



# The Australian Alpine Valleys Agribusiness Forum

April, 2004

## AlpValleys Role

- To provide a voice for the North East Victorian Agribusiness Community
- To help develop regional agribusiness capability
- To promote investment opportunities in North East Victoria

## Vision

Customers will prefer products and services from the Alp Valleys Region

## Mission

- To ensure products and services from the Alp Valleys Region are better marketed than those of their competitors
- To assist producers develop organisations and systems to profitably market their products and services

## LOGIC WODONGA – opportunities for North East Victorian agribusiness

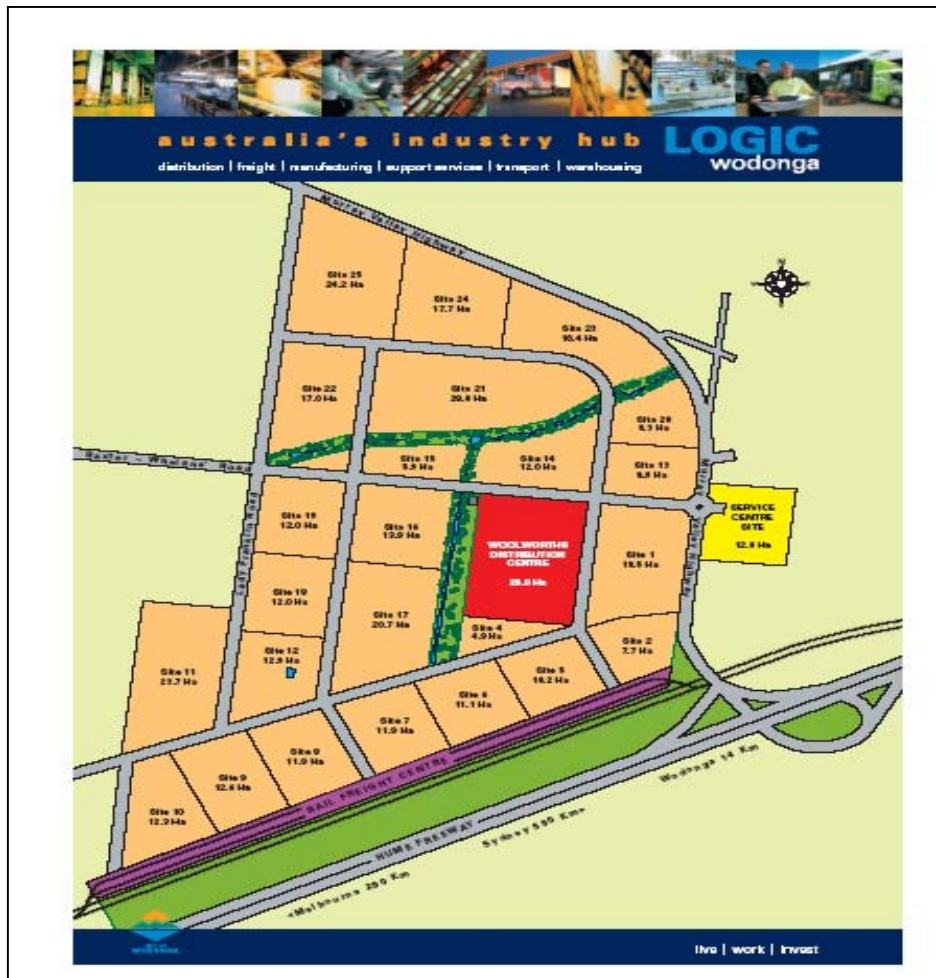
North East Victorian agribusiness could soon benefit from supply chain savings, afforded by the development of *Logic Wodonga*, a multi million dollar freight and transport hub.

The 440ha site has been planned to accommodate businesses involved in manufacturing, warehousing, freight/transport, distribution and support, all essential services for agribusiness.

Logic Wodonga will also be the home to a \$90 million Woolworths regional Distribution Centre, housing products from many of Woolworth's 8000 suppliers and supplying 68 Woolworths stores.

Located in Barnawartha at the intersection of the Hume Freeway and Murray Valley Highway, Logic Wodonga is within six hours drive of Sydney and four hours of Melbourne and Canberra. It is also central to 85% of Australia's population.

The Australian Alpine Valleys Agribusiness Forum (AlpValleys) recently met with Wodonga City Council representatives, and consultants working with Woolworths, to determine the opportunities presented by the development for agribusiness in North East Victoria.



AlpValleys found a real possibility existed for current Woolworths suppliers and potential suppliers to deliver products direct to the Wodonga hub rather than via Melbourne or Sydney. Potential suppliers for the retail giant include food producers with the ability to guarantee quality and continuity of supply.

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Other opportunities for agribusiness will include the ability to capitalise on the potential integration of national road, rail and port linkages, bringing once inaccessible markets within reach. This could apply to domestic and export markets.

The development could also lead to investment attraction possibilities, leading to greater employment opportunities and capital growth in the region. The Woolworths distribution centre alone is expected to employ up to 600 staff.

AlpValleys are focused on helping regional agribusiness capture opportunities arising from Logic Wodonga. Funding from the Victorian Agribusiness Networks has recently been gained for AlpValleys to conduct an audit of Agribusiness in north east Victoria. The resulting documentation will help the forum showcase the region and attract investment opportunities like Logic Wodonga.

*For more information about Logic Wodonga visit the website [www.wodonga.vic.gov.au](http://www.wodonga.vic.gov.au)  
or contact Dennis Beeley on (02) 6055 9308.*

## **BUSINESS BLUEPRINT FOR THE NORTH EAST**

A comprehensive inventory of North East Victorian agri-businesses will provide a blueprint for local businesses, government and would-be investors to develop the local economy and create jobs, Agricultural Parliamentary Secretary Geoff Howard said today.

“To be carried out over the next eight months by the AlpValleys Agribusiness Forum, the \$50,000 project will be a critical review into the strengths and weaknesses of the local economy”, Mr Howard said.

“We believe the north east has great untapped economic potential. To unlock that potential, what is needed is a clear overview of the businesses that operate and the challenges they face.

“That’s why AlpValleys have commissioned this vital blueprint into the prospects for the region. It will be used to build up a business plan for the whole of the AlpValleys region and allow a region-wide approach to developing and marketing the region.

“Existing businesses will be able to use it to fine-tune their operations. Potential investors will be able to see the opportunities that the region presents.

“Shires will be able to use it to target those businesses growing whilst assist those who have stopped. And state government may use it as a reference for providing future project funding support needed for long-term growth.”

The report will include:

- current production
- gross income from each commodity,
- impediments faced in expanding or developing new agribusiness,
- A database of all agribusinesses in the region.

*The project is funded by the Victorian Agribusiness Network*

## **Wine Marketing Workshop**

The AlpValleys Forum, in conjunction with The Centre and North East Valleys, is holding a two day workshop on May 31<sup>st</sup> and June 1<sup>st</sup>.

This workshop has been designed to assist wineries and cellar door operators in North East Victoria to understand their marketing options, by accessing professionals in the various disciplines of wine marketing.

Under the Business Capacity Rebuilding Program, a grant has been made available from Regional Development Victoria, to assist in funding the event.

Costing only \$75.00 for the two day workshop, all catering and a dinner at Lindenwarrah, the workshop is fantastic value. Keynote speakers include well known wine writers Huon Hooke and Kate McIntyre. Delyse Graham of Food Wine Tourism Strategies is another key presenter.

Visit our website [www.alpvalleys.com.au](http://www.alpvalleys.com.au) for further information or contact Claire Griffiths (03) 57279359 or Lachlan Campbell (03) 57210226



## **AlpValleys Contacts**

Claire Griffiths (Executive Support)

Phone: (03) 5727 9359 Fax: (03) 5727 9377  
email: [aavaf@netc.net.au](mailto:aavaf@netc.net.au)

[www.alpvalleys.com.au](http://www.alpvalleys.com.au)

## **Link to AlpValleys Website**

The website for the AlpValleys Forum is currently being re-vamped, and we hope to keep it updated regularly from now on. Any member of AlpValleys is entitled to a free link to this website. Any other businesses can enjoy a link at a small cost or in exchange for a reciprocal link.