



FEATURED ARTIST (COVER IMAGE)

Alex Reid

Alex is a 15-year-old student at Greater Shepparton Secondary College and painted this artwork during one of her art classes at school which she enjoys as she can express herself through art.

This particular landscape is of the ocean during a storm, depicting "anger and sadness and loudness". Alex loves oceans during storms, and she finds all forms of artwork, including musical art therapeutic.

While Alex is keen to continue taking art as a subject at school, she is interested in becoming a psychologist as she enjoys working with people, understanding people and working with the mind.

Other subjects Alex enjoys are psychology, photography and legal studies. She plays the clarinet and has a black belt in Muay Thai.

CHOICE OF ARTWORK

The Committee for Greater Shepparton chose Alex's artwork for the front cover of this year's Annual Report as it resonated with us in that the dark storm clouds represented a tumultuous year for not only our region, but for all of Australia and around the world.

As we fought our way through the COVID-19 pandemic, the lighter blue and white colours signal a break in the weather, indicating our emergence out of what has been a very challenging two years. The sun is starting to break through the clouds as we head into a brighter 2022.

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VISION STATEMENT

Greater Shepparton is a growing, vibrant regional city, leveraging on what it has always done well - irrigated agriculture, with a diversified economy focused on emerging agricultural opportunities, the manufacturing sector and professional service delivery. Greater Shepparton will be known for the quality of its educational opportunities, its progressive and positive outlook, and the way in which it fosters the aspirations and ambitions of its young people and those suffering disadvantage. The region will grow while focussing on sustainability - of our environment, our development, and our use of resources for a productive economy.







The Committee for Greater Shepparton acknowledges the traditional owners of the land that comprises Greater Shepparton. We pay our respects to their elders past, present and emerging; and confirm our commitment to reconciliation with First Nations People. We embrace diversity and inclusion of all people and strongly support equality for all.



Linda Nieuwenhuizen commenced as Chief Executive Officer in February 2022 after year end, taking over the role from Sam Birrell.

CHIEF EXECUTIVE OFFICER REPORT

Sam Birrell

It has been another challenging year for the region, with the issues of the COVID pandemic and associated lockdowns and restrictions. Greater Shepparton's most difficult moment came in August, when a large proportion of the population was confined to home due to potential exposure, particularly in the school system.

"The community rallied magnificently, and initiatives such as the GV Cares project ensured that people had the necessary food and medication while they were locked down."

It was a great display of the fact that, while we are a growing city, we still have the tendency to operate as a close-knit village when required.

Despite the shocks of COVID, the economy in the region continued to perform well. Many agricultural industries had one of their best seasons ever, with well-timed rain and rising commodity prices. The ongoing pandemic accelerated the trend of people looking to move to the regions. and this is welcome, as we need more skilled people to grow our businesses and take advantage of opportunities. A real challenge remains the amount of land available for development, both industrial and residential. If we don't act with urgency on this, we will miss out on capitalising an all the hard work to turn the region around.

The Committee for Greater Shepparton continued to go from strength to strength during 2021. The GROW Greater Shepparton kicked many goals, with a particular focus on helping business take advantage of government investments. We welcomed many more members into the fold, as they see the benefit of working as a collective. Great work was done as a result of the strong and productive relationships with our elected leaders at all three levels of government. This co-operation has been a key to Greater Shepparton's resurgence.

2021 was also my last year as CEO of the Committee for Greater Shepparton. What an honour it has been to lead this organisation, and I really believe we have achieved a lot. My thanks go out to all the board members and chairs, the staff and particularly the members, who have believed in the concept of unified advocacy. I hope I have been able to repay their faith in my leadership, and I am very excited that the C4GS has such an able successor in Linda Niewenhuizen as CEO. I'm sure our best days are ahead.

MESSAGE FROM THE CHAIR

Lesley Hart



2021 has challenged us - limited trade, work-overload, isolation, remote learning, loss, anxiety. Greater Shepparton was spared the severity of the lockdowns imposed on Melbourne but faced an outbreak in late August that put us on the national stage.

One-third of the population was sent into home isolation leading to an inability to obtain supplies, and a shortage of workers to stock shelves and keep services running. The community responded. A collaboration of Shepparton community leaders, community groups and community service organisations pulled together to hire warehouses, arrange distribution centers and deliver food. medication and COVID vaccinations to those in isolation. Restaurants offered free food to those testing positive. Indigenous and multicultural communities were actively engaged in the effort to care for those in need. Greater Shepparton's response to the crises what was dubbed "the best of Victoria on display".

The response of GV Heath, not only

during this crisis but throughout the pandemic, has been commendable. They have been, and remain, severely short staffed and have worked under significant pressure to provide the testing, tracing and vaccination services required. Shepparton led the way in the double-vaccinated polls.

the teachers, the aged care the community at large for

Out of a crises Shepparton showed all the qualities that make us proud of our community. As I write the news of Russia's

invasion of the Ukraine is coming though, and our thoughts go out to those suffering as result of this terrible turn of events. The last few vears have shown that we cannot be complacent. Challenges will come. and we need an engaged population and strong and insightful leadership.

With the prospect of imminent Federal and State elections in 2022 we need to ensure that we have a strong voice to parliament. We need to carefully consider our needs and priorities both on a local level and as part of the wider geographic landscape. C4GS intends to hold a candidates' forum for both Federal and State elections and we encourage vour attendance. Leadership does make a difference to the lives of all people living in our region.

Whilst 2022 has started with some positive signs, let us take the lessons from the past two years which I would sum up as follows: be resilient to change, take care of those around you, celebrate connection with people and your environment, and be grateful.

EXECUTIVE TEAM



LINDA NIEUWENHUIZEN
Chief Executive Officer

Linda commenced as CEO of Committee for Greater Shepparton in February 2022. Linda moved to Melbourne in 1990 for university and started her career with Australian Wheat Board as an economist working on a wide range of international trade and domestic policy issues. The desire to travel saw Linda relocate to the UK working in financial services with Zurich International. Linda returned to Melbourne in 2000 where she took on roles with South East Water and then with CPA Australia in its policy and advocacy areas in tax, corporate governance and corporate social responsibility.

In 2007 Linda, her husband Paul and their pre-school children relocated to Shepparton to be closer to Linda's family's dairy farms at Boosey, and Linda took on senior Communications and Stakeholder Relations roles with Goulburn Murray Water, Manager of Governance and Communications with Moira Shire Council, and most recently was Head of Communications and Future Business with Apple and Pear Australia. In 2016 Linda was appointed

to the Board of Goulburn Valley Water and is currently the deputy Chair.

Linda has a Bachelor of Commerce (Economics) from University of Melbourne, Graduate Diplomas in Agribusiness (Monash University) and Corporations and Securities Law (University of Melbourne) and is a graduate of the Australian Institute of Company Directors, Fairley Leadership Program (2014) and International Association of Public Participation (IAP2).

Linda's husband Paul works in logistics at SPC and together they continue to enjoy the regional lifestyle while supporting the sporting and other aspirations of their three children.

Linda is passionate about the careers, opportunities and ongoing innovation within Australian agriculture, and the dynamic, progressive and resilient regional communities, businesses and economies they create.



JODIE FLEMING
Stakeholder Relationship
Manager

Jodie has predominantly worked as a journalist for the past 28 years in all aspects of the media including print, radio and television.

Before moving to the Greater Shepparton region in 2009, Jodie worked at credit rating's agency Standard & Poor's as an editorial manager, a freelance reporter on Optus Vision and editor of industry newsletters The Insurance Record and HR Benchmarking.

She was the editor of the North East and Goulburn Murray Farmer and Southern Farmer newspapers for four years before becoming a reporter on WIN News in Shepparton.

Jodie was the Senior Mewdia and Communications Advisor at GV Health

for three and a half years where she led all communications for the health service and the community during the first year of COVID 19.

She was appointed as Stakeholder Relationship Manager for the Committee for Greater Shepparton in December 2020. She has a Bachelor of Arts with a major in journalism from Deakin University and graduated from the Fairley Leadership program in 2020.

She is passionate about community leadership and has held many leadership positions in the Dookie community including President of the Dookie Primary School Council for seven years and committee member, coach and umpire at Dookie United Football Netball Club for nine years.



SHARA SCOTT
Office Manager

Shara was born and raised in Shepparton and is passionate about the region and our community. Following a stint in Melbourne coordinating a foster carer recruitment campaign for the North-West area of Melbourne, she returned to Shepparton with her two children in 2014 as a Sales Executive for a local manufacturer.

Prior to this she had worked at GOTAFE

for a number of years in support roles including as an Executive Assistant for members of the executive team, and as a marketing assistant for the Corporate Industry Development team.

She has predominantly worked in education and the not-for-profit sector and holds qualifications in Business and Marketing. She is driven by empowering vulnerable, at risk or disadvantaged communities and achieving real outcomes.

Shara joined the C4GS team in June last year as the Office Manager.



LEANNE HULM GROW Program Manager

Leanne comes to the position of GROW Greater Shepparton after a 19-year career in media with Southern Cross Austereo where she held the position of General Manager for 14 years running 95.3 Triple M, HIT 96.9 & Channel 9.

Immediately prior to commencing with GROW, Leanne held the position of Executive Officer with Goulburn River Valley Tourism working with Greater Shepparton City Council, Mitchell Shire Council, Murrindindi Shire Council and Strathbogie Shire Council.

Leanne is former President of the Shepparton Chamber of Commerce & Industry and has completed her MBA with Victoria University.

Away from work, Leanne and her partner have a thoroughbred horse property in Kialla and Albury that keeps her busy.



TAWNEE VOCALE GROW Support Officer

Tawnee is a proud Aboriginal (Gunai-Kurnai) woman from Kyabram, Victoria. In 2017, she moved from the country to the city where she completed her VCE at Melbourne Girls Grammar followed by a Communications Undergraduate role at CPB Contractors on the Level Crossing Removal Project - Caulfield to Dandenong in 2019. She is now working in her second year as a Grow Team Support Officer for GROW Greater Shepparton. Tawnee has attained her Certificate IV in Business Administration in 2021 and is looking to further her qualifications.



LISA FORD GROW Team Support Officer

Lisa Ford has a background in event operations, from major international sporting events such as the Australian Open, Formula One Grand Prix and Commonwealth Games, to arts and culture favourites like the Melbourne International Comedy Festival. She attained her Bachelor of Business, majoring in Event Management and Tourism Hospitality from La Trobe University in 2019.

Her passion for delivering positive experiences and love for communicating has led to her studying a Master of Speech Pathology at Charles Sturt University this year. This pandemic-inspired career change aligns with Lisa's desire to help shape our region into a better place. Currently, GROW Greater Shepparton is the ideal environment for building these foundations; here Lisa works with local businesses to better understand their needs and profile their success.



NICOLA WOODS GROW Network Support Officer

Nicola has recently returned from a year travelling around Australia with her family. She comes to the position of the GROW Network Support Officer having worked as the Office Manager for the Committee for Greater Shepparton and Support Officer for GROW Greater Shepparton. Prior to this she was living in the Yarra Valley and held the position of Office and IT Manager at Coombe Yarra Valley. Nicola has vast experience in a range of industries including hospitality, government and small business allowing her to gain a great deal of administration and customer service experience and the ability to form strong relationships with people from within the community. When Nicola is away from the office she loves being outdoors, camping and being at the beach with her husband and two young children.



FIONA SMOLENAARS Community Connector Co-ordinator

Fiona has more than 25 years' professional experience and an outstanding track record of success in community development roles in regional Victoria. Her Bachelor's Degree in Agricultural Studies helped to kick start her career in the northern Victoria dairy industry and Masters in Agricultural & Rural Development has enabled diverse roles in community development, arts leadership and project management. She is passionate about working with regional communities to facilitate greater economic success and while recognising the important roles regional communities play for the whole country. Fiona has been Chair of the Shepparton Festival and participant and supporter of the Fairley Leadership Program.



BIM RUTHERFORD Community Connector Project Officer

A Shepparton local that is passionate about our region. As the Project Co-ordinator of the Community Connector Program, Bim has been instrumental in developing and implementing a range of projects, tools and resources which have been possible through Murray Darling Basin Economic Development Plan funding. These resources will be available and accessible for all businesses across the Greater Shepparton region. She has brought a range of project management, marketing and communication skills and knowledge and access to diverse network of businesses and organisations to the program and has been responsible for driving important initiatives that focus on a broad scale attraction, recruitment and retention strategy.

BOARD MEMBERS



LESLEY HART Chair

Lesley is a principal lawyer and director of Dawes & Vary Riordan Lawyers, a law firm employing more than 50 staff and operating from numerous offices across north-central Victoria. Lesley practices extensively in commercial and agricultural property, agri-business and water law. Lesley advises foreign and local agri-businesses, government bodies, high-wealth individuals and business owners. She was one of the inaugural Law Institute of Victoria Commercial Tenancy Law Specialists (1999-2015). She also plays a key role in the management of the law firm.

Lesley holds a Bachelor's degree in Arts and Law, as well as Graduate Diplomas in Legal Practice from both UTS Sydney and College of Law. Lesley is also a graduate of the Australian Institute of Company Directors.

Lesley worked in South Africa as an attorney before immigrating to Australia more than 30 years ago. After completing her re-admission studies in Sydney, she worked with King Wood Mallesons in Canberra. Coming from and having a deep connection to land, both Lesley and her husband yearned for a more rural lifestyle. This led them to the Goulburn Valley where they now both enjoy farming alongside their busy law careers.

Lesley loves living in the Goulburn Valley and has immersed herself in it. Through her involvement with the Committee for Greater Shepparton she advocates for better outcomes for the region, her particular focus being keeping our talented young people from leaving the region by improving educational and work opportunities available here. She also believes that all roads lead to Greater Shepparton and she makes it her business to showcase the great lifestyle available here.



LEIGH FINDLAYDeputy Chair

Leigh is Managing Director of Shepparton-based engineering firm CAF Consulting employing more than 35 people. Leigh grew up in Shepparton before leaving to study Civil Engineering at Monash University and worked across various civil infrastructure development projects in Melbourne. In pursuit of large-scale project experience, five years was spent in the United Kingdom on Motorway and Airport Development – notably Terminal 5 Heathrow, which bought him back to Melbourne Airport where he led various landside and airside development projects for APAM. Project Finance was key to infrastructure development that led Leigh into further studies and an investment banking role with Citigroup. An opportunity to come home to Shepparton and join the family business presented in 2009, which Leigh initially committed to for two years. The work and lifestyle opportunities were too good to pass up in Greater Shepparton where Leigh and his family have immersed for the long term where he plays an active role in the community, holding positions on various community industry and community groups including C4GS and the Shepparton Festival.



SÖNKE TREMPER

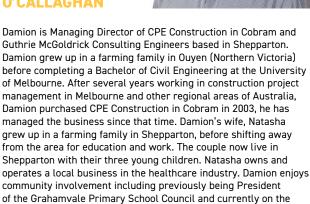
Sönke Tremper is the co-founder and director of Giz A Break Limited, a registered charity that wraps health promotion into an off-road touring format. He also is the owner of Primary Projects Pty Ltd, a management consultancy that focusses on partnering with community and healthcare organisations. He is passionate about combining his governance, population health and business management skills to achieve sustained benefits for our community. Sönke is a non-executive director of Murray City Country Coast GP Training and volunteers his time as the chair of Goulburn Valley Medical Workforce Fund. He is a graduate of the Australian Institute of Company Directors and holds tertiary qualifications in public health and commerce. He lives in Dookie with his wife Louise and children Anneliese and Johan. In his free time, Sönke loves off-road touring with his family and friends.



JANE MACEY

With a passion for rural and regional development, Jane enjoys her current position as Principal town planner with Spiire in Shepparton. Jane forms part of the consultant team at Spiire, assisting in a wide variety of land development projects and strategic land use assessments. She also oversees the business' Town Planning and Urban Design Practice Area across Spiire's six offices. Prior to Shepparton Jane lived and worked in Melbourne where she was born and has lived and worked in Bendigo and the Mornington Peninsula, as well as internationally in Dublin, Ireland. Jane now lives with her husband, Damian on their family dairy farm near Cobram, along with their three daughters. Jane enjoys being part of the local community and actively participates on the St Joseph's Cobram Primary School Advisory Board and with the Cobram Junior Tennis Association. Jane was also part of the 2018 Fairley Leadership Program cohort. As part of the Committee for Greater Shepparton she looks forward to advocating for progress and positive recognition of what our local area has to offer.

DAMION O'CALLAGHAN



Shepparton Junior Tennis Association Committee. One of Damion's

passions is helping develop career opportunities for young trades

and professionals in the Goulburn Valley region.



SARAH THOMSON

Sarah Thomson is the General Manager - Strategy, Governance and Finance (CFO) for Goulburn Valley water. She moved to Shepparton in 2017 and has been delighted by the community she found here. She is passionate about ensuring that the region is prosperous, a terrific place to live and continuing the culture of strong, diverse and inclusive leadership in our community. Sarah started her career at Deloitte and has worked for Gundjehmi Aboriginal Corporation, World Vision, Burnet Medical Research Institute and most recently WaterAid Australia. Sarah is currently the Chair of the Goulburn Murray Resilience Strategy Taskforce. Sarah is a Chartered Accountant and has a Bachelor of Economics and Asian Studies (Australian National University) and is a Graduate of the Australian Institute of Company Directors. She is a graduate of the Williamson Community Leadership Program and the Insights Women in Water Executive Leadership program sponsored by the Victorian State Water Minister.





As Managing Director of McPherson Media Group, Damian is responsible for the day-to-day operations of the group, encompassing commercial printing, custom publishing, events, and all newspaper and online publishing assets. Schooled in business management both here and overseas, Damian is a graduate of the Australian Institute of Company Directors and committed to preserving the family values of the McPherson Media Group and its dedication to the communities it serves. In addition to his duties as Managing Director, Damian has previously been a member of the CEO Institute and served on the Boards of the Goulburn Valley Community Fund, GOTAFE, Country Press Australia and as the Chairman of the Victorian Country Press Association where he remains a Director. Damian is also an inaugural and ongoing committee member of Shepparton's Biggest Blokes' Lunch and sits on the Board and Audit and Finance Committee of Goulburn Valley Grammar School. Damian resigned from the Committee for Greater Shepparton Board in September 2021.

STRATEGIC PILLARS



The overall strategy is underpinned by a principle of sustainability, focusing on environmental impact and working to protect and enhance natural assets.

DRIVING SUSTAINABLE PROGRESS



Enable business development across a diversified economy including agriculture, the service sector and manufacturing.

- The economy will continue to grow, recovering from the local impacts of COVID to build on from the 10% increase in GRP over the 2016-2019 period.
- Irrigated agriculture will sustainable and affordable, with no more water removed from the GMID consumptive pool.
- Existing businesses will expand, their competitiveness enhanced, and new businesses will be attracted.
- Business will manage transition in the post Covid 19 operating environment.

Connected infrastructure creating a great place to live, work and visit.

- The Shepparton bypass of the Goulburn Valley Highway project is underway.
- There will be regular and fast rail services between Shepparton and Melbourne.
- The leaders in the Greater Shepparton community have strong and positive links to members of government and opposition, both state and federal.

Guided by four strategic pillars, the C4GS drives the vision for a positive future.

Through the facilitation of closed forums for members, community consultation and the establishment of strong and positive links to members of government and key decision makers, the C4GS captures leadership insights to influence policy and advocate on important local issues. By confronting the regions weaknesses and fostering positive developments, the Committee

targets areas with major future benefits. These include leveraging existing and emerging opportunities within agriculture, manufacturing and professional services. The strategic leadership aims to create initiatives to attract a highly skilled and motivated workforce to the region, whilst positioning the Goulburn Valley as the Australian centre for dairy and horticulture.





GOULBURN MURRAY IRRIGATION DISTRICT WATER LEADERSHIP FORUM

The Committee for Greater Shepparton will continue to advocate and be part of the Goulburn Murray Irrigation District (GMID) Water Leadership forum to advocate for better outcomes in relation to water policy and the Murray Darling Basin. C4GS plays a key role in this group. A highlight was a tour of the Northern Basin by several members of the forum, to better understand issues across the entire basin. The GMID water leadership forum continues to call for the 450 gigalitres "up water" component to be removed from the plan permanently. This up water is an extra parcel of water to be taken from the consumptive pool across the basin, negotiated into the plan by the South Australian government in 2012. The forum's view is that this extra water removal would harm the social economic and environmental outcomes for this region, and it should no longer be pursued. There is also concern about the 605 gigalitres of environmental offsets. If the state governments are not able to find enough efficiency projects, then the government may have to go back into the market and find more water from the consumptive pool, which is not acceptable to the GMID.



SHEPPARTON RAIL CORRIDOR STAGE 2&3

Advocacy for reliable and frequent passenger rail travel continues to be a priority for C4GS. Stage 2 of the Shepparton line upgrade is currently taking place, with trenching and boring works continuing. Early works will also continue north of Shepparton Station through the industrial estate to Grahamvale Road where the new stabling facility is being constructed. The new stabling facility will house modern and reliable VLocity trains and will be expanded to accommodate more trains and more services. The Murchison East crossing loop will also be extended by an additional 1.1km, to enable a 1200m freight train and two six-car VLocity trains to pass each other, making services more reliable. Both the Federal and State governments have funded the project, with more than \$750 million provided in total investment and the creation of 600 jobs. Stage 3 of the project includes track speed and signalling upgrades between Seymour and Shepparton which will enable faster and more frequent services. Stage 3 of the Shepparton Line Upgrade is targeted for completion in late 2023.



GOULBURN MURRAY REGIONAL PROSPERITY PLAN

The Committee for Greater Shepparton will continue to work with the Kaiela Institute as a Plan Champion during the implementation of the Goulburn Murray Regional Prosperity Plan (GMRPP) to ensure this vision of shared prosperity is delivered. In July 2021, the GMRPP was launched. The Plan is a new and innovative approach to developing a thriving First Nations economy, which will generate new opportunities and shared prosperity for the benefit of everyone in the Goulburn Valley.

The GMRPP was developed in the region, by the region and was inclusively developed by First Nations and non-Indigenous institutions, organisations, and businesses from throughout the Goulburn valley working together.

The Plan will deliver a range of outcomes and benefits for the region including:

- A place-based and nation-leading plan for all community members.
- An additional \$150 million in Gross Regional Product (GRP) per annum by 2036.
- A cumulative contribution to GRP over 15 years exceeding \$500 million.
- A significant boost to employment and new businesses for First Nations people, including more than 460 additional full-time equivalent jobs by 2036.
- Increased home ownership rates and inherited wealth for First Nations people.
- Dismantling of structural racism and ignorance within the community.
- A demonstrable social and cultural dividend that honours and respects Yorta Yorta cultural traditions and contemporary value.
- A community in which everyone feels welcome and valued.

The Committee for Greater Shepparton is a Plan Champion and will continue to work with the Kaiela Institute during its implementation to ensure this vision of shared prosperity is delivered.

HIGHLIGHTS



FEBRUARY

AGM

The Committee for Greater Shepparton held its Annual General Meeting and Member's and Stakeholder's dinner at the Woolshed, where all attendees were entertained on the evening by former Australian Football Rules superstar, Brownlow medalist and former Hawthorn captain Shane Crawford and were inspired by the success story of Damian Mu, Chief Executive Officer, AIA Insurance.

MARCH

Creative City Strategies launch

The Committee for Greater Shepparton supported the launch of the Creative City Strategy; a fantastic initiative with a vision "to unlock the creative potential of the Greater Shepparton community, enabling creativity in all its forms to enhance liveability, economic growth and social cohesion."





MAY Manufacturing Breakfast

The Australian Made/Shepparton Made Manufacturing Breakfast held at Noble Monks hosted by the Committee for Greater Shepparton highlighted the breadth of manufacturing in Greater Shepparton.

The event coincided with Australian Made Week, which is all about encouraging shoppers to actively focus their buying activities on genuine Aussie products while celebrating and supporting local makers and growers around the country.

JUNE

Office Manager commences, contributes to the discussion on the GSSC

In June the Committee for Greater Shepparton welcomed Shara Scott to the team as Office Manager. Shara contributed to the discussion on the Greater Shepparton Secondary College (GSSC) and wrote an article appearing in the Shepparton News about her personal experiences with her daughter transitioning to the GSSC.

JULY

Launch of Goulburn **Murray Regional Prosperity Plan**

The Goulburn Murray Regional Prosperity Plan (GMRPP) was launched by Victorian Minister for Employment, Medical Research, Digital Economy and Innovation, Jaala Pulford. The Committee for Greater Shepparton has been a plan champion and collaborated with the Kaiela Institute on the plan. The GMRPP is an innovative approach to generating new opportunities and shared prosperity for the benefit of everyone in the Goulburn Murray region.

- The plan aims to:
- Add an additional \$150 million in Gross Regional Product (GRP) per annum by 2036.
- Achieve a cumulative contribution to GRP over 15 years exceeding \$500 million.
- Significantly boost employment and new businesses for First Nations people, including more than 460 additional full-time equivalent jobs by 2036.
- Increase home ownership rates and inherited wealth for First Nations people.



AUGUST Agribusiness Lunch, **Parklake**

In between lockdowns, The Committee for Greater Shepparton was able to hold an in-person event at the Parklake, in conjunction with our members from goFARM and the National Australia Bank (NAB).

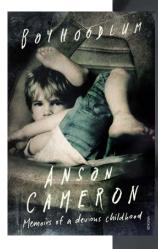
Guests were treated to a presentation from goFARM's Nick Raleigh and it was exciting to see what the organisation is bringing to the region with its global view on food production and dietary trends. It was evident that goFARM is committed to the region and in recruiting and training local people. Also speaking was NAB Senior Analyst, Economics, Phin Ziebell on the latest trends and developments in the agribusiness industry. Given the extreme challenges that many industries and businesses are currently facing, Phin's refreshing presentation showed that the agricultural sector is still experiencing growth and there is much to be positive about in the industry.

SEPTEMBER

Online event with Anson Cameron

As the entire community was thrust into lockdown, the Committee for Greater Shepparton got creative and held its first-ever online event for members.

"A Night of Drinks and Giggs with Anson Cameron" was a great hit – the Committee organised beer and cider from local businesses The Shepparton Brewery and The Cheeky Grog Co. for all attendees to enjoy. as we were all humoured with a brace of witticisms and a slew of sarcasms by 'Boy Hoodlum' author and former Shepparton resident Anson Cameron.





NOVEMBER

Sam's Farewell and Christmas **Networking Event**

The Committee for Greater Shepparton held a Christmas networking event at the Woolshed with up to 150 members and guests in attendance. Guests were treated to a powerful Welcome to Country and performance by up-and-coming local musician, Yorta Yorta woman Madi Colville-Walker. The evening gave us all a chance to farewell outgoing CEO Sam Birrell and reflect on the achievements of the Committee since its inception.



DECEMBER New CEO Linda Nieuwenhuizen **Announced**

The Committee for Greater Shepparton announced to its members that new Chief Executive Officer, Linda Nieuwenhuizen had been appointed to the role and would commence in February 2022. Lindy has extensive experience in communications, advocacy and marketing. Her most recent role has been as the Head of Communications for Apple and Pear Australia Limited.



GROW GREATER SHEPPARTON ANNUAL REPORT

GROW Greater Shepparton has now completed the first three-year contract with the state government and has secured further funding for 18 months to continue the great work and positive outcomes across the Goulburn Valley.

GROW INDUSTRY EVENT

To continue to grow businesses and employment outcomes, GROW bought industry together to showcase opportunities that were coming to the region. GROW invited Coleman Rail, ADCO, and, Greater Shepparton City Council to speak to local businesses about upcoming projects and work opportunities. Coleman Rail presented their \$360 million rail upgrade, ADCO presented their \$30 million Health and Wellbeing Centre, and Greater Shepparton City Council presented their \$71 million capital works budget. The Industry Event was a great success with over 114 people attending on the day and all who attended had an opportunity to speak one on one with the presenters after the presentations.

GROW INSIDER NEWSLETTER

To assist our local businesses and stay connected and informed, GROW commenced a newsletter in 2021. The newsletter featured the latest information about government and community projects, profiled local businesses doing great things, and profiled the connections that GROW has with industry. The newsletter is a great source of information and we look forward to assisting more and more local businesses. If you want to tell us about the great work your business is doing, please contact us.



GROW GREATER SHEPPARTON WEBSITE LAUNCH

As more and more local businesses are connecting to GROW; it was clear that we needed a platform to assist businesses to connect and assist with their recruitment needs. In June 2021 GROW Greater Shepparton launched a new platform that did just that. The website has a business directory, jobs board, grants page and events pages. We now have over 184 businesses registered on the directory and have had over 261 jobs placed on the jobs board. We have engaged local job agencies, community services, schools, and TAFEs to ensure that they are using the platform and helping businesses with strong outcomes. To ensure that this platform continues to grow, we have produced TV and radio commercials which have had fantastic feedback.

"Like many businesses within the construction industry we are continuously recruiting for tradesmen and apprentices to ensure we maintain our skilled and trained workforce and having the opportunity to post our vacancies on the GROW Greater Shepparton Jobs portal has extended our reach and opened up our applicant pool which has allowed us to recruit 8 new employees over the last three months."

CPE HR Manager





JOB OUTCOMES

As the pandemic continued to affect our region, 20,000 Goulburn Valley residents were thrust into snap isolation. This meant that the town itself was left with a reduced workforce to deliver goods and services. Major staff shortages at local supermarkets meant that many families were going without essential items. GROW was asked to swing into action to assist two local Woolworths stores in Shepparton to find staff urgently to stack shelves and pack orders. GROW received a call at 4 pm and needed to deploy 20 staff to commence the next morning at 10 am. GROW quickly connected with local cohorts to spread the word that urgent recruitment was required, and the results were fantastic, with all positions filled by midday the next day.

"I just want to express how grateful I am for your assistance today. I have had many calls from various businesses and wanted to make a special mention to Sam Atukorala from the Ethnic Council and Kimberley Chu BSL who have continued to supply suitable candidates for this recruit even till late tonight. They have truly gone out of their way to assist here even while trying to cook dinner and run a household".

Tegan Paltridge, Client Relationship Manager Woolworths.



COMMUNITY **NNECTOR** ROGR

The Community Connector Program is a collaboration between Greater Shepparton City Council, Committee for Greater Shepparton and Goulburn Valley Health. Developed to not only assist new to area professionals with all aspects of their relocation but also support those people needing extra reassurance and assistance in their decision-making. The program has been designed and informed by research and tells us as a community we need to take a whole of person approach when it comes to attracting, recruiting and retaining new professionals to Greater Shepparton.

SINCE JANUARY 2021 (IN THE FIRST 12 MONTHS OF THE PROGRAM):

Professionals and their families supported in the relocation process

local organisations are linked to the program

of CCP clients are in the health industry as they are experiencing skills shortages

We offer a personalised service and broker strong connections to the community. To date this has been a free service to regional businesses. Going forward we are exploring co-funding models to be able to maintain the sustainability of the program.

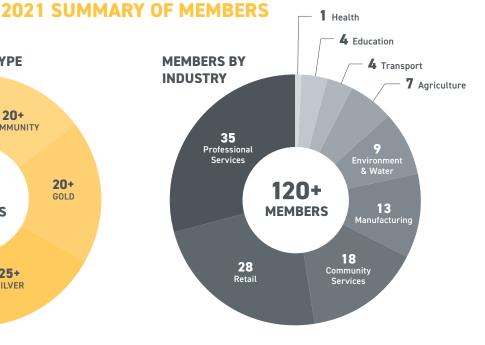
To the new residents we offer support to secure accommodation, broker a job for their partner, determine the most appropriate schooling or childcare and then deeply connect the person and their family with the community. To the regional businesses we have a suite of tools and resources to support attraction campaigns, recruitment initiatives and retention strategies.

The program has provided critical support to regional businesses to secure their workforce; helping to grow the regional economy.

The Program is managed by Fiona Smolenaars and supported by Bim Rutherford as Project Officer and Joanne Zampaglione as Project Administration Officer.







GOLD MEMBERS







































SILVER MEMBERS























































BRONZE MEMBERS









































































































COMMUNITY MEMBERS











































FEATURED ARTWORK

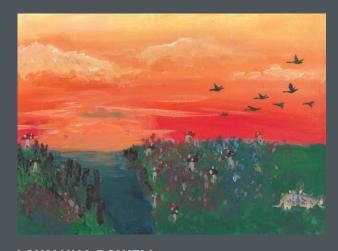
The Committee for Greater Shepparton would like to acknowledge and thank the students of Greater Shepparton Secondary College for their contributions of artwork that is featured throughout this Annual Report. The C4GS is committed to ensuring that the business and school community continues to work together so that educational outcomes improve and aspiration is nurtured.



ALDA TARAGJINI



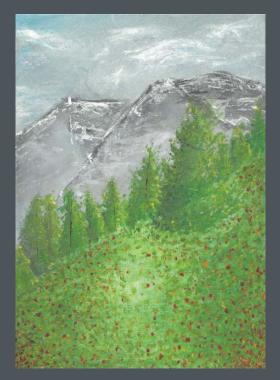
AMANDA HOPKINS



LOWANNA POWELL



CASSIE BYRANT



CHARLEIGH HACK

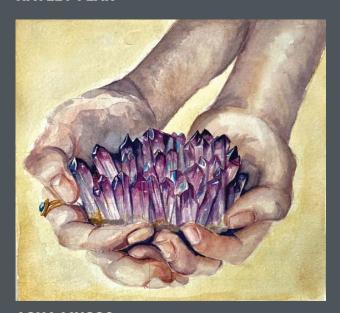


MAYA WATSON





HAYLEY FEAR



ASHA MUSSO



JUNA CROZIER





Future Focused

Targeting areas with major future benefit



Leadership

Capture vital insights



Access

Impact key strategic issues



Network

Connect and collaborate with members

GREATER SHEPPARTON ECONOMIC PROFILE

*Figures as at January 2022.



Gross Regional Product (GRP)

(NIEIR 2021)



Population

33,420* Local Jobs

31,169* Employed Residents

