

# HISTORY OF SALE

Sale was settled on GunaiKurnai land and is home to the Brayakaulung clan, who settled around the current sites of Sale, Providence Ponds, Avon and Latrobe Rivers; to the west of Lake Wellington to Mounts Baw Baw and Howitt. The GunaiKurnai people called the area of Sale, Wayput (translating to The Heart). The area was settled by English explorers and gazetted in 1851, and the name changed to Sale as a tribute to General Sir Robert Sale, a deceased British army General.

The town of Sale greatly benefited from the gold rush at Omeo as it was situated on the Port Albert to Omeo route and was an important base for the goldfields, until the arrival of the railways. In 1863, the population of Sale reached around 1800 and it became a borough. The courthouse opened the following year, shops, hotels and offices spilled over into what is now known as Raymond Street and the first Anglican church was erected on the site that is now Gippsland Grammar - St Anne's Campus. The Gippsland Times newspaper was established in 1861 (and still operates today), while the first Star Hotel and Criterion Hotels were built in 1865.

The Latrobe Wharf was built in the 1870s and two hotels emerged to exploit the new centre of activity that it became. HM Prison Sale was completed in 1887, and operated for 110 years, until it was replaced by the private Fulham Correctional Facility. This land has since been redeveloped as the Sale Police Station.

With the growth of shipping on the local waterways and the Gippsland Lakes (and the establishment of a railhead at Sale in 1879), schemes emerged to develop Sale as a port town. The construction of the Sale Canal (complete with turning circle) duly commenced in the 1880s, thereby linking the town via the Thompson River and the Gippsland Lakes to the open sea. The Sale Canal was completed in 1890.



## VISITOR INFORMATION

Central Gippsland Visitor Centre  
Port of Sale

70 Foster Street Sale VIC 3850  
Phone: 1300 368 864

Yarram Visitor Information Centre  
Yarram Courthouse

9 Rodgers Street Yarram VIC 3971  
Phone: 03 5182 6553

Maffra Visitor Information Centre  
Maffra Courthouse

96 Johnson Street Maffra VIC 3860  
Phone: 03 5141 1811

Website:

[www.themiddleofeverywhere.com.au](http://www.themiddleofeverywhere.com.au)

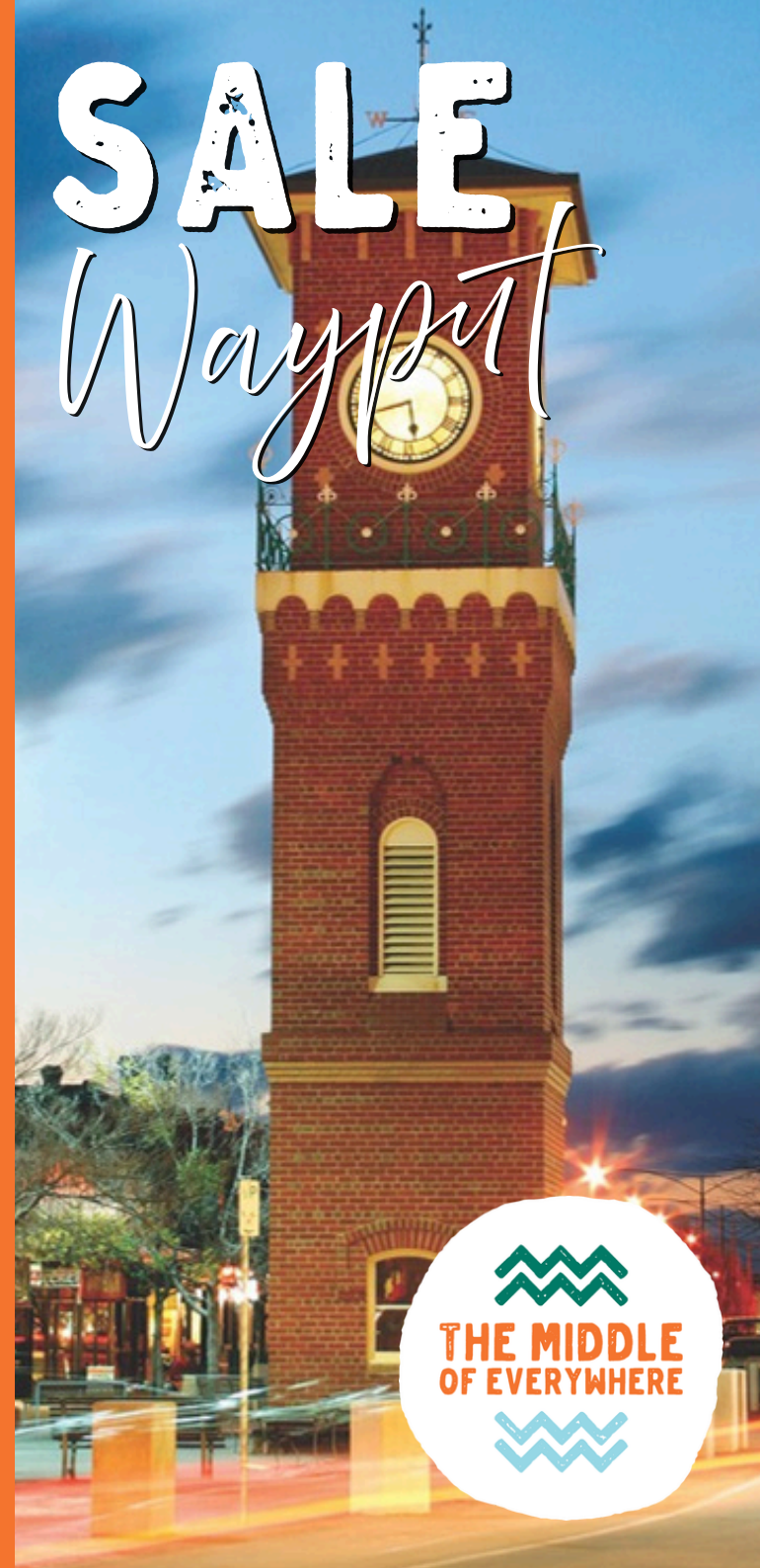
Social Media:

@themiddleofeverywhere



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OUT MORE ABOUT  
THE MIDDLE OF  
EVERYWHERE

# SALE Wayput



# INDUSTRY AND POPULATION

# SALE ATTRACTIONS

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There is a wide variety of industry and business contributing to the local economy, including mining, offshore oil and gas extraction, primary production and agriculture, tourism and service industries, retail, healthcare, education and community services. The ESSO Gas Plant at Longford, south of Sale supplies Victoria and New South Wales with natural gas. Several local companies provide services to the Bass Strait oil and gas industry, operated by Exxon Mobil (ESSO). In 2017, Esso finished construction of a \$1b gas reconditioning plant, confirming our place as one of Victoria's major energy regions.

As of 2023, the estimated population of Sale, is 14,321. The total population of the Sale region, including the immediate area around the town, is approximately 19,000. Wellington Shire Estimated Resident Population for 2023 is 46,124

## Aqua Energy

1 Brayakulung Wy, Sale

Ph: 03 5142 3700

Web: [www.aquaenergy.com.au](http://www.aquaenergy.com.au)

Open: 6am - 9pm Mon - Thursday | 6am - 8pm Friday

8am - 5pm Weekends/Public Holidays

Aqua Energy has a combination of fitness and wellbeing activities to suit all lifestyles.

## Gippsland Regional Sports Complex

116 Cobains Rd, Sale

Ph: 03 5142 3550

Web: [www.grscwellington.com.au](http://www.grscwellington.com.au)

Open: 12pm - 7pm Mon - Thursday | 12pm - 5pm Friday

10am - 3pm Weekends/Public Holidays (school hols vary)

With a variety of courts, surfaces and spaces - the Gippsland Regional Sports Complex hosts a wide range of social, sporting and recreational activities.

## Sale Swing Bridge

Swing Bridge Dr, Sale

Open: Saturdays and Sunday 3pm to 4pm and Second Wednesday of the month 11am to 12pm

The Sale Swing Bridge was the first movable bridge constructed in Victoria. The bridge was designed to swing open to allow shipping to and from the Port of Sale.

## Sale Botanic Gardens

Guthridge Pde, Sale

Web: [www.salebotanicgardens.com.au](http://www.salebotanicgardens.com.au)

Open: 24 hours

The Sale Botanic Gardens are set on five hectares and feature a diverse collection of mature trees and living collections. The Gardens also feature various walks, sculptures and artworks and varied play spaces and spots to eat and enjoy a BBQ.

# PORT OF SALE PRECINCT

# SALE ATTRACTIONS

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The Port of Sale Precinct offers a wide variety of experiences for you and your family to enjoy. With open play spaces, skate parks, walks, galleries, theatres and so much more to find.

Located at The Wedge, you'll find many international and local performers taking the stage. Next door at the Wellington Centre - you'll find outdoor walking trails, the Sale Library, The Dock Espresso Bar, Central Gippsland Visitor Centre and the Gippsland Art Gallery.

Within the the Port of Sale Precinct the Sale Skate Park is one of the most comprehensive in regional Victoria. With a half-court, ample lawn areas, a ropes course, seating, shelters, BBQ facilities and plenty of parking, it's a great place to stop and enjoy with the family.

**Located at Grand Canal Road Sale**  
**[www.portofsale.com.au](http://www.portofsale.com.au)**  
**Port of Sale Centre opening hours:**  
**Mon - Fri 9am to 5:30pm and**  
**Weekends/Public Hols 10am to 4pm**



## Port of Sale Heritage Cruises

Grand Canal Rd, Sale

Ph: 0407 067 213

Web: [www.saleheritagecruises.com.au](http://www.saleheritagecruises.com.au)

Open: Cruises operate 10am and 2pm daily.

Drift back into a different time, when our waterways told a story. Captain Alan gives a gifted commentary on the area.

## Sale Skate Park

Grand Canal Rd, Sale

Located at the western end of the Port of Sale precinct (Cullinan Park), the Sale Skate Park is one of the most comprehensive in regional Victoria.

## Sale Pump Track

Dawson St, Sale

The Sale Pump Track caters for all levels of experience, even the young can start on the recommended beginner's space and advance through as technical skills develop.

## Sale Common Wetlands and River Heritage Trail

Grand Canal Rd, Sale

The Sale Common Wetlands and River Heritage Trail offers riverine and wetlands scenery in addition to heritage places.

## Lake Guthridge Precinct

Foster St, Sale

The walk around Lake Guthridge and Lake Guyatt is a gentle walk on gravel and concreted paths.

## Herb Guyatt Reserve

Princes Hwy, Wurruk

The sanctuary is comprised of a series of billabongs, which were originally a horseshoe bend in the Thompson River.

## Sale Historical Museums

Various Locations in Sale

Sale Museums look after local landmarks such as the Sale Water Tower Museum, Sale Historical Museum, Sale Railway Museum and the Sale Powder Magazine.