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

Regional profile

- Population (2020): 249,200
- Population growth (2011-20): 13.4%
- Gross regional product (2020): $11.7B

Strategic directions

Loddon Campaspe’s five strategic directions have been identified using an evidence base that considers the region’s unique attributes, existing and emerging industries, and socioeconomic context.

1. Support growth in **agriculture and food product manufacturing** to enhance value adding throughout the supply chain.

New technologies and advanced manufacturing capabilities provide opportunities for the region to increase the value of local supply chains and take advantage of changing consumer preferences for safe and healthy food products.

2. Pursue diversification of the **tourism sector** by leveraging natural, cultural, and built endowments.

Cultural tourism, heritage and food and gastronomy will shape the tourism industry, providing opportunities to showcase the region’s unique experiences, including Aboriginal culture and knowledge, local creativity and natural landscapes.

3. Maximise gains in the ‘**employment and innovation corridor**’ to attract professional services workers and entrepreneurial activity.

Entrepreneurship, business collaboration and higher levels of population movement will drive opportunities to attract and retain professionals and continue to develop the region as a finance hub.

4. Foster better links between education providers, industry, research, employers and students to develop **career pathways** and a **workforce** that meets the future needs of the region.

Opportunities to strengthen collaboration and coordination across the jobs ecosystem, including in the growing health care and social assistance sectors, will support employers to find appropriately skilled workers and can drive more inclusive employment.

5. Leverage local opportunities to strengthen **value chains** and diversify into new industries, including in mining, renewable energy and waste processing.

Local innovation and advanced manufacturing capabilities present opportunities to drive investment in mining value chains and promote the growth of bioenergy generation and circular economy processing in the region.

Please refer to the Loddon Campaspe REDS and Supporting Analysis for further detail and data sources. Prepared by the Department of Jobs, Precincts and Regions, May 2022. For more information see rdv.vic.gov.au