

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

Regional profile

249,200

Population
(2020)

13.4%

Population growth
(2011-20)

\$11.7B

Gross regional product
(2020)



Employment

	Loddon Campaspe %	Regional average %	Metro Melbourne %
Unemployment rate (September 2021)	4.1	4.2	6.0
Average annual employment growth (2011-20)	1.3	1.0	2.1

Top employing sectors (2020)

	Workers
Health care and social assistance	17,300
Retail trade	12,000
Manufacturing	11,000
Construction	9,800
Education and training	8,500
Agriculture, forestry and fishing	8,200

Top sectors by gross value add (2020)

Health care and social assistance	\$1,298.5M
Financial and insurance services	\$979.9M
Manufacturing	\$974.8M
Construction	\$920.4M
Education and training	\$656.6M
Agriculture, forestry and fishing	\$648.9M

Strategic directions

Loddon Campaspe's five strategic directions have been identified using an evidence base that considers the region's unique attributes, existing and emerging industries, and socioeconomic context.

1. Support growth in **agriculture and food product manufacturing** to enhance value adding throughout the supply chain

New technologies and advanced manufacturing capabilities provide opportunities for the region to increase the value of local supply chains and take advantage of changing consumer preferences for safe and healthy food products.

2. Pursue diversification of the **tourism sector** by leveraging natural, cultural, and built endowments

Cultural tourism, heritage and food and gastronomy will shape the tourism industry, providing opportunities to showcase the region's unique experiences, including Aboriginal culture and knowledge, local creativity and natural landscapes.

3. Maximise gains in the **'employment and innovation corridor'** to attract professional services workers and entrepreneurial activity

Entrepreneurship, business collaboration and higher levels of population movement will drive opportunities to attract and retain professionals and continue to develop the region as a finance hub.

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

Opportunities to strengthen collaboration and coordination across the jobs ecosystem, including in the growing health care and social assistance sectors, will support employers to find appropriately skilled workers and can drive more inclusive employment.

5. Leverage local opportunities **to strengthen value chains** and **diversify into new industries**, including in mining, renewable energy and waste processing

Local innovation and advanced manufacturing capabilities present opportunities to drive investment in mining value chains and promote the growth of bioenergy generation and circular economy processing in the region.