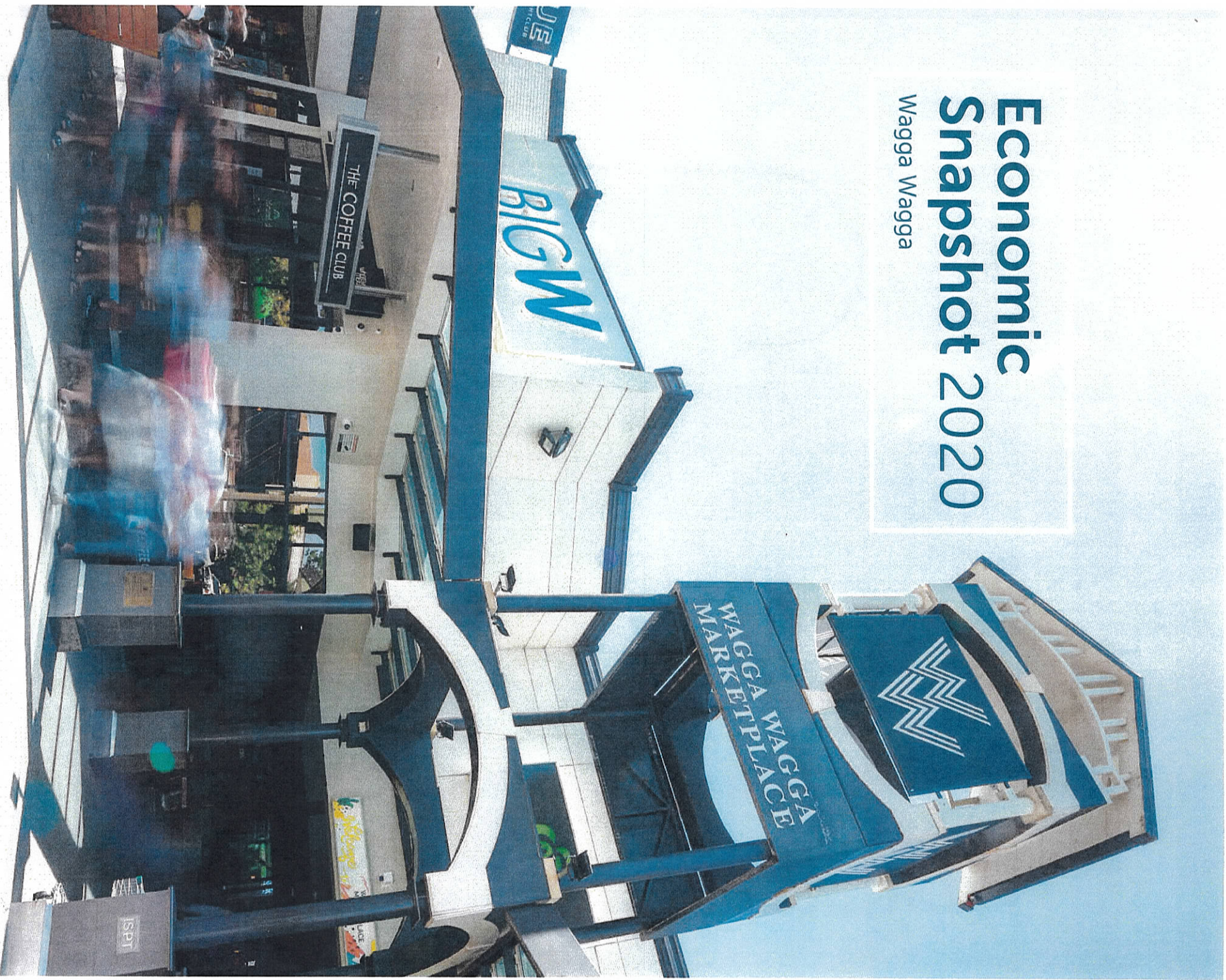


# Economic Snapshot 2020

Wagga Wagga



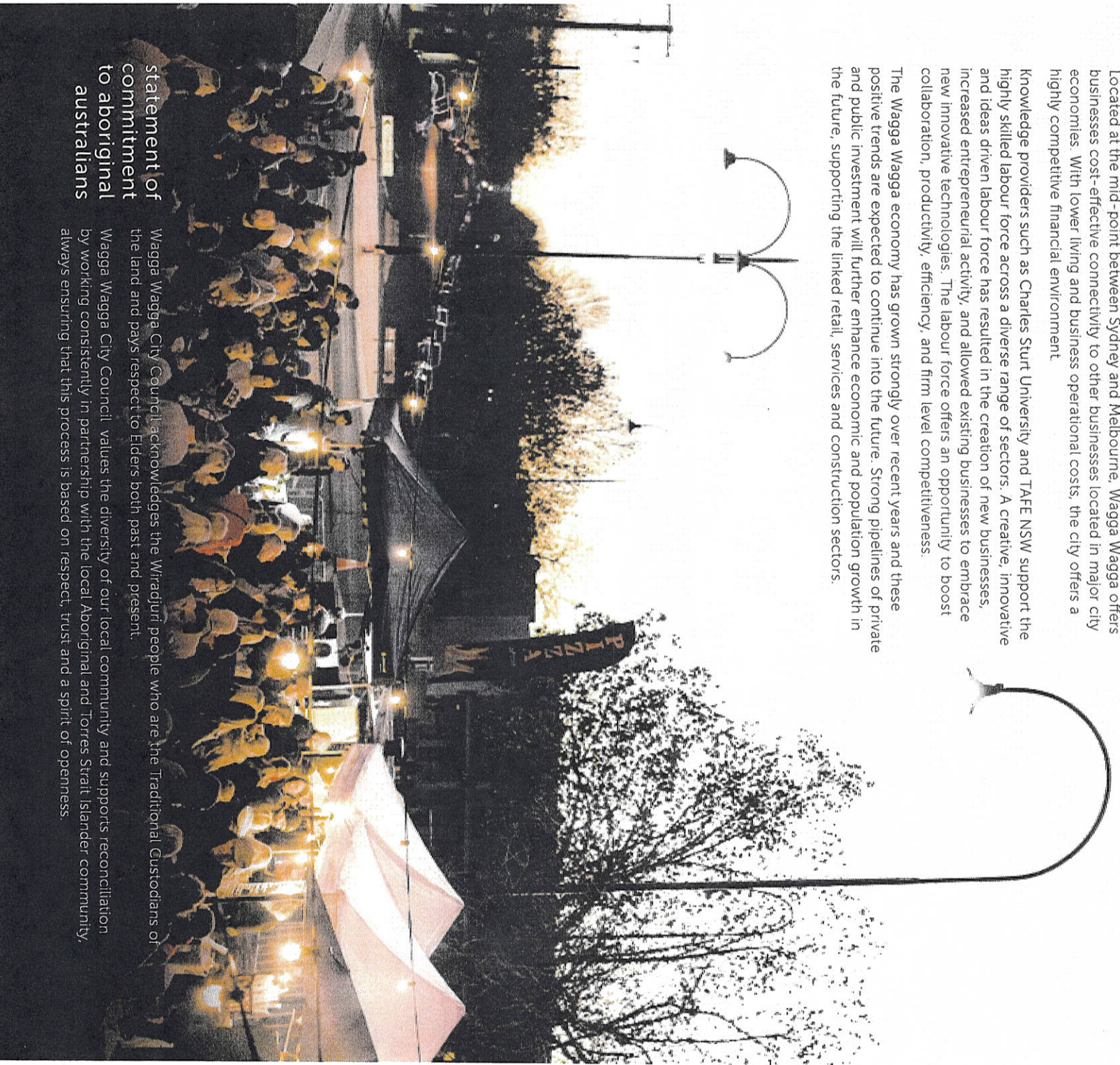
City of  
Wagga Wagga

Wagga Wagga is the economic hub and regional capital of New South Wales, offering strong competitive economic conditions and allowing businesses to flourish. The city hosts a large, growing, modern and diverse economy serving not only the 65,000 residents, but also the wider regional catchment of 190,000 people.

Located at the mid-point between Sydney and Melbourne, Wagga Wagga offers businesses cost-effective connectivity to other businesses located in major city economies. With lower living and business operational costs, the city offers a highly competitive financial environment

Knowledge providers such as Charles Sturt University and TAFE NSW, support the highly skilled labour force across a diverse range of sectors. A creative, innovative and ideas driven labour force has resulted in the creation of new businesses, increased entrepreneurial activity, and allowed existing businesses to embrace new innovative technologies. The labour force offers an opportunity to boost collaboration, productivity, efficiency, and firm level competitiveness.

The Wagga Wagga economy has grown strongly over recent years and these positive trends are expected to continue into the future. Strong pipelines of private and public investment will further enhance economic and population growth in the future, supporting the linked retail, services and construction sectors.



## statement of commitment to aboriginal australians

Wagga Wagga City Council acknowledges the Wiradjuri people who are the Traditional Custodians of the land and pays respect to Elders both past and present.

Wagga Wagga City Council values the diversity of our local community and supports reconciliation by working consistently in partnership with the local Aboriginal and Torres Strait Islander community, always ensuring that this process is based on respect, trust and a spirit of openness.

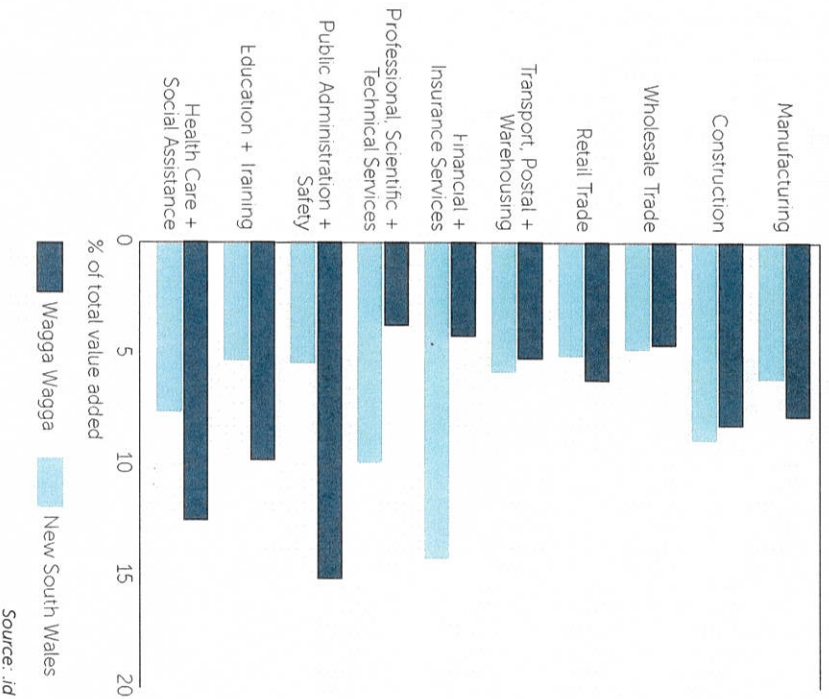
# Economic success

## Gross Regional Product

Gross Regional Product (GRP) is defined as the total value of goods and services produced in the region over a period of one year.

Wagga Wagga's GRP was \$3.85 billion in the year ending June 2019. The strongest growth sectors compared to 2018 were healthcare and social assistance, wholesale trade and manufacturing.

## Industry Value Add Profile



## Industry success

*"After considering other locations for our operations, we chose Wagga for its; strong labour market, affordable rent, connections to our target market, and close proximity to three capital cities. It was an easy decision for us in the end and we're growing rapidly as a result."*

Dan Winson, Founder, Zetifi

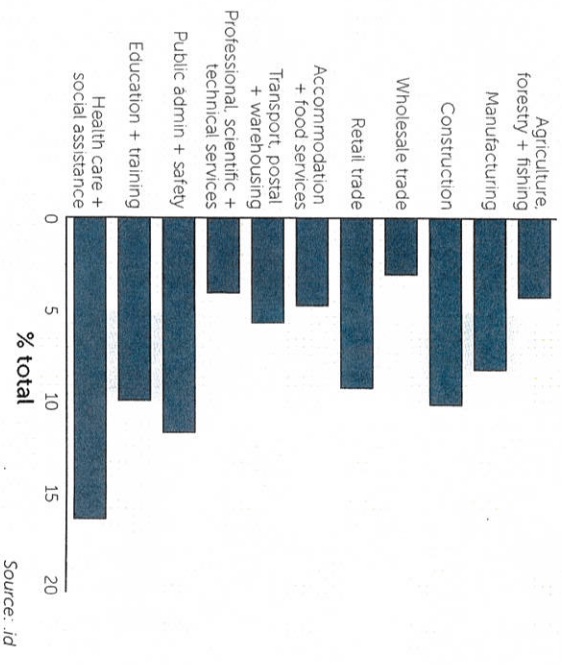
Zetifi is a Wagga-based technology company that solves connectivity problems for people in rural and remote areas. Founder, Dan Winson, has taken the company from product concept to rapid commercial scale-up in just 3 years. Already looking to expand to a larger facility, Dan attributes much of his success to his Wagga upbringing, local connections and the growth opportunities the region provides.

# People

## Total labour force in excess of 35,817

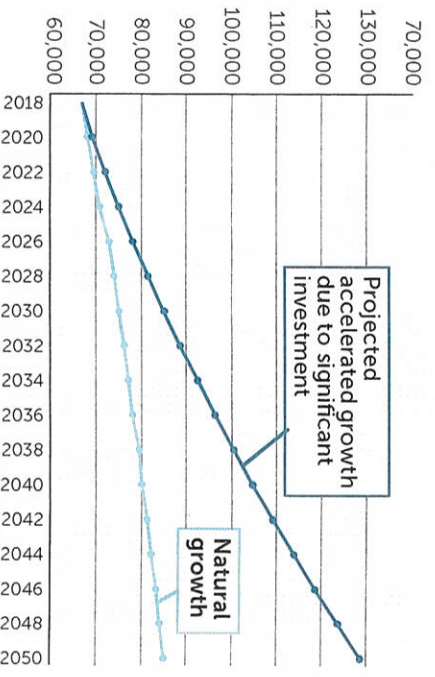
Wagga Wagga has reasonable unemployment rates and labour force growth due to diversity of the economy.

## Employment sector

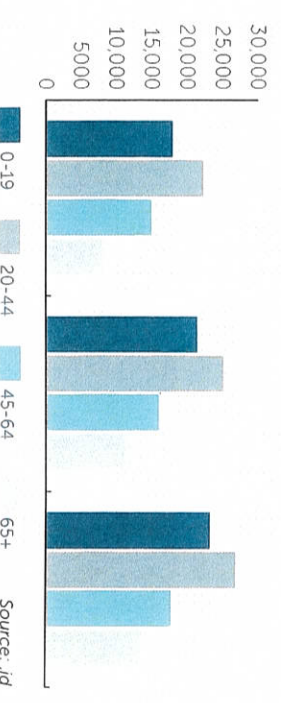


## Population growth forecast

The NSW Government is forecasting a population of 100,000 by 2038.

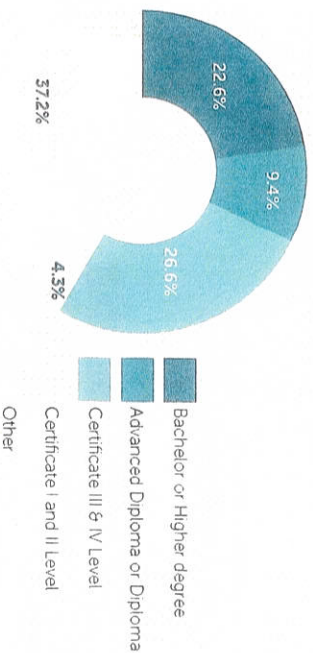


## Population age structure



# Skills, knowledge and innovation

## Educated workforce



# 65%

OF EMPLOYEES HAVE A CERTIFICATE LEVEL QUALIFICATION OR HIGHER



over 80% of workforce performing 25hrs + per week paid employment

## Education & training

Wagga is a key educational hub enabling access to quality education and training across the full spectrum of learning and supporting a high-skilled labour force.

## EDUCATIONAL FACILITIES

3	9	23	34
university campuses	high schools	primary schools	pre-schools



## Education providers

Charles Sturt University  
TAFE NSW Riverina Institute, including apprenticeship support  
University of New South Wales  
University of Notre Dame  
Australian Airline Pilot Academy  
Royal Australian Air Force Base  
Army Recruit Training Centre  
Riverina Community College



## Innovation

Knowledge providers linked to business community providing real solutions and impacts:

Working Spaces HQ  
CSU Tech Incubator  
Women In Business  
Wagga Wagga Business Chamber  
Business Enterprise Centre  
Committee 4 Wagga  
CSU AgriPark  
TAFE digital courses

Source: WWCC

# Investment

## Recent investments (private)

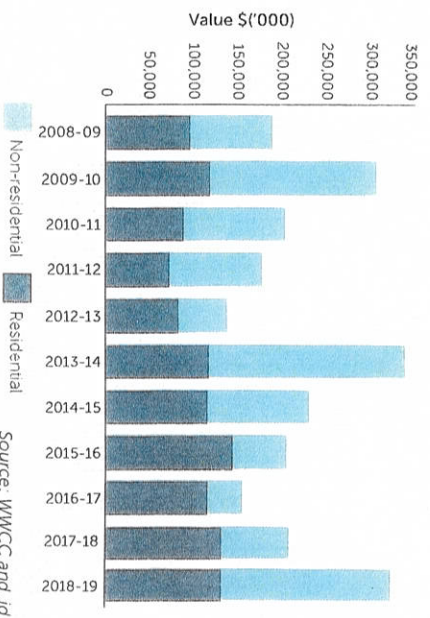
The Mill - apartments, retail, café, restaurants, accommodation **\$25.4M**  
Australian Clay Target Association, Conference Centre **\$5.5M**  
Marketplace **\$15M**  
Morgan Street Office Building – Stage One **\$17M**  
Calvary Hospital **\$7M**  
Docker Street Medical Centre - **\$8M**

## Recent & future investments (public)

Wagga Wagga High Productivity Freight Route **\$52M**  
RIFL Hub, Stage 1: Bomen Enabling Roads **\$35M**  
Eunony Bridge upgrade **\$9.8M**  
Byrnes Road Reconstruction **\$868K + \$1M**  
Eunony Bridge Road Deviation & Oura Road Roundabout **\$5.5M**  
Wagga Wagga Rural Referral Hospital **\$452M**  
Kapooka, Army Recruit Training Centre and RAAF **\$960M** (ten-year investment)  
Charles Sturt University (CSU) **\$91M**  
Riverside Development, Stage 2 **\$6.7M**  
Multi-Purpose Stadium **\$9M**  
Active Travel Plan, Cycle Path Network **\$11.7M**  
Main City Levee Upgrade **\$23M**  
Harness Racing Facility **\$6.8M**  
Police Youth and Citizens Club (PCCYC) **\$23M**  
Estella Primary School **\$36M**  
Dementia Signature Aged Care Home **\$25M**  
Holiday Inn Hotel **\$37M**

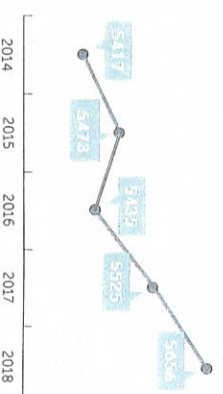
Source: WWCC

## Building approval values



## REGISTERED BUSINESSES

in Wagga Wagga



# Business environment & costs

## Industrial land cost comparison

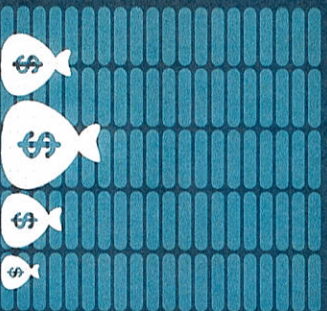
INDUSTRIAL ZONED LAND IN BOMEN, WAGGA WAGGA IS APPROXIMATELY

**one tenth**

THE COST OF AN EQUIVALENT BLOCK IN WESTERN SYDNEY



WAGGA WAGGA

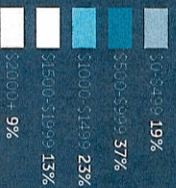
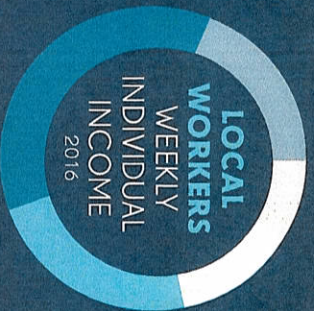


SYDNEY

Source: WWCC and LPI

Wagga Wagga is the largest retail, commercial, administrative and population centre in the Riverina region and provides a wide range of services and infrastructure, servicing a retail catchment area of approximately 190,000 people.

As a result of this wide-reaching catchment the city has a strong retail sector, representing a significant component of the economy with nine shopping districts employing over 3700 people.

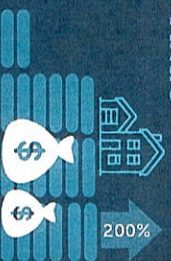


## Median house value



\$347,728

WAGGA WAGGA

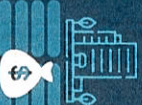


\$711,006

SYDNEY OR MELBOURNE

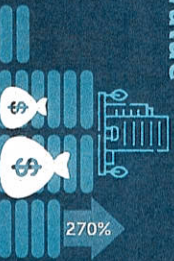
200%

## Median unit value



\$249,171

WAGGA WAGGA



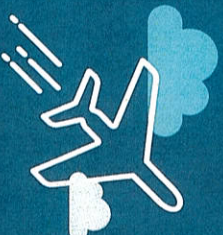
\$671,543

SYDNEY OR MELBOURNE

270%

# Lifestyle

Over **1.37 million** people visit Wagga Wagga each year

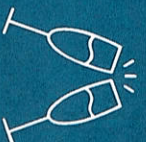


- ▶ Over 200,000 annual passengers
- ▶ 1.5M visitor nights
- ▶ Overnight visitors to Wagga spend approximately \$411 per trip
- ▶ Day-trippers spend \$180 per day trip
- ▶ On average over 860,000 day visitors come to Wagga Wagga spending approximately \$180 per day trip



Source: Tourism Research Australia (TRA)

WAGGA WAGGA HOSTS **OVER 560** SPORTING, CULTURAL, BUSINESS + MUSIC EVENTS EACH YEAR



Some of our major annual events:

- ▶ Fusion - Multicultural Street Festival
- ▶ Wagga Wagga Gold Cup Carnival
- ▶ Wagga Wagga Food and Wine Festival
- ▶ Gears and Beers - Cycling and Craft Beer & Cider Festival
- ▶ Stone the Crows - Grey Nomad Festival
- ▶ Wagga Wagga Comedy Fest
- ▶ Wagga Wagga Mardi Gras
- ▶ Lost Lanes
- ▶ Wagga Wagga Lake Run and Ride
- ▶ River and Wren Market
- ▶ Wagga Country Club Pro Am classic
- ▶ AFL + NRL matches



100+

resident medical specialists



5700+

health care & social assistance professionals



93

playgrounds



110

developed parks



65

sports facilities



13

community centres



34

club & meeting facilities

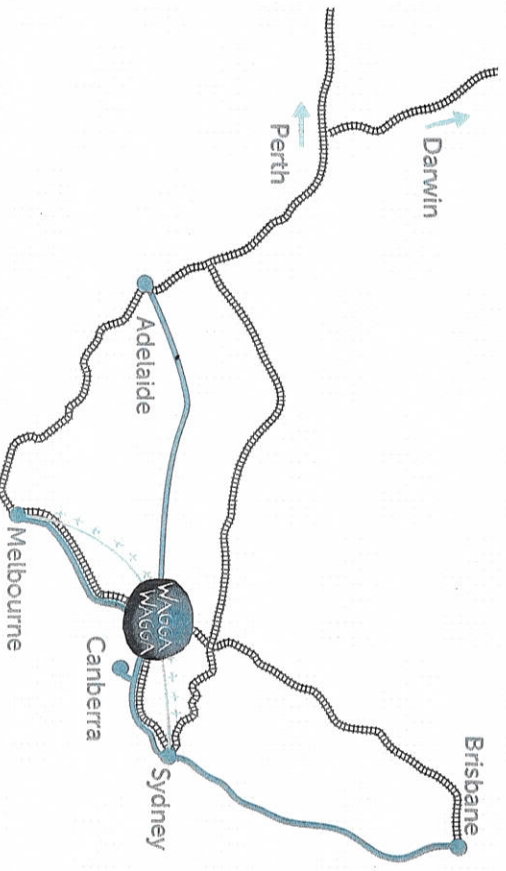
# Infrastructure

Wagga Wagga is a highly accessible city through its connectivity with Australia's major cities including Sydney, Melbourne, Adelaide and Canberra. Excellent road, rail and air connections make the city a strategic centre for interstate transport, with the potential to be further enhanced by the proposed inland rail route connecting Melbourne and Brisbane via regional New South Wales and Queensland.

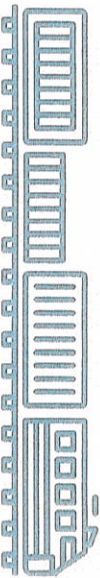
Export and import trade to and from the city is set to increase, facilitated by an excellent location on the nation's main rail freight corridor and the proposed Riverina Intermodal Freight and Logistics (RIFL) hub.

The RIFL hub is a key economic development project for the region and has the potential to become a transformative piece of infrastructure, providing significant and long lasting benefit to current and future industry/businesses, including the following:

- ▶ Reduce supply chain costs
- ▶ Build infrastructure that integrates with existing transport networks
- ▶ Improve infrastructure and safety
- ▶ Create jobs
- ▶ Build capacity for future growth
- ▶ Be an economic enabler for the Riverina Region
- ▶ Digital Connectivity
- ▶ Rail
- ▶ Roads
- ▶ Electricity
- ▶ Water



CAPACITY TO LOAD AND UNLOAD  
**FULL LENGTH TRAINS OF THE  
 CURRENT 1.9KM MAXIMUM LENGTH**



**80ha**  
 PRECINCT FOR  
 BULK, INTERMODAL,  
 AGRICULTURAL AND  
 INDUSTRIAL DEVELOPMENT

**50%** OF AUSTRALIAN  
 POPULATION  
 WITHIN A FIVE  
 HOUR DRIVE



**COUNCIL HAS DELIVERED OVER \$35M OF WORK ON THE  
 ENABLING ROADS TO PROVIDE SAFER AND BETTER ACCESS FOR  
 HEAVY VEHICLES BETWEEN BOMKEN AND THE NEARBY HIGHWAYS**

Source: WWCC

## CONTACT US

For more information or to discuss the opportunities in Wagga Wagga, please contact our Economic Development Team:

**Andrea Crossley** (02) 6926 9131  
[crossley.andrea@wagga.nsw.gov.au](mailto:crossley.andrea@wagga.nsw.gov.au)

**Dominic Kennedy** (02) 6926 9145  
[kennedy.dominic@wagga.nsw.gov.au](mailto:kennedy.dominic@wagga.nsw.gov.au)

[www.wagga.nsw.gov.au](http://www.wagga.nsw.gov.au)



City of  
**Wagga Wagga**

*Information provided in this document has been compiled using sources including Council records, ABS, ID, Department of Employment, LPI, NSW Health, TRA and Destination NSW. If you have any questions regarding information contained in this document please contact Wagga Wagga City Council on 6926 9100.*

**ISSUED: MARCH 2020**

Prepared by: Matt Beaver  
[www.flaticon.com](http://www.flaticon.com)