

ARTISTS IMPRESSION



Yallarah



01.

Pride of Place

With 2000-plus new homesites, Yallarah represents the future of Echuca, where contemporary, modern living meets the region's rich history.

Meaning 'cheerful' and 'beyond the horizon', your new community is located close to the iconic Murray River, and just a short distance from Echuca Town Centre — presenting a unique opportunity to build your dream lifestyle, whether you're a first homebuyer, upgrading to your forever home or downsizing from the farm.



**Sunny days, open spaces,
outdoor living. Just some of the
benefits of life at Yallah.**

02.

A Rich River History

Echuca has a beautiful story that extends back to the early days of Victoria's pastoral history.

Since the 1800s, the town has been recognised as the lifeblood of the Murray River, with its paddle steamers and barges connecting Victoria, New South Wales and South Australia.



**Steeped in heritage, Echuca continues
to pay tribute to its illustrious past.**



History of the Murray River

Traditionally home to the Yorta Yorta people, the township of Echuca was founded in 1853 and became Australia's largest inland port.

The town quickly grew to become a trading hub for wool and wheat, utilising the river systems to transport wares before they were exported by rail to Melbourne.

With a roaring trade, more than 240 boats would visit the port each year. The port was later restored in the 1970s, providing a quaint, charming backdrop to today's Echuca.



HISTORICAL PORT OF ECHUCA



McSwain Family Timeline

The McSwain family arrive in Victoria from Ireland, where they become successful goldminers.

1854

1870

Patrick and Honora (Nora) McSwain settle in Echuca West, selecting 450-acres of land on what is now McSwain Road.

1913

The family purchase more parcels of land along McSwain Road, building the McSwain family homestead which stood in what is now our Arcadian Precinct.

1929

The Echuca West Cricket Club is established, with the McSwain family donating part of the home property to be used as a cricket pitch.

1965

The original homestead is tragically destroyed by fire.

1988

Peter McSwain inherits the family farm.

2013

The McSwain family donate 14.32ha of land, valued at over \$1 million, to the Echuca Community for the Aged / Echuca Benevolent Society and the Campaspe Shire Council.

2022

205ha of the McSwain family land is rezoned to create Yallarah — a brand new masterplanned community comprising of 2000+ new homesites.



03.

My Hometown

In Echuca, pride in the community is never hard to find. It's the kind of place where people say G'day in the street. You're never far from the things that matter at Yallarah.

With over 2000 new homesites, Yallarah represents the future of Echuca; one where contemporary, modern living meets the established, country charm of the region.

A man and a woman are walking away from the camera on a paved sidewalk. The man is wearing a plaid shirt and jeans, carrying a bag. The woman is wearing a light-colored top and pants. They are walking under large trees with green and yellowing leaves. A brown waste bin is on the left side of the sidewalk. A white picket fence is on the right. In the background, there are parked cars and a grassy area.

Everything you need
just around the next bend.



THE SWEET MEADOW



TOTEM HOUSE



THE SOCIAL WINE BAR

At Yallarah, everything you need is within reach.

Echuca Town Centre is just a short drive away, whilst the convenience of established amenities like shopping centres, retail outlets, and primary and secondary education are all within close range.

With additional amenities such as supermarkets and community facilities, Yallarah offers connected convenience in a tranquil, natural environment.

What's not to love about it?



Education & Early Learning

- 01. St Mary's Primary School
- 02. Echuca Twin Rivers School
- 03. St Joseph's College – Kildare Campus
- 04. Echuca College
- 05. St Joseph's College – Brigidine Campus
- 06. River City Christian College
- 07. Echuca East Primary School
- 08. Echuca Primary School
- 09. Echuca Holiday and After School Care
- 10. Goodstart Early Learning Echuca
- 11. Pink and Blue Early Learning
- 12. Campaspe Community Children's Centre
- 13. Berrimba Child Care Centre
- 14. Shine Bright Echuca South Community Kindergarten
- 15. Shine Bright Echuca Central Kindergarten
- 16. Shine Bright Echuca East Kindergarten
- 17. Future Proposed Early Learning Centre*

Shopping

- 18. Woolworths Echuca West
- 19. Woolworths Echuca
- 20. Coles
- 21. Liquorland
- 22. The Bottle-O Steve's Liquor
- 23. IGA Xpress
- 24. Westside Milkbar
- 25. Aldi
- 26. Chemist Warehouse Echuca
- 27. Kmart
- 28. BCF (Boating, Camping & Fishing)
- 29. Bunnings
- 30. Dan Murphy's
- 31. Thirsty Camel
- 32. Direct Chemist

Parks & Recreation

- 33. Lions Park
- 34. Central Park Playground
- 35. Echuca Recreation Reserve
- 36. Echuca Wildlife Reserve
- 37. Hopwood Gardens
- 38. Victoria Park
- 39. Echuca South Recreation Reserve
- 40. Rotary Park
- 41. Echuca Wharf
- 42. Echuca East Football Ground
- 43. Echuca Back Nine Golf Course
- 44. Echuca Cricket Club
- 45. Echuca War Memorial Aquatic Centre

Community

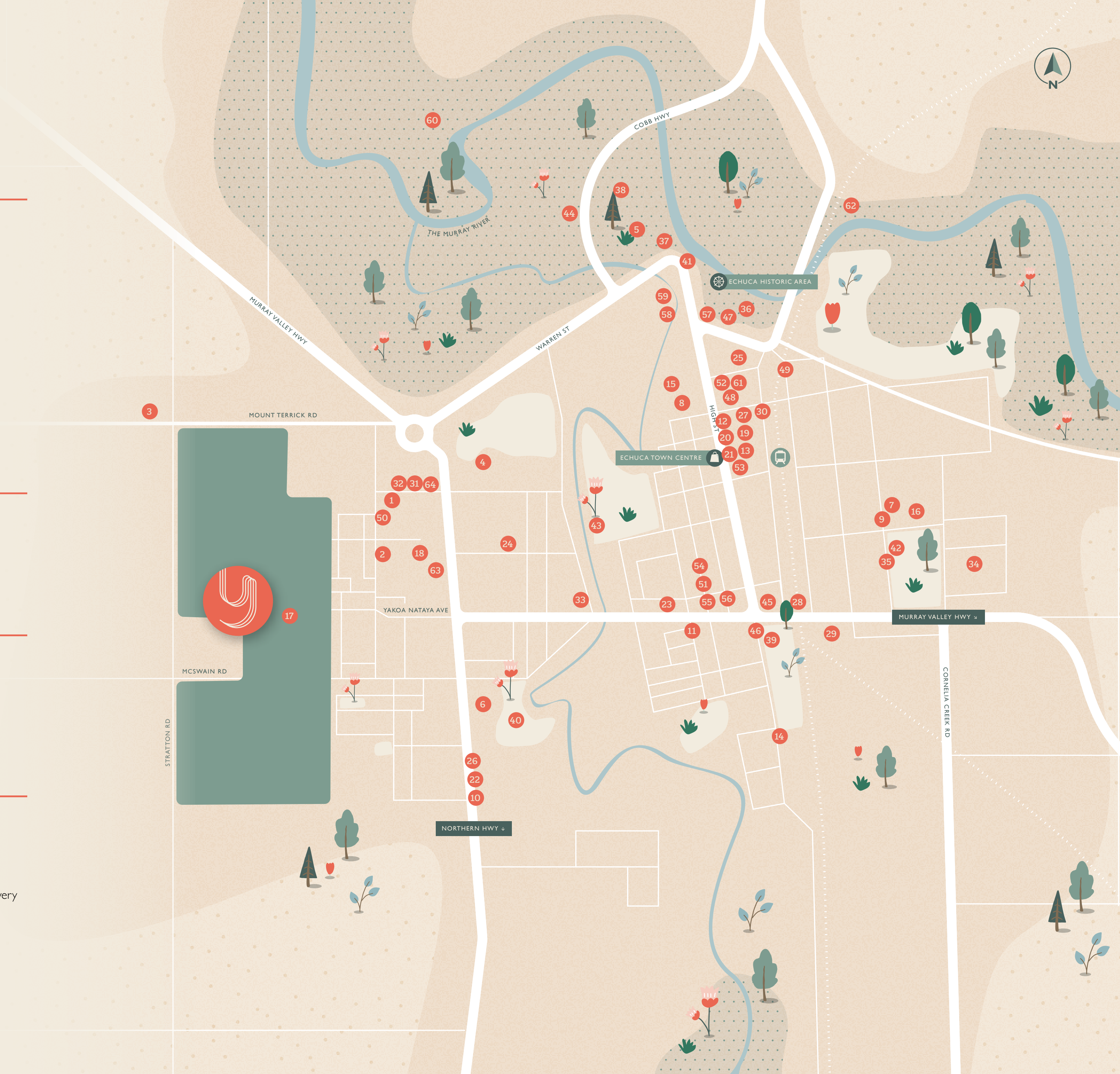
- 46. CFA (Country Fire Authority)
- 47. Library
- 48. Post Office
- 49. Police Station
- 50. Brigid's Light Early Learning Centre

Medical

- 51. Echuca Regional Health
- 52. Echuca Medical Centre
- 53. Njernda Medical Centre
- 54. Echuca Primary Care Clinic
- 55. Rich River Health Group
- 56. Dove Medical Centre

Pubs & Restaurants

- 57. The American
- 58. Monkee & Co
- 59. Social Wine Bar
- 60. Morrisons Riverview Winery Restaurant & Brewery
- 61. Hungry Goat
- 62. Junction
- 63. Busy Bean Coffee
- 64. Red Rooster





04.

Open up to Nature

Inspired by the rich tapestry of the Murray landscape, the emphasis at Yallarah is on an active outdoor lifestyle.

With an abundance of open, green space, it's a place where the community can get together to connect and enjoy life.



An extension of your backyard, everything at Yallarah has been designed with residents' needs top of mind, whether it's a place to play or a spot to relax and unwind.



An Active Life

Open green spaces, playgrounds, exercise stations and barbecue facilities — just some of the ways you can connect with nature, and your neighbours at Yallarah.

Take the dog for a walk or keep up with the kids along a network of walking and cycling tracks. Or simply grab a picnic blanket, sit back and relax, savouring the quiet serenity of contemporary, country life.



PARKS AND TRAILS TO EXPLORE





05.

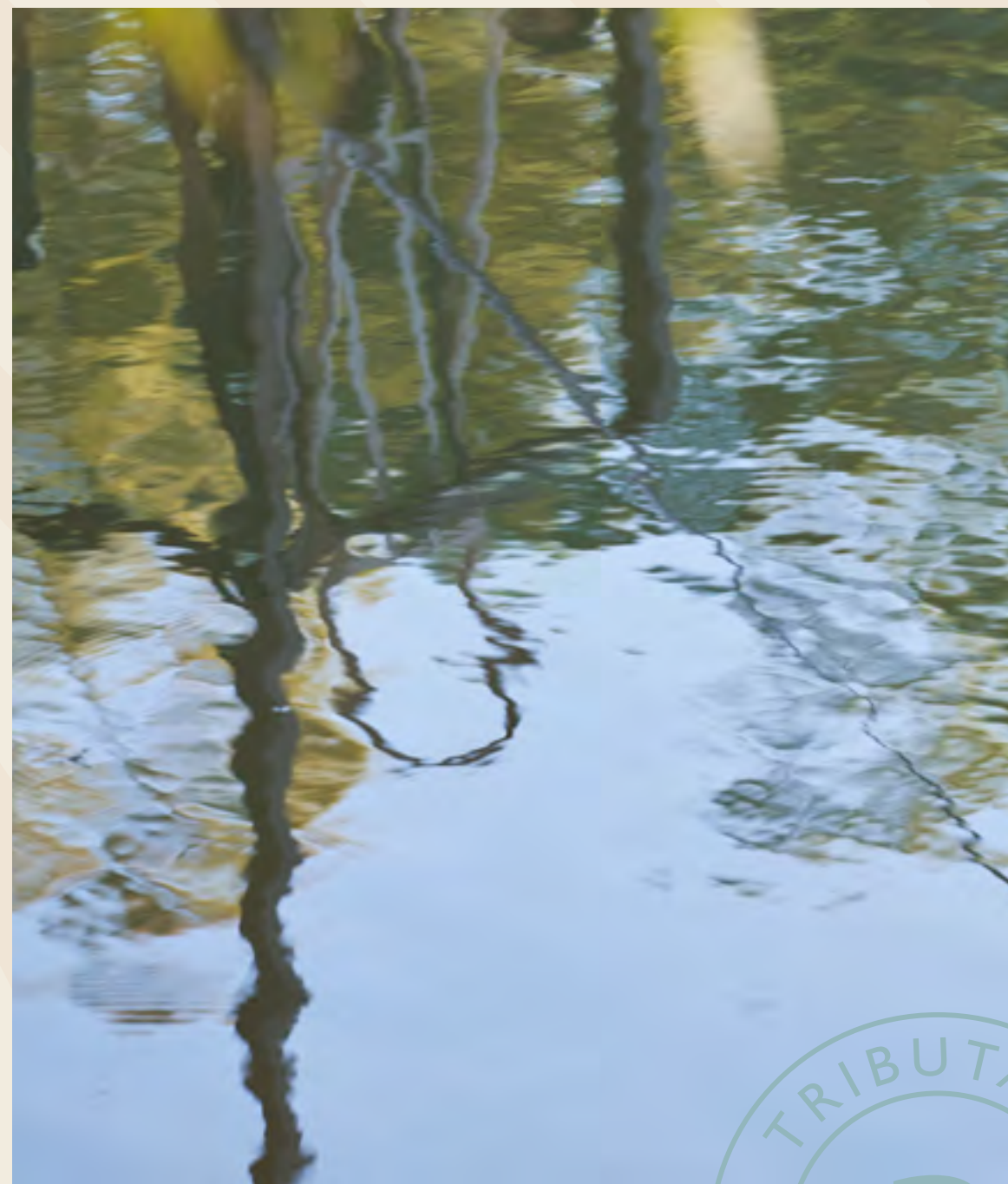
Planned to Perfection

Yallarah is made up of three precincts, all connected by a green spine of open park and reserve, each inspired by the native landscapes and reserve.



ARCADIAN

Located at the entrance to Yallarah, live a quiet simple life at Arcadian, connected to nature and inspired by the native river gums that surround the area.



TRIBUTARY

Inspired by the three rivers that meet at Echuca, Tributary offers a serene setting, where the pace of life is inspired by cool and calm waters.



EVENTIDE

Eventide offers a premium location within Yallarah, where life is about relaxing, set to the soothing soundtrack of local riverlife.

A contemporary community

Masterplan

With 2000-plus new homesites, this vibrant new masterplanned community has been carefully planned to suit every lifestyle — whether you’re looking for a tree-change, wanting to downsize or needing space for the whole family.

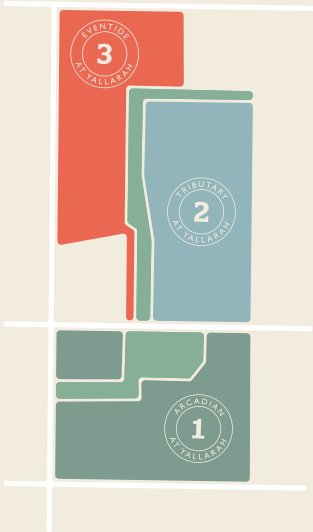
Be part of a new chapter in Echuca’s rich history.



Legend

- Adventure Playground
- Nature Playground
- Water Playground
- Kickabout Space
- Dog Friendly Park
- Basketball & Netball Court
- Skate Park
- Outdoor Chess
- Fitness Area
- BBQ Area
- Wetlands Lookout
- Bicycle Repair Station
- Future Display Village
- Future Residential

Precincts



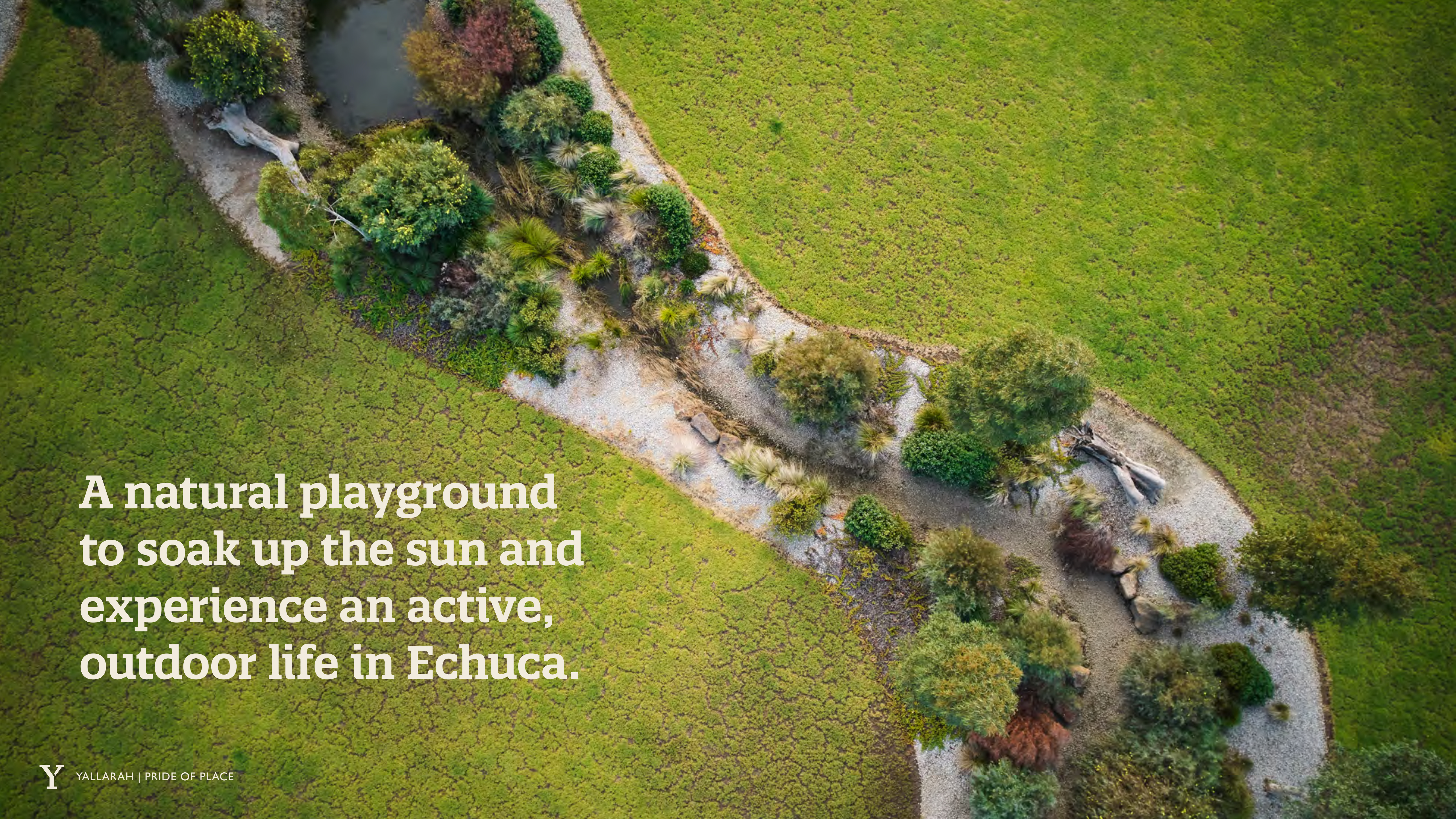
06.

Life on the River

The Murray River is a natural playground for residents at Yallarah. Fishing, camping, water skiing, boating and hiking... it's all at your doorstep.

Derived by the Yorta Yorta term meaning 'meeting of the waters', Echuca is the point where the Murray meets the Goulburn and Campaspe rivers. No wonder the river provides such an important backdrop for the way of life here.



An aerial photograph of a natural playground. A winding gravel path leads through a landscape of various shrubs and small trees. A small pond is visible in the upper left. The ground is covered in green grass and patches of dry, cracked earth. The text "A natural playground to soak up the sun and experience an active, outdoor life in Echuca." is overlaid on the left side of the image.

**A natural playground
to soak up the sun and
experience an active,
outdoor life in Echuca.**



River Activities

There's no better place to experience Echuca than on the water. Swim, ski, kayak or simply cruise the waterways.

Don't have a boat? No worries, there's plenty of local operators offering a variety of vessels to hire. Cast a rod and try to catch dinner, with Murray cod, yellow belly, brim and redfin on the menu. For some of the best fishing, head downstream towards Torrumbarry, and upstream to Barmah Forest where the river narrows.

Hiking

Take the well-beaten track and explore Echuca and its surrounds on foot. The region is home to several well-trodden bush walks taking in Banyule State Forest.

Head a bit further out of town and explore the Gunbower State Forest or Barmah National Park, home to the world's largest River Red Gum Forest.



Sports and Leisure

From golf courses and bowling greens to cheering on the local footy team, Echuca has sport and leisure activities covered.

The town itself is home to a 9-hole golf course, while across the border the Rich River Country Club features a championship golf course, bowling greens and tennis courts.

Meanwhile, the Echuca Football Netball Club was founded in 1876 and has long been the backbone of the local community.





07.

A Taste of the Region

Echuca's emerging food scene is thriving, with restaurants, cafés, bars, wineries and farm gates, showcasing local produce and providing a taste of the region.

Located in the heart of the Murray Riverina food bowl, there's over 80 hectares of vineyards to explore and more than 50 places to dine out, so there's plenty of options to tantalise your tastebuds.



**Echuca's food scene is a gastronomical delight
with local produce and growers on display.**



THE SWEET MEADOW

Eat, Drink and Celebrate Life

Dining Out

When it comes to eating out, you're spoilt for choice with over 50 restaurants and cafés in Echuca.

Indulge at gastro pubs including the American Hotel, enjoy brunch at vegetarian favourite, The Sweet Meadow or savour sweet treats at the famous Beechworth Bakery — the options are endless.



THE AMERICAN HOTEL



Wineries & Distilleries

Home to two distinct wine regions, Echuca is best known for its shiraz, cabernet sauvignon and chardonnay varieties.

Sample the local drop at Cape Horn Vineyard, or at St Anne's Cellar Door in the Port of Echuca. Head further out of town to the Heathcote wine region, renowned for shiraz, sangiovese and tempranillo. Wine not your drop? The Echuca Distillery, located at the Port of Echuca, distils a range of local-made spirits, including gin, vodka and whiskey.



Local Produce

Perfectly positioned in the Riverina Murray food bowl, Echuca is home to several local growers, artisan makers and creators.

Stock up on local goodies at the Echuca Moama Local Produce Hub, the Echuca Farmers Market or take the Echuca Moama Food Trail for an authentic paddock to plate experience.



THE AMERICAN HOTEL



08.

Shop till you Drop

Designer boutiques, homewares and arts and crafts — it's all part of the shopping experience in Echuca.

Stroll along High Street for local curiosities or trinkets and enjoy larger chain stores and outlets for all your retail therapy.



Explore local boutiques and markets for everyday treasures.

Discover hidden gems along Echuca's High Street
where all your retail needs are catered for.





09.

Welcome to the Sun Country

Affectionately known as 'sun country' for its seemingly endless hours of golden sunshine, the Murray River is one of Australia's premiere tourist hotspots.

Located just a few hours from Melbourne, Echuca and its surrounding towns offer a unique perspective of life on the river.



**Echuca is home to some of
the biggest events in the region.**

Relaxing Weekends

Port of Echuca

Explore Australia's pioneer history, and discover how the Murray River connected Echuca and its surrounding towns to the city — as well as the role it played in the country's colonial-era export trade.

Museums & Galleries

Explore Echuca's many museums and galleries, where art and craft are offered up alongside a unique look of Australiana. Admire the local pottery before heading to The Australian Holden Museum for a trip down memory lane.





Family Fun

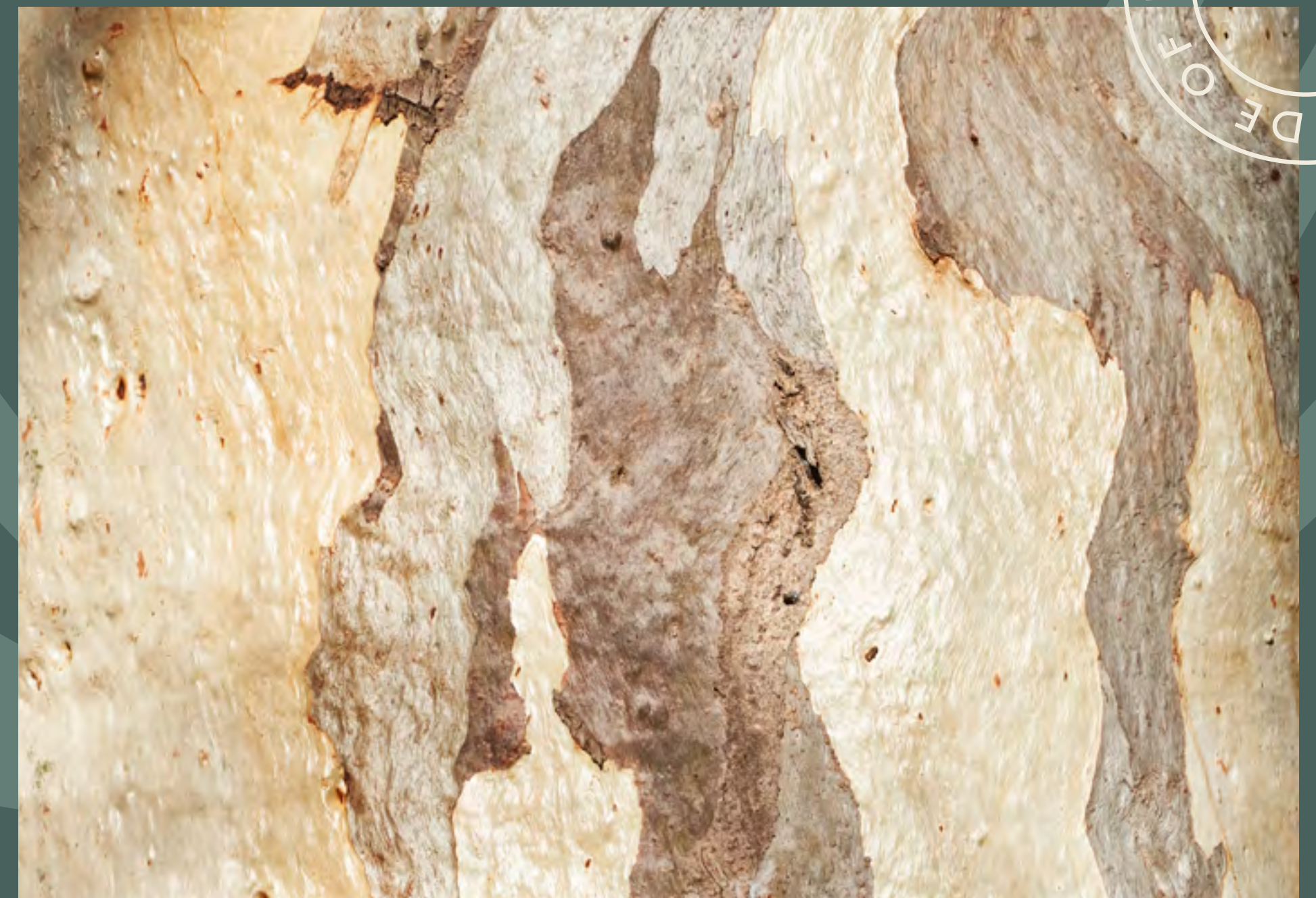
Kids of all ages are catered for with a range of activities and attractions.

Try horse riding at one of the many local stables, get up close with native animals at nearby Kyabram Fauna Park, visit Australia's only operating Penny Arcade, or get creative with STEM-inspired play at science-based playcentre TwistED.

Scenic Trails

There's lots to do just outside of town too, with several itineraries to enjoy.

Hit the road and explore the Echuca Moama Silo Art Trail, travel through the Murray Valley National Park past towering River Red Gums or visit local artists along the Campaspe Arts Trail.



An aerial photograph of a suburban neighborhood. In the foreground, a paved road with a white pickup truck and a dark sedan is visible. To the right of the road is a landscaped area with green grass, shrubs, and a small wooden bridge over a pond. In the center, there is a large green lawn with a picnic shelter and a playground. The background is filled with rows of houses with blue roofs, interspersed with trees. The sky is clear and blue.

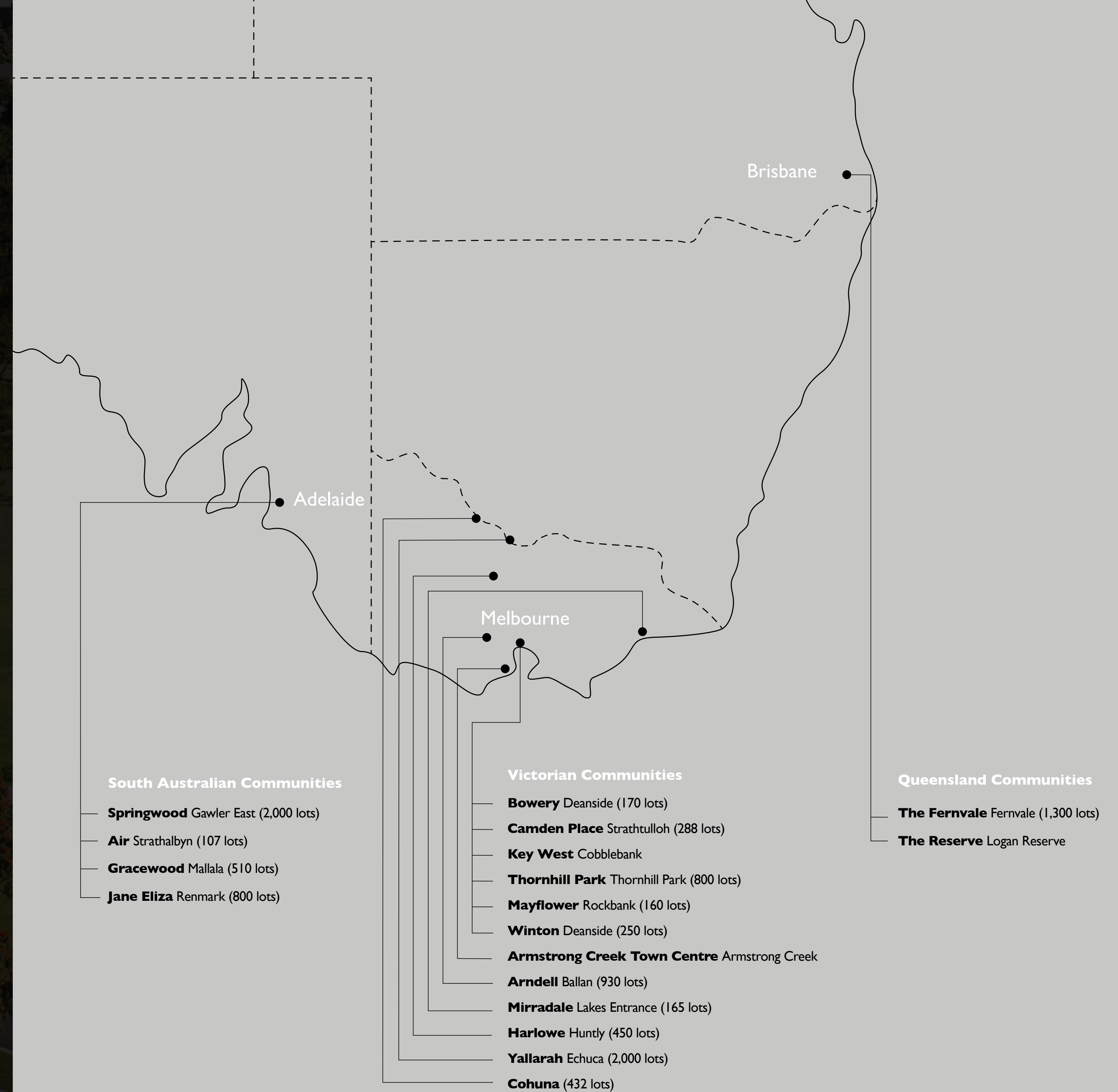
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Wel.Co

Wel.Co delivers carefully planned, connected communities across Australia.

We understand how our customers want to live and offer a personalised, uncomplicated and professional service that ensures we meet and exceed their needs.

In an ever-changing market, we embrace technology and forward thinking to offer innovative solutions and provide an assured investment now and into the future.



Pride of place.

YALLARAH.COM.AU 

FOR MORE INFORMATION

Contact Lerreace Camenzuli to find out more about Yallarah or to book an appointment.

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