



MILDURA
REGIONAL
DEVELOPMENT

Hydrogen Cluster Virtual Visit

*The Mildura Region, it's
Economy and recovery.*

What We Do

Our Vision is to bring businesses, educators and communities together to form partnerships that identify opportunities, innovates and finds solutions.

We will collaboratively build on our regions strengths and opportunities in the tourism, agribusiness, horticultural and related education and technology spaces.



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OUR ECONOMY AND JOBS

We are home to 55,515 people, supporting **22,368 jobs** and have an annual economic output of **\$6.321 billion**. There is currently over 5,000 businesses locally.



OUTPUT

The major contributors to our gross revenue are:

Industry Sector	\$M	%
Manufacturing	\$893.492	14.1%
Agriculture, Forestry	\$845.493	13.4%
Fishing	\$670.238	10.6%
Other	\$3,911.552	61.9%

The **Manufacturing** industry sector, at \$893.5 M, accounts for 14.14% of total output.



Produce

The Mildura region leads the country in table grape production 75% of all table grapes that are grown in Australia originate from this region.

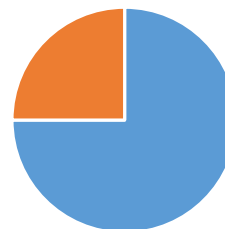
The Murray Darling and Swan Hill regions contribute up to about 20% of the national crush in Wine grapes.

The Mildura region produces 98% of Australia's dried grapes.

Citrus in the region grows approximately 21% of the nation's citrus crop.

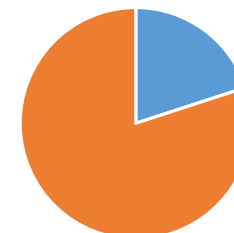
Carrots and Asparagus producing 24% and 23% of the total Australian production and Melons, 11% of the total Australian production.

Table Grapes



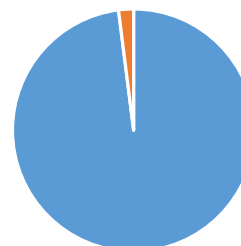
■ Mallee Region ■ Australia

Wine grapes



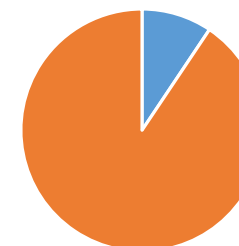
■ Murray/Swan Hill ■ Australia

Dried Grapes



■ Mildura Region ■ Australia

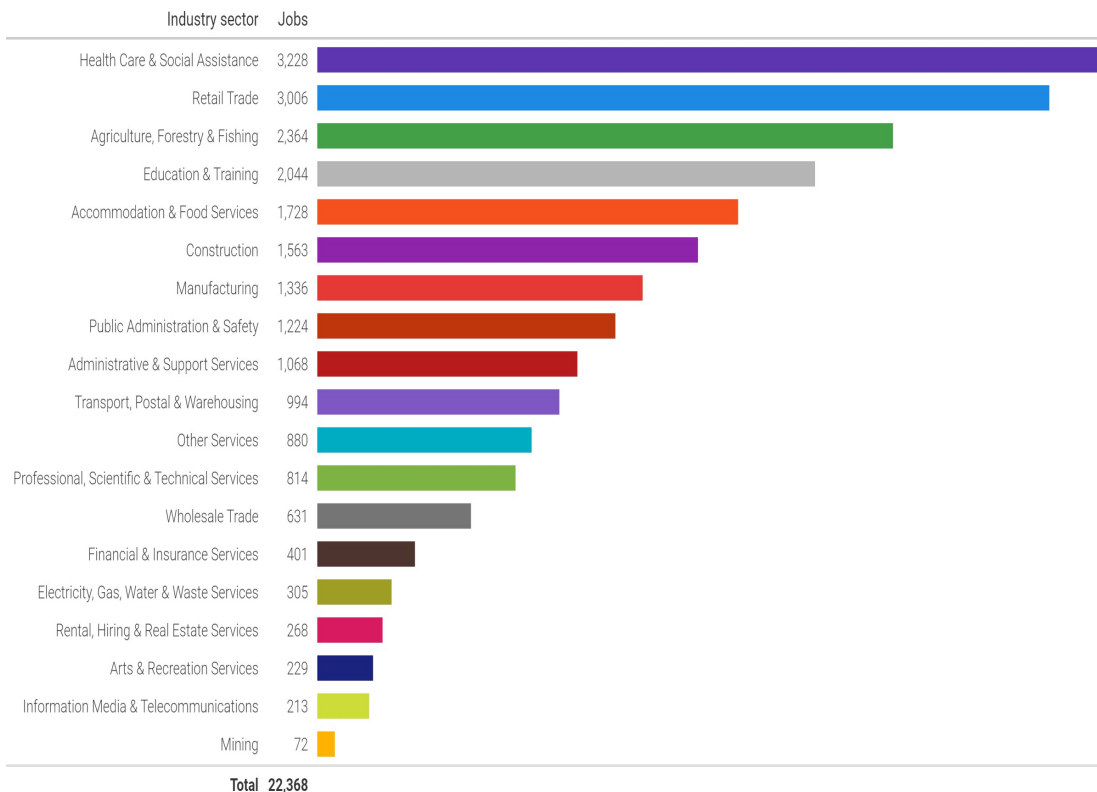
Citrus



■ Mallee Region ■ Australia



Employment



Benchmarks: None | Industry sectors: All Selected

EMPLOYMENT

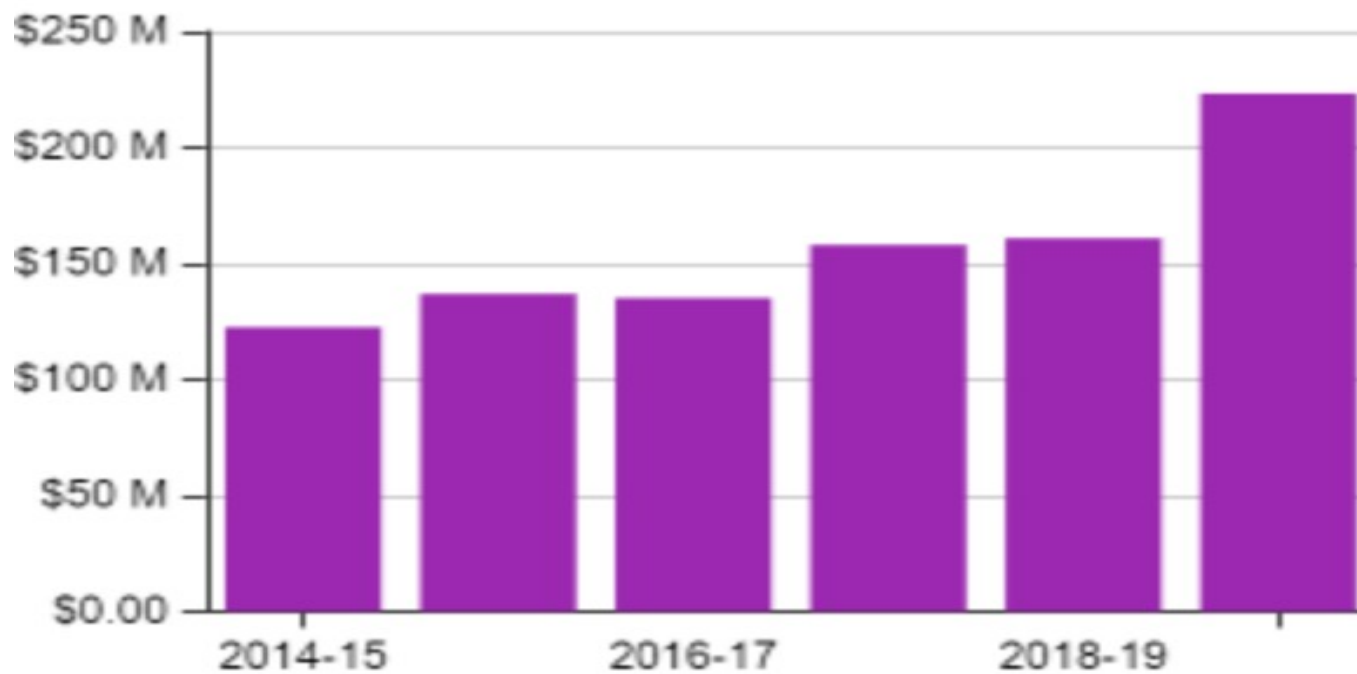
Total Employment in the area is almost 22,400 jobs.

The major employment sectors are:

Industry Sector	Jobs	%
Health Care Social Assistance	3,228	14.4%
Retail Trade	3,006	13.4%
Agriculture, Forestry Fishing	2,364	10.6%
Other	13,770	61.6%

With 3,228 jobs representing 14.43% of total employment, it is the Health Care & Social Assistance industry sector that is the regions largest employer.

Building Approvals



REMP LAN



Connecting SME's to
create a thriving
local economy



Small to Medium Business Support/Growth

- COVIDsafe and open
- Small business workshops/training
- Incubator/Accelerator links
- Local co-working spaces promotion
- Industry Forums
- Grants and funding links ie
workforce/infrastructure/development

Change in 12 months

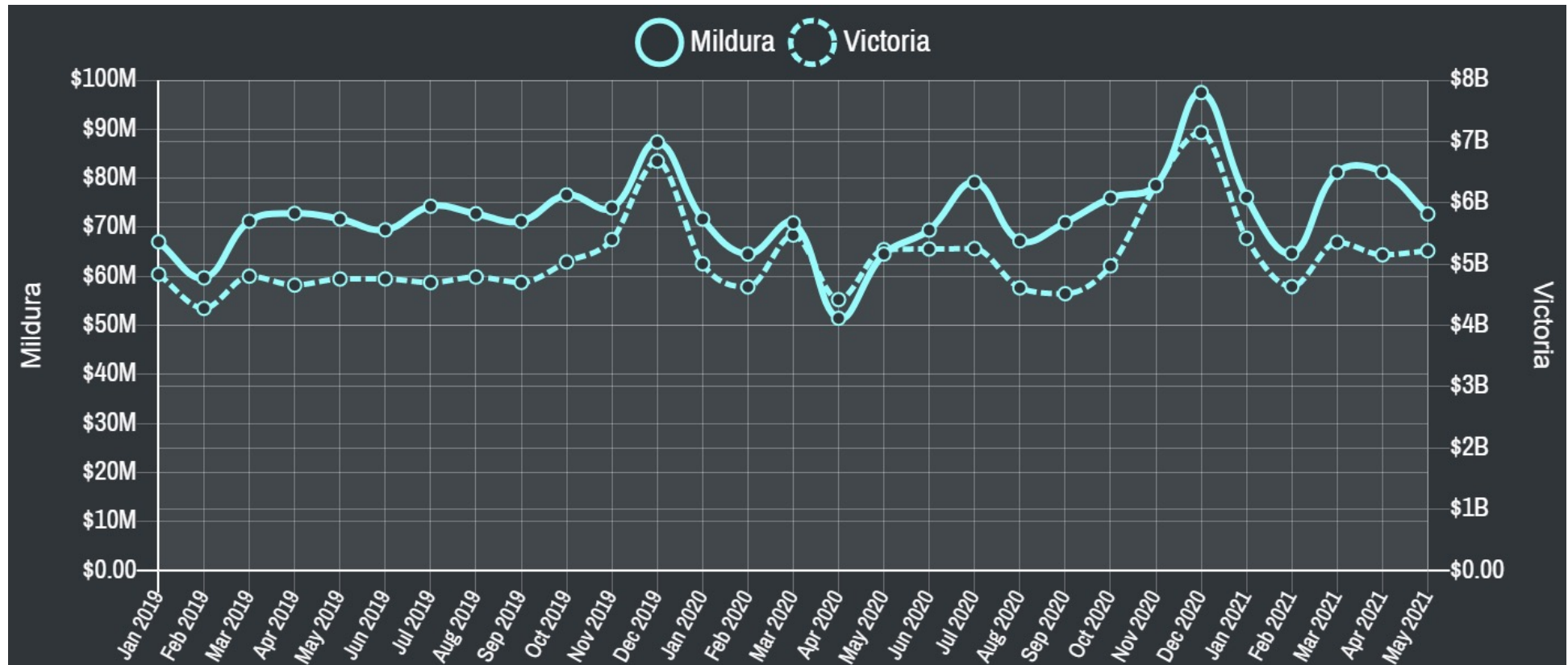
Year-on-Year Changes ⓘ

End Month: Apr 2021 All hours [Download Data](#)

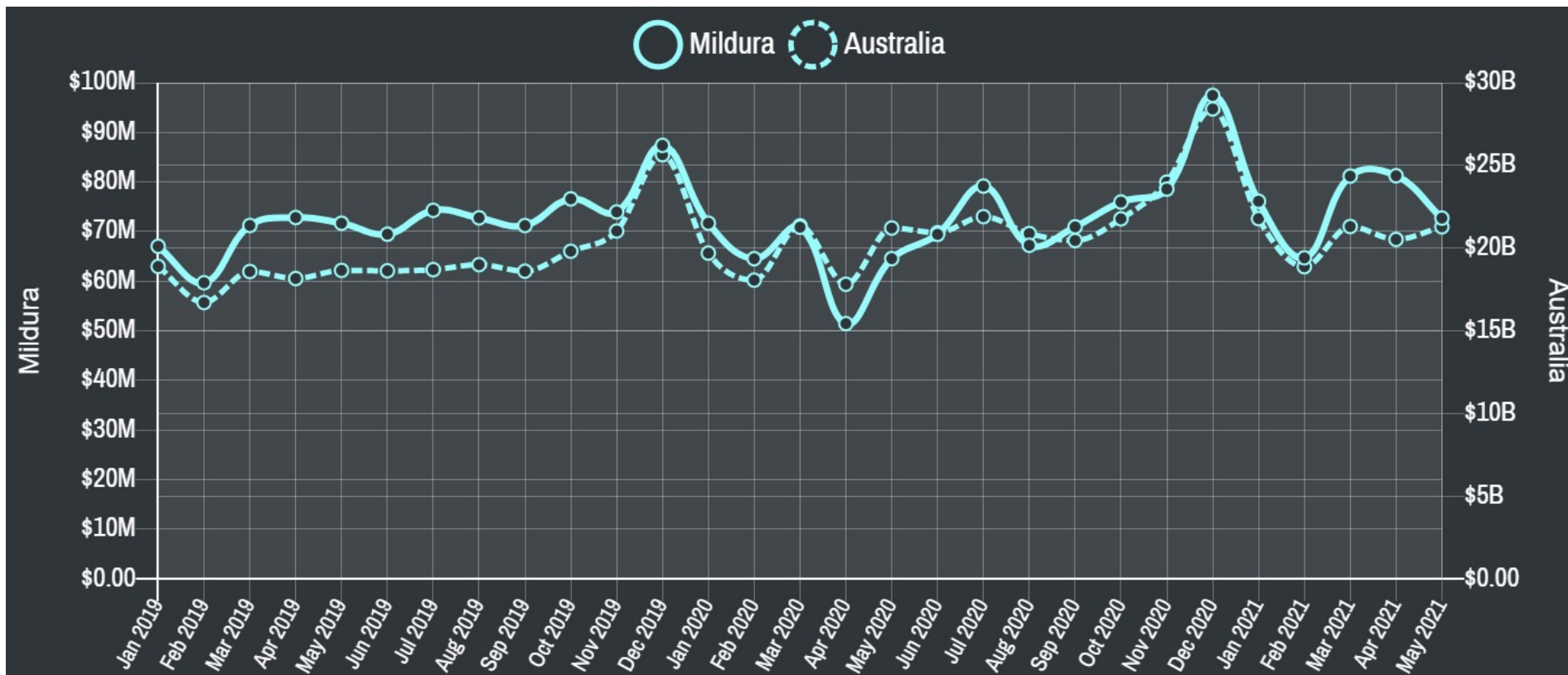
Expenditure Type ⇅	Apr 2020 ⇅	Apr 2021 ⇅	Change ⇅
Total Local Spend	\$51.4M	\$81.3M	57.96%
Resident Local Spend	\$41.9M	\$55.6M	32.85%
Visitor Local Spend	\$9.56M	\$25.6M	167.99%
Resident Escape Spend	\$5.79M	\$16.5M	184.51%
Resident Online Spend	\$19.7M	\$25.6M	30.37%



Total Expenditure v Victoria



Total Expenditure v Australia





Total Expenditure April 2021

For the month of April 2021:

Resident Local Spend - a 32.85% increase from the same time last year.

Visitor Local Spend - a 167.99% increase from the same time last year.

Total Local Spend - a 57.96% increase from the same time last year.

Resident Escape Spend - a 184.51% increase from the same time last year.

Resident Online Spend - a 30.37% increase from the same time last year.

The 30.37 % increase in Resident Online Spend reflects the growing national trend towards online sales. This emphasises the need for a strategy to support local traders in enhancing their online presence.



Workforce of the future

Skills and Jobs

The VSC Report ‘2017 Regional Skills Demand Profile –The Mallee’ has been a very important and significant document in informing the funding and direction of training and its impact on economic development across the Mallee.

Pulse check now completed with support of the Mallee Regional Partnership – still a significant skills shortage.

Support for the Local Learning and Education Network (NMLLEN) through the Schools Industry Roundtable.

Table 1: Preliminary outlook on job growth by industry[#]

Industry group	Estimated FTE	Taskforce estimate of 2017-2020 workforce growth (CAGR)	Total required workforce growth (including replacements)	Jobs identified to be created during consultations over next three years
Horticulture	-4,300	3.5%-7.0%	+600-1100	-300 skilled ¹ -600 contract
Other agriculture	-2,400	0.5%-1.5%	+100-200	-70 ²
Hospitality and tourism	-2,900	2.0%-2.5%	+250-300	NA
Construction	-2,300	1.8%-3.5%	+200-300	NA
Manufacturing	-2,300	2.5%-4.5%	+250-400	-275 ³
Transport, logistics & automotive	-3,300	2.6%-4.5%	+350-550	NA
Retail trade	-5,500	1.5%-2.0%	+400-500	NA
Healthcare and social assistance	-6,200	2.9%-4.2%	+750-1000	-400 ⁴



Industry and Skills

- Transport and Logistics – Sunraysia Mallee Port Link, Taster program
- 50 Jobs, 50 Days
- Smart Farm links
- Workforce development
- Industry Skills Requirements – Gaps and Opportunities. Hydrogen??
- Project promotion – Energy Connect, Pre-qualification preparation.



Promoting a **new** technology future for Agriculture and Manufacturing

A 'Technologically' enhanced and sustainable future

- Smart Cities – LoRaWAN and other communications
- Smart Farm
- Renewable energy future
 - Solar
 - Hydrogen
- Australian Industry Group - Wine Industry manufacturing
- Export opportunities – new Asian Markets









Growing the visitor economy

DOMESTIC TRAVEL TO MILDURA RURAL CITY

January 2020 to December 2020

and change on January 2019 to December 2019

Domestic overnight travel		
	214 thousand	↓ -59.0%
	708 thousand	↓ -60.9%
	110 million	↓ -58.1%

Total domestic travel		
	388 thousand	↓ -50.9%
	708 thousand	↓ -60.9%
	\$153 million	↓ -48.6%

Domestic daytrip travel		
	173 thousand	↓ -35.1%
	np	np

New Tourism product development

TRAIL OF LIGHT AT LAKE CULLULLERAINE

Delightful large scale display using repetition and large illuminated insects to produce an installation at large scale. There may be up to 5,000 fireflies covering an escarpment powered with 200 projectors and 50 solar panels.

The installation has an indigenous back story from the Cadigal mob (Sydney) using the word "putuwa" - literally, to warm one's hands over a fire and then take the hand of another person. It is unclear how locals mobs would interpret this backstory. The format of the installation is simply a maze of concentric circles (the Indigenous symbol for a meeting place) populated by *Fireflies*.

The recommended concept development will be staged to suit the peninsula site at the lake:

Stage 1: Escarpment of Light (5,000-20,000 fireflies, 60m wide, 884-2000+ m long).

Stage 2: Mettabhavana Pavilion located on the site (2,800 fireflies, 113m diameter).

OVERVIEW

The experience and story will start from the main camp and lakeside area with a 20min walk to the entrance to *Fireflies*. Visitors will pre book sessions and commence their journey to the attraction enjoying some pre-show narrative and story that will introduce the concept.

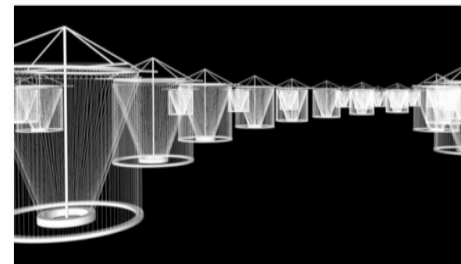
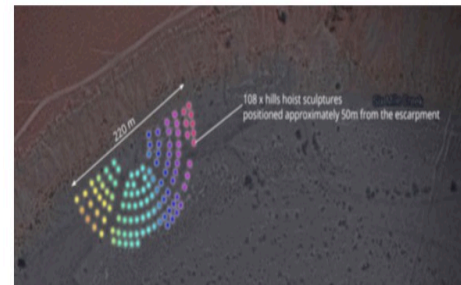
At the gated entrance visitors will have their tickets scanned and join designated groups with their tour guide. After a briefing from the tour guide will enter *Fireflies* and take you on a tour across a number of designated paths and 2 distinct routes. There will be some hero locations for photo memories and the story will be narrated via mobile phone for more engaging content.

The Mettabhavana meditation pavilion will allow visitors to enter a quiet space for a period of reflection and meditation.

It is envisaged that the total *Fireflies* experience will be approximately 60 mins allowing for the 20 min walk and 40 min light show experience. Tour guides will ensure that guests move at an appropriate pace to enjoy the show but also to facilitate the next group booking.

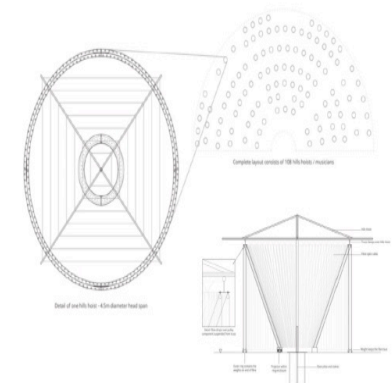
Key considerations in the development of this attraction include:

- Maximum capacity of *Fireflies* for any one session
- Distance travelled and time taken for total experience incl 20 min walk
- Capacity and time constraints created by Mettabhavana pavilion.




CONCEPT 2: FOSO AT WENTWORTH ESCARPMENT


Incorporating a classic Australian icon, the Hill's hoist it is sure to evoke positive emotion and memories from all Australian visitors.






THANK YOU

 58 Pine Avenue, Mildura 3500

 (03) 5021 0599

 www.milduraregion.com.au