

LANDMARK POSTCODE

3995



Viminaria Road, Harmers Haven, Wonthaggi.
Image courtesy of Sonia Hogg.

Story: Sheryl Allen

LOCATION: Wonthaggi
1.5 hours southeast of Melbourne

POPULATION: 6529

INDUSTRIES: Tourism, beef, dairy, construction, services

CLIMATE: Temperate
Summer: 12.9°C – 23.8°C
Winter: 6.1°C – 13.5°C
Rainfall: 935mm

Wonthaggi is in the heart of one of Victoria's fastest growing regions – a place where the natural assets of the stunning Bass Coast, choice rural land and willingness to embrace new opportunities make for a sound economic future.

Wonthaggi's prosperity has long been associated with agriculture, livestock and coal mining. In more recent times, wind is being farmed alongside the dairy and beef cattle and the retired coal mine has been transformed into a magnet for tourists.

Nearby, the sometimes controversial construction of the state's first desalination plant is underway, propelling Wonthaggi into the psyche of most Victorians and providing an enormous financial boost to the local economy.

The two-year construction phase is estimated to deliver the equivalent of more than 4,000 full-time jobs, both direct and indirect.

Landmark's Sonia Hogg said, "That creates incredible demand for rental properties and all the usual services that a growing centre like Wonthaggi can provide."

"Authorities and the community are planning carefully but proactively to get infrastructure in place. There are many new developments and land subdivisions. Our large hospital is being expanded and will become a major regional trauma centre."

Even before the desalination plant, the lion's share of Wonthaggi's population was employed in three main activities: retail trade, healthcare and social assistance, and construction. Agriculture, manufacturing, accommodation and food services, and education and training are also well up the list.

The figures reflect Wonthaggi's role as a dynamic regional service centre and a tourism destination for those exploring the unspoiled coastline or holidaying in the many charming rural villages that dot the hinterland. Wonthaggi is five minutes drive from Cape Paterson and 15 minutes from Phillip Island, world-famous for its fairy penguins.

More than three million visitors a year come to the region; they need to be accommodated, fed, entertained, amused and engaged. The Wonthaggi business community is focussed on doing just that.

In town, beautiful heritage buildings mingle with contemporary architecture, several supermarkets, large department stores, schools, cafes, restaurants, hotels and speciality outlets.

The coal mine, Wonthaggi's economic backbone for almost six decades up until 1968, has been reinvented as a visitor experience and includes a well-presented museum.

The old railway line is now the Bass Coast Rail Trail, much to the delight of cyclists, walkers and horseriders.

Even the wind farm draws lucrative tourist interest.

"The vibrant economy, proximity to Melbourne and high-calibre services make Wonthaggi very liveable," Sonia said. "It's popular with retirees but families are also drawn to the regional lifestyle and the many opportunities here. Melbourne's eastern suburbs are within commuting distance."

"Housing options are quite diverse, from small miners cottages to larger, modern homes and small acre lifestyle allotments. It's an affordable and welcoming community that is well-supported by the progressive Bass Coast Shire."

Wonthaggi has moved with the times and is now characterised by a new-breed of innovation. Renewable power generation, water sustainability, state-of-the-art health services... it speaks of a prosperous, viable future for an incredibly liveable locale.

CONTACT:

Landmark Wonthaggi (03) 5672 2512

Sonia Hogg 0417 104 699

Brenda Benetti 0417 520 530

Andy Grant 0419 681 897

PROPERTY GUIDE:

Residential: Three bedroom home \$329,000

Lifestyle: Three bedroom brick home on half an acre \$430,000

Rural: 333-acre dairying property with four bedroom brick residence \$6,500 per acre