

Wimmera Southern Mallee

Regional Economic Development Strategy – Summary

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

Regional profile

47,400

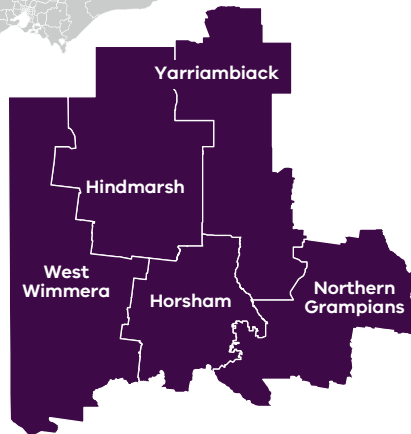
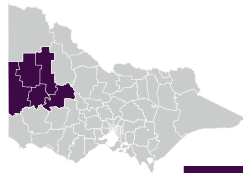
Population
(2020)

3.1%

Population
growth
(2011-20)

\$2.5B

Gross regional
product
(2020)



Employment

	Wimmera Southern Mallee %	Regional average %	Metro Melbourne %
Unemployment rate (September 2021)	2.8	4.2	6.0
Average annual employment growth (2011-20)	-0.9	1.0	2.1

Top employing sectors (2020)

	Workers
Agriculture, forestry and fishing	3,800
Health care and social assistance	3,800
Retail trade	2,000
Construction	1,800
Manufacturing	1,600
Education and training	1,500

Top sectors by gross value add (2020)

Agriculture, forestry and fishing	\$423.0M
Health care and social assistance	\$292.4M
Public administration and safety	\$144.2M
Construction	\$122.9M
Retail trade	\$117.8M
Education and training	\$116.8M

Strategic directions

Wimmera Southern Mallee's four strategic directions have been identified using an evidence base that considers the region's unique attributes, existing and emerging industries, and socioeconomic context.

1. Strengthen **agriculture and food product manufacturing** through diversification

Harnessing the region's cluster of agriculture and horticulture activities and its potential as a food industry 'knowledge corridor' will facilitate opportunities for value adding and innovation in food product manufacturing.

2. Promote growth and development of the **visitor economy**, leveraging natural assets and Aboriginal heritage

The region's diverse natural landscapes, Aboriginal heritage and cultural offerings, in addition to agritourism, offer significant opportunities to build its brand and grow the visitor economy.

3. Support and expand economic opportunities in **growing sectors** (health and social services)

Innovation in the region's service-based sectors, particularly in health and social services, along with the role of Horsham as a regional training hub, present ongoing opportunities to improve labour market inclusion and generate multiplier effects for the local economy.

4. Position the region to benefit from emerging growth opportunities in **natural resources**

The region's notable potential for mineral extraction and renewable energy generation positions it strongly to take advantage of government investment in energy infrastructure, diversify local industries, and build a low-carbon future.