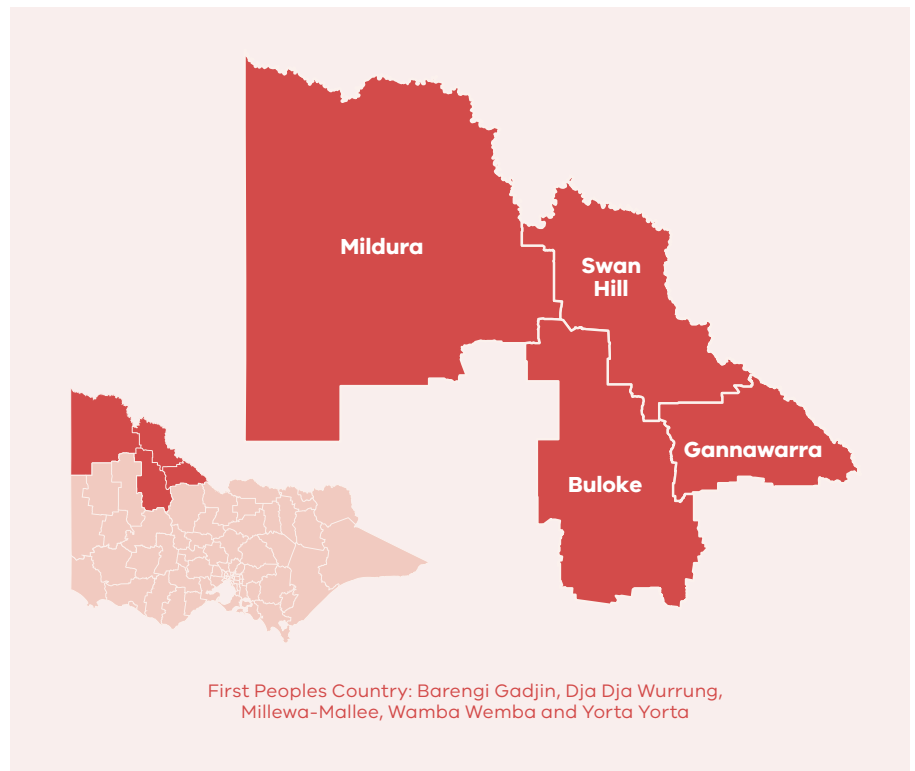


Mallee

Regional Economic Development Strategy (REDS) 2026

Regional Profile

The Mallee 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

94,500

Down 1.1% since 2020



Gross Regional Product

\$6.4B

Up 12.6% since 2020



Employment

46,000 jobs

Up 6.0% since 2020

2022 REDS

Strategic Directions

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

- 1 Drive** sustainable growth in the food industry
- 2 Leverage** natural endowments to diversify the economy into emerging industries
- 3 Enhance** the visitor economy by developing natural, cultural and built attractions
- 4 Ensure** an accessible and suitably qualified workforce to unlock the growth potential
- 5 Harness** the economic potential of the region's cross-border zones.

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 Capitalise on the Mallee's critical minerals and clean energy endowment**
The VHM mine at Goschen is one of the most significant economic opportunities in the Mallee. Combined with the potential for the region from the VNI West, the Mallee is well placed to diversify its economic base and attract new investment.
- 7 Support agribusiness resilience in response to the Murray-Darling Basin Plan (MDBP) implementation**
Agribusiness is critical to regional prosperity, jobs and exports. Investment in new technologies and systems that increase productivity and allow access to higher value markets is key to retaining regional competitive advantage in food and fibre processing.

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	Critical Minerals Roadmap
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Place-based REDS development opportunities

Deliver agribusiness workshops with Global Victoria focused on exports and value-adding	Progress mining projects across the region, particularly VHM Goschen Mine	Support the Trail of Lights (Mildura) and Fibre Optic Symphony Orchestra	Support the Regional Industry Skills Connector to enable mobility across borders and industries	Progress the Cross Border Industry Taskforce and Tri State Economic Alliance
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