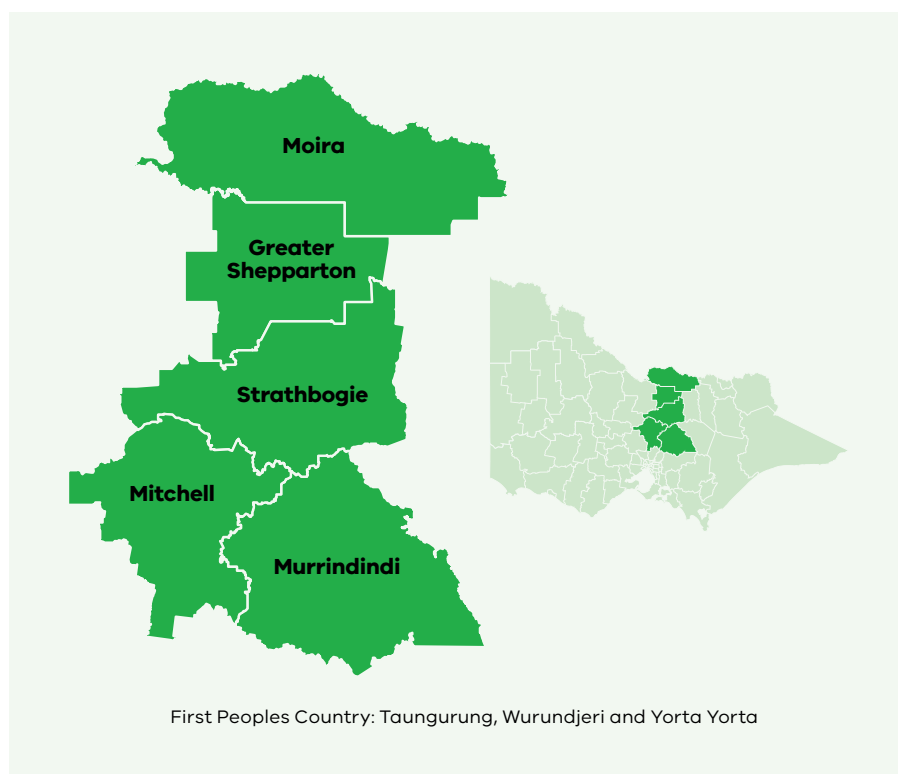


Goulburn

Regional Economic Development Strategy (REDS) 2026

Regional Profile

The Goulburn 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

186,700

Up 8.0% since 2020



Gross Regional Product

\$11B

Up 16.5% since 2020



Employment

90,400 jobs

Up 10.8% since 2020

2022 REDS

Strategic Directions

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

- 1 Enhance** productivity and resilience in the agricultural and food product manufacturing sectors
- 2 Continued** growth and development of the visitor economy, leveraging natural assets and aboriginal heritage
- 3 Strengthen** renewable energy generation and the role of the circular economy
- 4 Leverage** the role of Shepparton as the regional capital city and industry hub.

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.

- 5 Leverage the growth of the peri-urban growth fringe to drive opportunities for the entire Goulburn region**
By 2036, the Mitchell Shire is projected to make up 46% of Goulburn's population. Mitchell's growth provides an opportunity for the rest of Goulburn to benefit from the increase in economic activity, helping to stimulate development and investment in the broader region.
- 6 Capitalise on the clean and circular economy and critical minerals opportunities to drive economic growth**
The Goulburn region's significant renewable energy resources and emerging critical minerals sector, anchored by Southern Cross Gold's high-grade gold and antimony discovery near Kilmore position the region at the forefront of Victoria's clean economy transition.

Read the 2026 REDS here
rdv.vic.gov.au/priorities/reds

Key policy commitments and investments supporting the region

Economic Growth
Statement

Victorian Investment
Fund

Regional Worker
Accommodation Fund

Trunk Infrastructure
Fund

Place-based REDS development opportunities

Leverage the NorVic
Foods–University
of Melbourne R&D
partnership

Deliver Wawa Biik
on-country cultural
experience

Develop the
Future Ready GV
Renewable Hydrogen
Ecosystem

Deliver the
Shepparton and
Mooroopna 2050:
Regional City
Growth Plan