

The Goulburn REDS uses data and evidence to profile the region's economy and identify key strategic directions to drive economic growth.

Regional profile

170,400

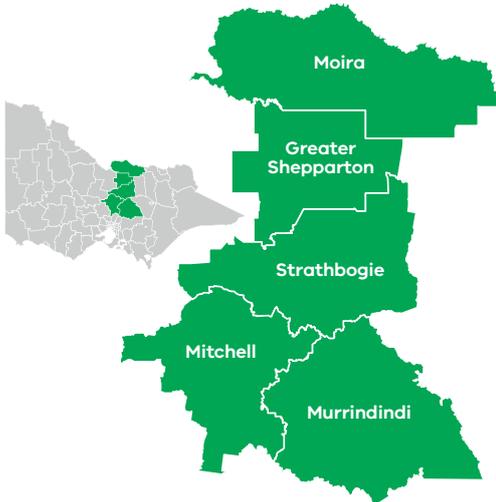
Population
(2020)

15.0%

Population growth
(2011-20)

\$8.0B

Gross regional product
(2020)



Employment

	Goulburn %	Regional average %	Metro Melbourne %
Unemployment rate (September 2021)	4.0	4.2	6.0
Average annual employment growth (2011-20)	1.3	1.0	2.1

Top employing sectors (2020)

	Workers
Health care and social assistance	9,300
Agriculture, forestry and fishing	9,200
Construction	7,200
Retail trade	7,000
Manufacturing	6,900
Education and training	5,700

Top sectors by gross value add (2020)

Construction	\$824.4M
Health care and social assistance	\$759.5M
Manufacturing	\$758.1M
Agriculture, forestry and fishing	\$750.5M
Education and training	\$462.9M
Retail trade	\$443.6M

Strategic directions

Goulburn's four strategic directions have been identified using an evidence base that considers the region's unique attributes, existing and emerging industries, and socioeconomic context.

1. Enhance productivity and resilience in the **agricultural and food product manufacturing sectors**

The region will benefit from opportunities to increase agricultural diversity, invest in advanced manufacturing capabilities, and take advantage of overseas demand for high-quality food including growing interest in native foods.

2. Focus on continued growth and development of the **visitor economy**, leveraging natural assets and Aboriginal heritage

Natural and cultural assets and a vibrant food and wine scene position the region to benefit from visitor economy growth opportunities, including agritourism, Aboriginal heritage, and capitalising on 'hero experiences'.

3. Strengthen **renewable energy generation** and the role of the circular economy

Significant local potential for renewable energy generation, including in solar, pumped hydro, bioenergy and hydrogen, can be harnessed to strengthen local supply chains, while circular economy opportunities such as waste to energy, waste processing and resource recovery can also drive growth.

4. Leverage the role of **Shepparton as the regional capital and industry hub**

Concentrated industry growth in Shepparton can be leveraged to promote settlement across the region and provide employment pathways for local youth, boost productivity and encourage agri-food research and development.