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C162**MUNICIPAL PROFILE****Location**

The City of Greater Shepparton is located in the North Goulburn region of Victoria. It is the fourth largest regional centre in Victoria. Shepparton is located about 180 kilometres to the north of Melbourne at the junction of the Goulburn Valley Highway and the Midland Highway.

People

Greater Shepparton has a population of approximately 60,000 and is home to a diverse number of ethnic groups, second and third generations of European migrants, and newer first generation migrants from Europe, Asia and the Middle East, some of who initially arrived in Australia as refugees. Greater Shepparton is also home to the largest population of indigenous Aborigines outside metropolitan Melbourne.

Settlements

The largest urban centre is Shepparton (together with Mooroopna and Kialla) which has a vibrant central business district and extensive commercial, administrative and industrial base. This centre is supported by smaller settlements at Congupna, Dookie, Katandra West, Merrigum, Murchison, Tallygaroopna, Tatura, Toolamba and Undera. The regional economic catchment of Shepparton extends from Seymour to Deniliquin. Shepparton also provides a wide range of higher order community services and facilities for a regional population of approximately 160,000 persons.

Economy

The region has a strong and vigorous rural economy based on irrigated and dry land agriculture. A major strength of the economy is in the value-adding manufacturing and processing of agricultural produce. It has a supporting service industrial base, notably Shepparton's role as a transport hub with a high level of freight movements and volume. A commitment to construct the Goulburn Valley Highway Shepparton Bypass, and the implementation of the Goulburn Valley Link (GV Link) freight logistics centre at Mooroopna, are key projects supporting this advantage. The region is often described as the "food bowl" of Australia providing 25% of horticultural produce in the state.

The 'Regional Rural Land Use Strategy' (RRLUS) prepared for the City of Greater Shepparton and the Shires of Campaspe and Moira notes that irrigated primary production and the processing of that product underpin the municipality and the Region's economy. The level of production is nationally important and the region is responsible for significant parts of the nation's milk production, deciduous canned fruit production, stone fruit crop and tomato processing production, with an annual value of agricultural production at the farm gate of about \$1.2 billion (2006).

The *Shepparton CBD Strategy October 2008* recognises Shepparton CBD as the principal retail centre in the region with a need for consolidating the traditional retail core and strengthening its role and image. The Strategy establishes the following vision for the CBD.

Shepparton's CBD will be the Victorian leader and regional centre for innovation and sustainability. This will be evidenced in the management and preservation of its natural environment, design of its buildings and spaces, a thriving economy and its consolidation as a regional community and cultural focal point.

A welcoming and safe ambience will be created in the CBD for residents, visitors and workers, across all age groups and cultures. People will be attracted to the CBD to visit its range of shops and businesses and its interesting and safe pedestrian environment., Cafes and restaurants will showcase the food and wine offer of the Goulburn Valley and reflect the cultural mix of the population.

The CBD will also become a vital centre for education and cultural life in the region. A vibrant atmosphere will be created during the day, into the night and on weekends as a result. New buildings and improvements to the city's streetscapes that demonstrate Shepparton's leadership and represent its cultural depth and diversity will create a strong and progressive image.

Environment

The Goulburn River and its surrounding environs, including floodplains and wetland systems is a significant environmental and recreational asset in the municipality. The loss of agricultural land due to salinity, rising ground water and urban encroachment, is a significant threat to the future of the area along with drainage problems, flooding and declining water quality. Water trading is increasingly becoming an important issue and this has implications for long term water availability to irrigated land. Pest plants and animals also affect parts of the municipality.

Drawing Key

	Main highways		Railway line		City centre		Or Link freight logistics centre
	Main arterial		Rivers / streams		CBD		City of Greater Shepparton Municipal Boundary
	Right of Way Stage 1 and Stage 2		Swampy lands		Threats		

