

MEDIA RELEASE

Buloke Open for Business

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Buloke is the true agricultural heartland, with a long and proud history of generational farming communities at its core. In recent years Buloke has taken some giant leaps forward, diversifying its industries as it positions itself against climatic factors and develops new economic streams.

There are around 2,500 jobs in Buloke with 33 percent of these in the agricultural sector. Buloke covers an area of some 8,000 square kilometres. It has a population of around 6,000, most of whom live in the Shire's five larger towns, making Buloke one of Victoria's most sparsely populated municipalities. This fact provides real opportunities to underpin the economic wellbeing of the community into the future.

Buloke's vision for economic development is to create a new period of investment and growth within the shire while making the most of the strengths and advantages of the region.

Buloke is an investment destination enjoying new interest and development in both intensive farming and renewable energy. Whilst the channels for growth don't end there, these are certainly areas that will drive Buloke's future.

The sparse nature of Buloke's population means it is well placed for the development of intensive animal industries. Recent applications to establish intensive chicken farms and piggeries are creating new jobs while providing opportunity and further economic development.

As the world looks to drive a reduction in carbon emissions, Buloke sees itself well placed to grow its alternative energy industry. The recent opening of Windlab's wind farm at Coonooer Bridge is generating multiple benefits to the Buloke economy. These benefits are estimated to amount to \$240 million over the next 20 years. This facility alone represents a reduction of 83,770 tonnes in carbon emissions annually.



Tourism is also enjoying a shot in the arm with Buloke's best natural features, its lakes, becoming important tourism hotspots. Lake Tyrrell, in the Shire's north, is fast becoming one of Australia's "must see" destinations for international tourists and is a favourite in the growing Chinese tourism market.

End release

For further information contact Media and Communications Officer, Travis Fitzgibbon on 1300 520 520.