

Barwon

Regional Economic Development Strategy (REDS) 2026

Regional Profile

The Barwon 2026 REDS revisits the strategic directions for the region, reflecting place-based opportunities under Victoria's Economic Growth Statement and key economic development policies that were released since 2022.



Population
360,800

Up 10.3% since 2020



Gross Regional Product
\$25.8B

Up 20.3% since 2020



Employment
185,100

Up 15.5% since 2020

2022 REDS

Strategic Directions

In 2022, RDV delivered the Barwon REDS which identified place-based strategic directions to drive economic growth.

- 1 Accelerate** the transition to new and high-value manufacturing opportunities
- 2 Further** the innovation and skills ecosystem
- 3 Realise** the potential of the visitor economy
- 4 Maximise** the economic benefit from expanding service-based sectors
- 5 Build** a sustainable and climate-resilient economy.

Read the 2022 REDS here
rdv.vic.gov.au/priorities/reds

2026 REDS

Opportunities and Priorities

Since 2022, new opportunities and priorities have emerged that are shaping economic development across the region.

- 6 Investment in the Central Geelong Precinct**
By 2050, Central Geelong aims to attract an additional 16,000 residents and support a further 60,000 jobs. Supporting private investment in central Geelong accelerates economic growth, re-invigorates the CBD, and strengthens its role as a major regional hub for jobs, living and innovation.
- 7 Leverage the Greater Avalon Employment Precinct to expand growth sectors**
Anchored by the Avalon Airport Employment Precinct, it presents a state-significant opportunity to unlock industrial land, drive jobs, and strengthen logistics, exports, and advanced manufacturing across the Barwon region.

Read the 2026 REDS here
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Key policy commitments and investments supporting the region

Economic Growth Statement	Victorian Investment Fund	Regional Worker Accommodation Fund	Trunk Infrastructure Fund	Geelong City Deal
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Place-based REDS development opportunities

Increase the scale and sophistication of the advanced manufacturing ecosystem	Expand inclusive workforce participation and skills development opportunities	Progress upgrades to Avalon Airport and the redevelopment of Geelong Arts Centre	Strengthen the capacity and resilience of Barwon's health services sector	Accelerate the transition to a low-emissions, sustainable industrial base
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