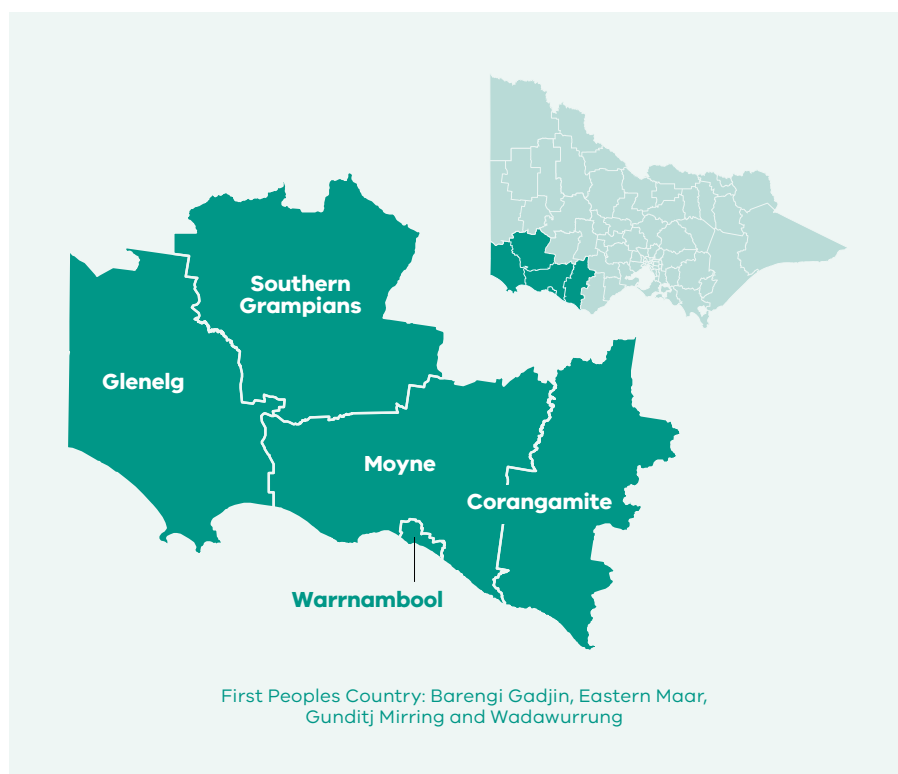


Great South Coast

Regional Economic Development Strategy (REDS) 2026

Regional Profile

The Great South Coast 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

106,100

Up 0.9% since 2020



Gross Regional Product

\$8.1B

Up 16.7% since 2020



Employment

53,100 jobs

Up 0.5% since 2020

2022 REDS

Strategic Directions

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

- 1 Add** value to and diversify within the agri-food supply chain
- 2 Maximise** the potential of the region's energy resources
- 3 Grow** and equip the workforce needed to enable future economic opportunities
- 4 Expand** existing strengths in cultural and nature-based visitation
- 5 Capture** the greater potential of the 'Green Triangle' cross-border economic zone.

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 Grow key worker housing supply in the Great South Coast**
Unlocking affordable housing supply can support economic growth in the Great South Coast and enable the development of strategic directions within the region.
- 7 Develop water infrastructure to unlock investment**
Developing water infrastructure in the Great South Coast can unlock new investment by increasing waste capacity needed to support expansion of food processing hubs, whilst also enabling tourism growth through improved amenity and visitation capacity.

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	Geelong City Deal	Portland Diversification Fund
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Place-based REDS development opportunities

Establish new high-value, export orientated agri-food industries	Enable the integration of large-scale renewable energy	Build a strong pipeline of industry-aligned technical skills	Strengthen globally significant cultural tourism assets	Strengthen cross-border forestry and manufacturing value chains
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