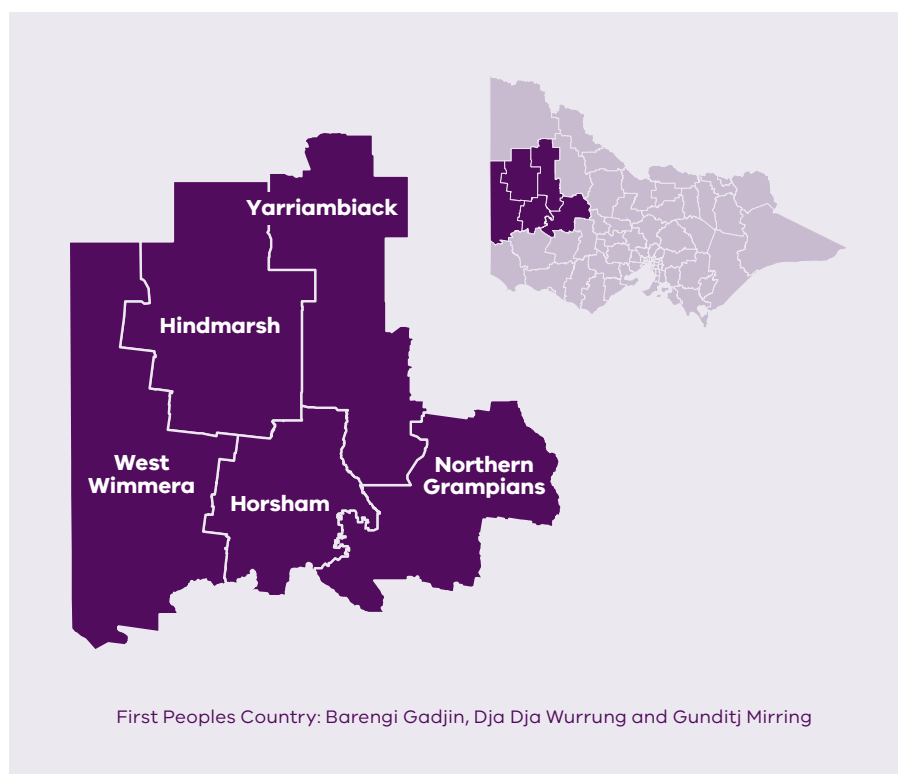


Wimmera Southern Mallee

Regional Economic Development Strategy (REDS) 2026

Regional Profile

The Wimmera Southern 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

47,700

Down 1.6% since 2020



Gross Regional Product

\$4.1B

Up 29.7% since 2020



Employment

23,500 jobs

Up 3.1% since 2020

2022 REDS

Strategic Directions

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

- 1 Strengthen** agriculture and food product manufacturing through diversification
- 2 Promote** growth and development of the visitor economy, leveraging natural assets and Aboriginal heritage
- 3 Support** and expand economic opportunities in growing sectors (health and social services)
- 4 Position** the region to benefit from emerging growth opportunities in natural resources.

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 Harness the maturing critical minerals sector to drive sustained regional investment**
Wimmera Southern Mallee sits above one of Australia's most significant critical minerals deposits, with several major projects progressing through approvals and investment decisions. As global demand for critical minerals accelerates, the region is well positioned to emerge as a nationally significant production hub, attracting investment.
- 6 Grow food manufacturing to add value to regional land use**
Wimmera Southern Mallee has a strong agricultural base, contributing 47.5% of the region's GVA. A growing pipeline of food processing investment presents an opportunity to expand local value-adding, transforming primary produce into higher-value products before export – while creating skilled manufacturing jobs and boosting regional productivity and growth.

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

Strengthen higher-value, diversified agricultural production and increase supply chain and export value	Enhance and diversify tourism offerings, attract new visitor segments, and increase engagement	Address critical workforce shortages by improving housing for health care workers	Build a strong pipeline of energy and mineral projects to attract capital and boost investor confidence
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