

A yellow-outlined spotlight hangs from the top, casting a purple glow downwards. The text below is centered within this glow.

CITY SPOTLIGHTS
ALBURY /
WODONGGA

Get to know some of Australia's top regional cities



**14 OF 19
MAJOR CITIES
IN AUSTRALIA
ARE IN
BOOMTOWN.**

WELCOME TO **ALBURY- WODONGA**

Twin Cities *...one community*

"We're growing rapidly, and the opportunities are there for people who think outside the box."

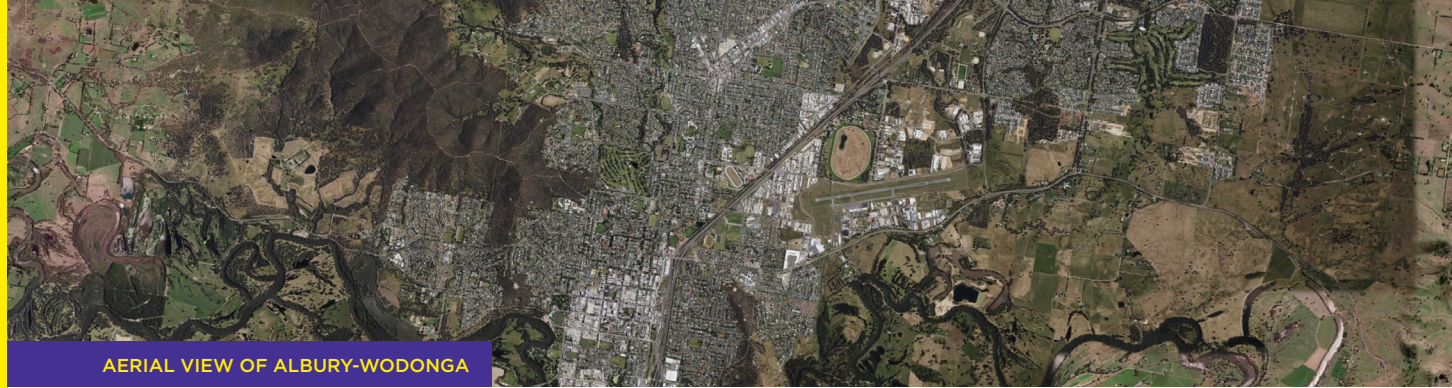
- Larissa Dubecki, Journalist, Domain



Albury-Wodonga, comprised of twin cities across the Murray River from each other, is the retail, commercial and cultural hub of the region on the border of New South Wales and Victoria. In an attempt to slow the uncontrolled population growth of Sydney and Melbourne in the 1970s, the regional area was promoted as a place to move for a better lifestyle.

Today, with its location midway between the capitals, the area is a strategic transport and distribution centre - located on the Hume Highway and Inland Rail Corridor.

The Murray River and nearby Lake Hume (6 x the size of Sydney Harbour) give residents and visitors plenty of aquatic experiences for the fifth largest inland regional city in the country.



AERIAL VIEW OF ALBURY-WODONGA

ECONOMIC FOCUS

GROSS REGIONAL PRODUCT

\$7.66 billion.

KEY ECONOMIC CONTRIBUTORS

Manufacturing - Almost a quarter of the area's GRP comes from manufacturing.

Diverse agriculture - spanning beef, wool, dairy and viticulture (that's wine!).

Tourism - over 1,6 million visitors injected more than \$1.1 Billion into the local economy.



The Australian government and local council funding of the \$100 million Albury-Wodonga Regional Deal (AWRD) will be an economic boost designed to deliver a package of lifestyle projects to the region.



PUBLIC HOUSE



MAMA: MURRAY ART MUSEUM ALBURY

CONSUMER OPPORTUNITY



CURRENT POPULATION

101,793 - but Albury-Wodonga serves the entire region of 180,000 residents.

RELIABLY EMPLOYED

Major employers report lower staff turnover and greater reliability.

AVERAGE FAMILY INCOME

\$6,525 per month... so residents have plenty of disposable income.



Wannabe homeowners can rejoice: Albury Wodonga's median house price of \$570,000 - less than half of Sydney's.

Boortown.



CITY SPOTLIGHTS
Albury-Wodonga

For brands wanting to reach a reliable yet growing regional community, Albury-Wodonga residents are a great opportunity.

CULTURAL OPPORTUNITIES TO PLUG INTO



ALBURY GOLD CUP CARNIVAL

This two-day event has won the Racing NSW award for “Most Popular Country Race” multiple times - proving it’s one of the premiere racing carnivals in Australia.

WHEN: March



GARDENESQUE

The Albury Botanic Gardens come to life for two days at this family friendly event chock full of food, music and of course some beautiful blooms.

WHEN: January



NORTHEAST FOOD & WINE FESTIVAL

This annual event is an epicure’s dream come true - bringing together local food and beverage brands - showcasing the best of the region.

WHEN: October

UNLOCK 180,000 ALBURY-WODONGA RESIDENTS IN MINUTES

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Coverage Levels: Heavy (dark pink), Medium (light pink), Light (very light pink)

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Boomtwn.media

Sign up for Masterclasses, download case studies, meet Boomtown residents and discover how 9.6m extra Aussies can help you grow your brand.

boomtown.media/hub

The Boomtown Hub is your planning tool to regional Australia. Search interactive maps, download CSVs and use our streamlined to brief multiple media owners.



SOURCES:

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