

MILDURA REGION

FACTS ABOUT THE MILDURA REGION

ECONOMY

The Mildura Region (also known as Sunraysia and part of the wider Murray Valley) has a diverse thriving economy. Mildura is immediately surrounded by an irrigation-based horticultural area, with dryland cropping on its fringe. Agriculture, coupled with a population in excess of 57,000 enables the region to sustain a significant commercial and industrial base. The two major regional locations are Mildura in Victoria and Wentworth in New South Wales.

Squatters, soldiers, settlers, drovers, entrepreneurs, Prime Ministers, explorers and many others appear throughout the colourful history of the Mildura region. Aborigines lived in the Mallee for many thousands of years before European settlement, and indigenous descendants still live in the region.

The 1830s search for an inland sea resulted instead in the naming of the Darling and Murray Rivers by Captain Charles Sturt, who was the first on record to suspect a junction where Wentworth is situated today. Explorers began occupying land for sheep grazing from the 1840s. In 1887, the enterprising Canadian brothers, George and William Benjamin Chaffey, at the invitation of Alfred Deakin, travelled from California to set up irrigation colonies at Renmark and Mildura.

The region's first horticultural industry was dried fruits (raisins and sultanas) followed post Second World War by citrus. More recently it has been dominated by wine grapes, table grapes, large scale wine production (Southcorp, Hardy Wine Company, Beringer

Blass, McGuigan Simeon Wines) and food processing (Mildura Fruit Company Ltd, Sunbeam Foods and Irymple Group).

Currently this irrigated oasis produces approximately 21% each of Australia's total wine grape crush, 20% of citrus production and almost 100% of Australia's dried vine fruit production.

The emerging new industry is mineral sands mining, as focus shifts from coastal areas to a new frontier in the rich Murray Valley basin. Major deposits located north of Wentworth and south of Mildura will ensure the future development of this vital international industry.

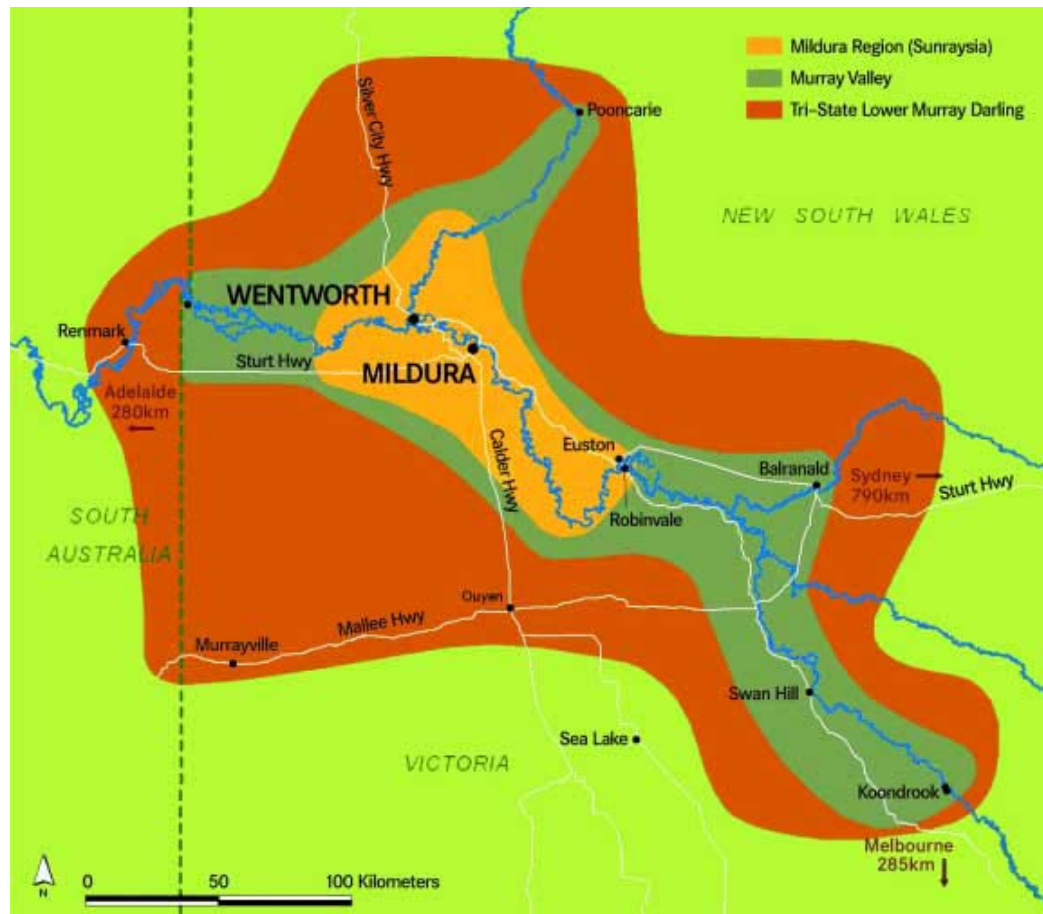
The region's mediterranean climate and proximity to the Murray and Darling Rivers has ensured a flourishing tourism industry. The region boasts notable established sporting and recreational facilities.

The existing critical mass and growing population means all major services such as hospitals, airports, schools, banks, supermarkets, cinema, doctors, lawyers and accountants (professionals and tradespersons) are extensively represented.

MILDURA REGION GEOGRAPHICAL INDICATOR

The Mildura Region (commonly known as Sunraysia, identified in yellow) is the area surrounding the City of Mildura in the tri-state area (identified in burnt orange) of Australia with its borders being New South Wales, Victoria and South Australia. The Mildura Region forms part of the wider Murray Valley area (identified in green) with the central cities being Mildura and Swan Hill in Victoria and Wentworth in New South Wales. The Mildura Region is linked by the irrigation corridor fed from the Murray and Darling Rivers, with both Rivers meeting at the junction in Wentworth.

The data and tables contained in this publication refer to either the Mildura Region, the Murray Valley or the Tri State-Lower Murray Darling, depending on the industry profiled.



Retail activity in Mildura includes a major Shopping Plaza and a strong CBD retail precinct. Vibrant local shopping strips are located in each of the surrounding satellite townships.

CONTACTS

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For more information go to **Mildura Region Economic Profile** www.smedb.com.au

THE CLIMATE

Mildura’s regional climate is classified as warm persistently dry.

The average annual rainfall total of 292mm is distributed evenly throughout the year. October is the wettest month, receiving 31mm on average, March and April the driest, receive only 19mm.

Thunderstorms are a regular feature of the region, occurring frequently in spring and summer, when statistically 9 of the year's 12 storms occur. By contrast, winter thunderstorms are rare.

Clear skies dominate Mildura’s climate, with on average 122 clear days per annum, most regularly from January through to March (with an average of 15 days per month). There are on average 63 cloudy days per annum, May, June and July (each with 7 cloudy days) being the year's most cloudy.

The annual average minimum temperature is 10.3 deg C, monthly values varying from 4.3 deg C during July (the lowest on record is -4.4 deg C) to 16.5 deg C during January. There are on average 4 nights per annum when the temperature falls below zero.

The annual average maximum temperature is 23.6 deg C – monthly values vary from 15.2 deg C in July to 31.9 deg C in January (the highest on record is 50.8 deg C). There are, on average, 77 days per annum when the temperature exceeds 30 deg C, including 30 days when the temperature rises above 35 deg C.

The prevailing wind is southerly in summer, while in winter, northerlys prevail. Days with strong wind are relatively few (21 per annum) most likely to occur in the late winter and spring months. During dry years, strong winds associated with cold fronts generate occasional dust storms, particularly in spring and summer.

GETTING THERE

BY ROAD

- Calder Highway** 550kms North-West of Melbourne
- Sturt Highway** 1080kms West of Sydney
- Sturt Highway** 400kms North-East of Adelaide
- Sunraysia Highway** 450kms North of Ballarat
- Silver City Highway** 300kms South of Broken Hill

BY AIR

FLYING TIMES

- Melbourne** 1 hour 10 minutes
- Adelaide** 50 minutes
- Sydney** 2 hours 40 minutes

Mildura Airport is the busiest Regional Airport for passenger movements in Victoria. The airport has three commercial airlines QANTASLink, Regional Express and O'Connor Airlines operating from its passenger terminal. Passenger throughput reached 126,379 for year 03/04, a 22.8% increase over the previous year. For the first couple of months 04/05 the passenger loads have continued to grow at 21.9%.



Climate averages for Mildura

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Mean Daily Max Temp (deg C)	32.0	31.5	28.2	23.5	18.9	16.0	15.3	17.1	20.3	23.6	27.3	30.0
Mean Daily Min Temp (deg C)	16.5	16.4	13.8	10.1	7.5	5.2	4.3	5.3	7.3	9.7	12.3	14.0
Mean Rainfall (mm)	20.7	21.2	18.2	18.5	26.3	23.3	26.3	27.6	28.2	31.0	23.9	23.0
Mean Daily Sunshine (hrs)	10.8	10.3	9.9	8.4	6.4	5.4	5.9	7.3	8.0	9.2	9.9	10.0

Data source: Australian Government Bureau of Meteorology
Website Link: <http://www.bom.gov.au/climate/averages/tables> Last modified 16 August 2004



CONTACTS

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Passenger Airline Contacts

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O'Connor Airlines 61 8 8723 0666

Regional Express 13 17 13

NATURAL ASSETS

The semi-arid country contained within the Mildura Region may appear to contain little to the untrained eye. It is, however, home to some of Australia's most unusual and diverse flora and fauna. The Mildura Region comprises 40% of Victoria's National Parks, including Murray Sunset, Big Desert, Wyperfeld and Hattah Kulkyne.

The Mallee tree, a multi-stemmed Eucalyptus plant, is an icon to the region. It can withstand damage from animals, fire, and drought by resprouting as coppice regrowth from extensive lignotubers or mallee roots. The leaves of some mallee trees provide very high quality eucalyptus oil.

Old-growth Mallee vegetation sustains five species of rare bird: Malleefowl (a ground nesting bird), Mallee Emu Wren, Regent Parrot, Black Eared Miner, and Red-lord Whistler.

The region encompasses the junction of the great Murray and Darling Rivers and the World Heritage listed Mungo National Park in New South Wales.

