



Our Economy

IMAGINE
2040

Your Vision. Our Future.

The structure of the region's economy and a significant transient population for employment purposes sees the Mildura area serve a regional population across three states – Victoria, New South Wales and South Australia.

While renowned for quality horticultural and agricultural production, the local economy has diversified and expanded over many years to include a variety of industries. Value adding industries such as manufacturing (predominantly wine, fruit and vegetable processing) have become well established in the region and benefit from the area's tri-state location and transport infrastructure.

Tourism is also a strong element within the local economy and the Mildura region has become a popular tourism destination. With excellent infrastructure and a Mediterranean style climate creating an abundance of sunshine hours and clear days, Mildura has more recently become an area of great interest to the renewable energy sector and is viewed as a preferred solar location.

Annual economic
output of
\$6.645¹
billion



\$931.8m
from the
manufacturing
industry sector

This makes
the greatest
contribution to
economic output
in the region,
accounting for
14.02%
of total output



Home to
55,777¹
people

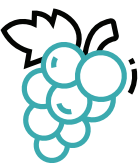


22,368¹
jobs

Produce

The Mildura region grows the following percentage of Australia's produce:

98%²
of dried
vine fruit



24%
of citrus

75%
of table grapes



24%
of carrots

68%
of almonds

23%
of asparagus

48%
of pistachios

20%
of wine
grape crush

Jobs in the Top 10 Industry Sectors

3,228¹
Healthcare & Social
Assistance



3,006
Retail Trade



2,364
Agriculture,
Forestry & Fishing



2,044
Education & Training



1,728
Accommodation
& Food Services



1,563
Construction

1,336
Manufacturing



1,224
Public Administration
& Safety

1,068
Administrative &
Support Services



994
Transport, Postal
& Warehousing



29,688³
Rateable properties



23,864³
Residential

2,409
Business



1,783
Irrigated farming

1,547
Dryland farming

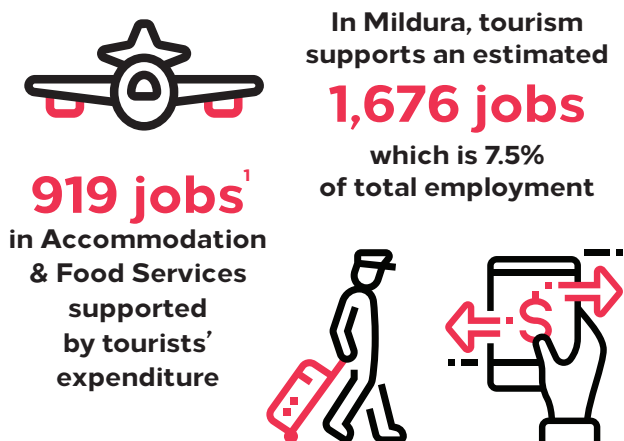


85
Cultural and
recreation
properties

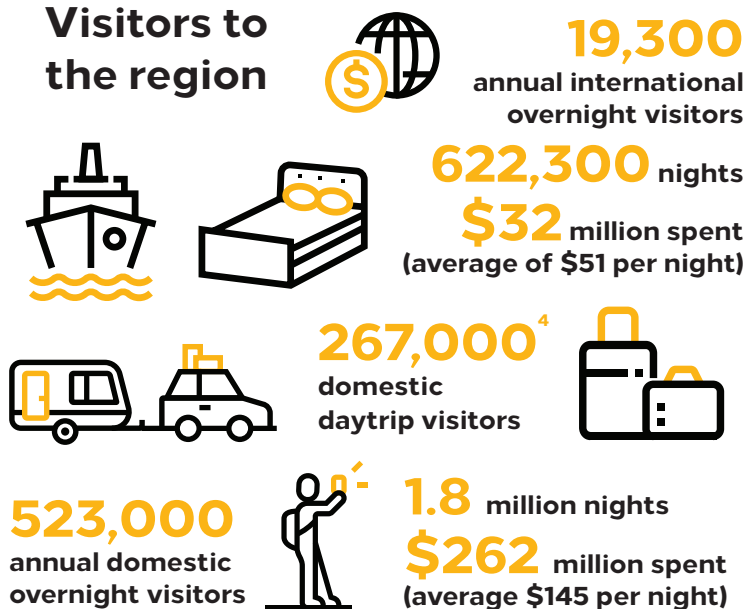


Tourism

Our region's climate, location between three states and proximity to natural wonders and national parks makes it a popular tourist destination. Most people visit our region for a holiday with visiting friends and relatives coming a close second.



Visitors to the region



The following Mildura Rural City Council strategies aim to encourage diverse and sustainable economic development that provides growth in jobs, investment and quality of life:

- Chaffey Trail Strategic Plan
- Events Strategy
- Mildura Regional Development Strategic Plan



COVID-19 impacts on our economy

The global COVID-19 pandemic has had a significant impact on our local communities and regional economy. Many businesses have experienced temporary closures or restrictions, and individuals have lost work. As the spread of the virus is contained and restrictions are gradually relaxed, it is anticipated that the negative impacts of the pandemic will lessen.

Prior to COVID-19 and the introduction measures to manage the pandemic, the total employment across all local industry sectors was estimated at

22,368¹

For December 2020, total employment is estimated at

21,993

15%⁵ spent savings

19%

want financial assistance for individuals

Young people, those with children, and renters showed higher instances of financial vulnerability than other sectors of our community.

117⁵

business owners responded

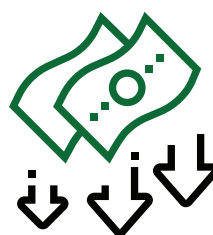


34%

said they had changed their method of service delivery to adapt

28%⁵ employment impacted

15% on JobSeeker / JobKeeper



39% switched to online purchasing

29% spent less money in general

27%⁵ of people who answered this survey were living below the poverty line.

Council's \$1.5 million Community Recovery Fund was⁶ set up to support our community through the social and economic elements of this emergency. To date this has included waiving a range of business permit and registration fees, waiving rates for community groups and clubs, waiving lease and licence fees, waiving interest accrued on overdue rates and a range of grants and rates credits for businesses.

¹ remplan.com.au ² Mildura Visitor Information and Booking Centre ³ MRCC Annual Report 2019-2020

⁴ milduraregion.com.au ⁵ MRCC COVID-19 Community Impact Survey, November 2020 ⁶ mildura.vic.gov.au

