds Ken. "Lots of rivers, lakes and streams ensure some great fishing."

The favourable climate and the intensive irrigation network have positioned Swan Hill as one of Australia's most diverse and productive agricultural regions, accounting for more than 40% of the region's income and around a quarter of its employment.

"There's a mix of dryland and irrigation activities, broadacre and more intensive farming," says Ken. "Cereal cropping is big with plenty of wheat, canola, barley and legumes being harvested. There's also stonefruit, grapes, pistachios, olives, walnuts, potatoes, carrots and some of the biggest almond farms in the Southern Hemisphere. While the market is currently slightly depressed, predominantly because of oversupply of some produce types, there's great value and certainly good money to be made."

Agriculture drives a thriving manufacturing and rural services sector. Two industrial estates are home to tank fabricators, agricultural machinery engineers and heavy vehicle parts and repairers.

Robust transport and livestock exchange industries exist thanks to Swan Hill's strategic position at the centre of an extensive and very productive economic catchment that takes in the Murray Valley, Victoria's Mallee region and New South Wales' Western Riverina.

An estimated 40,000 people shop and do business in Swan Hill at least once a fortnight. They are well-catered for with modern retail precincts, three large supermarkets, health and government services, state and private schools, a regional TAFE college, an art gallery and an abundance of eateries.

Ken sums up: "This aquatic playground is a perfect place to live, work or explore."

CONTACT:

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PROPERTY GUIDE:

Residential:

Three bedroom home \$250,000 to \$300,000

Larger holdings:

Large-scale viticulture with water \$25,000 to \$30,000 hectare

Broadacre cropping land \$1,000 – \$1,700 hectare for rising red sandy loam