



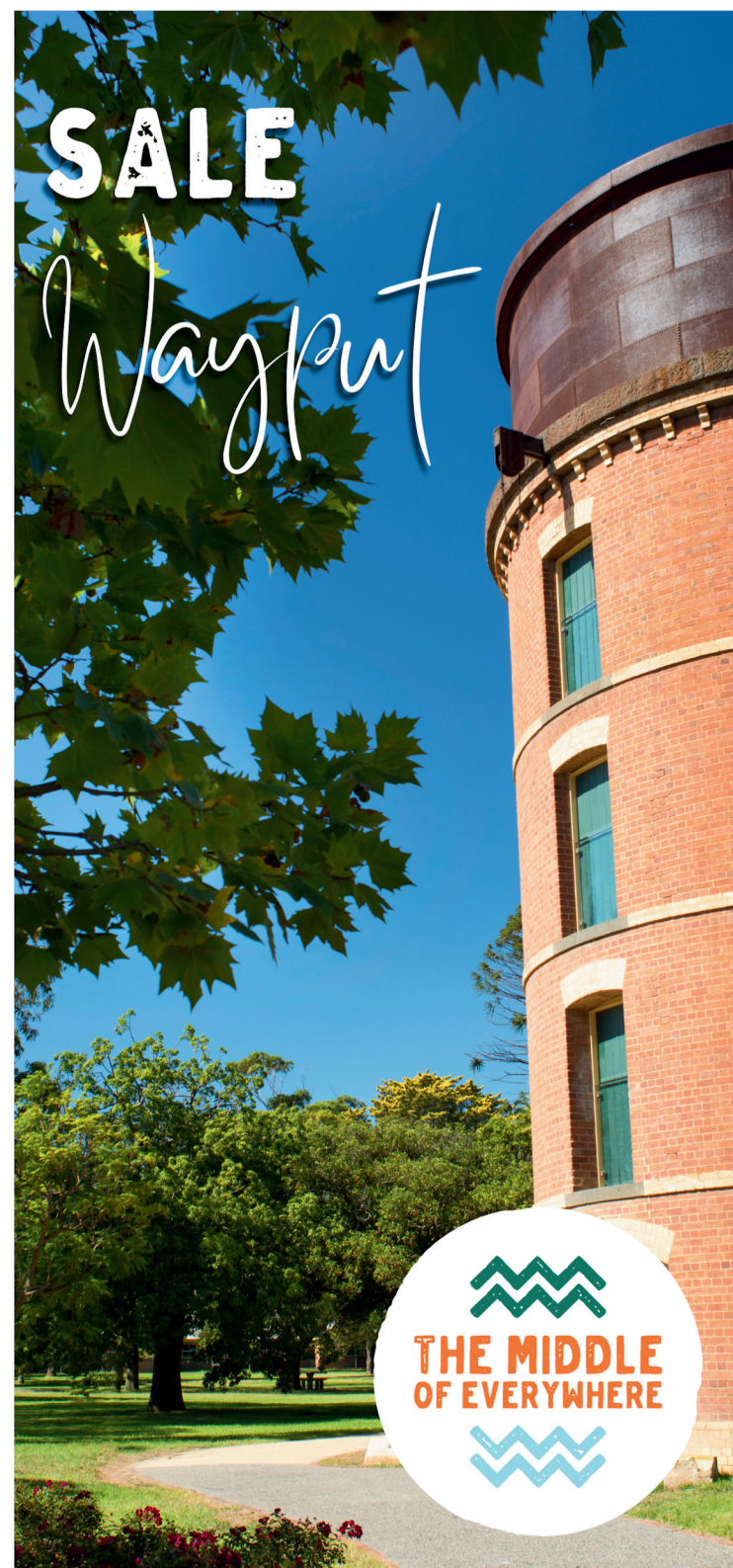
Sale Canal was completed in 1890. Thompson River and the Gippsland Lakes to the open sea. The construction of the Sale Canal (complete with turning circle) 1879), schemes emerged to develop Sale as a port town. The Gippsland Lakes (and the establishment of a railroad at Sale in With the growth of shipping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

Police Station. 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

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

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

## HISTORY OF SALE



SALE  
Wayput



Sale is at the heart of all things The Middle of Everywhere, with rivers and lakes, beaches and waterways, mountains and rainforests all within a short drive from Sale. Explore Gippsland's High Country through Licola or Dargo, be amazed by Giant Mountain Ash and lush fern gullies at Terra Bulga, or just walk the endless golden sands of the 90 Mile Beach. You'll find everywhere deep within The Middle of Everywhere.

## THE MIDDLE OF EVERYWHERE

As at the 2020 census, the population of Sale was 15,305, and with the development of the new training facility at the East Sale RAAF Base, population in Sale is set to grow.

## POPULATION OF SALE



confirming our place as one of Victoria's major energy regions. finished construction of a \$1b gas reconditioning plant, industry, operated by Exxon Mobil (ESSO). In 2017, Esso companies provide services to the Bass Strait oil and gas Victoria and New South Wales with natural gas. Several local The ESSO Gas Plant at Longford, south of Sale supplies

Australia wide. of award winning businesses providing produce and goods strong dairy, beef and vegetable growing industries comprising Macalister Irrigation District, with its centre in Maffra supports becoming known as Victoria's Food Bowl. The nearby some of the best conditions in the State, with Gippsland services. Agricultural land in the areas surrounding Sale offers service industries, retail, healthcare, education and community extraction, primary production and agriculture, tourism and the local economy, including mining, offshore oil and gas There is a wide variety of industry and business contributing to

## MAIN INDUSTRY OF SALE



Located at Grand Canal Road Sale  
www.portofsale.com.au

Located at the western end of 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.

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.

Located at The Wedge, you'll find Portside Food and Wine, The Entertainment Centre and the John Leslie Theatre - where many international and local performers take the stage.

for you and your family to enjoy. With open play spaces, skate parks, walks, galleries, theatres and so much more to find.

The Port of Sale Precinct offers a wide variety of experiences

## PORT OF SALE PRECINCT



Located at Guthridge Parade Sale

Guyatt Environmental Education Centre and much more. The gardens have grown to over 34 acres in size, the first major plantings were in 1872, with Sale residents donating trees and shrubs to mark Queen Victoria's Birthday. Today, there is a self-guided tree walk, which takes you around the Gardens.

The Sale Botanic Gardens are one of country Victoria's eldest Botanic Gardens. Established in 1860, the gardens are a perfect spot to stop in Sale. These spectacular gardens feature grassed areas, paved walking tracks, a playground (including flying fox), undercover BBQs, sculptures, sensory gardens, elm forests, The Garden of Life, Lakeside Entertainment and Arts Facility (during summer you may find a local musician having a play!), Community Garden (Seed Community Garden), Lake Guyatt Environmental Education Centre and much more.

## SALE BOTANIC GARDENS

## SALE SWING BRIDGE

The Sale Swing Bridge has a long history, and is the oldest surviving swing bridge of its kind in Australia. It is regarded as one of the engineering wonders of Gippsland as has been classified by the National Trust.

Located at the junction of the Thompson and Latrobe Rivers, the Swing Bridge was built in 1883 by the Victorian Government, having been designed by John Grainger. It was the first movable bridge in Victoria, it measures 45 metres long and is constructed from wrought-iron that pivots on cylindrical steel columns. And as the name suggests, it was designed to swing open to allow shipping to and from the Port of Sale.

The bridge still opens today, and is a wonderful experience to see.

**How to get there:**  
Follow the South Gippsland Highway south (towards Yarram), for approximately 5km, where you'll find the turn off to your right, signed Swing Bridge.

**The scheduled opening times are:**  
- Every Saturday and Sunday, open at 3pm and closing at 4pm.  
- Second Wednesday of the month, open at 11am and closing at 12pm.

(Note: the operating hours of the bridge can occasionally be affected by circumstances such as weather conditions and maintenance works).



## 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



SCAN THE QR CODE  
AND FIND OUT MORE  
ABOUT THE MIDDLE OF  
EVERYWHERE



## MUSEUMS & GALLERIES

### Gippsland Art Gallery

Grand Canal Road Sale

Established in 1965, the Gippsland Art Gallery was the first public art venue open east of Melbourne. Today the Gippsland Art Gallery is the premier art destination in Gippsland. The Gallery is home to Gippsland's most comprehensive collection of art and hosts a diverse and dynamic range of exhibitions and visitor programs and is also home to a permanent display of pieces from textile artist, Annemieke Mein. There is also a great gift shop featuring local Gippsland artists and producers.

*Gallery open:*

*Monday - Friday 9am - 5pm and  
Weekends (Public Hols) 10am - 4pm*



### Gippsland Armed Forces Museum

Lyons Crescent, Fulham

The Gippsland Armed Forces Museum was opened in 2003 and highlights the role played in Gippsland by our Defence Forces. A regional military museum, it researches, educates and exhibits - art, film, heraldry, photographs, private records and technology to illustrate the role that Gippsland men and women have played in the defence of our country in times of war and peace since 1885.

*Museum open:*

*Saturday - Monday 10am to 4pm*



### Sale Historical Society

130 Foster Street Sale

The Sale Historical Society Museum located in the original borough of Sale offices showcases local history and life in Sale from its beginnings as "Flooding Creek". The museum has an impressive collection of early Sale artefacts and photographs that showcase Sale's historical past. The Sale Historical Society also manages operations of the Sale Powder Magazine and Sale Signal Box Museum.

*Museum open:*

*Wednesday & Sunday 1:30pm to 4pm*



## MUSEUMS & GALLERIES

### Sale Water Tower Museum

Victoria Park - Cunninghame Street Sale

Built in 1888, the water tower supplied water to the town replacing carted water from the Thompson River. Designed and built by English born architect and civil engineer, John Harry Grainger, the 54ft high (16.5m) tower supports a 40,000 gallon (151,000 litre) wrought iron tank. The water tower is now a dedicated museum to the history of Sale and the development of the towns water system.

*Museum open:*

*Saturdays - 2pm to 4pm*



### Timeless Memories

18-20 Glen Campbell Court, Sale

From hats to harvesters, pumps to pots, bikes to beaters and toys to traps, there is something for everyone at this eclectic museum. Visit Mrs Egan's Boarding House that depicts household nostalgia of days gone by. Wander through Peter's ramblings and step back in time to view vintage farm machinery and tools, vintage motorcycles and even an old-style motor garage complete with antique fuel pumps. Rose's Tea House is open by appointment for light meals and catering. Relax and enjoy country style hospitality.

*Museum open:*

*By Appointment Only.*

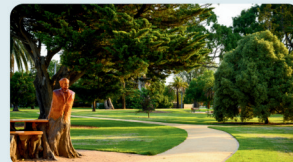


### John Brady Wood Sculpture Gallery

Hailing from an artistic family, prolific Gippsland chainsaw sculptor John Brady developed his passion for wood carving more than 30 years ago. You can find John's public art works in locations as diverse as the Gippsland Base Hospital, Sale Botanic Gardens, Seaspray Caravan Park, Lakes Entrance, Maffra, Yarram and Paynesville. His sculptures can also be found overseas.

*Museum open:*

*Weekends & Public Hols  
9:30am to 4:30pm  
or by appointment*



## OTHER ATTRACTIONS

### Port of Sale Heritage Cruises

Grand Canal Road, Sale

Enjoy a leisurely cruise on the waterways aboard one of Victoria's oldest commercial vessels, the Rubeena. First launched in 1912, this peaceful cruise takes you along the Sale Canal and meanders the waterways, where you will often see some of Australia's native wildlife.

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



### The Wedge Performing Arts Centre

100 Foster Street, Sale

The Wedge is a contemporary hub for performing arts an entertainment complete with theatre, versatile meeting rooms and modern cafe. This multi award-winning venue provides outstanding facilities and services for local and touring theatre performances, corporate events, social gatherings, conventions and much more.

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



### Sale Pedestrian Mall

Raymond Street, Sale

The pedestrian mall in Sale is located centrally and is a great opportunity to stop in for a spot of retail therapy, a bite to eat or a great coffee. Raymond Street is home to some of Sale's most popular food and wine retailers, with hotels, bakeries and cafes all situated in this great central location. During Summer, you'll also often find local musicians by the Clocktower playing some great tunes.



### Sale Street Art

Throughout Sale

With a varied style of street art hitting the scene, you'll enjoy exploring Sale and finding some stunning street art by local Sale residents. Starting at the Causeway Underpass on the South Gippsland Highway, continue into Sale at the Seed Community Garden and various shop exteriors around the town, including an amazing piece at the rear of the Sale RSL & Community Club.

## WALKS & RIDES IN SALE

### Lake Guthridge Precinct

Foster Street Sale (3.1km return)

Lakes Guthridge & Guyatt are located off Foster Street and can be accessed from either McIntosh Drive or from Guthridge Parade (walking through the Botanic Gardens). The Lake Guthridge Precinct offers a tranquil and picturesque setting in the heart of Sale and have long been a focal point for recreational activities, picnics, BBQs and nature observation. Other attractions include the Aboriginal Art Interpretative Trail, Seed Community Garden, Historic Powder Magazine, Heritage Botanic Gardens, Children's Playgrounds and Aboriginal Canoe Tree.

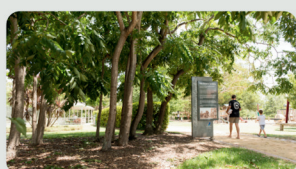


### Sale Botanic Gardens

Guthridge Parade Sale

The Sale Botanic Gardens offers a great range of activities and walking paths for all abilities. The spectacular gardens feature grassed areas, paved walking paths, a playground, undercover picnic area, sculptures, sensory gardens, forests and much more to enjoy. Don't forget to visit The Garden for Life, which includes a water play space.

Take in a walk along one of the many paths, before sitting down to enjoy a bite to eat at one of the many picnic areas that can be found within the grounds.



### Herb Guyatt Sanctuary

Princes Highway Wurruk (approx 1.1km return)

This sanctuary is named after Herb Guyatt, who was one of the first environmentalists in the Sale region. He advocated for the protection of local wetlands. The walk around this sanctuary is dominated by a Red Gum woodland, and is characterized by the large Forest Red Gums and River Red Gums. These endangered floodplain woodlands are important wildlife corridors for birds and animals to move through the agricultural landscape between the Gippsland Lakes and the mountains to the north.

## WALKS & RIDES IN SALE

### Port of Sale to Swing Bridge

Grand Canal Drive (10km return)

The Port of Sale to Swing Bridge walk allows visitors to take in the Thompson River from the banks of the Canal Reserve. Commencing at the Port of Sale, which boasts numerous amenities, the well manicured trail traverses parklands before ending at the historic Swing Bridge. The trail follows the Sale Canal to the Thompson River, which then flows into the Latrobe. Picnic tables and interpretative signage can be found along the trail, as well as seating for relaxation and observation.



### Sale Heritage Walk

Foster Street Sale (3km return)

This walk is designed to begin at the Port of Sale, then head west - this walk takes in churches, courthouses, schools and other historic buildings throughout the town. The walk is a perfect way to get a taste of the history of Sale, including some wonderful architecture, country hospitality and friendly locals.



### Sale Common Wetlands

South Gippsland Highway (approx 17km return)

You can enjoy the internationally listed Sale Common Wetlands, hosting a combination of freshwater marshes and red gum woodlands with an enormous variety of bird life. Stroll along the extensive new boardwalk allowing you to get close and personal to this magnificent wetlands area. The extensive boardwalk winds its way through a variety of habitats, starting from the edge of the swamp, through deeper water, past islands and through a small reed bed. At the eastern end of the boardwalk, relax and watch the pelicans, swans and ducks from the bird hide.



## SALE COMMON WETLANDS

The Sale Common Wetlands was originally proclaimed in 1863 and was used for farming up until 1964 when it became a nature conservation reserve. The wetlands area is listed as a RAMSAR site, meaning it is recognised for its international importance in the protection to the loss of wetlands. The Sale Common Wetlands include freshwater, marshes and red gum woodlands which support an extensive variety of birdlife along the 450 metres of boardwalks and bird hides, all of which makes it a perfect spot for avid bird watchers.

The unique history of Sale's Common Nature Conservation Reserve can be seen as you stroll along the many kilometres of tracks and boardwalks. The interpretative signage trail highlights the importance of this area to the GunaiKurnai People, including its uses to early settlers.

A River Heritage and Wetlands Trail directs walkers along the historic Sale Canal to the Sale Common Wetlands and from there you can continue to the historic Swing Bridge. The trail is marked with interpretative panels at heritage locations describing the local flora, fauna and maritime history of the port area for Sale and nearby Sale Wetlands.

Access to the River Heritage and Wetlands Trail is available from the Port of Sale, and access to the Sale Common Wetlands is available from the South Gippsland Highway.

More information on the Sale Common Wetlands Reserve can be found at [www.parks.vic.gov.au](http://www.parks.vic.gov.au)

