

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

### Regional profile

324,300

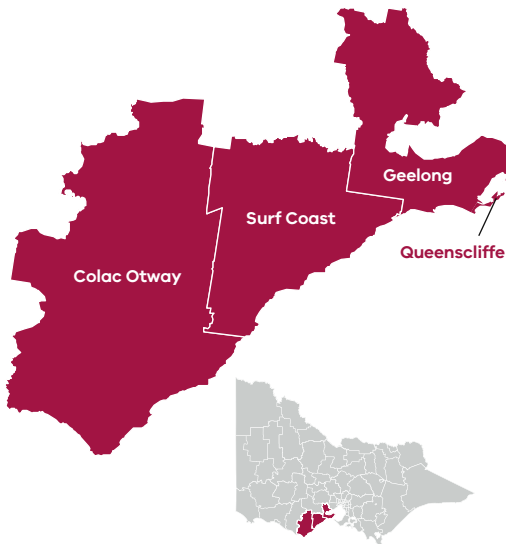
Population  
(2020)

21.8%

Population  
growth  
(2011-20)

\$17.6B

Gross regional  
product  
(2020)



#### Employment

|  | Barwon<br>% | Regional<br>average<br>% | Metro<br>Melbourne<br>% |
|--|-------------|--------------------------|-------------------------|
| Unemployment rate<br>(September 2021)            | 3.4         | 4.2                      | 6.0                     |
| Average annual<br>employment growth<br>(2011-20) | 2.0         | 1.0                      | 2.1                     |

#### Top employing sectors (2020)

|                                   | Workers |
|-----------------------------------|---------|
| Health care and social assistance | 22,700  |
| Retail trade                      | 18,800  |
| Construction                      | 14,800  |
| Education and training            | 14,000  |
| Manufacturing                     | 11,300  |
| Public administration and safety  | 10,300  |

#### Top sectors by gross value add (2020)

|                                   |        |
|-----------------------------------|--------|
| Construction                      | \$1.9B |
| Health care and social assistance | \$1.8B |
| Manufacturing                     | \$1.5B |
| Public administration and safety  | \$1.2B |
| Education and training            | \$1.2B |
| Retail Trade                      | \$1.1B |

### Strategic directions

Barwon'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. Accelerate the transition to new and high-value manufacturing opportunities**

Developing future-focused products and advanced manufacturing capabilities will, along with existing supply chains and transport infrastructure, drive new and high-value manufacturing opportunities.
- 2. Further the innovation and skills ecosystem**

Existing innovation hubs and significant local research expertise will contribute to business incubation, productivity growth and a future-focused education and training sector.
- 3. Realise the potential of the visitor economy**

The diverse range of tourism offerings, including natural landscapes, creative industries, Aboriginal heritage and emerging agritourism, strongly positions the region to take advantage of changing domestic visitor trends.
- 4. Maximise the economic benefit from expanding service-based sectors**

Strong population growth and changing demographics have driven service-based sectors with a skilled workforce – cultivating these sectors is an opportunity for long-term growth and wider economic benefits.
- 5. Build a sustainable and climate-resilient economy**

Renewable energy generation, including rooftop and large-scale solar, wind and renewable hydrogen, complement strong community interest in resource recovery and recycling to drive sustainability in the region.