



Cowra combines the vibrancy of metropolitan living with a laid-back rural lifestyle. It presents attractive investment opportunities in a choice lifestyle destination. Located on the Mid-Western Highway and the Lachlan River, Cowra's growing economy is situated 310km due west of Sydney and a two hour drive from Canberra. In recent years the region has steadily advanced offering new opportunities in food, wine and agricultural business development.

For those looking to relocate, the region has a range of quality education and health services, and embraces new community members from all backgrounds. As a Centre for World Peace, Cowra is peaceful by choice and beautiful by nature.

COWRA REGIONAL OVERVIEW

STATISTIC	INDICATOR
Population/Demographics	
Estimated Resident Population (2013)	12,551
Employment (2011)	4,735
Unemployment (Sept 2014)	9.4%
Average Wage (weekly) (2011)	\$773
Economy (2014)	
Gross Regional Product	\$437.3 million
Key Sectors (2014)	
Agriculture	\$90.6 million
Manufacturing	\$41.9 million
Health care	\$38.1 million
Education and training	\$29.1 million
Wholesale trade	\$28.3 million
Investment (2014)	
Non-residential Investment	\$7.5 million
Residential Investment	\$5.3 million
Median House Price	\$178,000

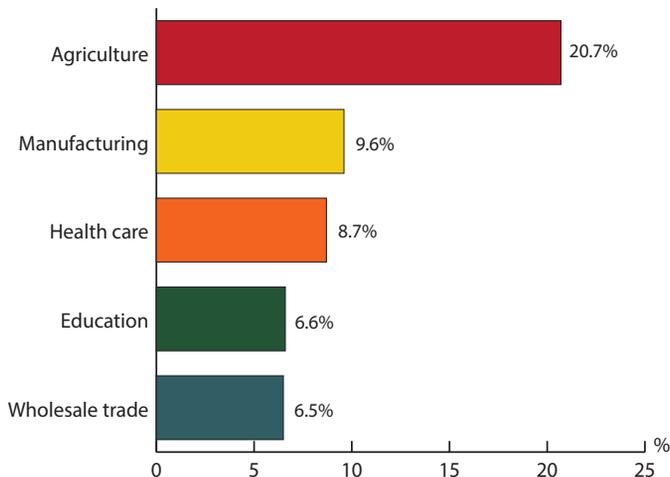


Cowra's economy is relatively-diversified for a regional area, with key sectors including:

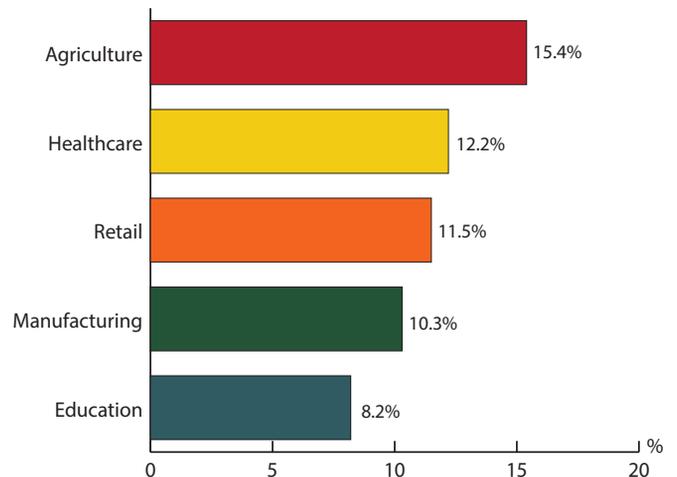
- ▶ Agriculture ▶ Manufacturing ▶ Health care
- ▶ Education and training ▶ Wholesale trade

Sources: ABS Census (2011) ERP (2013), Cat 8731, DEEWR (2014), NIEIR (2014), Housing NSW (2014)

COWRA'S TOP 5 GRP SECTORS 2014



COWRA'S TOP 5 EMPLOYERS 2011



Sources: ABS Census 2011, NIEIR (2014), A.PSHEREE CONSULTING (2015)



Cowra's robust manufacturing sector complements value-adding activities in agriculture, engineering, cabinetmaking and aviation. This includes companies such as Geronimo Farm Equipment, Chernco Engineering, Kerry Ingredients, Sarajane Furniture, Brumby Aircraft Australia and J&D Lazarou Cabinet and Joinery.

Opportunities for future economic development include:

- ▶ **Health care and Education** – an increasing population presents growing demand for these services, which in turn creates development opportunities for business.
- ▶ **Manufacturing** – an increasing labour force and a strong existing manufacturing sector support future growth in food, aviation and agricultural bio-waste processing.



Competitive strengths

A summary of Cowra's competitive strengths is detailed below:

- ▶ Known as the crossroads of the Central West, Cowra's strategic location offers immediate access to the Mid-Western Highway; halfway between Brisbane and Melbourne.
- ▶ Positioned adjacent to the Lachlan River providing reliable access to water.
- ▶ Competitively-priced industrial and residential land.
- ▶ Skilled and loyal workforce.
- ▶ Diverse and fertile soils able to support a variety of agricultural enterprises such as dairy, wheat, canola, vegetables, sheep, cattle and viticulture to name a few.



Lifestyle attributes

Cowra is a major service centre for Central Western New South Wales. There are wide-ranging facilities available to enhance residents' quality of life, which attracts people seeking a rural lifestyle, but do not want to sacrifice facilities available in metropolitan areas.

A small sample of what Cowra has to offer is outlined here:

- ▶ **Child care** – several child care centres are located in the Cowra region, as are child support groups and services, including a toy library!
- ▶ **Education** – there are eight public schools in the region (seven primary, one secondary) and two private schools (one primary, one secondary). There is also a Community College, a TAFE campus and tutoring services.
- ▶ **Medical** – the region has an abundance of medical and health services, including dentists, GP practices, and a district hospital. In addition, Cowra has the following specialist practices: chiropractor, optometrists, orthodontists, osteopaths, physiotherapists, podiatrists and psychologists.
- ▶ **Sporting facilities** – Council maintains twelve high-quality sporting facilities. Swimming pools in the region include the Cowra Aquatic Centre and the Woodstock swimming pool.
- ▶ **Airport** - Cowra Airport offers charter flights, commercial flying training, aircraft engineering and aerial agricultural services.

Cowra Shire Council also offers a Business Assistance Scheme, aimed at facilitating new and existing business with tools for growth, including training, mentoring, government business grants and new technology integration.

CONTACT INFORMATION

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