

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

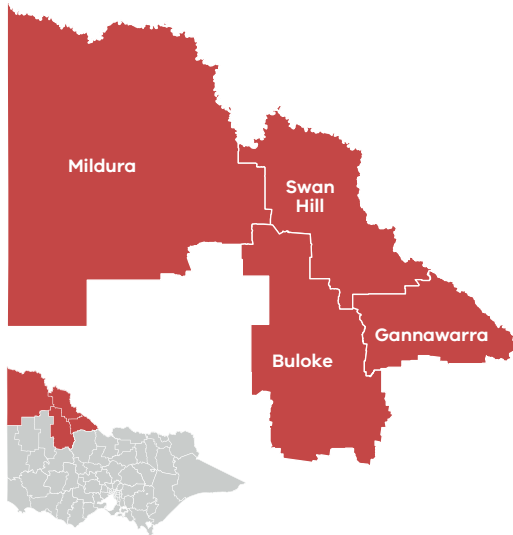
**Population**  
(2020)

3.8%

**Population growth**  
(2011-20)

\$5.3B

**Gross regional product**  
(2020)



#### Employment

	Mallee %	Regional average %	Metro Melbourne %
<b>Unemployment rate</b> (September 2021)	3.3	4.2	6.0
<b>Average annual employment growth</b> (2011-20)	-0.1	1.0	2.1

#### Top employing sectors (2020)

	Workers
Health care and social assistance	5,800
Agriculture, forestry and fishing	5,700
Retail trade	4,500
Construction	3,700
Manufacturing	3,500
Education and training	3,300

#### Top sectors by gross value add (2020)

Agriculture, forestry and fishing	\$1,253.6M
Health care and social assistance	\$429.1M
Public administration and safety	\$326.7M
Manufacturing	\$303M
Construction	\$301M
Education and training	\$266.4M

### 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.