

Agribusiness

in the Geelong G21 Region

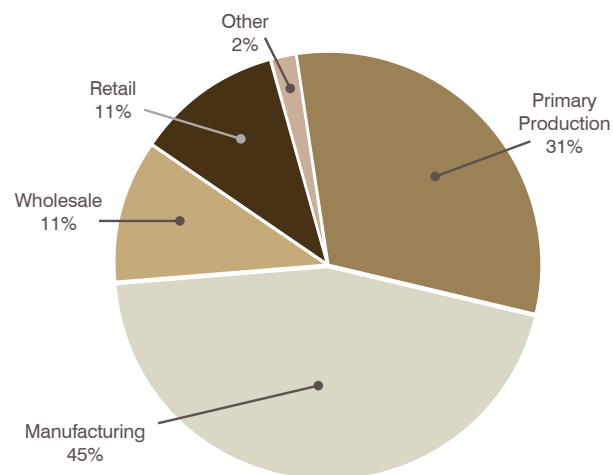


Major economic driver

Agribusiness is a major driver of the Geelong region economy:

- **Employs more than 10,000 people** in primary production, manufacturing, marketing (wholesale and retail) and the input sector (finance, fertiliser, machinery, packaging and R&D).
- Accounts for **37% of manufacturing employment**
- Primary production and agribusiness manufacturing produce around **\$2.7 bn pa – 9% of the region's output value** (primary production & manufacturing)
- Agribusiness manufacturing accounts for **17.6% of the region's manufacturing output**
- Strong in-region linkages accounting for **11% of local expenditure**

Agribusiness employment in the Geelong region by activity



	Output (\$M)	Employment (number)	Wages & Salary (\$M)	Local sales (\$M)	Regional exports (\$M)	Local expenditure (\$M)	Value added (\$M)
Contribution	\$2,720	7,238	\$340	\$913	\$1,308	\$973	\$964
% of region	9.1%	7.4%	5.5%	10.6%	13.7%	11.3%	9.7%

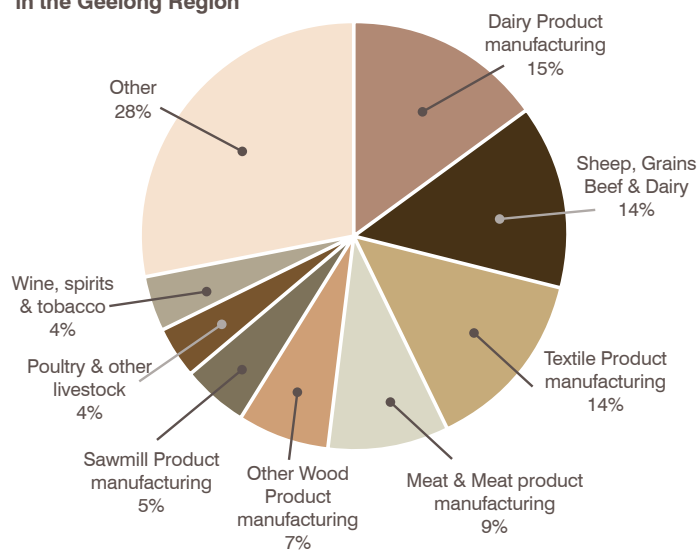
NB: Primary production & manufacturing (excludes wholesale & retail agribusiness)

A diverse sector

Agribusiness includes:

- **primary production** – agriculture, fishing and forestry e.g. beef, sheep, pig, poultry and dairy farming, cropping, wine grape growing, olive growing, vegetable farming, forest management
- **manufacturing of food and beverages** – e.g. milk and other dairy products, meat, leather, wine making, olive oil, wool and grain transport and storage, malt manufacturing, timber product manufacturing, textile manufacturing, food product manufacturing
- **wholesale and retail activities** e.g. grain storage and sale, wool storage, food service businesses, transport and logistics

Primary production & Agribusiness manufacturing in the Geelong Region



Geelong Food Co-Products Cluster (GFCC)

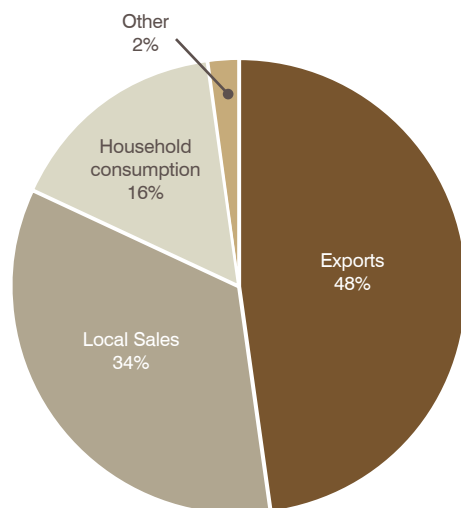
The GFCC formed in 2005 and is "a group of like-minded enterprises (and their suppliers and customers) across the Geelong region, working together for mutual commercial benefit". It is a driver of innovation in the food industry and illustrates the benefits of collaboration between industry, researchers and government. GFCC is committed to facilitating the growth of dynamic, efficient and competitive agribusinesses in the Geelong region.

Successes of the GFCC to date include: development by local businesses of new fish, poultry, game and beef products for national and international markets, development of a new organic fertiliser product and manufacturing facilities utilising fish waste, and the Champions Fare initiative initially helping small food producers gain access to IGA supermarkets and now accessing Asian markets through Austrade support as part of the Asian Century Business Engagement Program.

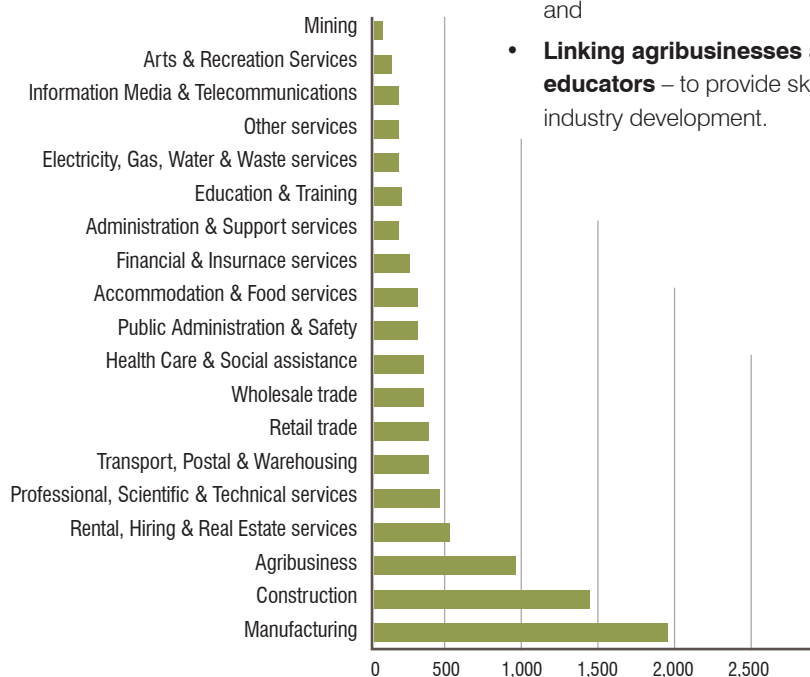
Strong regional linkages

The agribusiness sector generates strong linkages both within and outside the region. Each dollar of output from the agribusiness sector generates

- 35 cents in local sales
- 48 cents of exports and
- 16 cents of household consumption.



Agribusiness is the third largest industry generating local expenditure in the region



Opportunities for development

Agribusiness provides major opportunities for growth and development in the Geelong region.

Agribusiness has been identified as a major growth area for the Victorian and Australian economies. The Commonwealth Government's Australia-In-The-Asian-Century White Paper identified growing demand for food by increasingly affluent Asian countries as a major economic opportunity for Australia. Similarly, the Victorian government aims to double Victoria's food and fibre production by 2030. The Geelong region will pursue these opportunities through:

- **Creating new value through innovation** in agribusinesses in the Geelong region to increase productivity;
- **Building collaboration** amongst industry and with researchers to apply new technologies;
- **Integrated infrastructure investments to grow exports** – ports, roads and Avalon airport;
- **Nurturing new industries** – bioenergy, carbon farming, high value foods etc; and
- **Linking agribusinesses and educators** – to provide skills for future industry development.

Major agribusinesses in the Geelong region

Graincorp Geelong

- More than 1M t storage for grain, woodchips and fertiliser
- Exported more than 3 million tonnes from Port of Geelong in 2012/13
- 125 employed on-site at peak operation

Boundary Bend Olives

- Australia's major bottler and distributor of olive oil
- Processing and storage facilities for Boundary Bend olive production
- 75% of the Australian oil market
- Growing export markets

Barwon Foods

- A diversified seafood processor and distributor
- Logistics provider for a wide range of food products to the food service sector.

Bulla Dairy Foods Colac

- Bulla Dairy Foods is a 100% Australian family owned company, run by the same three families for five generations for more than 100 years.
- Research confirms Bulla is one of Australia's most loved and trusted dairy brands and remains the number one selling ice cream, and the biggest selling branded cream on the Australian market
- Bulla employees over 500 staff across Victoria

Otway Pork

- Australia's largest outdoor pig producer
- Growing markets via butcher shops and supermarkets around Australia
- Innovative fresh and processed meat products