Moree Plains
Local Government Area

An Australian Government Initiative

NSW GOVERNMENT
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Moree Plains
SHIRE COUNCIL

Regional Development Australia
NORTHERN INLAND NSW

Moree Plains
Local Government Area

At a Glance

The Shire of Moree Plains, located on the New South Wales and Queensland border, is one of the largest Local Government areas within New South Wales. Moree is a major agricultural centre, noted for its part in the Australian cotton-growing industry which was established there in the early 1960s. Also known as the Spa Capital of Australia, the town is located at the junction of the Newell Highway and Gwydir Highway and can be reached by daily train and air services from Sydney.

Land area (sq. km)
17,906

Population
13,689

Gross Regional Product ($M)
794

Major industries of employment

- Education & Training
- Agriculture (broad acre cropping, cotton, cattle)
- Health care and social assistance
- Retail trade
- Accommodation and food services
- Public administration and safety

Average annual wage & salary income
$42,168

Average weekly rents (3 bedroom)
$252

Average monthly mortage
$1,370

Median house price (3 bedroom)
$200,000

Average value of private sector building development
$189,000

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Investment Opportunities

Current Projects

Recent key projects in the Moree Plains Shire include:

- Moree Solar Farm ($200m) - a 56MW developed by Fotowatio Renewable Ventures, which produces enough electricity to power 15,000 homes;
- Moree Gateway mixed commercial facility and truckstop – a mixed-use precinct which will set new benchmarks as a regionally important hub in Australia's transport, logistics and tourism industries ($14m);
- Moree Ski Lakes facility ($5m) – purpose built water sports lakes, filled primarily from spent artesian spa water discharged from the Moree Artesian Aquatic Centre.

Critical Investment Needs

Agriculture has been, and will continue to be the mainstay of the Moree Plains economy. However, there is scope for mitigating the risks associated with a heavy dependence on agriculture, and for diversifying the regional economy. It is important to recognise that logistics pathways are changing in the digital era, and regional economies must take advantage of this change. The objective is to provide a more stable income base for regional economies to boost their resilience, and where possible to compete, to engage in more processing/value adding to capture a greater share of the value chain.

There are several opportunities which arise for the Moree region. Many hinge around improved road-rail transport and the potential offered from the proposed Inland Rail Link:

Rail transport – there is significant scope for reducing rail-freight costs in the order of $8-10/tonne by upgrading rail to cater for longer (1.2km) trains with a 25t axle limit (as opposed to the current 700-800m trains with 23t limits);

Rail loading facilities – rail optimisation is required to reduce freight costs and increase returns from agricultural production. This requires larger loading facilities which capture the economies of scale associated with longer trains;

Road to rail coordination – road upgrades providing AB and B-double access to loading facilities is required;

Improved road freight access – there is a need for investment in better connections between the Newell, Gwydir and Carnarvon Highways to improve freight flows;

Guaranteed rail slots to Port of Newcastle – will allow just-in-time delivery, thus reducing storage costs and improving producer returns;

Rapid container movements – would expand the scope for containerised local processing and value-adding opportunities such as blended grains. This would increase investment potential for secondary processing;

Investment in service industries – many of the secondary processing operations now tend to be more capital than labour intensive. However this provides important investment opportunities for service business which support the capital investments;

The development of iconic events in tourism – for example, an Art Deco Festival. Chinese tourists for example are often looking for more than a holiday – they are looking for a place to relocate/invest/obtain an education;

Training – investment is needed to developed customised training courses through the TAFE and private sector which will assist local businesses looking for skilled labour;

Agricultural R&D investment – our region has a big advantage in this area. Smart production is required in the technology/digital age to increase regional employment;

Developing supply relationships with North Asia - when dealing with much of Asia, successful investments must begin with a relationship, not a specific business deal. Trust must be established. Local government has an important to advocacy role to play in this space. This requires time and patience. The objective is to overcome the vagaries of international commodity price fluctuations by establishing longer-term supply relationships with customers, rather than simply selling on the spot market;

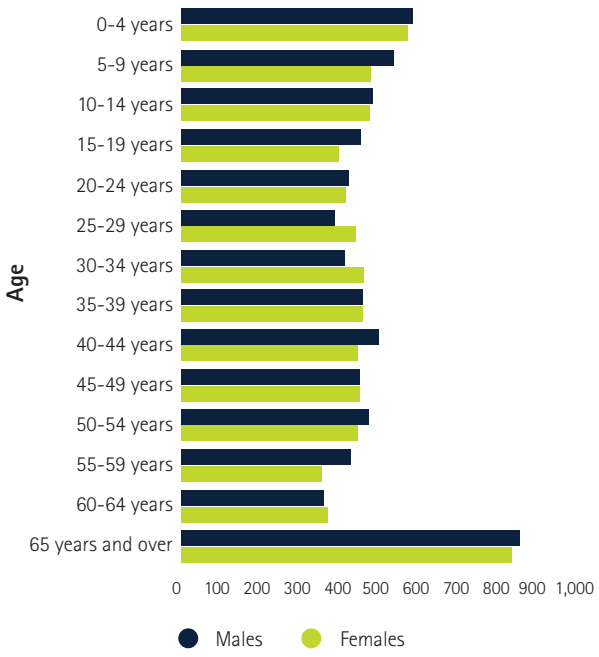
Renewable Energy – the Moree Plains Shire is well placed for investment in both solar and biomass (from municipal and agricultural waste) renewable energy activities.

Community Profile

Population

- Moree Plains LGA has a significant proportion of its population in the working-age category, which is a benefit to business investors in the region.

Population by Age Bracket



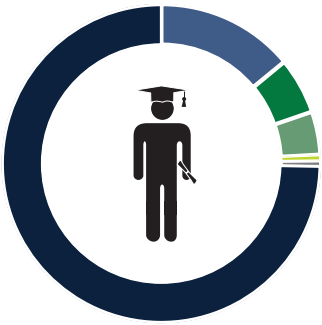
Lifestage (%) - Moree Plains

- 0-4 years (pre-school age) 8.62%
- 5-19 years (school age / dependants) 21.11%
- 20-64 years (working age) 57.68%
- 65-74 years (retirement) 7.62%
- 75+ years (elderly) 4.97%

Education

- 14.0 % had 'Certificate Level' qualification
- 5.7 % had 'Bachelor Degree Level
- 4.4 % were 'Advanced Diploma and Diploma Level' qualified

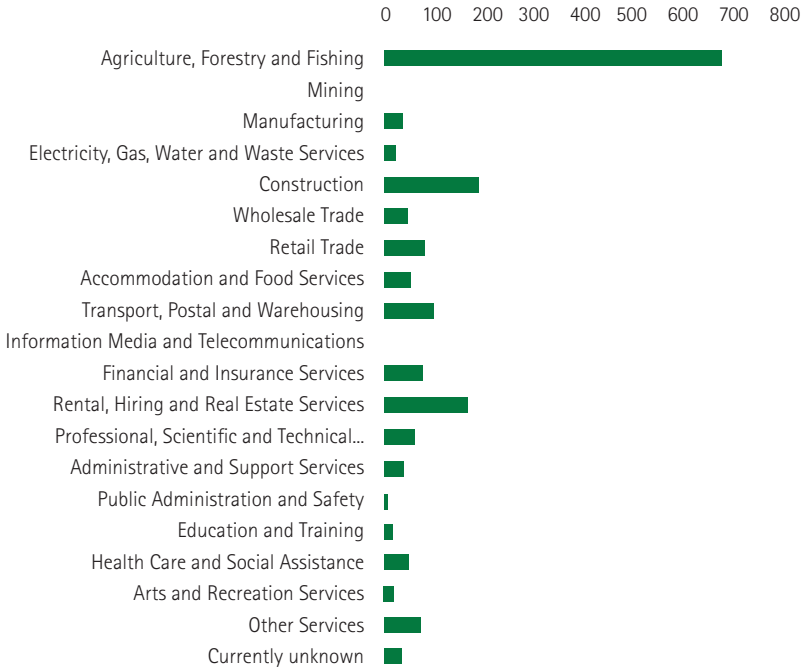
Highest Qualification (%) - Moree Plains

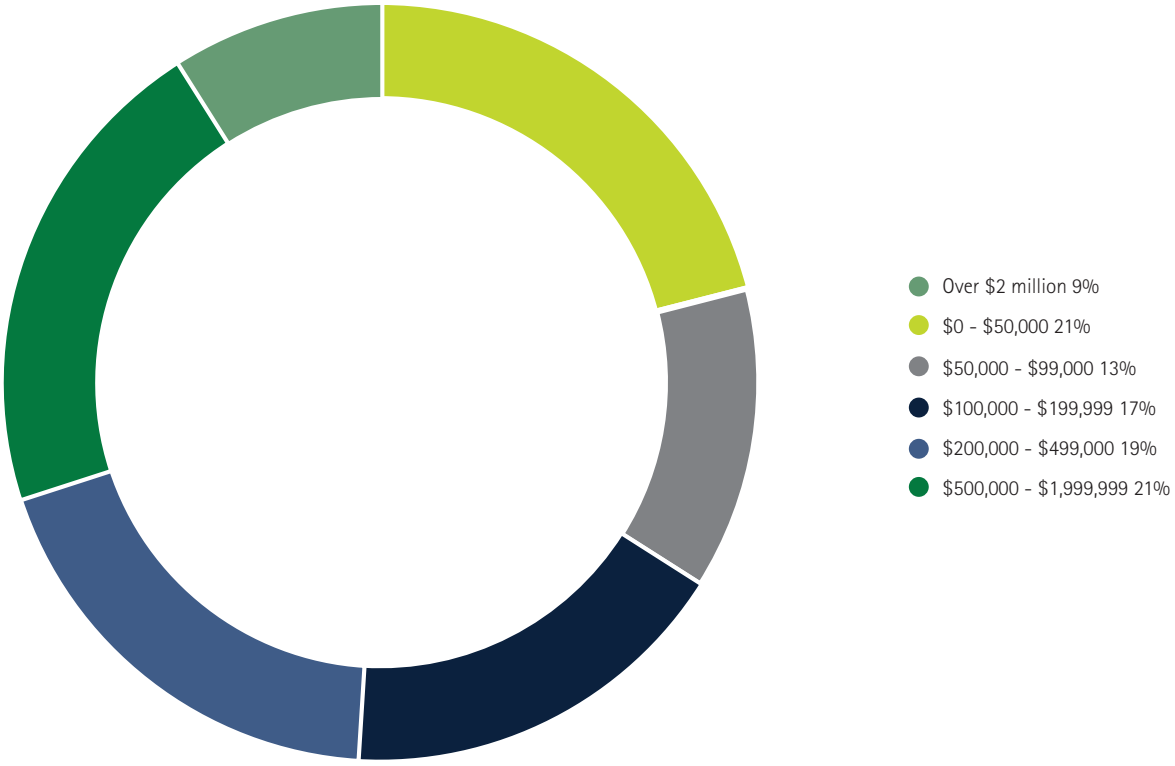


- Certificate Level 14.01%
- Bachelor Degree Level 5.72%
- Advanced Diploma and Diploma Level 4.39%
- Graduate Diploma and Graduate Certificate Level 0.60%
- Postgraduate Degree Level 0.58%
- Other 74.70%

Business Activity

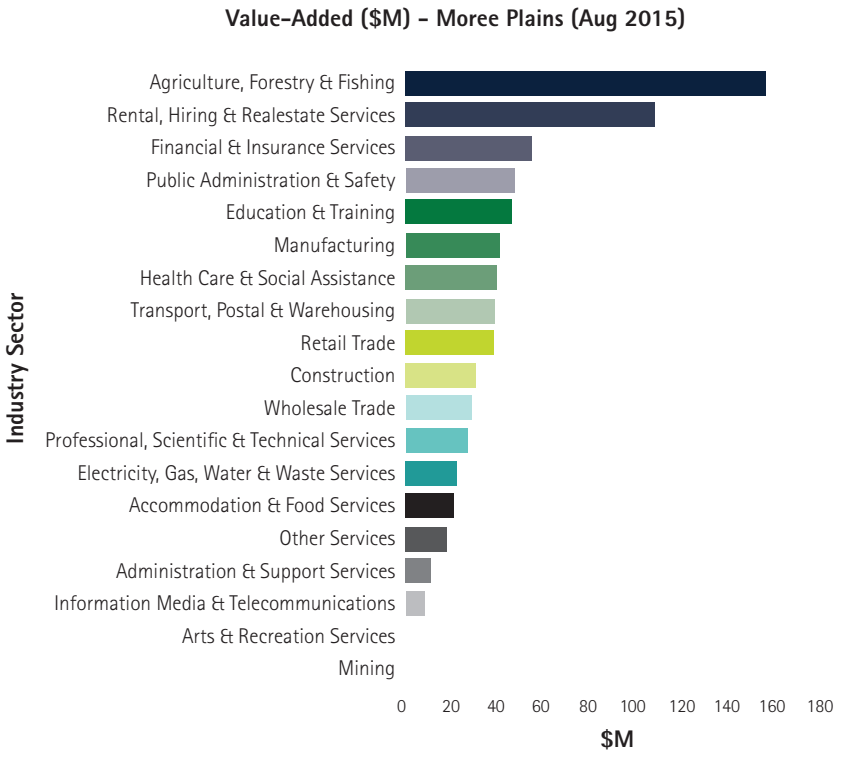
Businesses by Industry





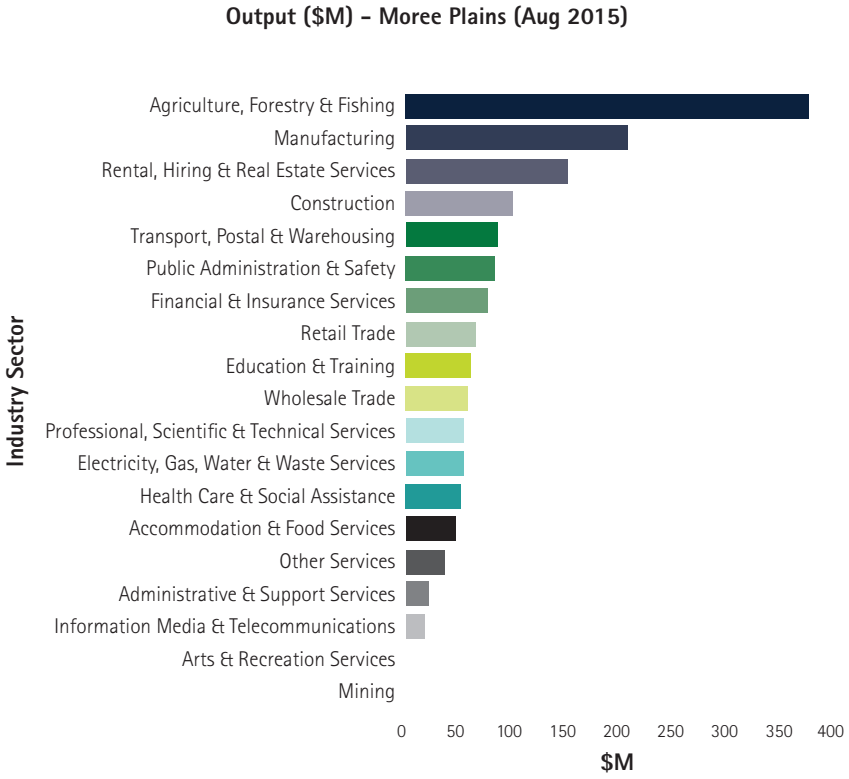
Value-Added by sector

This graph shows the value that is added by industry sectors in Moree Plains to intermediate inputs. The total value-added estimate for Moree Plains is $733.476 million. Value-added is a reflection of the returns to capital and labour generated by each sector and hence the potential profits which can be re-invested.



Gross Regional Product

- Per Capita Gross Regional Product $59,000
- Per Worker Gross Regional Product $149,000
- The graph to the right shows the gross revenue generated by businesses and organisations in Moree Plains. The total output estimate for Moree Plains is $1,539.542 million.
- Agriculture dominates industry output, driven by irrigated crop production, especially cotton.



Housing and Construction

Building Approvals and Construction (February 2016)

New houses	New other residential building	Total dwellings no.	Value of new houses	Value of new other residential building	Value of alterations & additions including conversions residential building	Value of total residential buildings	Value of non-residental building	Value of total building
no.	no.	no.	$'000	$'000	$'000	$'000	$'000	$'000
30	16	46	8,617	2,950	1,387	12,953	18,174	31,127

Property and Land (April 2016)

House Prices (realestate.com.au)

The median sales price for houses in Moree, NSW in the last year was $225,000. Compared to the same period five years ago, the median house sales price for houses increased 23.3% which equates to a compound annual growth rate of 4.3%.

Rental Yields (realestate.com.au)

The rental yield for houses in Moree was 6.5% over the preceding 12 months.

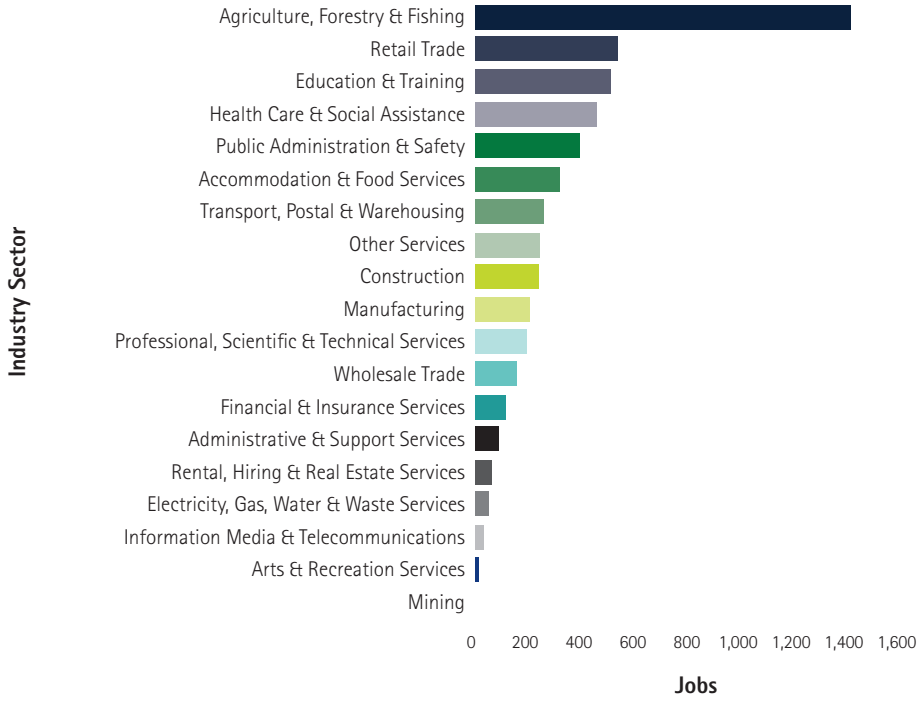
Land Values (NSW Land & Property Information)

The average land value for a single residential dwelling site in 2014 was $34,500, representing an annual change of -5%.
The land value for a typical wheat property (1,100 hectares) in 2014 was $3,510,000 representing an annual change of 5%.

Employment

This graph shows the number of employees whose place of work is located within Moree Plains. The total employment estimate for Moree Plains is 5,325 jobs.

Employment (jobs) – Moree Plains (Aug 2015)



Labour Force Status	Moree Plains (2011)	
	Persons	%
Employed, worked full-time	4,002	29.80%
Not in the labour force	3,130	23.31%
Employed, worked part-time	1,412	10.51%
Employed, away from work	397	2.96%
Unemployed, looking for full-time work	263	1.96%
Unemployed, looking for part-time work	108	0.80%
Not stated	970	7.22%
Not applicable	3,147	23.43%
Total	**13,429**	**100.00%**

Tourism

Key Measures

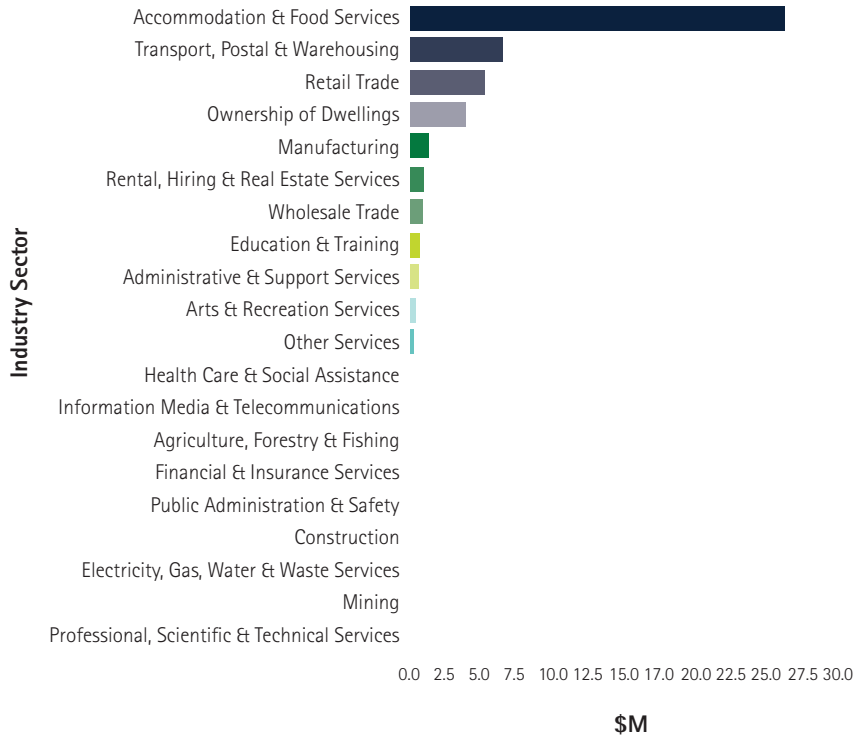
Visitors (000's)	144
Nights (000's)	363
Average Length of Stay (nights)	2.5
Expenditure ($ Million)	47
Spend per visitor ($)	372
Spend per night ($)	129

Key Attractions:

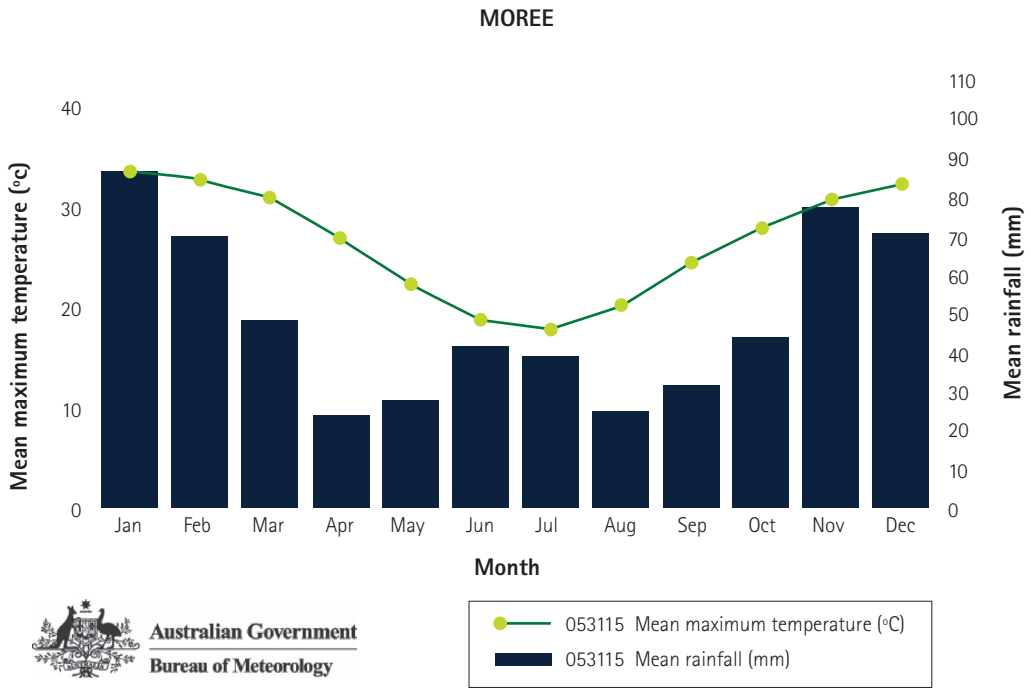
- Hot artesian spas
- Cafes, restaurants and art galleries
- Heritage walks
- Guided agri-tours
- Waa Gorge

This graph shows the gross revenue generated by businesses and organisations in Moree Plains to service demand generated by tourists to the area. The total value of tourism related output for Moree Plains is estimated at $48.214 million.

Output attributable to Tourism ($M) - Moree Plains (Aug 2015)



Climate



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For More Information

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Data sourced from

- Australian Bureau of Statistics
- REMPLAN 2016
- NSW Land and Property Information Service
- Realestate.com.au
- Destination NSW
- Bureau of Meteorology

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