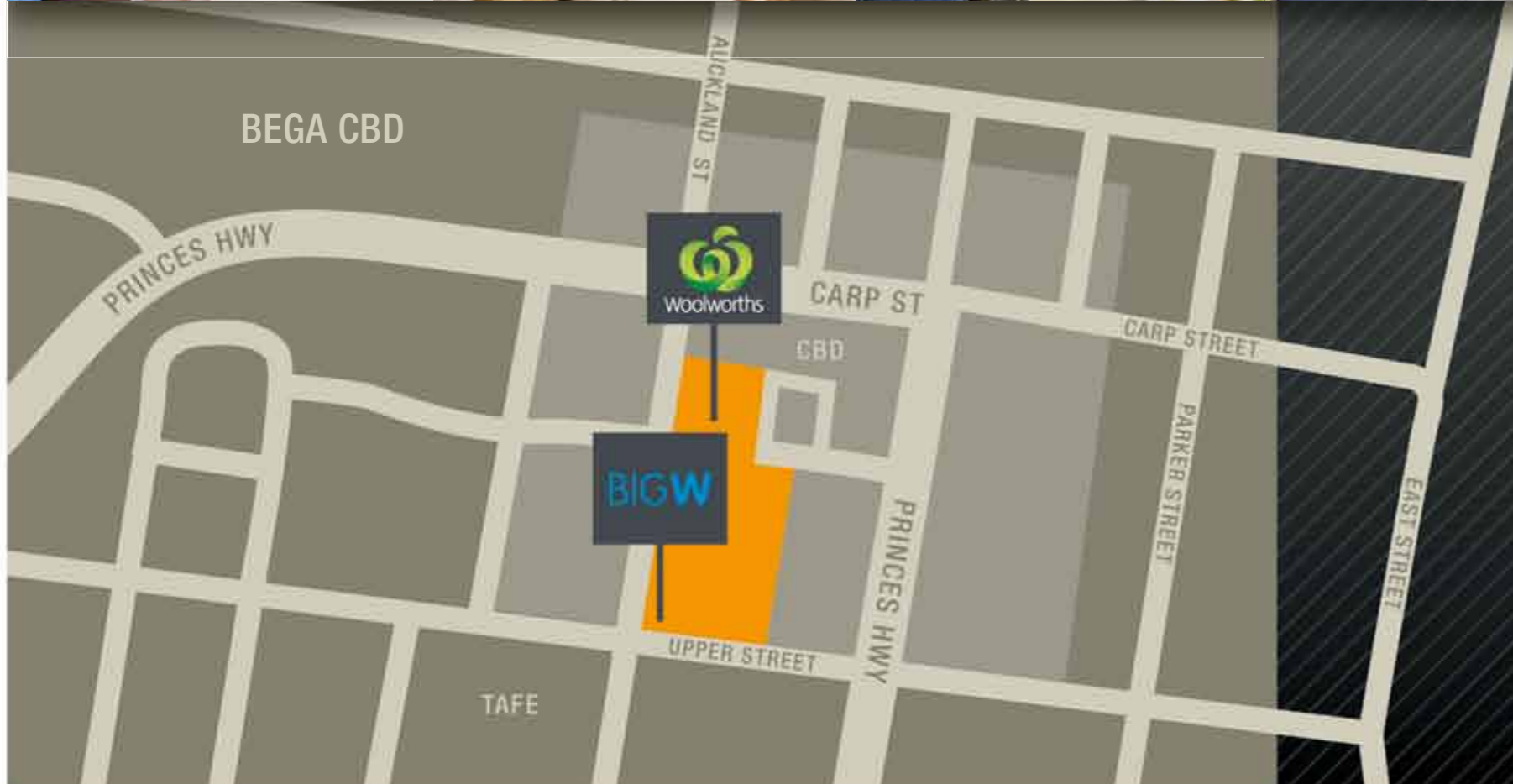


Sapphire Coast

Marketplace Shopping Centre

The Sapphire Coast extends from Eden to Narooma and includes the Bega Valley. Bega is the central business hub for this region.



- The Sapphire Coast covers 106kms of coastline and includes an area of approximately 6,000km² which makes up the Bega Valley Shire (1).
- Set in the valley at the junction of the Bega and Brogo Rivers and surrounded by rich dairy country, Bega is a historic town with a proud tradition of cheese making (2).
- Bega is the main commercial and administrative centre for this region.
- In the summer holiday season population far exceeds the usual population in this region.
- The region is currently underserved by retail.

1. Bega Valley Shire – www.begavalley.nsw.gov.au
2. NSW tourism website – www.visitnsw.com