



SWIFTS CREEK FUTURE – PROJECT UPDATE

September 2025

Help shape the future of the Omeo District Visitor Economy!

Omeo has a proud history and an exciting future – and now is your chance to be part of it.

Council invites the community to an important session showcasing two key projects that will guide Omeo's visitor economy and strengthen its local identity:

- Omeo Tourism Ecosystem Mapping Report – This report sets out strategies to grow tourism by leveraging Omeo's strengths in heritage, natural landscapes, and outdoor recreation. It identifies opportunities for new accommodation, infrastructure, and partnerships to better support visitors and businesses.
- Justice Precinct Draft Masterplan – This plan explores how the historic Justice Precinct and surrounding civic spaces can be revitalised as a cultural anchor for the town. It proposes ways to restore heritage assets, improve visitor experiences, and integrate nearby Council-owned facilities such as the Service Centre, depot, and mountain bike office. Together, these projects aim to position the Precinct as a catalyst for economic activity and tourism growth.

When: Thursday 18 September

Time: 5.30 – 7.00 pm

Where: Omeo Community Hub, 179 Day Avenue, Omeo

Catering: Light refreshments provided

RSVP is here: <https://events.humanitix.com/future-of-the-omeo-visitor-economy-presentation>

This is your opportunity to hear the latest updates, ask questions, and share your views to help shape Omeo's tourism future. Your input will help ensure these projects reflect the community's aspirations while building a strong foundation for local growth and heritage activation.

For those that cannot attend the evening presentation there will be a Community Drop in Session: Friday the 19th of September in the Community Hi8ub from 9:30am – 11:30am.

Swifts Creek and Omeo Structure plan

Consultants, together with East Gippsland Shire Council staff, have met and undertaken site visits in both Omeo and Swifts Creek to gain a better understanding of the layout, character, and needs of the towns. Community engagement has already commenced, with further consultation and engagement activities planned for October.

Key aspects considered by a Structure Plan include existing and proposed land zoning and overlays, land supply needs (for various uses including housing), public realm opportunities and the consideration of constraints such as bushfire and flood. Each town will get its own Structure Plan and specifically for Swifts Creek, consultants will be engaged to investigate wastewater treatment options for Swifts Creek to support the town's long-term planning.

Value-add Primary Industry

Did you know Agriculture is our biggest industry? Data from 2022 shows Agriculture, Forestry and Fishing contributing to over half our regions exports with a value of over \$32million and was also the areas highest employer with 105 jobs. This is one of the reasons Agriculture is one of our most valuable industries in our region. So how can this industry increase value to our community? **Join our working group and let's talk about it!**

Create connection and networking with community, government, industry and academics to drive innovation and change for Agriculture in our area.

The group has applied for funding to engage a consultant to develop a collaborative farming model for our area. What can this do for industry?

Join our group and find out!!

Contact Kiri on 0491 902 650 or email her kiria@egipps.vic.gov.au or pop in and visit her at the Swifts Creek Community Centre Monday-Wednesdays.

Nature based recreation & Tourism

Our working group has been focusing on opportunities to improve signage in our area while sharing the stories and history of the area. A proposal is being developed to incorporate signage and story-telling into a project for supporting and promoting visitation. Some members of the group are also part of the Crossley Engine Restoration Project working group who have been working on establishing the Crossley Engine static display in Ensay, the group is seeking investment and funding to support the infrastructure of the site.

Meat Processing Facility

On Tuesday 19th August, local producers, game harvesters, investors, East Gippsland Shire Council and DEECA met to discuss if there is potential for a meat processing facility and/or abattoir to be located in Swifts Creek or area.

The discussion confirmed that a new meat processing facility in Swifts Creek is not required, as existing infrastructure in Bairnsdale and Orbost adequately meets current needs. Instead, opportunities lie in developing value-added production, such as jerky or dried protein, which could create jobs and open new markets. A shared 'further meat processing facility', similar to a commercial kitchen facility, was identified as a potential community asset, provided its scope, compliance requirements, and market opportunities are clearly defined.

Further investigation has shown that establishing such a facility would only be viable if supported by a secure and established market. Given that current services are already meeting demand – and have the capacity to expand if required – there is little evidence to suggest the need for a new facility in the region at this time. However, as part of the upcoming study into models for collaborative farming, this opportunity could be revisited to assess its potential for inclusion in a future model.

Are you a local producer? Would you be interested in value-adding your produce? We would love to hear from you!

Contact Kiri on 0491 902 650 or email her kiria@egipps.vic.gov.au or pop in and visit her at the Swifts Creek Community Centre Monday-Wednesdays.

For more information check us out on Facebook or visit our website www.swiftscreekfuture.com.au

MODERN AND FUTURISTIC FARMING, WHAT WILL IT LOOK LIKE?

YOUTH AGRITECH EXPO

WEDNESDAY 17 SEPTEMBER 9 AM-3 PM

From Farm to Fridge: Uncover the Journey and the Technology Behind It
Join us at the Gippsland Agriculture Centre located at the Bairnsdale Airport

What's it about?

We aim to inspire young people to see the endless opportunities within agriculture and to start thinking about their future career paths.

Whether it's encouraging kids from farming backgrounds to explore what's possible or showing anyone that they can build a future in agriculture, this event is for everyone.

For younger children, the focus is on discovering where their food comes from and learning about the world of farming. It's an educational event—packed with plenty of fun!

Whats on offer to learn about:

- ✓ Cutting-edge agritech inventions
- ✓ Drones
- ✓ Soil testing, core samples and probes
- ✓ Self-driving tractors
- ✓ Apprenticeship and training info
- ✓ Cropping
- ✓ Spreading trucks
- ✓ Wool
- ✓ Robotics in ag
- ✓ Veterinary practices



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GIPPSLAND**



**THIS IS A FREE
EVENT EVERYONE
IS WELCOME**



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