



Cowra combines the vibrancy of a metropolitan area with a laid-back rural lifestyle. A growing economy presents attractive investment opportunities in this lifestyle destination of choice.

Sitting on the Mid-Western Highway, Cowra is situated just 310km due west of Sydney. The region has grown steadily in recent years offering new opportunities for business development in this historic food and wine region.

For those looking to relocate, the region has a range of quality education and health services, and embraces new community members from all backgrounds.

COWRA REGIONAL OVERVIEW 2011-12

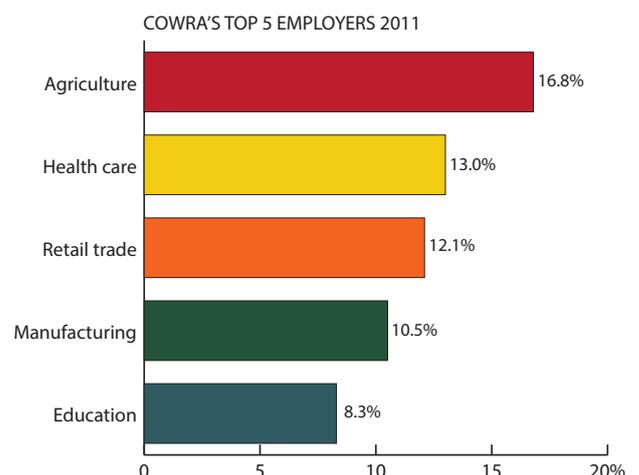
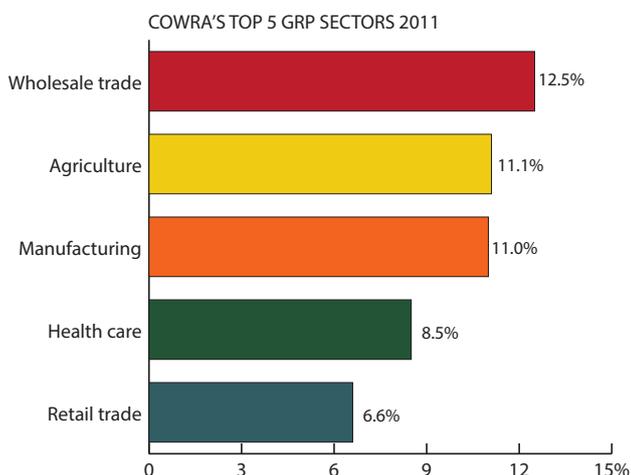
STATISTIC	INDICATOR
Population/Demographics	
Population	12,526
Employment	4,464
Unemployment	7.3%
Average Wage (weekly)	\$762
Economy	
Gross Regional Product	\$567.3 million
Key Sectors	
Wholesale trade	\$65.7 million
Agriculture	\$58.3 million
Manufacturing	\$57.8 million
Health care	\$44.5 million
Retail trade	\$34.9 million
Investment	
Non-residential Investment	\$8.7 million
Residential Investment	\$5.6 million
Median House Price	\$180,000



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

- ▶ Wholesale trade ▶ Agriculture ▶ Manufacturing
- ▶ Health care ▶ Retail trade

Sources: ABS (2012a,b), DEEWR (2012), AECgroup (2012), Housing NSW (2012)



Sources: AECgroup (2012), A.P.SHEERE CONSULTING (2013)



Cowra's strong manufacturing sector consists of value-adding activities for the agriculture sector. Such companies include Windsor Farm Foods and Geronimo Farm Equipment. Other large manufacturers in the region include Sarah Jane Furniture, PG Aviation 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, including in the food manufacturing sector.

Competitive strengths

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

- ▶ Known as the 'Centre of the Central West', Cowra's strategic location offers immediate access to the Mid-Western Highway.
- ▶ Positioned adjacent to the Lachlan River providing reliable access to water.
- ▶ Competitively priced industrial land.
- ▶ Skilled and loyal workforce.



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 who seek a rural lifestyle, but do not want to give up facilities that would be 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 providing new and existing business with a variety of tools for growth, including training, adaption of new technology and business mentoring.

CONTACT INFORMATION

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