

LANDMARK POSTCODE

3677



Wangaratta from the air.
Image courtesy of Rural City of Wangaratta.

Story: Sheryl Allen

LOCATION: Wangaratta
2.5 hours north-east of Melbourne

POPULATION: 18,000

INDUSTRIES: Agriculture, engineering, wine, textile production, retail

CLIMATE: Temperate
Summer: 14.1°C – 31.8°C
Winter: 2.4°C – 12.9°C
Avg annual rainfall: 613mm

Wangaratta is located at the junction of the Ovens and King Rivers and is an aboriginal term meaning “the nesting place of cormorants”. It is a place of beauty, vibrancy and economic strength.

Located in stunning North East Victoria amongst some of nature’s best offerings, it’s a bustling regional centre, a strategically positioned transport hub and an affordable, friendly place to call home.

“Wangaratta enjoys a very strong economy,” says Landmark’s Joe McKenzie. “On the main route between Melbourne and Sydney, and a major commercial and manufacturing centre for the region, it’s a focus for many service enterprises including distribution and logistics, retailers, agribusiness, health, government and education.”

Several state government agencies have their regional headquarters here, and there are more than 20 primary schools, three secondary schools and a TAFE college.

With its hefty manufacturing base, it’s no surprise that Wangaratta has strengthened links between education and industry by establishing Victoria’s first Technical Education Centre here.

Healthcare is well-structured to meet the needs of this growing community – public and private hospitals, a full spectrum of GPs, specialist medical practitioners, health services and aged care facilities ensure everyone is taken care of.

An amazingly diverse array of agricultural and horticultural pursuits includes broadacre cereals, beef, sheep and exceptional viticulture, olives, horse training and more.

Glorious natural assets that exploit the changing seasons and a fascinating heritage ensure year-round tourists.

Geographical diversity is a hallmark of this region, from snow-capped mountain peaks, to gentle pastoral settings, from vibrant urban built environments to the native bushland where legendary Aussie bush rangers took refuge in times gone by.

“Tourism is indeed a growth industry for Wangaratta,” says Joe. “From the snowfields to the Ned Kelly legend, to the stunning King Valley and nearby wine regions of Rutherglen, Beechworth and Milawa, it seems an ever-growing throng of visitors find their way here each year. And we’re more than happy to cater to them with a range of accommodation options and a flourishing restaurant and café culture.”

Wangaratta is known as “Australia’s Jazz Capital”. Each November, the internationally-renowned Festival of Jazz enlivens the town with sights and sounds of more than 350 national and international artists and 90 events.

The buoyant local economy provides job opportunities across multiple industries for those choosing to stay on.

“The property market in Wangaratta has been exceptional,” says Joe. “We’ve seen it double in the past few years. It’s reached a bit of a plateau now, finding its own level, and making it a great buyers’ market. Our first home buyers and lifestyle markets are particularly strong. This north east region of Victoria is well-equipped to come through the drought and economic uncertainty and we’re seeing that play out in local market confidence.”

Wangaratta’s retail precinct is energetic and alive, servicing a catchment of around 58,000 shoppers. Major national chain stores sit alongside franchise outlets and a myriad of locally-owned and operated specialist retailers, from boutiques to bakeries ... and the full gamut in between.

With so much to offer, the question being asked by residents, business-owners and investors is “what is it that Wangaratta doesn’t have?”

CONTACT:

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PROPERTY GUIDE:

Residential: 3-bedroom home \$190,000 – \$235,000

Small acreage: \$350,000 – \$500,000

Larger acreage: from \$1,200 per acre