

Mayor's Message



In order for South Gippsland to thrive it is vital that we have a strong economy which is supported by local employment. Our Economic Development and Tourism Steering Committee was recently briefed on South Gippsland's performance which is something we should all be across.

It was impressive to learn that our economy has an annual total output of \$3.2 billion. Almost half of this output is made up of four main industries including livestock farming, dairy product manufacturing, housing and property and construction services.

Manufacturing is our largest industry at \$615 million which is mostly due to dairy product manufacturing. This is closely trailed by agriculture at \$610 million from livestock farming.

Local employment has similar trends as there are over 11,100 jobs across South Gippsland and agriculture is the largest provider of employment at 2,300 jobs. Our other large employers include health and aged care followed by retail. Construction is an emerging employer which has increased to be the fourth largest employer in the region.

South Gippsland is also a high contributor for agriculture in Gippsland as we contribute 45 percent of Gippsland's dairy manufacturing output and employment. Approximately 30 percent of Gippsland's livestock farming output and employment is from South Gippsland as well.

The beauty of our region is also used to our advantage with over \$100 million output annually by the tourism sector. A significant amount of this is driven from the accommodation and food sector that provides for our visitors.

Our performance indicates the strength in our agricultural sector that we must continue to support but also highlights other sectors that are growing. We live in a wonderful region and it is fantastic to see that our economy is prosperous.

This reiterates the importance of Council's decision making and support for local businesses. With the right planning and investment I expect that our region will continue to develop and shine into the future.

Cr Lorraine Brunt
Mayor