

Discover Maffra

The Heart of Gippsland

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A township of Wellington Shire



The Heart of Gippsland



Beautiful



Relaxing



Historical

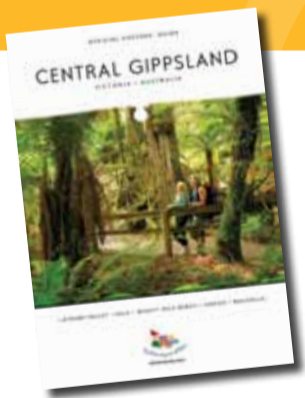


Experience a fascinating journey

The Heart of Gippsland



Get the OFFICIAL VISITORS GUIDE and discover more about the Gippsland region



The Wellington Shire is full of things to see and do and great places to stay. From cosy seaside B&Bs, Motels and family accommodation through to Camping and Caravan parks.

Wellington is a great place to base your holiday in Gippsland.

Call the Wellington Visitor Information Centre - Sale
1800 677 520
www.tourismwellington.com.au
 and discover Wellington

"The Heart of Gippsland"
 Cover: Old Maffra Courthouse and Clocktower



ACTIVITIES

THE PINO DERIU MINERAL COLLECTION

This important collection of mineral specimens, gem stones and fossils is the result of a lifetime of collection by Pino. Apart from a wide and fully representative range of Australian specimens the collection also contains extremely rare items from Europe, Africa, South America, Asia and Asia Minor. The collection is housed in the Maffra Visitor Information Centre.

MAFFRA GOLF COURSE

Boasting the best greens outside the metropolitan area, this true all year course features wide contoured fairways on a gently undulating landscape. Visit us: you'll be surprised to find a course of this quality out in the sticks; 19 holes, 6,065 metres, Par 72. Clubs & buglies are available.

MARDI GRAS

The annual Mardi Gras festival in March is one not to be missed. Turning 50 in 2007 the Festival has raised over 3 million dollars for local sporting clubs and community groups.

ROBOTIC DAIRY

Situated in the Macalister irrigation district, just out of Maffra is the first Australian dairy farm to install 4 'Astronaut Milking Robots' into the dairy, where the cows decide for themselves when to be milked. For more information and tour times contact: Ph: 03 5199 2212.

EASTER TENNIS TOURNAMENT

This popular tournament hosts some of the best players locally and on the circuit. Played on both synthetic and grass courts Maffra's Easter Tennis Tournament is rated among the best, while the Squash tournament has a reputation of attracting international players.

GIPPSLAND VEHICLE COLLECTION

Australia's newest Motor Museum - Housed in the huge old Nestles building, which was also a vegetable de-hydrating plant, the museum is developing an extensive array of motor related items. Ph: 03 5147 3223.

WINERIES

Maffra has a large variety of wineries within its area. Choose from Glenmaggie, Holley Hill, Tuckers, Llamahata and Moornappa locally or Dargo and Toms Cap further afield.

ACCOMMODATION

CAMBRAI BACKPACKERS HOSTEL

Featuring open fire and licensed bar, this AAA Tourism 3 star hostel can accommodate up to 50 guests. Booking: 1800 101 113 or Ph: 03 5147 1600

MAFFRA MOTOR INN

RACV rated 3 stars, 18 air-conditioned, ground floor units, BBQ, swimming pool. We're motorcycle friendly too! 184 Johnson Street. Ph: 03 5147 2111.

MAFFRA CARAVAN PARK

On-site Cabins & Vans, powered sites, tenting sites, 187 Johnson Street. Ph: 03 5147 1323

MACALISTER HOTEL

Older style hotel offering six newly refurbished single and twin rooms with guest lounge, meals available. 2 Johnson Street. Ph: 03 5147 1054.

METROPOLITAN HOTEL

One of Maffra's oldest and most picturesque buildings, offering bistro meals and budget style accommodation. Johnson Street. Ph: 5147 1809.

MIMOSA PARK B&B

Cosy retreat on the banks of the Macalister River and nestled within a rambling cottage garden. Mansons Bridge, Timamba. Ph: 03 5145 1582.

PINGVIN B&B

This accommodation overlooks the picturesque Johnson St. with self contained facilities, kitchen and bathroom, this large unit style accommodation can house the whole family. Enquiries: 03 5147 2135 or 03 5147 1748 or Mob: 0419 243 727.

FOOD, DRINK & CAFES

CAMBRAI BACKPACKERS HOSTEL

Licensed bar featuring local wine & Maffra cheeses. 1800 101 113 or Ph: 03 5147 1600

CHINESE CHOPSTICKS RESTAURANT

Restaurant dining or takeaway meals available. 115 Johnson Street. Ph: 03 5147 3333.

GLENMAGGIE WINES

Cool climate wines delicate full flavoured. Cellar door sales on Sundays and Public Holidays, 11am - 4pm. McLachlans Road, Timamba West. Ph: 03 5145 1131

JOJO'S ON JOHNSON

Open 7 days. This cafe specialises in personal dietary requirements. 67 Johnson Street. Ph: 03 5141 1046.

JUMBUNNA

8am Breakfast, homemade cakes, focaccias, Turkish Bread. 140 Johnson Street. Ph: 03 5147 2003.

MAFFRA BAKER

Famous Maffra pies, bread baked daily. 18 Foster Street. Ph: 03 5147 1832.

MAFFRA BBQ CHICKENS

Ready to go meals, chicken portion packs or whole cooked chickens. 62 Johnston Street. Ph: 03 5147 2977.

MAFFRA COMMUNITY SPORTS CLUB

Clinique or Australian meals, bar facilities, Tabaret & TAB. Great food, great fun, great atmosphere! Johnson Street. Ph: 03 5141 1566.

MAFFRA FISH & CHIPS

Centrally located, Fast Service. 128 Johnson Street. Ph: 03 5141 1255

MAFFRA HOT BAKE

Fresh bread daily, home made pies. Johnson Street. Ph: 03 5147 2433.

MAFFRA TAKEAWAY

Great friendly service. 7 Johnson Street. Ph: 5147 2784.

MEKKA OF MAFFRA

Delightful modern style dining. Open for lunch and dinner. 7 Queen Street. Ph: 03 5141 1177.

METROPOLITAN HOTEL

Bistro meals seven days a week, large dining area. Functions catered for. 97 Johnson Street. Ph: 03 5147 1809.

MR PIZZA

138 Johnson Street. Ph: 03 5147 1311.



Experience a fascinating journey

ACTIVITIES

4WD AND BUSHWALKING

Within half an hour from the townships you can find yourself in the foothills of the Licola Valley heading towards Lake Tali-Karng or adventuring the challenge of the Dargo high-country beyond Briagolong. By 4WD visit the Pinnacle Fire tower and see from Paynesville in the East to the Latrobe Valley in the south or stay overnight at Horseyard Flat and experience the majestic Moroka Gorge waterfalls.

CYCLING

With some of the best flat riding on the Gippsland Plains, challenge yourself and enjoy the mountainous terrain of the districts roads around the foothills between Coongulla and Stockdale.

WALKING

Maffra hosts two magnificent river walks, a 45 minute Wetlands Walk including a 650m boardwalk with bird hide and a 25 minute Macalister River Walk following the bends of the Macalister River. This walk includes playground and BBQ facilities. Refer to Discover Walking brochure. Maffra also has a Rail Trail linking the nearby township of Stratford. About 9km away by foot, enjoy an easy morning walk, lunch at Stratford and a pleasant stroll back along the Gippsland Plains Rail Trail.

FINE FOOD & CHEESE

Renowned for its cheese, Maffra also hosts a variety of local produce. From locally grown vegetables on the Boisdale flats to goat fetta from Fulham, the variety is amazing and equals the quality produced from this fertile farming area.

MAFFRA SHOW

Held annually in late October, the show is one of the last true agricultural shows left. Featuring equestrian and cattle showing, the Maffra show is a must see of the area.

MOTOR SPORT

Maffra has an infinite passion for motoring enthusiasts. The town of Maffra has hosted challenge stages for the Grand Prix Rally in the main street. The region also boasts a motor museum at the Gippsland Vehicle Collection, the Boisdale Hill-Climb track and the Newry Motocross track

Discover **Maffra****ABOUT MAFFRA**

This attractive town with tree lined nineteenth century Main Street, is named after Maffra in Portugal. Said to be because many of the early settlers to Gippsland came from the Monaro Region in NSW and had fought in Spain and Portugal during the Peninsula War.

The surrounding district was first settled by Europeans in the 1840s. By 1862 Maffra started to grow when a punt conveyed hopeful miners across the Macalister River to the goldfields. From 1896 to 1948 Maffra was home of Australia's only viable sugar beet industry. This ended when the original immense pastoral holdings were gradually subdivided into beef raising properties, and competition for labour from the dairy industry became strong. Many of these properties have again been subdivided to become our present dairy farms.

There is a great sense of history surrounding the town highlighted by the original shop verandas and grand homesteads such as 'Duart', the residence of the Hon Allan McLean Premier of Victoria for a short time just before Federation.

Today Maffra is the major service centre for the thriving Macalister dairying, agricultural, pastoral and irrigation district. It has a developing vegetable industry as well as being a residential location for people working in Sale, the Latrobe Valley and the surrounding districts.

Maffra is being widely heralded as a regional lifestyle alternative for the many city folk looking to relocate to the country. Known for its hospitality, tranquility and social wellbeing, Maffra provides well for the service of the ageing while having some of the best sporting facilities in the State.



The Visitor Information Centre is housed in the beautifully restored Maffra Court House, built in 1888.

- Wide range of information about the district
- Home of the Pino Deriu gemstone and mineral collection
- Local arts and crafts on display and for sale
- Packaged tours arranged for visitors or tour operators
- Wide range of souvenirs
- Latest heritage and historical publications

With industry, business and lifestyle combining with the town's proximity to the amazing expanses of the Ninety Mile Beach and the beauty of the Victorian High Country, falling in love with Maffra is a natural progression. The Maffra lifestyle attributes have led to some of the most prominent Victorian industries being represented from the town. Some of these are included in the industry profile following.

The Murray Goulburn Milk Factory located on the Macalister River is the heart of Maffra. Employing hundreds of locals during the annual peak production period, it processes millions of litres of milk weekly and makes a major contribution to Australia's dairy export earnings. Maffra is the headquarters of Southern Rural Water which operates irrigation districts at Bacchus Marsh, Maffra and Werribee. SRW manages seven major dams; licenses groundwater users and river diverters across southern Victoria and has 8,000 customers across the state.

Maffra Herd Improvement Co-operative is a farmer owned and controlled company. It assists in the genetic improvement of herds and management of farms throughout the district.

Maffra Veterinary Centre has teaching links with Melbourne University's Department of Veterinary Science. As a major employer in the town, it serves the dairy industry throughout the area well.

Macalister Research Farm Co-operative is a community owned demonstration farm specialising in pasture evaluation trials. Many study trials have led to new and innovative ways to improve pasture quality and management.

The Department of Natural Resources and Environment offices co-ordinate activities from Traralgon to Bairnsdale in agricultural resources, conservation, land management, rural financial counselling and Landcare weed management research.

The Gippsland Plains Country Road - A Scenic Drive

Traralgon

With a population of about 70,000, the beautiful and highly productive Latrobe Valley is the Western gateway to the Gippsland Plains Country Road. Only 70 minutes from the outskirts of Melbourne, this area is surprising in its diversity and substance.

**Glengarry**

The village of Glengarry was an outlet for the timber industry and following the clearing of trees became pastoral district. Glengarry invites the visitor to share in their country hospitality with art & craft, wine & antiques, cosy B&B's, picnic tables, playground and BBQ's.

**Toongabbie**

A historic township in a classic rural landscape, Toongabbie has a strong association to the Walhalla Goldfields. Like many other Gippsland settlements, Toongabbie once supplied food, timber and explosives to the goldmining towns of Gippsland. Interpretive signs tell the story of days gone by. The township features some restored heritage buildings and a golf course.

**Cowwarr**

Cowwarr experienced its heyday during the Gold Rush days and was part of the "Heyfield" pastoral run. Several historic buildings remain including the 1880 Cricket Club Hotel and the 1918 Butter Factory, which is now a gallery for contemporary visual art. Cowwarr Weir was built on the Thomson River in 1958 to control the flow and as a means of minimising erosion. Today the water can be directed into the irrigation system as well as being used for recreation purposes.

Heyfield

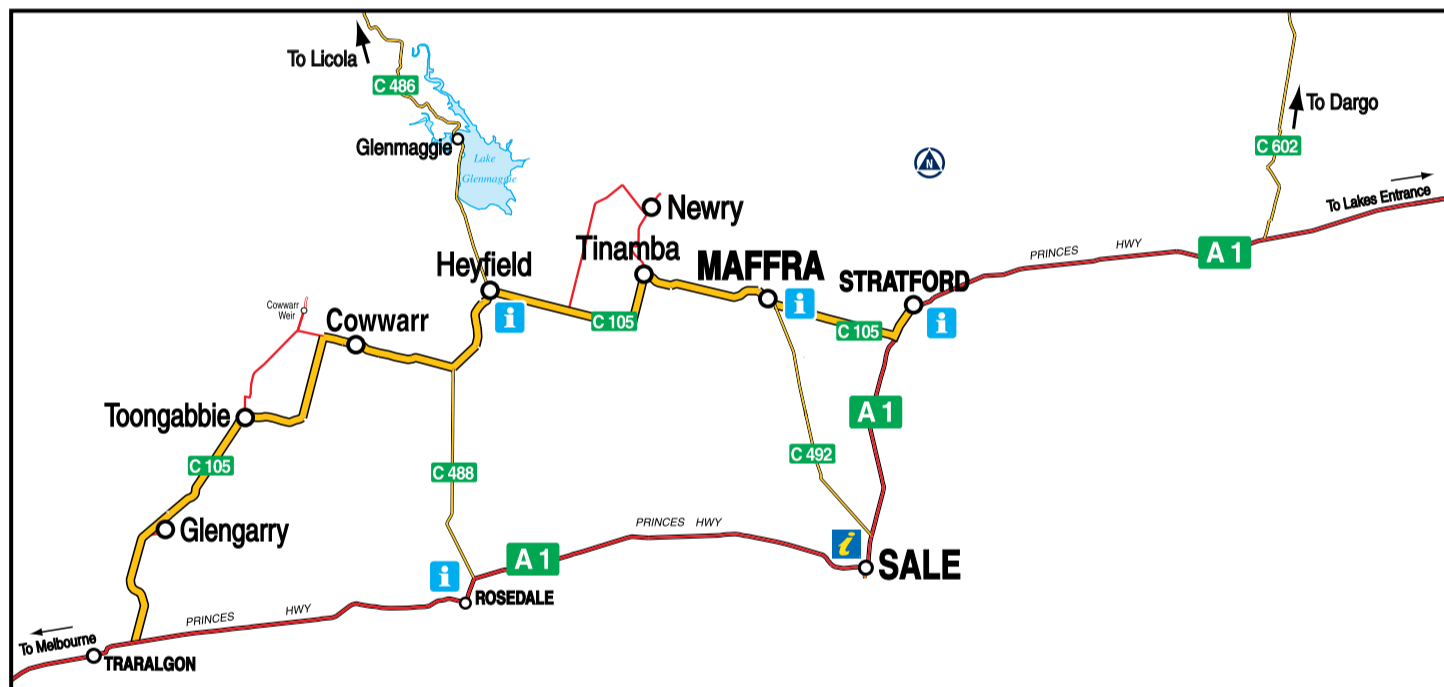
Heyfield is the gateway to the Alpine National Park and home to the largest hardwood sawmill in the Southern Hemisphere. The town is a base for those visitors enjoying the camping, boating, fishing and water sport activities at Lake Glenmaggie. Heyfield & Glenmaggie have many B&B's and camping parks, totalling 16 in all. Devonshire teas are available at various venues, with Heyfield providing all the major services to this area.

Glenmaggie / Coongulla

These small townships are adjacent to Lake Glenmaggie, a major water storage dam for the Macalister Irrigation District. Under the broad expanse of water lie the remains of the original township of Glenmaggie and the farms that occupied the shallow valley. Lake Glenmaggie today is an ideal location for anyone interested in water sports, including fishing, water skiing and power boating. Several caravan and camping parks offer a choice of settings on or near the lake's edge. The Weir Wall area provides a pleasant picnic area with information centre and gives the visitor an opportunity to view the spillway area. The award winning Glenmaggie Winery is located nearby, offering cellar door tastings & sales.

Rosedale

The township of Rosedale, on the Princes Highway, acts as an alternate entry/exit to the Gippsland Plains Country Road. As a 'true' gateway to the mountains or coastal areas, Rosedale was once a staging post on the Port Albert to Sale coach run, and is home to 'Patrobas', Gippsland's only Melbourne Cup winner (1915). Rosedale was originally named Blind Joes Hut after what was thought to be the earliest European inhabitant in the district, a man named Blind Joe, who lived in a hut on the Latrobe River. The town is now a residential lifestyle alternative to Traralgon and Sale and services the busy Princess Highway motorist.

**Tinamba**

Tinamba is widely renowned for the Tinamba Tavern, past winner of the Australian Hotels State Award for Excellence and the Best Country Pub Award. The township was not a government-surveyed town, it became established because of need and it was in a good position for early settlers to form a market for all kinds of farm produce.

Newry

The township of Newry was first established in 1868 and grew to be the centre of one of the most fertile farming areas in the district. Dairy farms were established and a branch of the Melbourne Fresh Food and Storage Company in 1877. The town is served by churches, a well-known hotel, shop and post office. Today Newry serves as a dormitory village for district workers and retirees. The Newry Golf Club, established in 1948, and the Newry Motorcross Track are well known Gippsland features.

Maffra

The township of Maffra, with a population of about 4500, is the largest on the Gippsland Plains Country Road. The road complements the now abandoned Gippsland Plains Railway, which linked Traralgon with Stratford, and was the major route that transported farm produce throughout the region. Endeavours are being made to construct this disused Railway line into a major walking track linking the Latrobe Valley to East Gippsland called 'the Gippsland Plains Rail Trail'.

Briagolong / Boisdale

Briagolong provides easy access to the Gippsland High Country, the Freestone Creek Gorge, the Quarry Reserve and Blue Pool swimming spots. The town was established after the 1868 fires burnt out the gold mining settlements of Fellows and Gladstone. The town's historical walk is marked by signs indicating buildings of interest such as the 1874 Mechanics Institute, the 1880 Briagolong Hotel and 1873 Primary School. The neighbouring town of Boisdale, once home to Angus McMillan a pioneer of Gippsland, is now a small service town for local dairy farmers and the developing vegetable growing industry.

Dargo

Located in the foothills of the High Plains is one of Victoria's most remote communities. Known for its century old walnut groves. Dargo now supplies Victoria with about 10 per cent of its walnuts. A haven for four wheel driving, canoeing, fishing and gold panning, Dargo caters well for these popular activities with a general store, caravan parks, B&B's and the famous Dargo Pub.

**Stratford**

The village of Stratford has emerged as one of Gippsland's gems. Situated on the Eastern entry to the Gippsland Country Road, this vibrant trendy town has established a niche in Country Victoria for an excellent offering of specialty shops. The region was first settled by Gippsland's first great explorer, Angus McMillan, who named the Avon River after a body of water in his native Scotland. Stratford prospered in the 1860's as a supply centre for diggers at the Ormeo and Dargo goldfields. Early buildings, which are still standing, include what is now the R.S.L. Hall (built 1866), the Church of Holy Trinity (1868), the Methodist Church, including its bell tower (1873), and the Post Office (1884).

**Licola**

Licola is a charming village beside the Macalister River. It is owned entirely by the Lions Club of Victoria, making it the only privately owned township in Victoria. The Lions Club have developed the Lions Wilderness Village, which provides accommodation and constructive activities for young people (especially school groups), special needs groups and disadvantaged children. Licola is commonly used as the starting point for exploration to some of Gippsland's most spectacular High Country. It has a general store, a camping ground and swimming hole.