



# Griffith

Economic Profile

# 2014

# Griffith

## Economic Profile 2014

Population: 25, 425 (ABS 2013 ERP)

Area: 1,606sqkm

### Towns and villages:

- Griffith
- Beelbanger
- Bilbul
- Binya
- Tharbogang
- Yoogali
- Yenda
- Hanwood
- Lake Wyangan
- Nericon



### Located:

- 573kms from Sydney
- 463km from Melbourne
- 803km from Adelaide
- 358km from Canberra
- 183km from Wagga
- 1272km from Brisbane

Elevation: 134m above sea level

### Number of Businesses:

- 3,163 businesses in the LGA
- 963 bricks and mortar business
- 1,437 farming enterprises

### Region overview:

- major centre for manufacturing
- Over \$2billion annual agricultural and horticulture production
- Australia's largest producer of wine
- About 50% of region's wine production Exported
- Largest chicken meat producer in Australia
- Supply 75% of NSW wine grapes
- Supply 70% of NSW citrus production
- Largest prune growing area in Australia
- Almond production

### Major Sectors:

- Agriculture
- Food & Beverage Manufacturing
- Retail Trade
- Transport & Logistics
- Viticulture & horticulture
- Health Services
- Irrigation services (Murrumbidgee Irrigation)
- Construction

### Major Competitive Advantages:

- availability of quality water and irrigation infrastructure—Blowering & Burrinjuck Dams have a combined storage capacity of 2,654,000 megalitres (more than five times Sydney Harbour.)
- Well developed telecommunications infrastructure
- Reticulated natural gas and electricity widely available
- Multicultural diverse population
- Good transport infrastructure—rail access, truck networks Burley Griffin Way, Kidman Way and airport with services to Sydney & Melbourne.
- International reputation for food manufacturing

Labour Force: 14,245 SALM 2013 December Figure

Unemployment: 5.7% SALM 2013 December Figure

Yearly Visitation: 363,000 (based on Destination NSW 4 year annual average)

Gross Regional Product: \$1, 246m (2011 ABS)

## Griffith Economic Profile 2014

Average Weekly income: \$1,065 (2011 ABS)

Median House Price: \$265,000 (Dec 2013 Housing NSW)

Dwelling characteristics: 9,968 Griffith LGA (2011 ABS)

Dwelling occupancy: 89.3% Griffith LGA (2011 ABS)

Housing affordability: \$260 p.w. 3/bedroom home (2013 Housing NSW)

Gross Regional Product:

- Manufacturing—\$281 m (June 2010 ABS)
- Agriculture—\$294 m (June 2010 ABS)
- Finance & Insurance—\$189 m (June 2010 ABS)
- Retail Trade—\$86 m (June 2010 ABS)

Value of DA's Determined 2012-13: \$69.3m

Economic Drivers 2014:

- St Vincents' Community Private Hospital and Clinical Teaching and Learning Centre, 41-45 Animoo Avenue, Griffith \$15, 875, 000. (completion 2015-16).
- Serviced apartments and two retail buildings 55-67 Railway Street, Griffith \$15,413,336.
- Increase in capacity of existing poultry processing plant Murphy Road, Hanwood \$9,311,900. Baiada will have spent in excess of \$160m up to 2019 once this development has been complete. This will employ 600 staff directly and 200 indirectly. Another 120 new sheds will need to be built in the region to support this growth at a cost of \$1m each.
- Aged Care Facility, 29-43 Sidlow Road, Griffith \$1,700,000.
- Commercial building for medical related activities, 105 Binya Street, Griffith \$940,000.

Economic Drivers:

- Re-development of an existing service station \$692,000
- Alterations and fitout of a restaurant, 53 Jondaryan Avenue, Griffith \$350,000
- Council workshop refurbishment \$1m
- Pub, Banna Avenue \$1m
- Baiada—\$37m
- \$330,000 upgrade Griffith Regional Theatre seating and carpet

Council infrastructure projects:

- Effluent Reuse project at saleyards \$100,000
- Upgrade of various sewer pump stations \$121,000
- Renewal of sewer rising mains \$163,000
- Refurbish 14ML Reservoir \$309,000
- Water main renewals \$618,000
- Refurbishment of Water treatment plant \$110,000
- Construction of new waste transfer station \$900,000
- Extension of shared cycleways
- Sealed road resealing program
- Playground / toilet upgrade Memorial Park
- Yenda toilet replacement
- Lake Wyangan picnic grounds

Other significant projects:

- Griffith City Pound new facility
- Options for Griffith Regional Aquatic Leisure Centre



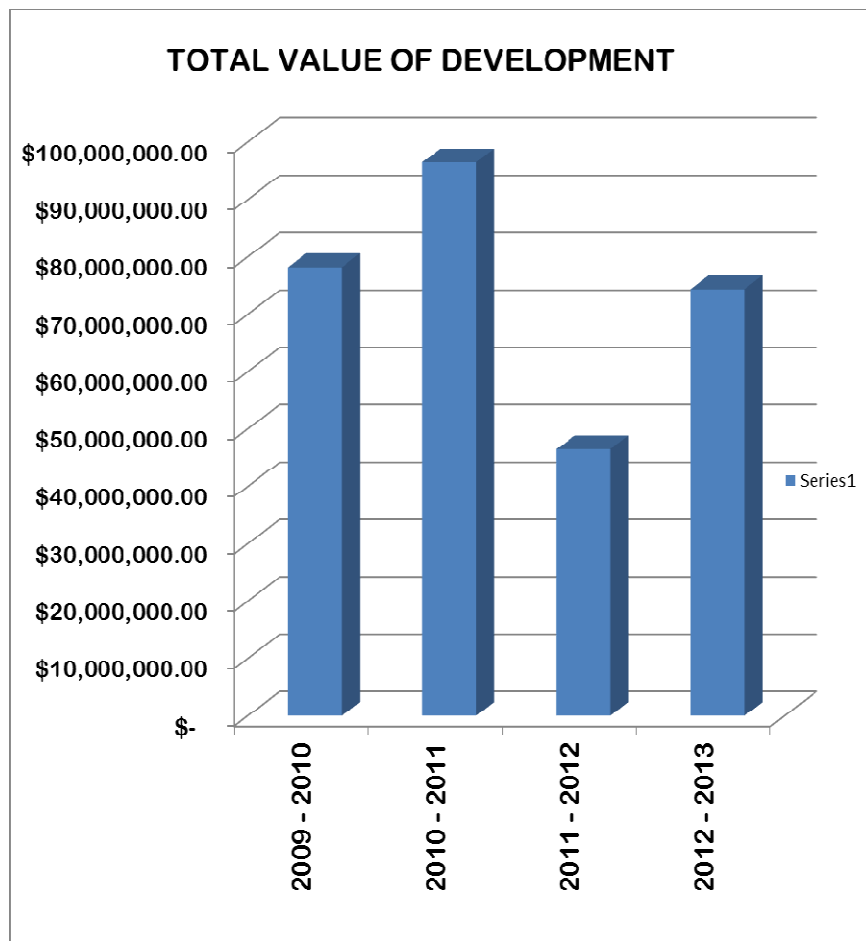
## Griffith

### Development Values 2014

Strong growth from the industrial food and beverage processing sector particularly wine (largest wine producing area in Australia) and poultry has largely driven commercial and industrial development in the last two years.

Our international reputation for food manufacturing is evident in the export driven markets in wine, citrus, cotton seed and lint and rice.

Year	Residential	Non-Residential	Total
2009-2010	\$43,999,244	\$34,201,311	\$78,200,555
2010-2011	\$26,725,545	\$69,740,714	\$96,466,259
2011-2012	\$26,079,929	\$20,387,181	\$46,467,110
2012-2013	\$18,984,321	\$55,380,467	\$74,364,788

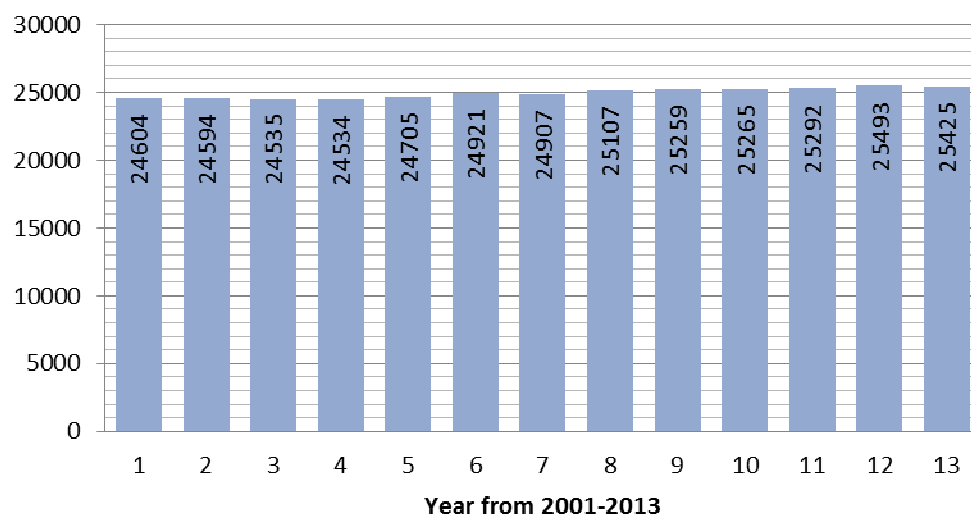


## Griffith Population & Employment 2014

The Griffith region has a strong economy, generating \$1,246 GRP in 2011-2012 financial year. Our population has shown consistent growth of just under 1% annually and as of 2013 is at 25,425. The median age of residents is 36 and children aged 0-14 make up 22% of the population. The Aboriginal and Torres Strait Islander population of the Griffith LGA makes up 4.1%

The change in population from 2006 to the last census in 2011 has shown a growth of 1.5% with low unemployment. Griffith is one of the only council areas in the region to have grown in the past 5 years.

### Griffith ERP Population



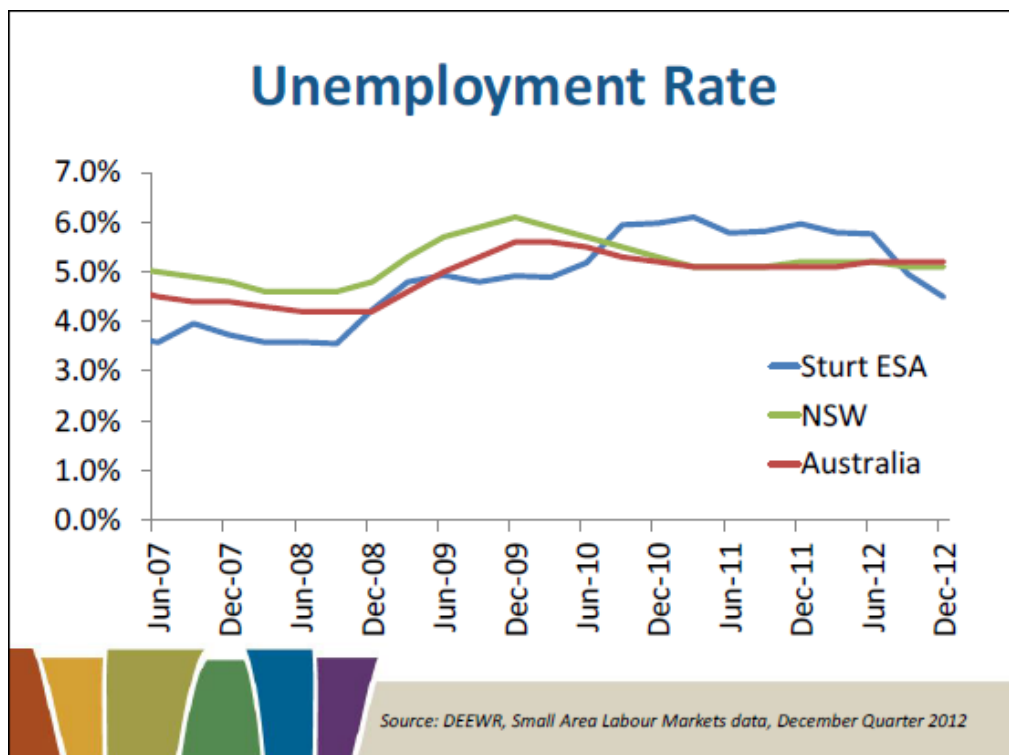
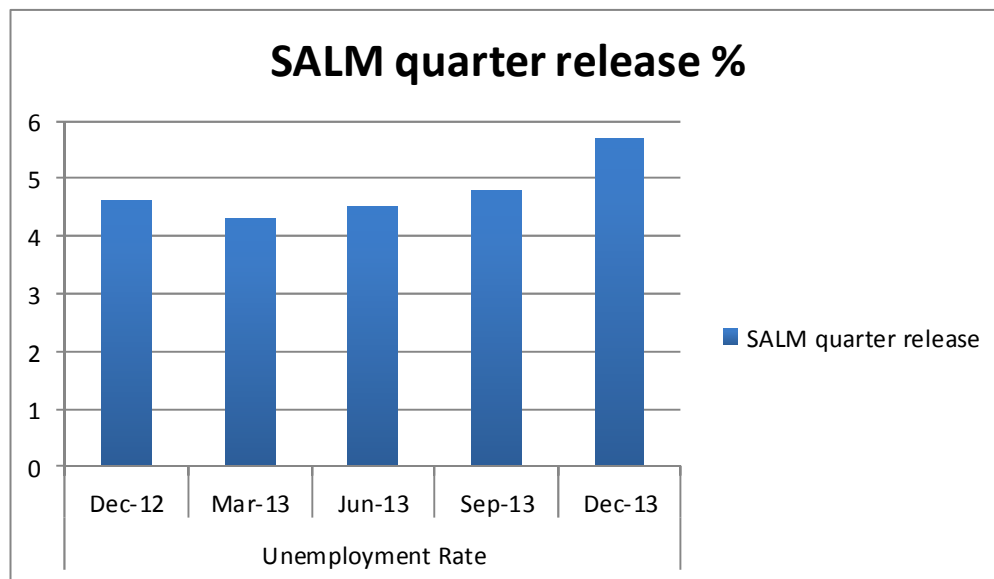
### Local Area Profile

LGA	2011 Population	2006 Population	% Change	Unemployment Rate
Berrigan	8,280	8,320	-0.4%	4.7%
Carrathool	2,670	2,920	-8.6%	3.2%
Conargo	1,590	1,730	-8.6%	4.5%
Deniliquin	7,320	7,730	-5.4%	4.7%
Griffith	25,290	24,920	1.5%	4.5%
Hay	3,100	3,520	-11.9%	3.0%
Jerilderie	1,530	1,710	-10.1%	3.4%
Leeton	11,410	11,790	-3.2%	5.7%
Murrumbidgee	2,340	2,590	-9.8%	3.7%
Wakool	4,080	4,550	-10.4%	3.6%
Sturt ESA	67,600	69,780	-3.1%	4.5%

Source: ABS, Estimated Residential Population, 2011; DEEWR Small Area Labour Markets data, December Quarter 2012.

## Griffith Unemployment 2014

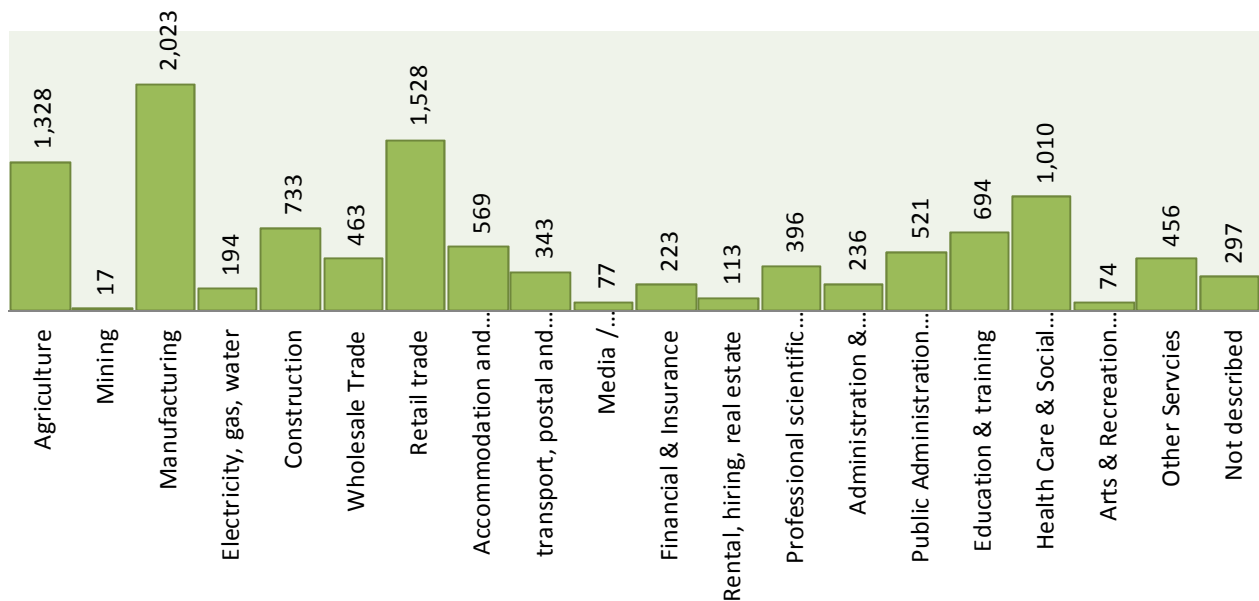
The number of people actively engaged in our workforce has increased by nearly 1,000 since June 2013 to December 2013 at 14,245 and the worker productivity (GRP) per worker is \$94,439. Unemployment as of December 2013 is 5.7%.



## Griffith Employment of Industry 2014

There are 3,163 businesses in the Griffith LGA, just under 1000 of these are bricks and mortar businesses. The top five employment industry sectors are Manufacturing (Food & Beverage), Retail trade, Agriculture, Health Care and Social Assistance and Construction. The top 5 professions for Griffith is Managers, Labourers, Technicians and Trades, Professionals and Clerical and Administration.

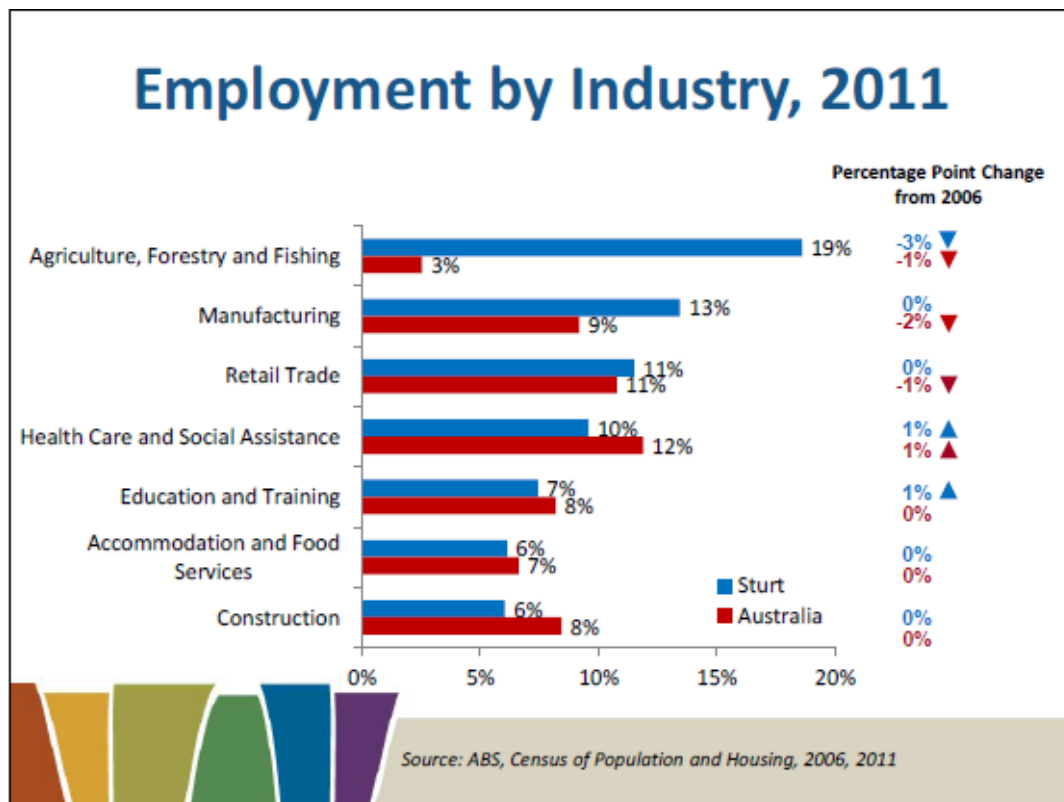
### Employment of Industry Griffith 2011 ABS



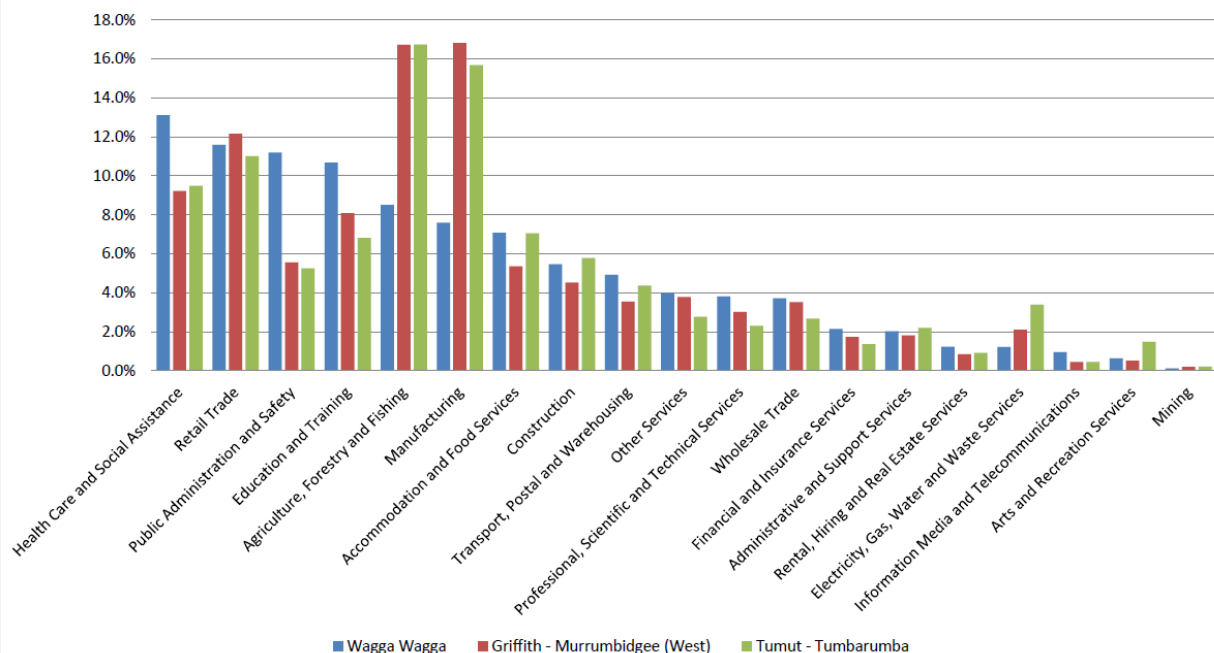


## Griffith Employment 2014

Changes to employment by industry in the 2011 census for the Sturt region shows an increase in Health care and Social Assistance, Education and Training, but a small decline in Retail Trade, Manufacturing and Agriculture.



### Industry of Employment - By Place of Work (SA3s)

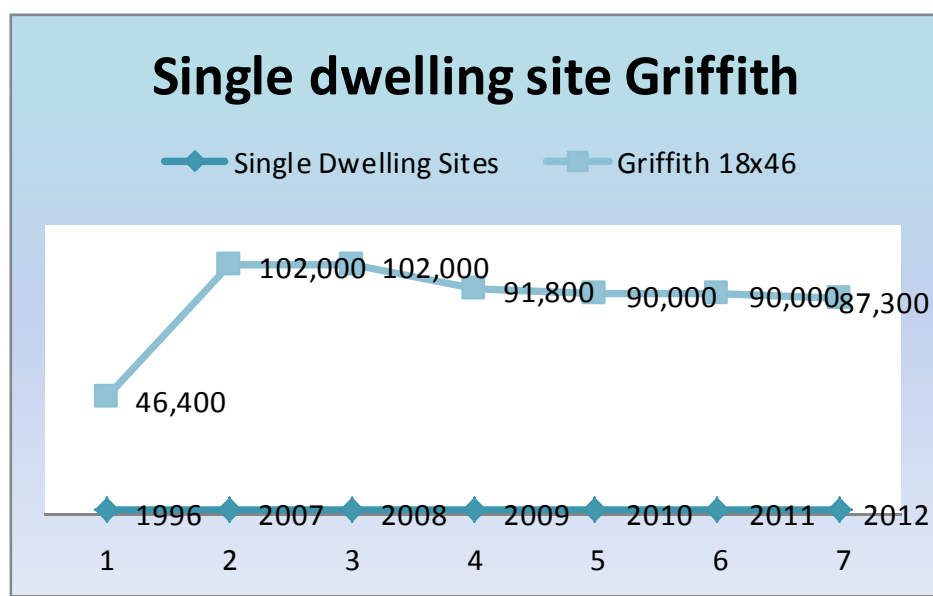
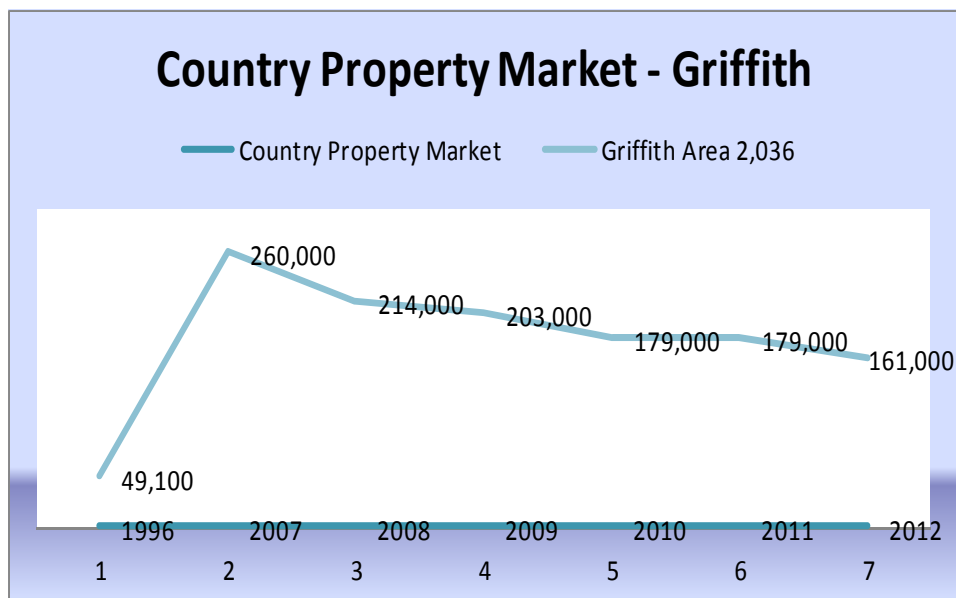




## Griffith Property Market 2014

The land and residential property market in Griffith is now demanding prices that are very affordable for the modern family, singles and retirees. There is still good availability of land in and around Griffith, ideal for you to move in or lease on the rental property market, which is achieving strong returns.

The Country property market (NSW Valuer Generals office 2013) states that the Griffith market average residential property for 2012 was \$161,000.



## Griffith

### Property Market Commercial 2014

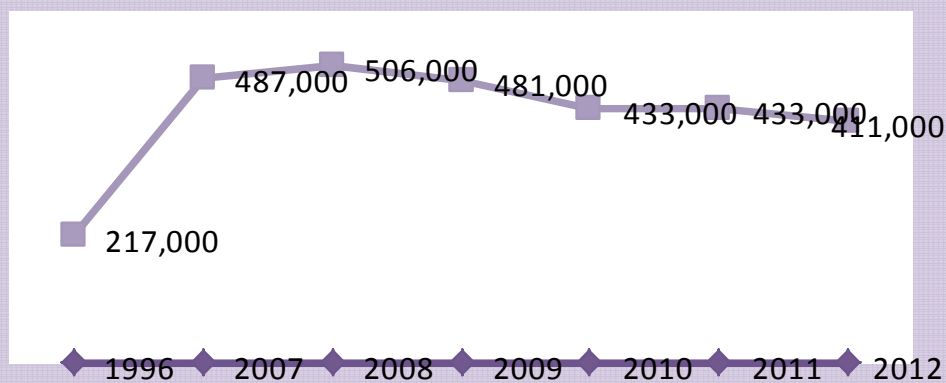
The commercial property market in Griffith is very reasonable for those who are wishing to relocate or invest. There are a few shop vacancies in Banna Avenue, the main street as well as commercial industrial areas. The retail sector employs more than 3,000 and services a regional population of 50,000. The major shopping precinct is in Banna Avenue with shopping plazas in Yambil street and bulky goods area in Jondaryan Avenue.

The average retail shop site in Griffith (9.1m) in 2012 is valued at \$411,000, in 1996 the value of this size shopfront was \$217,000.

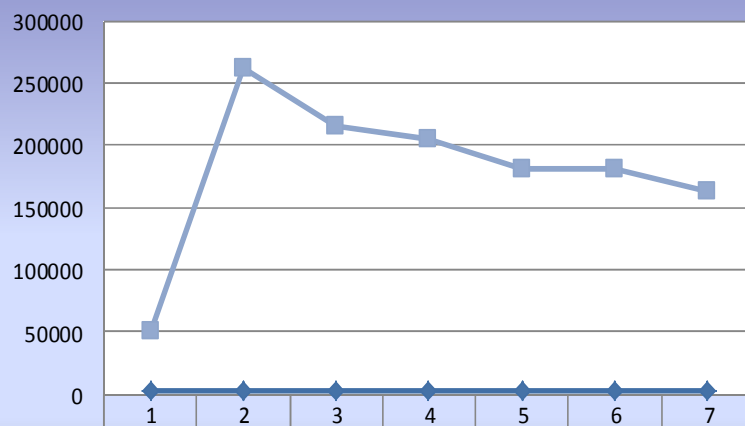
Small industrial sites in Griffith based on an area of 2,036 square meters is \$161,000 as at 2012.

### Griffith Retail Shop Site 9.1m

Year Value



### Small Industrial sites Griffith



Griffith 2,036 Sq.m	49,100	260,000	214,000	203,000	179,000	179,000	161,000
Small Industrial Site	1996	2007	2008	2009	2010	2011	2012

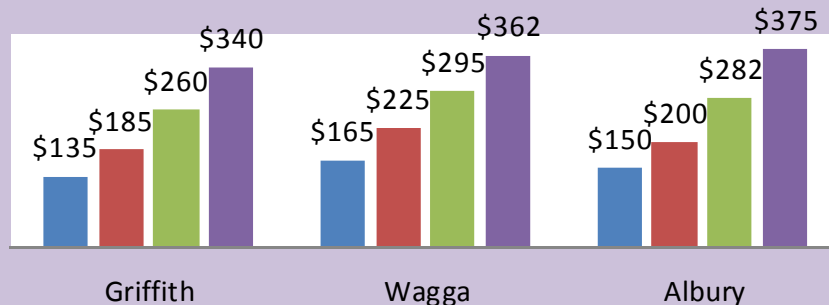
## Griffith Median Housing 2014

Compared with Wagga and Albury, median weekly house prices are well under that of Griffith's regional centre counterparts. A four bedroom home in Griffith in 2013 (Housing NSW 2013) will cost on average \$340 compared with \$362 for Wagga and \$375 for Albury.

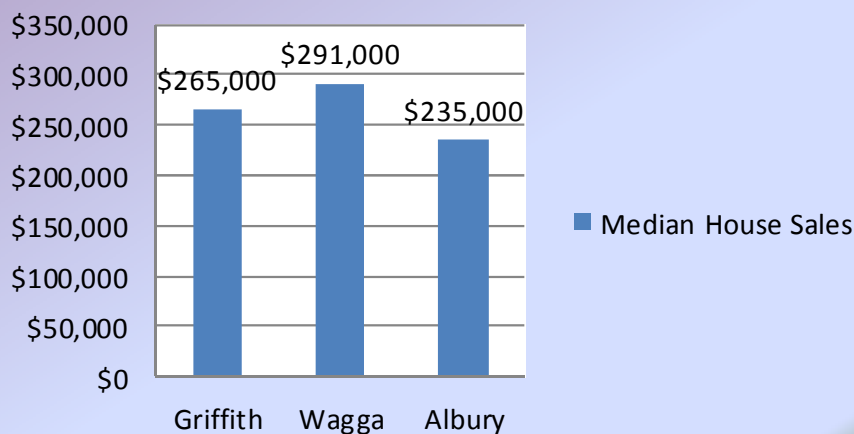
Griffith median house sales are slightly higher than Albury's but significantly less than Wagga's. In 2013 Griffith's median house sales was \$265,000.

### Median Weekly rental Housing NSW

1 bedroom 2 bedroom 3 bedroom 4 bedroom



### Median House Sales



# Griffith

## Tourism Profile 2014

### GRIFFITH Local Government Area Tourist Accommodation Profile



This profile provides a summary of published data and information on tourist accommodation in this Local Government Area (LGA).

#### SUMMARY OF HOTELS/MOTELS/SERVICED APARTMENTS WITH 15 OR MORE ROOMS

	Griffith	Riverina (TR)*	New South Wales
Number of establishments (at September 30, 2011)	10	83	1,398
Number of rooms (at September 30, 2011)	403	2,382	70,459
Room occupancy rate (average over 12 months ending Sept 30, 2011)	51.5%	55.9%	65.9%
Room rate (average cost of rooms occupied) (average over 12 months ending September 30, 2011)	\$100	\$106	\$161

#### SUMMARY OF CARAVAN PARKS

	Griffith	Riverina (TR)*	New South Wales
Number of establishments (at June 30 2010)	2	14	501
Number of on-site vans (at June 30 2010)	n/a	12	7,717
Number of cabins/flats/units/villas (at June 30 2010)	n/a	275	13,228
Total capacity (including other sites) (at June 30 2010)	n/a	1,169	74,868
Site occupancy rate (average over 12 months ending June 2010)	n/a	31.9%	59.3%

#### SUMMARY OF RENTED HOLIDAY HOMES/UNITS

	Griffith	Riverina (TR)*	New South Wales
Number (at June 30 2010)	n/a	n/a	9,118
Unit occupancy rate (average over 12 months ending June 2010)	n/a	n/a	34.9%

#### SUMMARY OF VISITOR HOSTELS

	Griffith	Riverina (TR)*	New South Wales
Number of establishments (at June 30 2010)	1	1	94
Bed Occupancy rate (average over 12 months ending June 2010)	n/a	n/a	57.5%

Further information on the number and type of visitors is available on a separate product (see [www.destinationnsw.com.au/LocalAreaProfiles](http://www.destinationnsw.com.au/LocalAreaProfiles))

\* TR = Tourism Region.

Source: Australian Bureau of Statistics, Survey of Tourist Accommodation

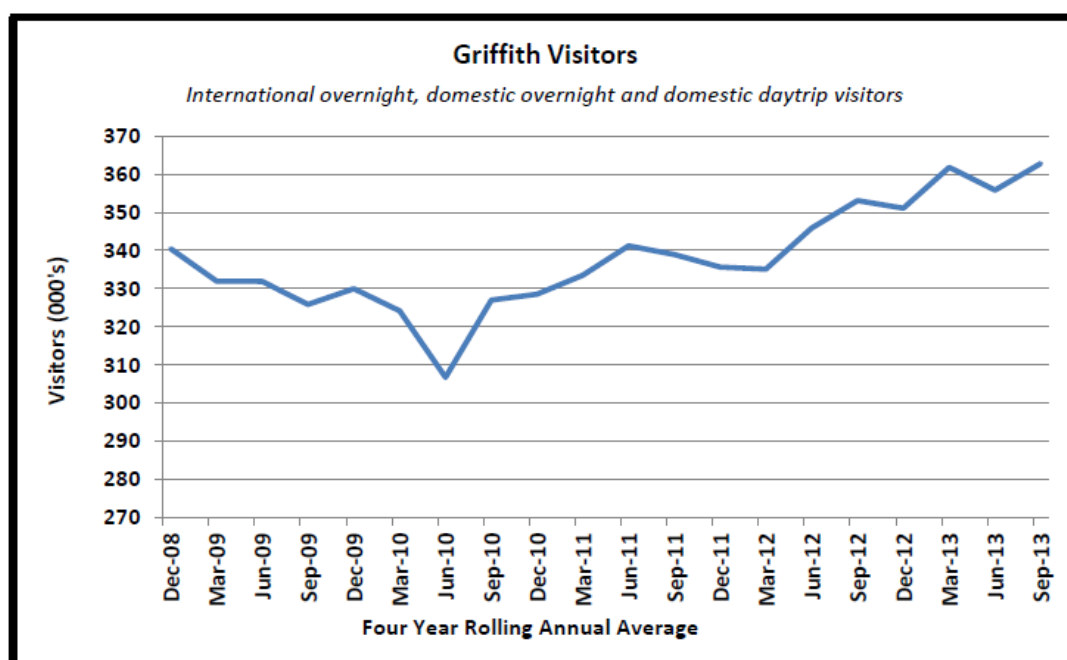
### LGA PROFILE - Griffith



## OVERVIEW

Four year annual average to the year ending September 2013

Key Measures	Griffith	NSW
Total Visitors (overnight and domestic daytrip) (000's)	363	79,269
Total Overnight Visitors (000's)	154	27,396
Total Nights (000's)	563	149,488
Total Spend (overnight and domestic daytrip) (\$ Million)	94	25,645
Total Overnight Visitor Spend (\$ Million)	62	20,187



SOURCE: International Visitor Survey and National Visitor Survey, Tourism Research Australia (TRA)

### INTERNATIONAL TRAVEL

Four year annual average to the year ending September 2013

Key Measures	Griffith	NSW
Visitors (000's)	6	2,859
Nights (000's)	199	66,745
Average Length of Stay (nights)	34.4	23.3
Expenditure (\$ Million)	9	6,224
Spend per visitor (\$)	1,540	2,177
Spend per night (\$)	45	93

Purpose of Visit (visitors)	000's	LGA %	NSW %
Holiday	3	49%	55%
VFR	1	26%	26%
Business	*	*	15%
Education	*	*	5%
Employment	*	*	3%
Other	*	*	4%

Purpose of Visit (nights)	000's	LGA %	NSW %
Holiday	103	52%	32%
VFR	53	26%	23%
Business	*	*	6%
Education	*	*	27%
Employment	*	*	10%
Other	*	*	1%

Top 3 Transport Types (visitors)	000's	LGA %	NSW %
Private or company car	2	36%	28%
Aircraft	1	24%	30%
Long distance train (non-suburban)	*	*	4%

Top 5 Origin Markets (visitors)	000's	LGA %	NSW %
United Kingdom	*	*	12%
France	*	*	2%
New Zealand	*	*	13%
Germany	*	*	4%
Korea	*	*	5%

Top 5 Accommodation Types (nights)	000's	LGA %	NSW %
Home of friend or relative (no payment required)	51	25%	30%
Rented house / apartment / unit / flat	*	*	42%
Backpacker / hostel	46	23%	6%
Hotel, resort, motel, motor Inn	16	8%	11%
Caravan	15	8%	1%

## Griffith

### International Travel 2014

## INTERNATIONAL TRAVEL

Four year annual average to the year ending September 2013

Travel Party (visitors)	000's	LGA %	NSW %
Unaccompanied traveller	4	72%	56%
Adult couple	*	*	20%
Friends and/ or relatives travelling together	*	*	10%
Family group - parent(s) and children	*	*	9%
Business associates travelling together	*	*	4%
School tour group (teachers and/or students)	*	*	0%

Age Group (visitors)	000's	LGA %	NSW %
15 - 24 years	2	26%	18%
25 - 34 years	2	31%	26%
35 - 44 years	*	*	18%
45 - 54 years	*	*	17%
55 - 64 years	*	*	15%
65 years or over	*	*	8%

SOURCE: International Visitor Survey, YE September 2010 to YE September 2013, TRA



## Griffith Accommodation 2013

Establishments June quarter 2013	Rooms June quarter 2013	Bed spaces June quarter 2013	Persons employed June quarter 2013	Room nights occupied April 2013	Room nights occupied May 2013	Room nights occupied June 2013	June Quarter 2013	Room occupancy rate April 2013	Room occupancy rate May 2013
11	411	1,137	85	6,138	7,369	6,656	20,163	49.8	57.8

Room occupancy rate June 2013	June Quarter 2013	Guest Arrivals April 2013	Guest Arrivals May 2013	Guest Arrivals June 2013	June Quarter 2013	Guest nights occupied April 2013	Guest nights occupied May 2013	Guest nights occupied June 2013	June Quarter 2013
54.0	53.9	5,135	5,509	5,231	15,875	8,482	9,648	9,363	27,493

Bed occupancy rate April 2013	Bed occupancy rate May 2013	Bed occupancy rate June 2013	June Quarter 2013	Average length of stay April 2013	Average length of stay May 2013	Average length of stay June 2013	June Quarter 2013	Average takings per room night avail. April 2013	Average takings per room night avail. May 2013	Average takings per room night avail. June 2013
24.9	27.4	27.4	26.6	1.7	1.8	1.8	1.7	654,754	793,416	738,562

June Quarter 2013	Average takings per room night occupied April 2013	Average takings per room night occupied May 2013	Average takings per room night occupied June 2013	June quarter 2013
2,186,732	106.67	107.67	110.96	108.45