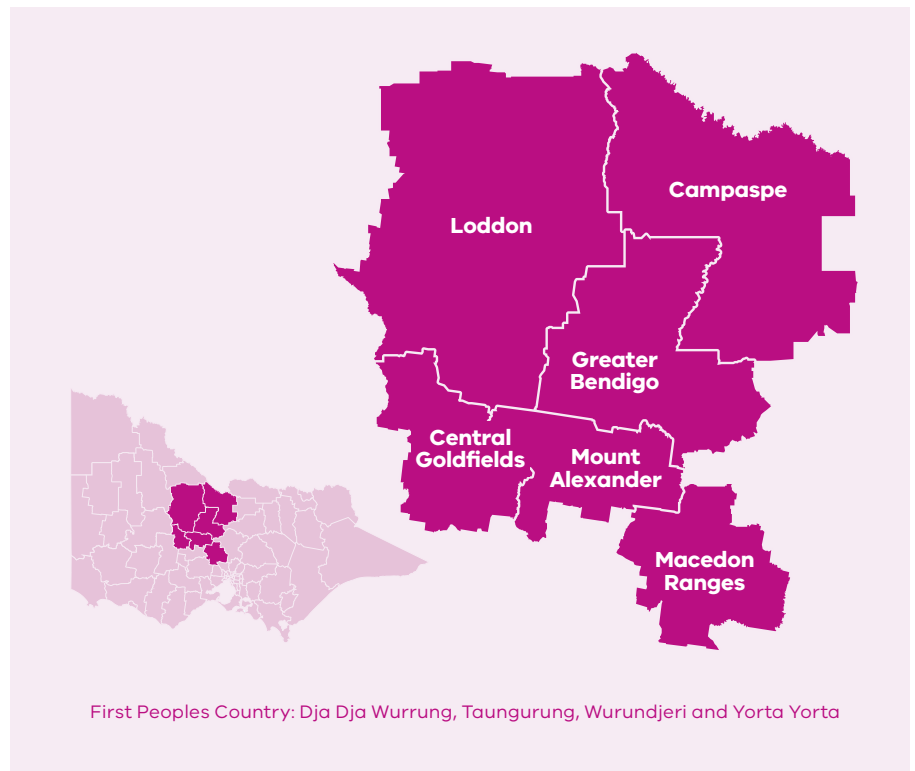


Loddon Campaspe

Regional Economic Development Strategy (REDS) 2026

Regional Profile

The Loddon Campaspe 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
261,400
Up 4.5% since 2020



Gross Regional Product
\$15.8B
Up 12.8% since 2020



Employment
126,900 jobs
Up 6.5% since 2020

2022 REDS

Strategic Directions

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

- 1 Support** growth in agriculture and food product manufacturing to enhance value adding throughout the supply chain
- 2 Pursue** diversification of the tourism sector by leveraging natural, cultural, and built endowments
- 3 Maximise** gains in the 'employment and innovation corridor' to attract professional services workers and entrepreneurial activity
- 4 Foster** better links between education providers, industry, research, employers and students to develop career pathways and a workforce that meets the future needs of the region
- 5 Leverage** local opportunities to strengthen value chains and diversify into new industries, including mining, renewable energy and waste processing.

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 Support the development of industrial land including the Bendigo Regional Employment Precinct (BREP)**
Bendigo and the broader Loddon Campaspe region is experiencing a critical shortage of industrial land, much of which are small land lots that are spread out across the city. The 294 Ha BREP is strategically located in Marong, with direct access to major road infrastructure, is expected to create 6,000 direct and indirect jobs.
- 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
---------------------------	---------------------------	------------------------------------	---------------------------	---------------------------

Place-based REDS development opportunities

Transition to higher-value, technology-enabled food manufacturing	Strengthen Bendigo's art tourism through the Bendigo Art Gallery Redevelopment	Develop the region's employment and innovation corridor	Leverage the academic and research sector to strengthen digital capabilities	Expand gold and antimony mining activity
---	--	---	--	--