

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

Regional profile

291,000

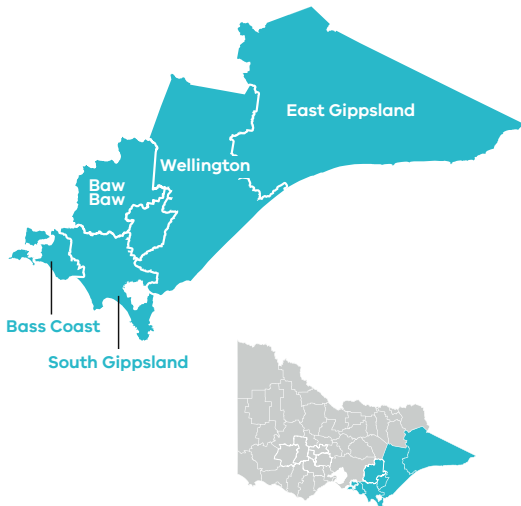
Population
(2020)

12.0%

Population
growth
(2011-20)

\$18B

Gross regional
product
(2020)



Employment

	Gippsland %	Regional average %	Metro Melbourne %
Unemployment rate (September 2021)	6.1	4.2	6.0
Average annual employment growth (2011-20)	0.8	1.0	2.1

Top employing sectors (2020)

	Workers
Health care and social assistance	17,100
Retail trade	11,800
Construction	11,400
Agriculture, forestry and fishing	10,300
Education and training	10,200
Manufacturing	8,900

Top sectors by gross value add (2020)

Mining	\$4.3B
Construction	\$1.4B
Health care and social assistance	\$1.2B
Agriculture, forestry and fishing	\$1.0B
Electricity, gas, water and waste services	\$975.7M
Manufacturing	\$869.9M

Strategic directions

Gippsland'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. Maximise the role of the **food and fibre industry** in the local economy

Activating the food and fibre innovation ecosystem through on-farm innovation, local research and development, and attracting a skilled workforce will help to develop future-focused industries and unlock new markets.

2. Accelerate **advanced manufacturing capabilities** in the region

Immediate opportunities in food product manufacturing, energy supply chains and health manufacturing can be linked to collaborative research and digitalisation to encourage innovation and investment.

3. Pursue opportunities emerging from energy industry transition, including in **clean and renewable energy** and **earth resources**

The international and domestic focus on renewable energy and climate change mitigation is driving opportunities to activate clean energy and carbon capture and storage potential, and positions the region to supplement existing strengths in energy production with hydrogen and earth resources.

4. Support growth and diversification in the **visitor economy**

Creating experiences that enable year-round visitation and promoting the region's Aboriginal heritage and agritourism will be central to driving growth in the tourism industry and creating further opportunities to showcase the region's significant attractions.

5. Enhance regional specialisation in **health care and social assistance**

Stronger partnerships between industry and education and training providers will facilitate career pathways in health care and social assistance, supporting labour market inclusion and meeting the increasing demand for services.