Mallee Regional Economic Development Strategy – Summary

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

Regional profile

92,900
Population (2020)

3.8%
Population growth (2011-20)

$5.3B
Gross regional product (2020)

Strategic directions

Mallee’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. **Drive sustainable growth in the food industry**

   Advanced capabilities in agriculture and food manufacturing along with small-scale farming and agritourism offer opportunities to increase value add, access global markets and drive ongoing sustainability in the food industry.

2. **Leverage natural endowments to diversify the economy into emerging industries**

   Existing rich natural resources along with growth in solar energy generation and development of renewable hydrogen technology all present opportunities to diversify the region’s economy and create ‘spillover’ opportunities to strengthen local supply chains.

3. **Enhance the visitor economy by developing natural, cultural and built attractions**

   Highlighting ‘hero’ experiences, including Aboriginal heritage, nature-based and agri-tourism, will help to build the region’s brand and present opportunities to enhance the existing visitor economy and develop new attractions.

4. **Ensure an accessible and suitably qualified workforce to unlock the growth potential**

   Stimulating inward migration and addressing barriers to labour mobility can be complemented by stronger connections between industry and education institutions to improve economic inclusion and workforce sustainability.

5. **Harness the economic potential of the region’s cross-border zones**

   Active coordination and advocacy is at the heart of maximising the economic potential of the region’s tri-state location, which positions it as a critical transport and socioeconomic hub.

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