

Shire of Campaspe



Echuca Rochester Lockington Bamawm
Gunbower Corop Wyuna Stanhope Kyabram
Nanneella Girgarre Tongala Toolleen
Torrumbarry Colbinabbin Rushworth



"it is a place
going somewhere"
- Ingrid





"It's the simple things that make the difference"

- Craig



"Quite simply, life is good"

- Dr Cheeti



"We're healthier than ever"

- The Squires



Ingrid Lewis

PHARMACIST,
ECHUCA

"As a young professional, I've been overwhelmed by the business, leadership and social opportunities available in Echuca. Being Chair of the Campaspe Young Professionals Network and a member of the Murray Business Network has opened up doors to other leadership opportunities in the community and a broad range of professional connections. I now have career referees from many business and industry sectors. If you're a young person ready to make a go at it, you're going to love the opportunities for professional escalation and leadership roles in this dynamic community."

Originally from Rochester, Ingrid trained as a pharmacist in Melbourne then moved to Echuca in 2004. Now a community pharmacist, Ingrid also runs her own business conducting medication reviews for patients in their homes one day a week. She says that while the Port of Echuca provides a historical anchor for the town, it is a place going somewhere. "I've found there are so many similar-minded young professionals from all industries in Echuca and there is a genuine excitement about the positive future ahead."

"But it's not all about work; the lifestyle is fantastic. The cost of living is lower, housing is

affordable, getting from place to place is easy, you have access to everything you need and like, and there is an ease of forming friendships. Echuca offers a contemporary lifestyle and it's great that I can entertain my friends in a town they love to visit!"

A regular at horse racing events and Lady of the Day runner up at the 2012 Ladies Day Races, Ingrid says Echuca has fashion houses to rival the best in Melbourne. "With fantastic shops such as Honey, Prato and Paperartzi, I rarely travel to Melbourne for fashion shopping." Echuca really does offer all the advantages of a regional centre but within the tranquility of a bush setting.



"So many similar
- minded young
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Danielle and Darryl Squires

SUSTAINABLE LIVING IN CAMPASPE,
BAMAWM EXTENSION



"We've just built our dream home and are living a quality of life we only dreamed of in Melbourne," says Danielle. "We're healthier than ever with the wide open spaces, fresh air and organically-grown meat and vegetables. The people are friendlier here and have time to chat. When I had the twins, people were dropping off meals; it was just amazing."

The colours in the glass jars of Danielle and Darryl Squires' kitchen pantry reflect the diversity of the 25 fruit and nut trees Darryl has planted since the couple moved from Melbourne to their 50 acre farm at Bamawm Extension in 2007. Danielle takes great pride in preserving peaches, pears, plums, olives, grapes and many other fruits, and preparing sweeter treats of dried apple and semi-dried

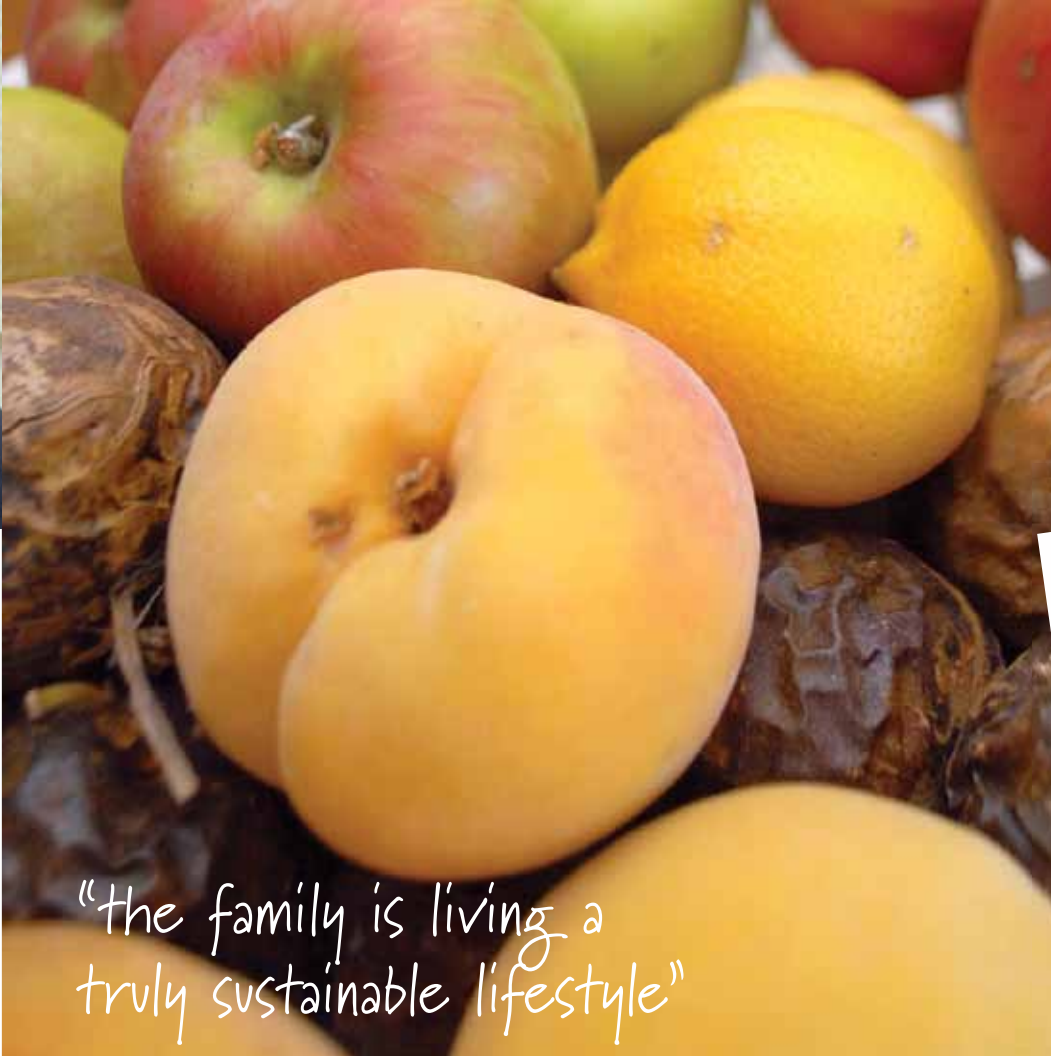
tomatoes with her dehydrator. With six free range hens and a rooster, a huge vegie patch and home-grown lamb and beef, the family is living a truly sustainable lifestyle, giving an uncompromisingly healthy start to life for three-year-old Olivia and six-month-old twins Zoe and Monique.

The property is full of character and charm with the historic Bamawm post office nestled in the backyard. Darryl uses it as a pool room and is gradually transforming it into a guest house for visiting relatives and friends. While agisted dairy cattle provide supplementary income, both Danielle and Darryl conduct their paid employment from the home office.

"The people are friendlier here and have time to chat"

– The Squires

The couple has built a strong social network through their family and sporting connections. Danielle has made close friends through a mother's group in Rochester and plays badminton in Bamawm. Darryl plays tennis at Lockington, a short 10-minute drive away, and his playing partners regularly enjoy a social evening in the old post office building, his own "men's shed".



"Historic Bamawm
post office nestled in
the backyard"

— Darryl's Den



"the family is living a
truly sustainable lifestyle"



Hayden Cock

CHIEF EXECUTIVE
OFFICER C4EM,
ECHUCA



"Echuca has so much going for it. The weather is fantastic; winter is especially beautiful with crisp mornings and clear blue skies; the river gives it a strong sense of place; and, it has a soul."

After running his own consultancy and performing various executive roles in Melbourne, Hayden says the first thing he noticed about living in Echuca was having two extra hours a day. "Now that I'm not struggling through the daily grind of city traffic, I've gained more of my own time and I couldn't be happier."

Although a resident of Echuca for just over year, Hayden's affinity for the area has steadily grown over the past decade with regular trips to visit family and play golf twice a month. He and wife Sandra, a long-time resident, are now in the throes of building their dream home.

As the new Chief Executive Officer of C4EM (Committee for Echuca Moama), Hayden is playing a pivotal role in this dynamic community. Formed in July 2011, C4EM is a member based, independent organisation representing a broad cross-section of the area's private, public and not-for-profit organisations. It's purpose is to advocate for the issues and initiatives of importance to the collective.

"I'm very impressed by the number of people giving of their knowledge, time and effort to making Echuca an even better place to live, work and play. My job is to harness this passion, commitment and energy, and reposition Echuca as the capital of the Murray region. This will involve enhancing what we have and broadening the product offering so people have more reasons to visit, live or invest here. When I was in Melbourne I was doing a job. Now I'm in a role where I can make a real difference."



"winter is especially
beautiful with crisp mornings
and clear blue skies"

— Hayden







Tara Jarrett

DIRECTOR, ROUGE LIVING, KYABRAM



"I always said we were going home whenever we were planning to come back to Kyabram for the weekend – Kyabram has always felt like home."

While a strong family connection was key to Tara and Russell Jarrett's decision to relocate with their three boys back to Kyabram after 23 years in Melbourne, a more relaxed lifestyle, access to quality schools, endless sport and recreation opportunities and the chance to leverage an already successful multinational business were also fundamental.

A partner of niche home decor and lighting company Rouge Living, Tara now operates the national and international operations and logistics of the business from her home office. A business grant of \$15,000 from Campaspe Council coupled with the availability of high quality, well priced local warehousing assisted with the smooth transfer of the business. There are now Rouge Living retail outlets in Kyabram, Bendigo and Geelong, with business expansion opportunities being explored in Echuca and Shepparton. Thanks to her mobile phone, the internet and Skype, Tara continues to play an important role in the business development side of the company with her Melbourne-based colleagues.

"The business is flourishing since we moved to Kyabram and we now have a more relaxed and flexible lifestyle. I no longer spend hours in traffic...it's just so easy here and I literally have two additional, quality hours a day."

While the family's love of sport has helped the Jarrett's make strong social connections with the local community, the many and varied sporting organisations have also provided consultancy opportunities for Russell who is a strength and conditioning coach for the Australian Women's Cricket Team.

"Now that we've built our dream home here, I feel we are achieving our goals to raise the children surrounded by family and managing our international careers while enjoying a country lifestyle."



"I literally have two
additional, quality
hours a day"
- Tara



"Kyabram has
always felt
like home"



Craig Opie

SEMI-RETIRED
BUSINESS
ENTREPRENEUR,
ECHUCA

The winner in life is not the one with the most money; it's the one with the most happiness." That's Craig Opie's philosophy on life since moving up to Echuca in early 2011. "Once you understand what life's about, this lifestyle provides all you need. It's the simple things that make the difference: good, wholesome family values; the tranquility and beauty of the river; the near-perfect weather; superb entertainment (two championship golf courses within a 10-minute drive) and, the friendliness of the people."

Craig Opie has been actively involved in the tourism and hospitality sector for 30 years. As managing director of two of Melbourne's iconic attractions, the Colonial Tram Car Restaurant and Eureka Skydeck, and owner of various business ventures including a chocolate factory and debt collection agency, it's not hard to understand why Craig was looking for somewhere relaxing to settle down but a place with a positive energy to match his own.

Although technically semi-retired, Craig's continued business interests in Paperworld and numerous commitments on boards including the Victorian Tourism Board, Blue Ribbon Foundation, Starlight Foundation and Moonee Valley Racing Club, require him to visit



Melbourne once a week. These days, Craig's public appearances reflect his love of and passion for Echuca. "My friends call me 'Mr Echuca' which is fine by me." Craig has been an official Australia Day Ambassador for the last nine years, including Lockington in 2009, Rochester in 2011 and Robinvale in 2012.

Craig now lives with his partner Deb and two youngest children in a sprawling home made of recycled timber in the north of Echuca, complete with tennis court, undercover pool and spa. "I have three vegie patches, a speed boat for skiing on the river and a tinny for fishing. You could say I really am smelling the roses."

"this lifestyle
provides all
you need"



"a place with a
positive energy
to match his own"

- Mr Echuca

Meagan and Matt Keating

OWNER OPERATORS
ROCHESTER MOTEL,
ROCHESTER



“relaxed and
non-complicated
lifestyle”

“Easy” is how Meagan describes life in Rochester. “Everything is easier - easygoing lifestyle, easy access to all services, facilities and entertainment, easy to create your own business and job opportunities, and easy to get good coffee!”

After growing up in Bendigo then moving to Melbourne for study and work, it wasn't long before Meagan and Matt yearned to return and immerse themselves back into the relaxed and non-complicated lifestyle of country living, not



to mention the great weather that awaits north of the Great Dividing Range. The opportunity to buy the Rochester Motel provided the perfect excuse and they couldn't be happier.

While century-old buildings and the date palm-lined boulevard of the main street exude the warmth and charm of this historic town, Rochester is a thriving regional centre with dairying, vineyards and cropping being the prime economic drivers of the area. “Business is good here”, says Matt. “We never have to advertise the motel as there is always important business and leisure events happening.”

With the beautiful Campaspe River flowing through its heart, “Rochy” is a super friendly place. The couple's social network has been

expanded through Matt's involvement as the runner for the under 14s football team and Meagan's key role in organising the 2012 “Water to Wickets” event which attracted thousands of visitors. “The people here are also really positive and progressive. They are solution-oriented and just get things done.” says Matt.

Their advice for those thinking about making the move? “Sometimes it's just about breaking down those mental perceptions that country living is far away,” says Meagan. “Everything is close by. Fantastic shops, the cinema and great restaurants are in Echuca only 20 minutes away and, if I need my Chadstone or DFO retail fix, Melbourne is just over two hours' drive.”



Everything is *easy*

"*easy* to create your own business and job opportunities"

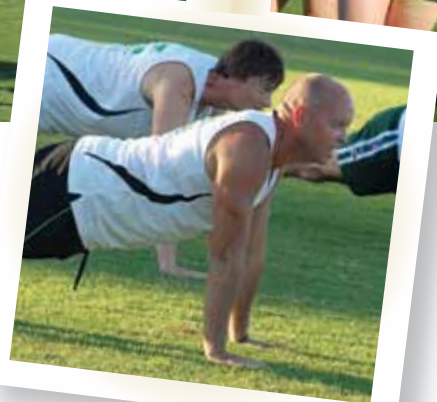
"*easy* to get good coffee"

"*easy* going lifestyle"



Cameron Stewart

PROJECT MANAGER
& SENIORS FOOTBALL
COACH, ECHUCA



"I've always loved Echuca. For years, our annual holiday was a skiing and camping trip up here with six other families. Having the Murray River in our own backyard now is fantastic. Once you're on the river, you don't think about anything else - not a worry in the world."

Running his own shop-fitting business for 12 years in Melbourne, Cameron was looking for a more relaxed lifestyle for his family and different working environment for himself. Having spent their first Christmas holidays in Echuca in 2011, the two youngest children have started at their school and made new friends, Michelle is settling in to the community and Cameron now works as a project manager overseeing key infrastructure projects, including the \$5.1 million regional library currently under construction.

"We did our homework for two years before making the move. With our two youngest children still at school and involved in sports competitions, access to high quality education and sporting opportunities was paramount to our family. We checked out the schools and I spoke with sporting associations to reassure ourselves that everything was comparable to

where we were relocating from. Taylor is now playing in local basketball and netball teams, and enjoying swimming at the local indoor swimming pool, and Jackson is playing basketball and footy with his mates."

Having coached senior football teams in Melbourne, Cameron was keen to find a senior coaching post in the local area. Now coach of the Echuca Bombers which plays in the Goulburn Valley league, Cameron is hoping to cement the team's position at the top end of the ladder this season.





"access to high
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- Cameron



"Once you're on the river,
you don't think about anything else
- not a worry in the world."



Dr Anil Cheeti

GENERAL PRACTITIONER,
KYABRAM

"Kyabram is a wonderful place to live. It's environmental beauty, friendly people, relaxed pace of living and ideal location make it the perfect place to bring up a family."

Starting life in Australia at King Island for two years after emigrating from India in 2007, Dr Anil Cheeti and wife Shirisha, knew they wanted to bring up their daughter with all the benefits only rural living can provide. "We are not missing out on anything. Kyabram is very self-sufficient with all the shopping, sporting, medical, education and entertainment facilities you could need. The town has beautiful, well-preserved historical buildings which tell a story of the town's rich history, but Kyabram is also a modern and progressive place with new residential developments underway."

The Cheeti's considered many Victorian regional locations before choosing Kyabram to settle, location being near the top of their priority list. "Kyabram's geographic location is a huge advantage. It has convenient access to larger regional centres as well as Melbourne, and its close proximity to holiday destinations on

the Murray River or the snow at Mt Buller is a real plus. We have friends from Melbourne who visit several times a year and there are so many tourist attractions we can take them to. My favourite place to relax is the Kyabram Fauna Park which has more than 500 species of wildlife, many of them roaming free in their natural habitat."

Even though Dr Cheeti works full-time at a general practice and is on call at the local hospital, he says his work/life balance is better than ever. "I feel happy and relaxed. We have made many friends since moving here and our daughter is very happy at school. Quite simply, life is good."

"convenient access to larger regional centres as well as Melbourne" – Anil





"perfect place
to bring up
a family"



Maxine Donnan

VETERINARIAN AND
STUDENT TEACHER,
ECHUCA

"Friendly, relaxed and welcoming; that's Echuca. We walk everywhere and feel very safe doing it. We love the community feel of the area. There's lots of festivals, fantastic tourist attractions which is great when we have visitors, and, of course, there's the beautiful Murray River. We walk along the river often. In fact, we got married on the banks of the Murray."

Maxine studied veterinary science in Sydney and undertook her student placements at Barham and Congupna which saw her regularly driving through Echuca, unwittingly nurturing a growing appreciation of and passion for the area. Keen to leave the pressurised lifestyle and traffic jams of Sydney, Maxine moved to Echuca in 2003 to work as a vet for two years. Well, that was the plan. Maxine met her husband David in Echuca who came from Scotland several years earlier as a sponsored contract farmer. They now consider the Campaspe Shire their permanent and perfect home to raise their young family.

Quality of lifestyle was the drawcard. "We now have a relaxed lifestyle and better work/life balance. Property is affordable and we're spoilt for choice! Echuca has everything you need and the same opportunities as city life. There's a

variety of sports clubs and recreational activities for kids, good schools, and it's very easy to get involved and meet people." In between looking after toddler Angus, completing her final year of primary school teaching and establishing a new home-based business, Maxine also manages to fit in time for weekly tennis and an active social life.

"Down the track we'd love to have a farm of our own but for now we enjoy living in town; it's a great place to call home."

*"it's very easy to get
involved and meet people"*





"keen to leave the
pressurised lifestyle
and traffic jams
... with the same
opportunities as city
life"
— Maxine



John and Marion Burrows

RETIREES,
KYABRAM

"Relaxed, comfortable and happy" is how John and Marion Burrows describe their lifestyle in Kyabram. "I didn't realise how good country living was until we moved to Kyabram. There's no pressure or stress and it's safe," says Marion. "Everything is just comfortable. Do as much or as little as you like", adds John.

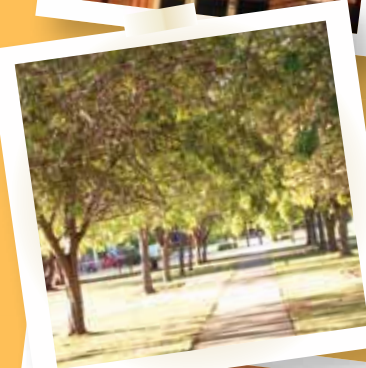
As a branch manager with the Commonwealth Bank, John's work had seen the Burrows family live in many locations over two decades, but there was something about their first move to Kyabram in 1989, that left a fondness for the area and its people firmly etched into their memories. "After living in 17 different locations over the years, retiring to Kyabram in 2005 was like coming home," says Marion. "The people are just so friendly and everyone looks after each other. You can go on a holiday and truly relax knowing your home is safe."

While the great schools, quality medical facilities, affordable cost of living and ample recreation opportunities have more than met their expectations, John believes another major benefit of living in Kyabram is its location.

"Kyabram is centrally located between Echuca and Shepparton but it has no major roads going through it, which means no big trucks."

The couple is heavily involved in the local community, volunteering many hours a week at the two public golf courses. John is a board member of the larger course and takes great pride in mowing the fairways and keeping the course in mint condition. A member of the smaller, par 3 course, Joan is "always on duty", part of the catering team and assisting with other roles such as treasurer. But it's not all hard work. The couple play several games of golf each week and lead an active social life through the clubs. They both agree: "This is what retirement is meant to be."

"there's no pressure
or stress and it's safe"
- the Burrows





"This is what
retirement is
meant to be"





Average TRAVEL TIMES

Echuca to Melbourne	200 kms	2.5 hours
Echuca to Bendigo	90 kms	1.2 hours
Echuca to Shepparton	70 kms	1 hour
Echuca to the Murray River	0 kms	heaven!



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