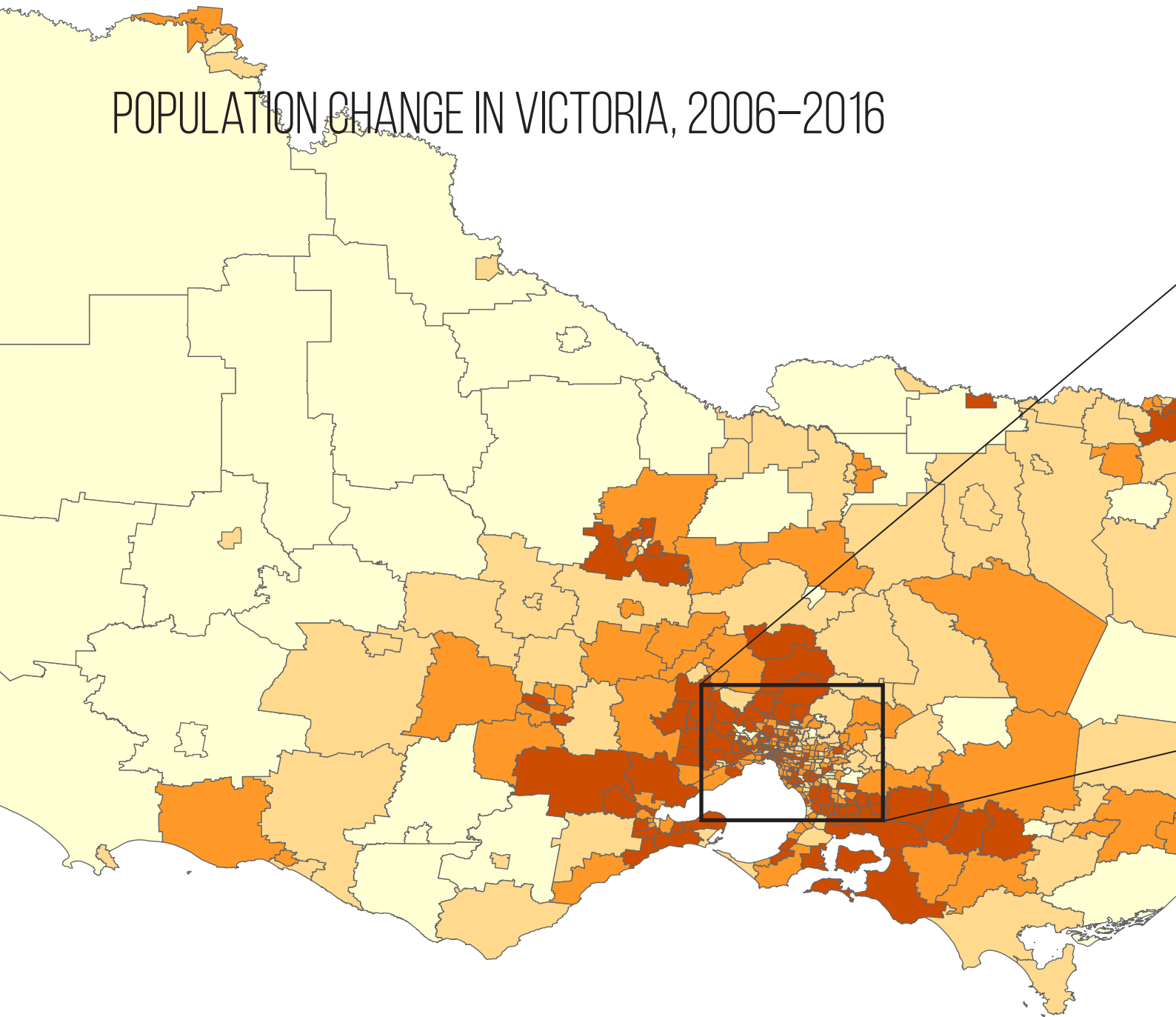


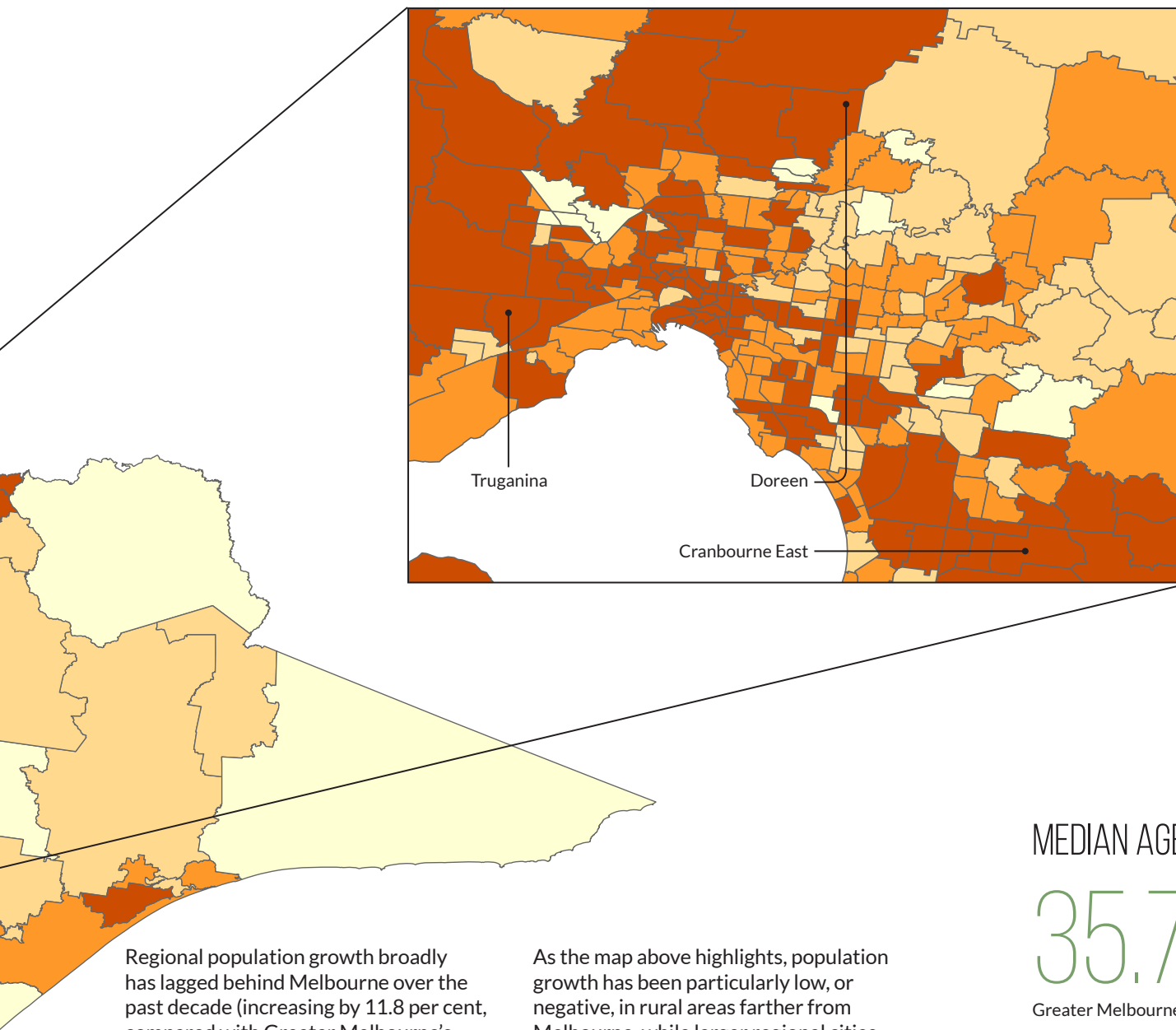
THE REGIONAL AGENDA IN CONTEXT



POPULATION CHANGE IN VICTORIA, 2006–2016



Decline 0.0% to less than 10% 10% to less than 20% 20% or more



Regional population growth broadly has lagged behind Melbourne over the past decade (increasing by 11.8 per cent, compared with Greater Melbourne's increase of 25.5 per cent).

In particular, population growth outside the major regional cities has been much lower than the average for the state as a whole.

As the map above highlights, population growth has been particularly low, or negative, in rural areas farther from Melbourne, while larger regional cities have grown along with areas within commuting distance from Melbourne.

MEDIAN AGE

35.7

Greater Melbourne

42.2

Regional Victoria

POPULATION GROWTH 2006–2016

25.6%

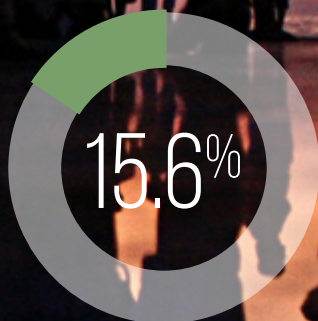
Greater Melbourne

15.7%

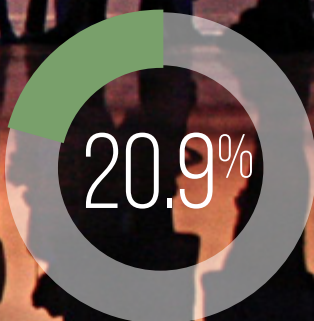
Ballarat

13.1%

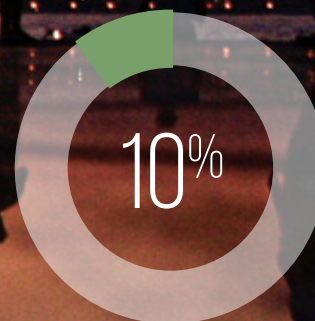
LaTrobe /
Gippsland



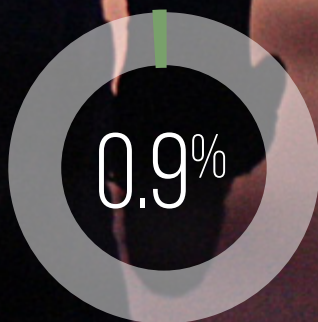
Bendigo



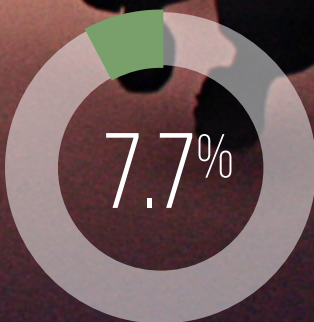
Geelong



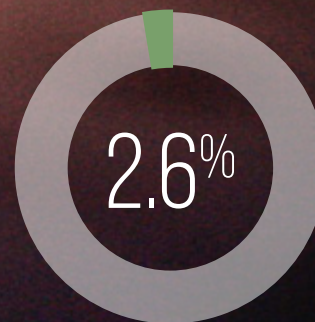
Hume



North West



Shepparton



Warrnambool / South West

CONTRIBUTION TO GROSS STATE PRODUCT

\$301B

METROPOLITAN
MELBOURNE

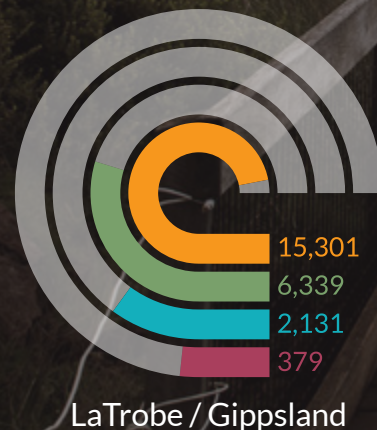
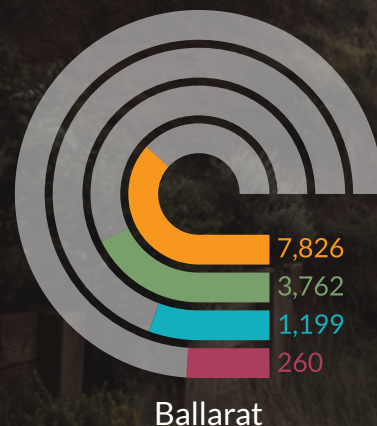
\$72B

REGIONAL VICTORIA

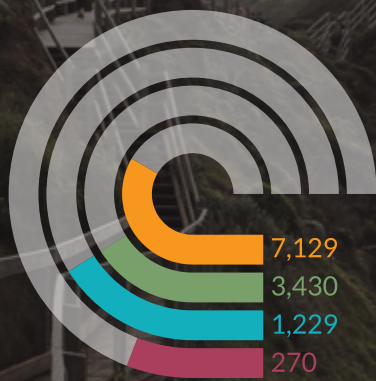
Figures are for Gross Regional Product 2016,
and are quoted in billions of dollars.

EMPLOYMENT IN REGIONAL VICTORIA

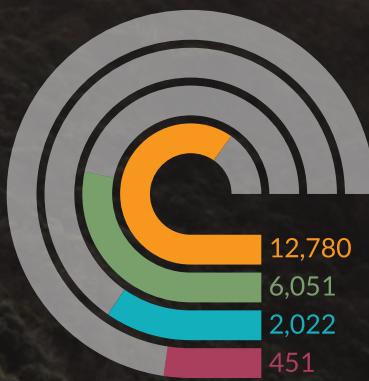
There are more than 130,000 businesses in regional Victoria, the vast majority of which (80,000) do not employ staff. Large businesses (those employing more than 20 people), are most likely to be located in the Geelong and Gippsland regions.



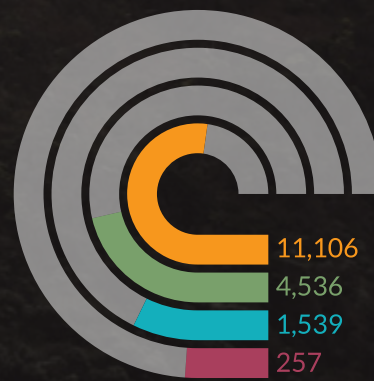
● Non-employing businesses ● 1-4 employees ● 5-19 employees ● 20+ employees



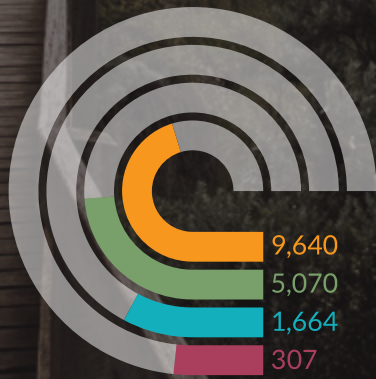
Bendigo



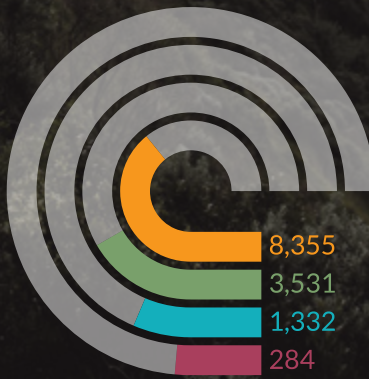
Geelong



Hume



North West



Shepparton



Warrnambool / South West

KEY INDUSTRIES IN REGIONAL VICTORIA

In terms of the number of employees, key industries for regional Victoria are health care and social assistance (98,600 employees), followed by retail trade and agriculture.

The health care and social assistance industry is the major employer in four of Victoria's regions – Ballarat, Barwon, Bendigo and Goulburn/Murray – and is growing rapidly. Agriculture, forestry and fishing is another key industry, particularly for Gippsland, South West Victoria, Ballarat and the Wimmera Mallee.

Retail trade is one of the top three employers in regional Victoria, highlighting its importance to local economies across the state. Along with health care, the Barwon region also has an important reliance on the education sector, with Geelong being home to both Deakin University and Gordon Institute of TAFE. Manufacturing is a key sector in both the Bendigo and the Goulburn/Murray regions.

KEY INDUSTRIES FOR REGIONAL EMPLOYMENT



AGRICULTURE

2012 61,200 employees 2017 73,300 employees



MANUFACTURING

2012 71,900 employees 2017 61,300 employees



CONSTRUCTION

2012 61,000 employees 2017 59,400 employees



RETAIL TRADE

2012 73,700 employees 2017 76,500 employees



ACCOMMODATION AND FOOD SERVICES

2012 42,000 employees 2017 54,600 employees



EDUCATION AND TRAINING

2012 51,200 employees 2017 56,500 employees



HEALTH CARE AND SOCIAL ASSISTANCE

2012 87,200 employees 2017 98,600 employees

BIGGEST EMPLOYERS IN THE REGION (AS AT MAY 2017)

| | ONE | TWO | THREE |
|---------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| Ballarat | Health care and social assistance | Agriculture, forestry and fishing | Retail trade |
| Barwon | Health care and social assistance | Education and training | Retail trade |
| Bendigo | Health care and social assistance | Manufacturing | Retail trade |
| Gippsland | Agriculture, forestry and fishing | Retail trade | Health care and social assistance |
| Goulburn/Murray | Health care and social assistance | Retail trade | Manufacturing |
| South West Victoria | Agriculture, forestry and fishing | Retail trade | Health care and social assistance |
| Wimmera Mallee | Agriculture, forestry and fishing | Health care and social assistance | Retail trade |

UNEMPLOYMENT IN REGIONAL VICTORIA

6.9%

Unemployment rate in Gippsland

4.4%

Unemployment rate in the Ballarat, Bendigo and South Coast regions

The unemployment rate varies considerably across Victoria. In August 2017, unemployment was at 6.9 per cent in the Gippsland region, but only 4.4 per cent in the regions of Ballarat, Bendigo and the South Coast.

UNEMPLOYMENT IN REGIONAL VICTORIA



INTERNATIONAL TRADE AND AGRIBUSINESS

The agribusiness sector is a major employer in regional Victoria and a key contributor to our state's export performance. In 2015-16, Victoria's food and fibre exports were valued at \$11.9 billion, and accounted for 26 per cent of the national total.

The prepared food segment of the industry has been experiencing particularly strong growth, and now accounts for 11 per cent of total food and fibre exports, while the biggest segment is meat (23 per cent of the total) and dairy (16 per cent of the total).

\$11.9_{BN}

Value of Victoria's food and fibre exports in 2015-16

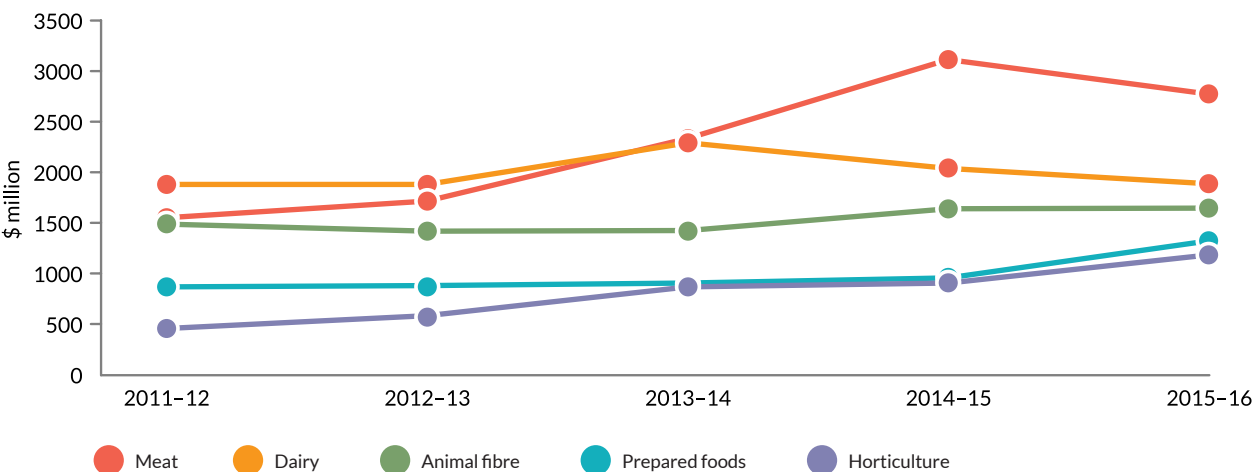
26%

Value of Victoria's food and fibre exports in 2015-16, as a percentage of the national total

11%

Percentage of total food and fibre exports represented by prepared foods

VICTORIAN FOOD AND FIBRE EXPORTS





AGRIBUSINESS STUDENT NUMBERS ARE FALLING

While agribusiness is a key sector in regional Victoria, the number of students enrolled in related vocational education subjects is falling rapidly.

16,060

Number of students enrolled in vocational training packages in 'Agriculture, Horticulture and Conservation and Land Management' in 2016.

35%

Decline in student numbers in two years

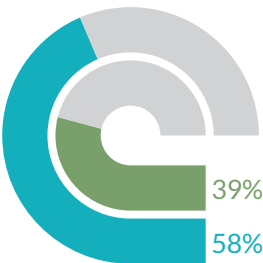
22%

Percentage of Victorian students enrolled in these courses nationally, down from 31 per cent in 2014. (Source: NCVET Total VET students and courses 2016: data slicer)

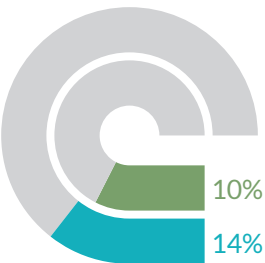
EDUCATION AND TRAINING IN REGIONAL VICTORIA

Regional Victorian school completers are much less likely to attend university than their metropolitan counterparts. In the year after completing Year 12, 39 per cent of regional students were studying for a Bachelors' degree,

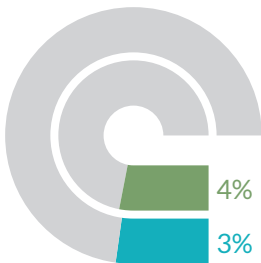
compared with 58 per cent of their metropolitan counterparts. Regional school completers are more likely to be in both full-time and part-time employment than metropolitan school completers.



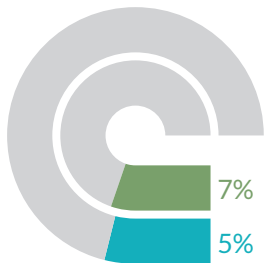
Bachelor degree



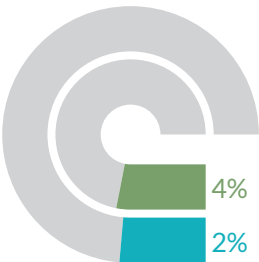
Certificate IV
or above



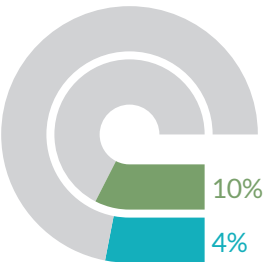
Certificate I-III



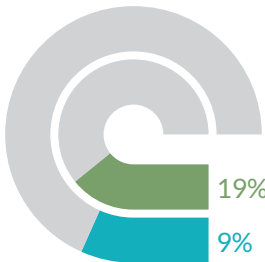
Apprentice



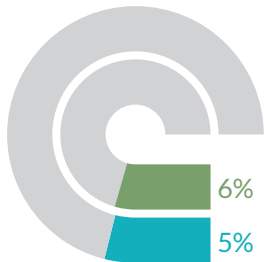
Trainee



Employed full-time



Employed part-time



Looking for work

MOBILE AND INTERNET CONNECTIVITY

Regional Victorians often report poor connectivity for both mobile and internet coverage.

Regional and rural Victorians who responded to the University of Canberra's '2016 Regional Wellbeing Survey' reported that:

25.1%

had poor mobile phone coverage

36.3%

had poor internet reliability

37.7%

had poor internet speed

36.6%

had poor internet affordability

THE VISITOR ECONOMY AND REGIONAL VICTORIA

The Visitor Economy makes an important contribution to the economic life of Victoria's regions. However, growth in overnight visitor expenditure in Victoria's regions has

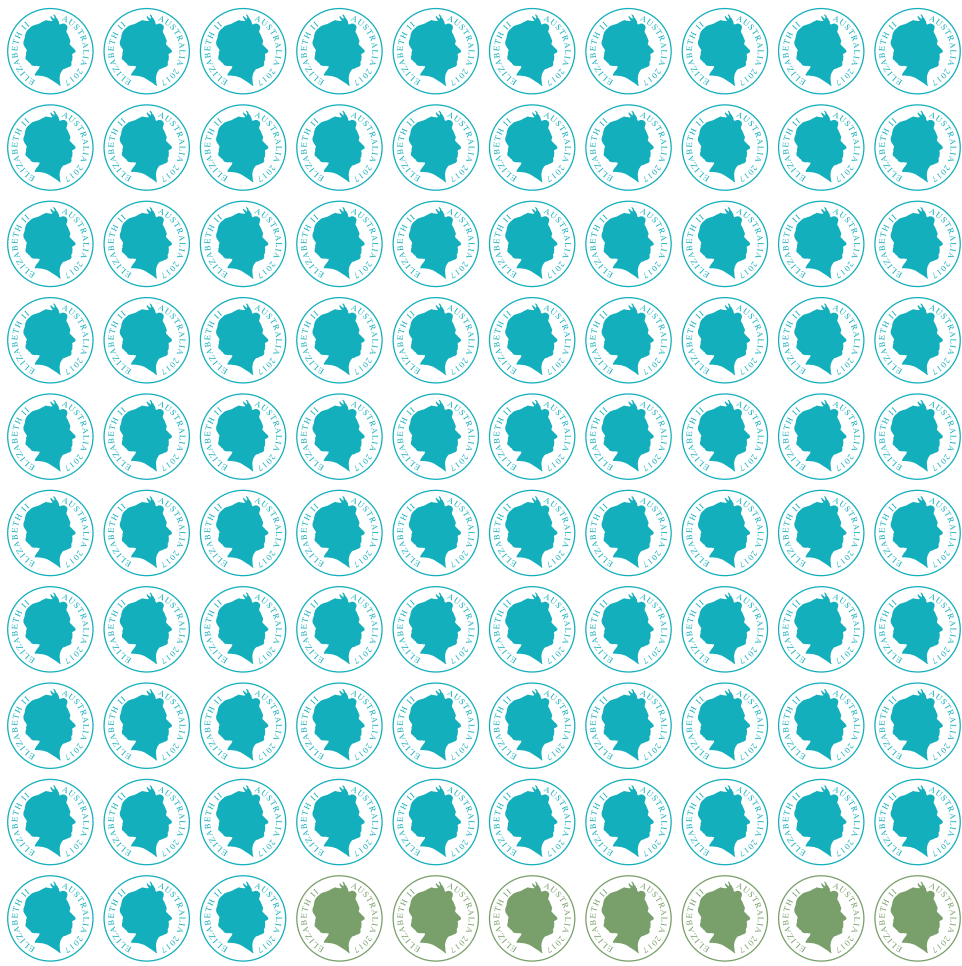
lagged behind Melbourne, averaging 4.8 per cent per annum in the five years to 2017, compared with 5.5 per cent for Melbourne. Growth in the High Country (1.8 per cent) and

Goldfields (3.0 per cent) has been particularly low, while Daylesford and the Macedon Ranges (12.9 per cent) and Geelong and Bellarine (7.3 per cent) has been strong.

| Nominal Expenditure by Domestic Overnight Visitors in Victoria | Total Expenditure (\$ million) | | | | | | Average Annual Change | Yearly Change |
|--|-----------------------------------|--------------|--------------|--------------|--------------|--------------|-----------------------------|------------------|
| Year ending June | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2012-17 | 2016-17 |
| Total Victoria | 10,033 | 10,341 | 10,755 | 11,184 | 11,614 | 12,941 | 5.2% p.a. | 11.4% |
| Regional Victoria | 4,338 | 4,471 | 4,519 | 4,728 | 4,991 | 5,493 | 4.8% p.a. | 10.0% |
| Victoria's Campaign Regions | | | | | | | | |
| Daylesford and the Macedon Ranges | 141 | 147 | 195 | 194 | 253 | 259 | 12.9% p.a. | 2.4% |
| Geelong and the Bellarine* | 351 | 310 | 383 | 414 | 489 | 499 | 7.3% p.a. | 2.0% |
| Gippsland | 449 | 554 | 512 | 458 | 484 | 564 | 4.7% p.a. | 16.5% |
| Goldfields* | 434 | 400 | 396 | 460 | 452 | 504 | 3.0% p.a. | 11.4% |
| Grampians* | 180 | 239 | 169 | 216 | 203 | 259 | 7.6% p.a. | 27.9% |
| Great Ocean Road* | 683 | 626 | 740 | 727 | 720 | 870 | 5.0% p.a. | 20.8% |
| Melbourne | 5,695 | 5,870 | 6,236 | 6,456 | 6,623 | 7,449 | 5.5% p.a. | 12.5% |
| Mornington Peninsula | 392 | 390 | 383 | 412 | 485 | 464 | 3.4% p.a. | -4.4% |
| Murray | 655 | 747 | 682 | 741 | 721 | 807 | 4.3% p.a. | 12.0% |
| Phillip Island | 274 | 283 | 286 | 239 | 303 | 351 | 5.1% p.a. | 15.8% |
| Victoria's High Country | 571 | 515 | 461 | 631 | 631 | 624 | 1.8% p.a. | -1.0% |
| Yarra Valley and Dandenong Ranges | 196 | 254 | 295 | 213 | 234 | 265 | 6.2% p.a. | 13.2% |

INTERNATIONAL VISITOR SPENDING

International visitor expenditure is heavily skewed towards Melbourne, with regional Victoria capturing just seven cents of every dollar spent in Victoria by international visitors.



STATE GOVERNMENT POLICIES AND STRATEGIES

– AT A GLANCE

VICTORIA'S REGIONAL STATEMENT

This sets out a framework for giving regional Victoria a stronger voice within State Government through representatives from community, business and three tiers of government, with a focus on supporting regional jobs and families.

REGIONAL JOBS AND INFRASTRUCTURE FUND

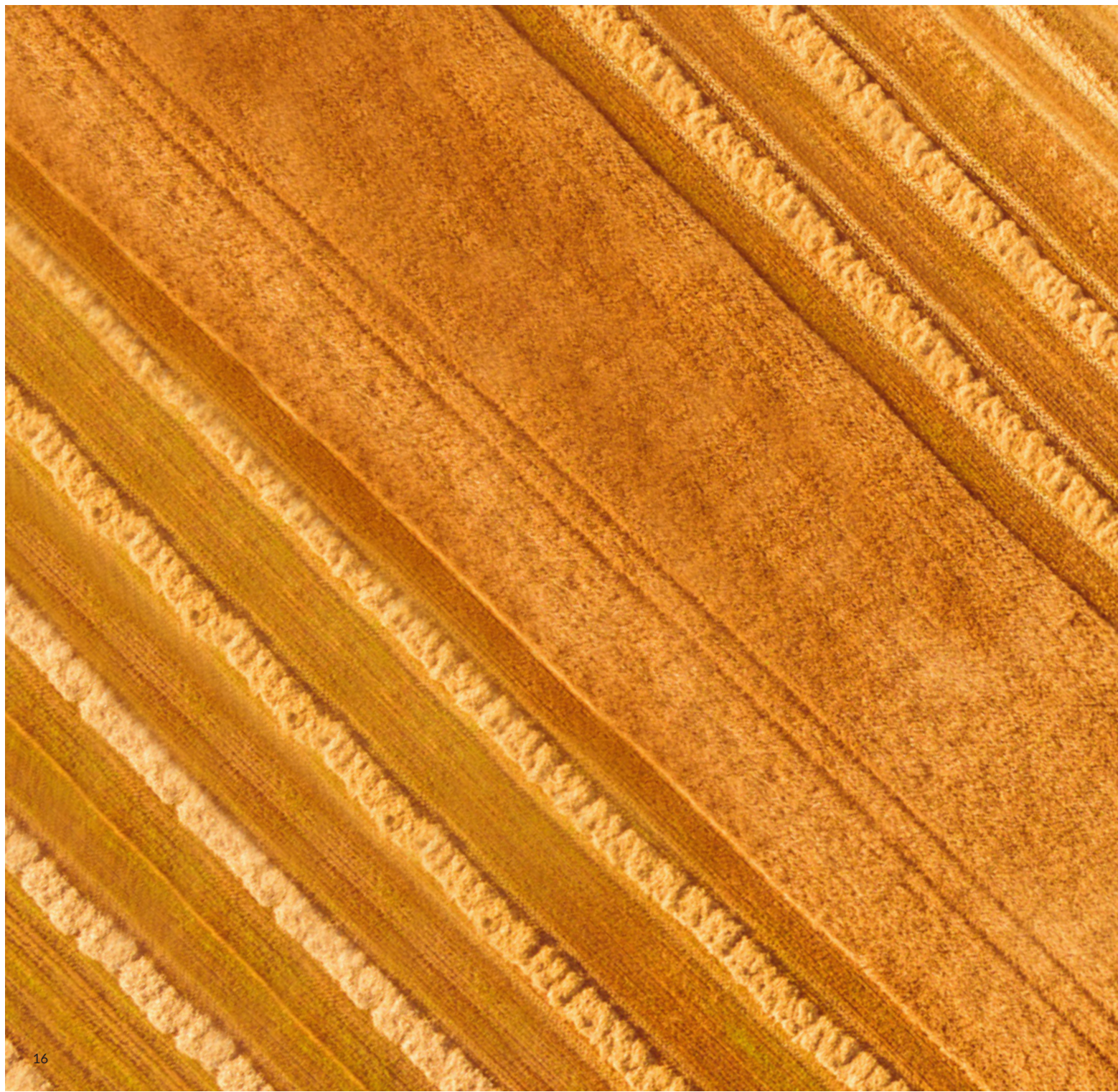
Supports regional development by investing in high growth jobs, building infrastructure and strengthening communities.

WATER FOR VICTORIA

A long-term plan for managing Victoria's water resources amid climate change and a growing population, incorporating environmental, business, agriculture and community water usage.

REGIONAL NETWORK DEVELOPMENT PLAN

A long-term plan to improve public transport in regional Victoria.





Written and authorised by the
Victorian Chamber of Commerce and Industry

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Principal partner



Supporting partners



Local partner

