



MILDURA'S *Economic Profile*

Located at the heart of the tri-state area where Victoria, New South Wales and South Australia meet, the Mildura region spans more than 22,082km² and offers exceptional opportunities for business, investment and lifestyle. As a nationally significant centre for agriculture and horticulture the region has grown into a diverse and resilient economy, with strengths across food and beverage manufacturing, logistics and advanced manufacturing. Often dubbed the Solar Capital of Australia, it is also a major hub for renewable energy and other emerging resource industries.

The Mildura Rural City Council Area includes a network of vibrant communities from the regional city of Mildura through to smaller townships and remote localities, each contributing to the character,

economy and cultural vitality of the region. This diversity offers flexibility and choice for residents, workers and investors.

The region's enviable liveability - underpinned by a warm, dry climate and strong sense of community - continues to attract new residents and businesses. The Mildura Local Government Area (LGA) offers a unique blend of relaxed regional living with access to high-quality education, health, retail and recreational services. Businesses benefit from an engaged workforce, a competitive operating environment and infrastructure that supports sustainable growth. With connectivity to national freight routes and land availability, the region is well positioned to accommodate future population and economic growth.

Source: REMPLAN Economy Mildura (RC) Overview (2024 Release 2), Murray Regional Tourism - Tourism Research Australia YE Dec 2024 Domestic and International Visitor Survey Data Mildura Wentworth



Mildura Rural City Council

mildura.com



Median house price
\$450,000



909,357
visitors
(Mildura - Wentworth)



41
townships
and localities



Gross Regional Product
\$4.42
billion

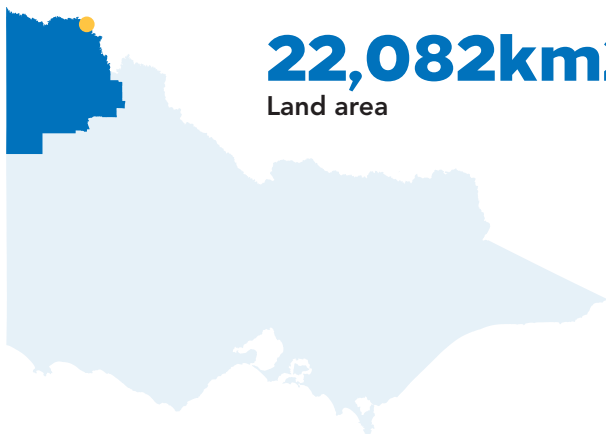


Regional Exports
\$2.72
billion



\$8.8
billion
Annual economic output

57,626
estimated resident
population



22,082km²
Land area



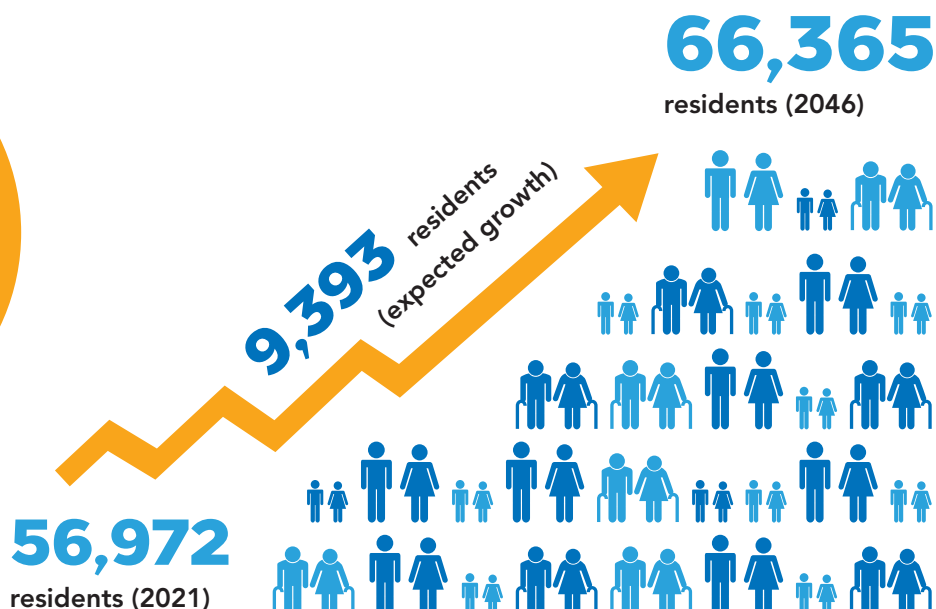
More than
5,400
Registered
businesses



Mildura LGA's resident population

How many people call Mildura home?

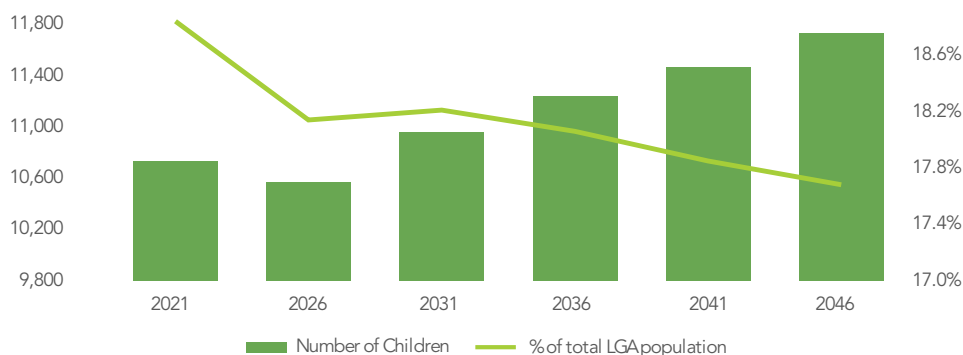
Source: REMPLAN Forecast Total Population 2046, Australian Bureau of Statistics 2021 Mildura Census



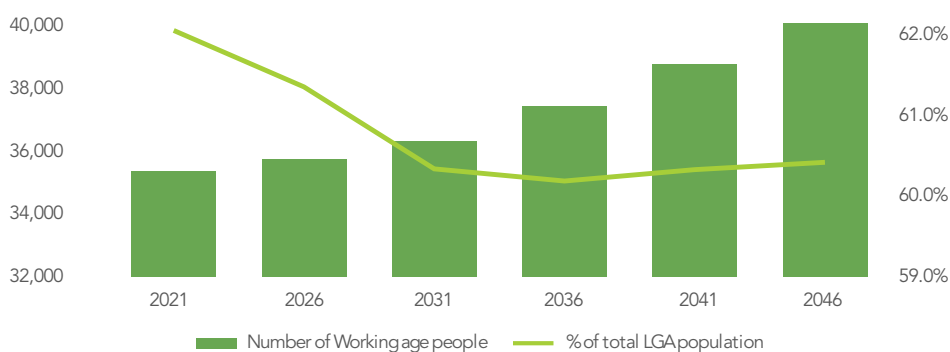
How is Mildura's population projected to change?



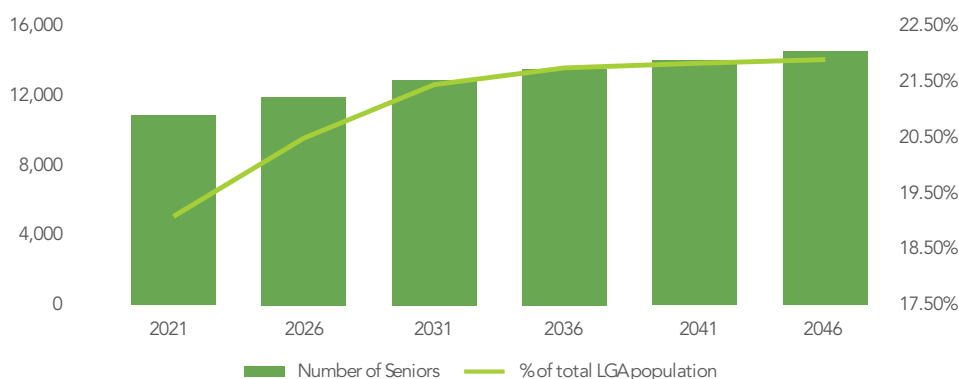
Children (0-14 years)



Working age (15-64 years)



Seniors (65+)



Mildura's Productivity



**\$4.42
billion**

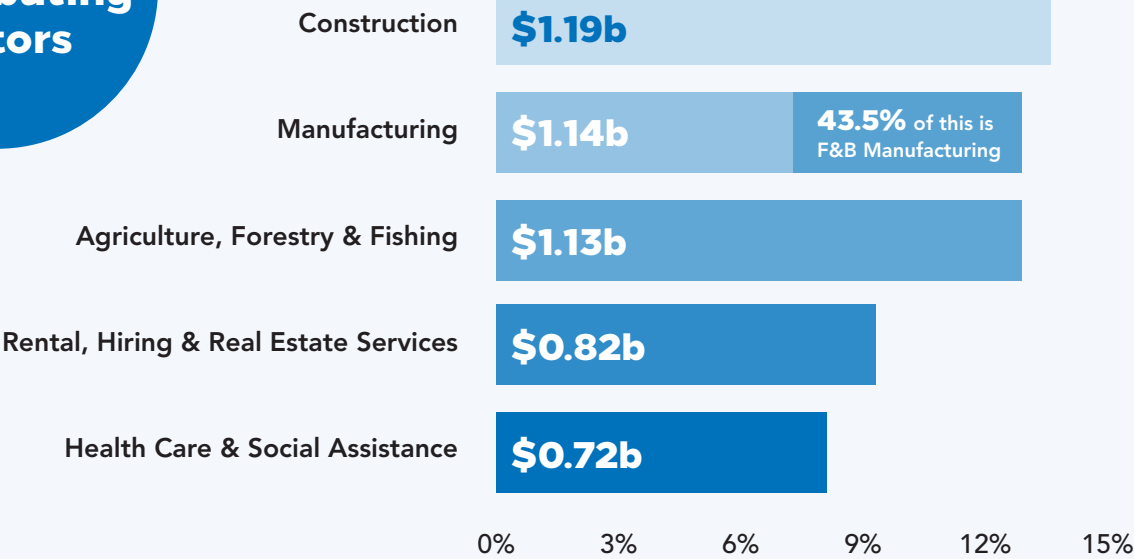
Gross Regional Product



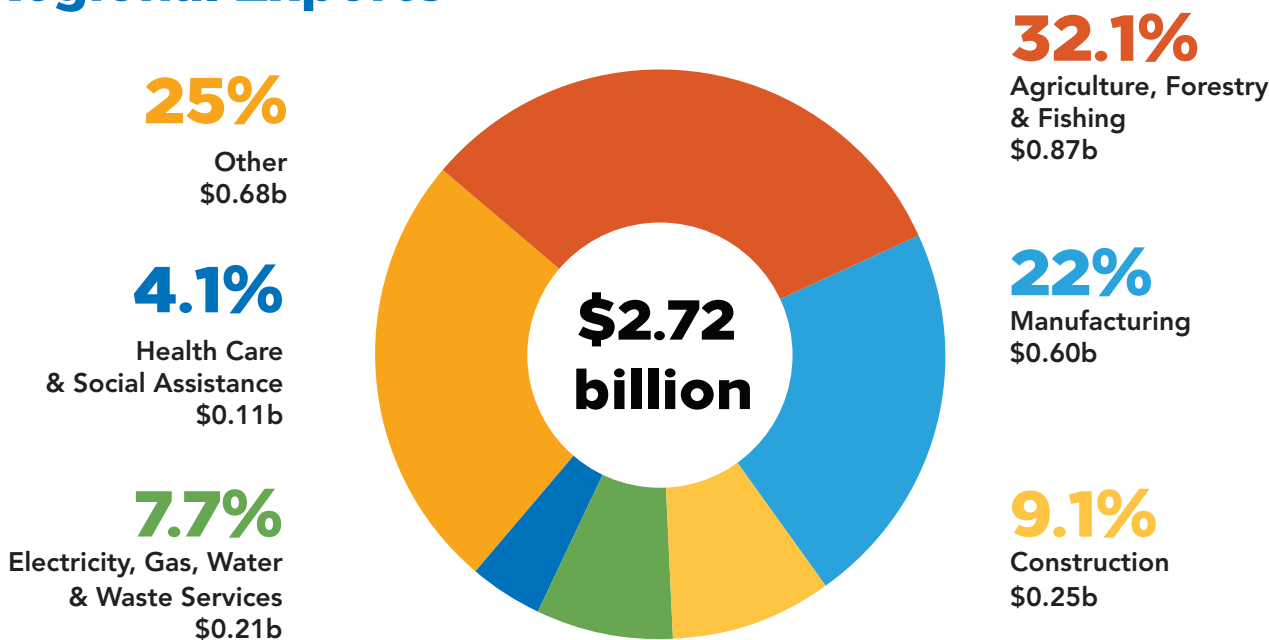
**\$8.8
billion**

Output

TOP 5 Contributing sectors



Regional Exports





Jobs in Mildura

Mildura supports
27,192 jobs
(2025)

Jobs in 2016
22,368

Jobs in 2025
27,192

Jobs in 2046
31,641



% Mildura's unemployment rate

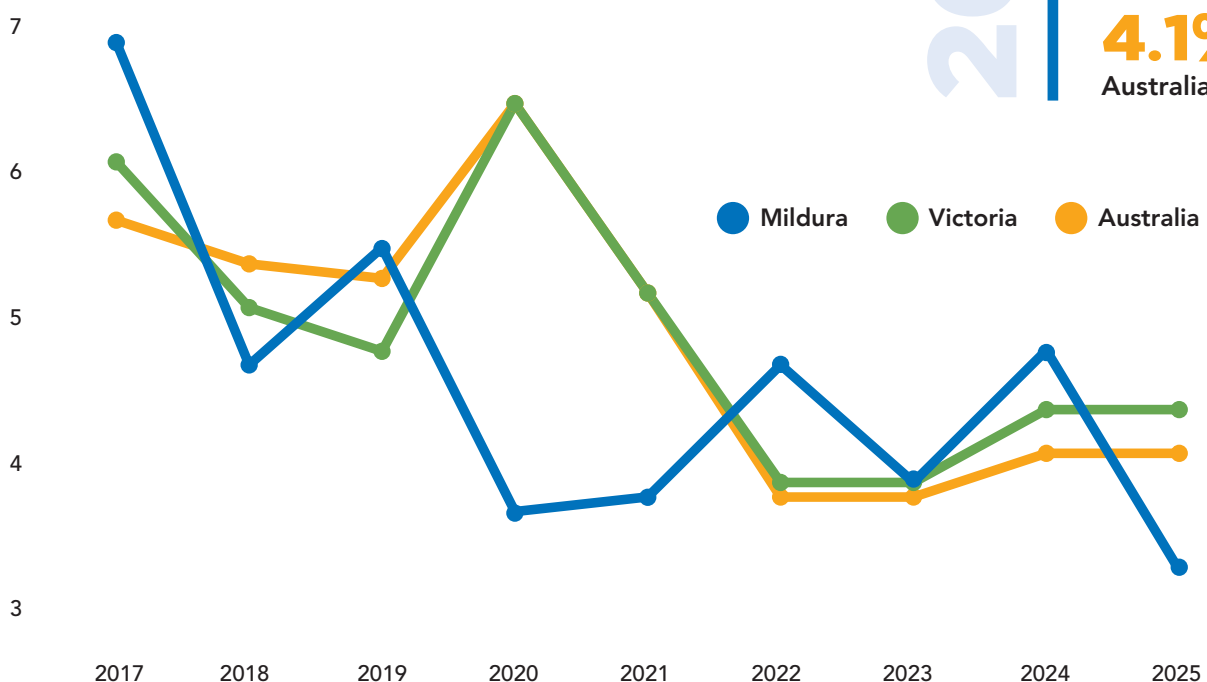
Mildura's unemployment rate has decreased from the peak in 2017 at 6.7% and remained quite stable during the pandemic years, when rates increased across the rest of the state and Australia.

2025

3.2%
Mildura LGA

4.3%
Victoria

4.1%
Australia



Which industries employ the most workers?

In 2021 the top three industries in Mildura were Health Care and Social Assistance, Agriculture and Retail Trade.

These industries employed a total of 10,110 workers in 2021 accounting for 40% of total jobs within the Mildura Local Government Area.



Health Care and Social Assistance

4,211 jobs



Agriculture, Forestry & Fishing

2,961 jobs



Retail Trade

2,938 jobs



81%

Female
Employees



19%

Male
Employees



26%

Female
Employees



74%

Male
Employees



59%

Female
Employees



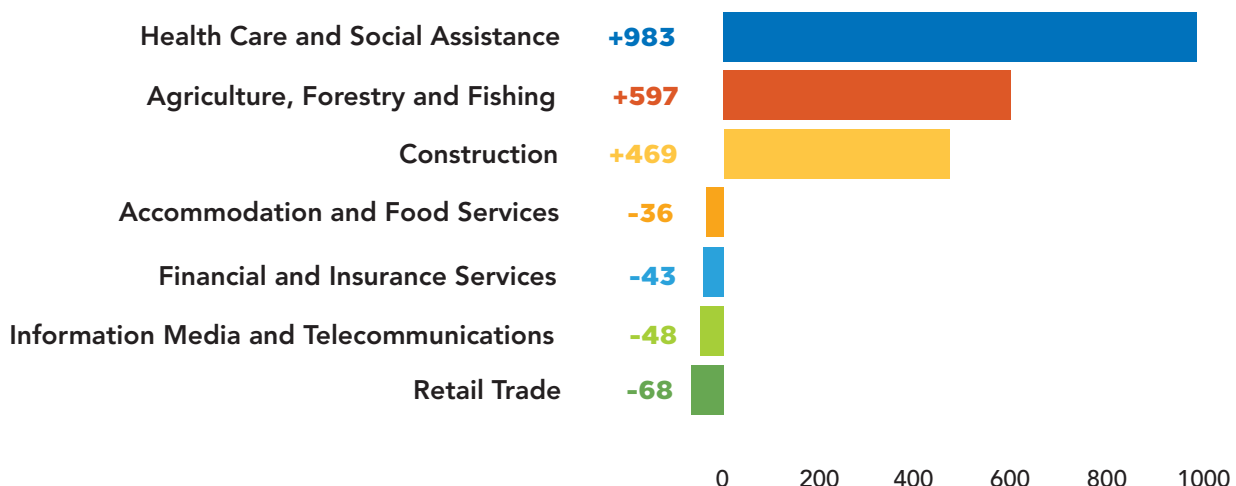
41%

Male
Employees

Source: REMPLAN Economy Workforce Breakdown, ABS 2021 Census Place of Work Employment (Scaled)

Which jobs demands are changing the most?

The largest increase in jobs from 2016 to 2021 has been in the Health Care and Social Assistance sector, followed by Agriculture and Construction. The sectors decreasing in jobs were Retail trade, Information Media, Financial and Insurance Services and Accommodation and Food Services.



Source: REMPLAN Economy Trends Jobs, ABS 2021 Census Place of Work Employment (Scaled), ABS 2022 / 2023 National Input Output Tables, and ABS June 2024 Gross State Product



Property prices

Since 2012 the median house price has increased by \$250,000 reflecting a compounding annual growth rate (CAGR) of 6.99%.



House

\$450,000



Unit

\$320,000



Residential land (500m²)

\$120,500

Mildura's building approvals

What is the value of building approvals in Mildura LGA?

\$239m

The total value of building approvals within the Mildura LGA in 2024/2025

Residential
\$128.7m

54%



New houses
226

86%



Other residential
36

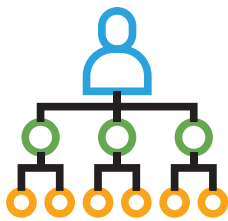
14%



Non-residential
\$110.4m

46%

Business in Mildura



3.2%
20-199 employees

0.1%
200+ employees

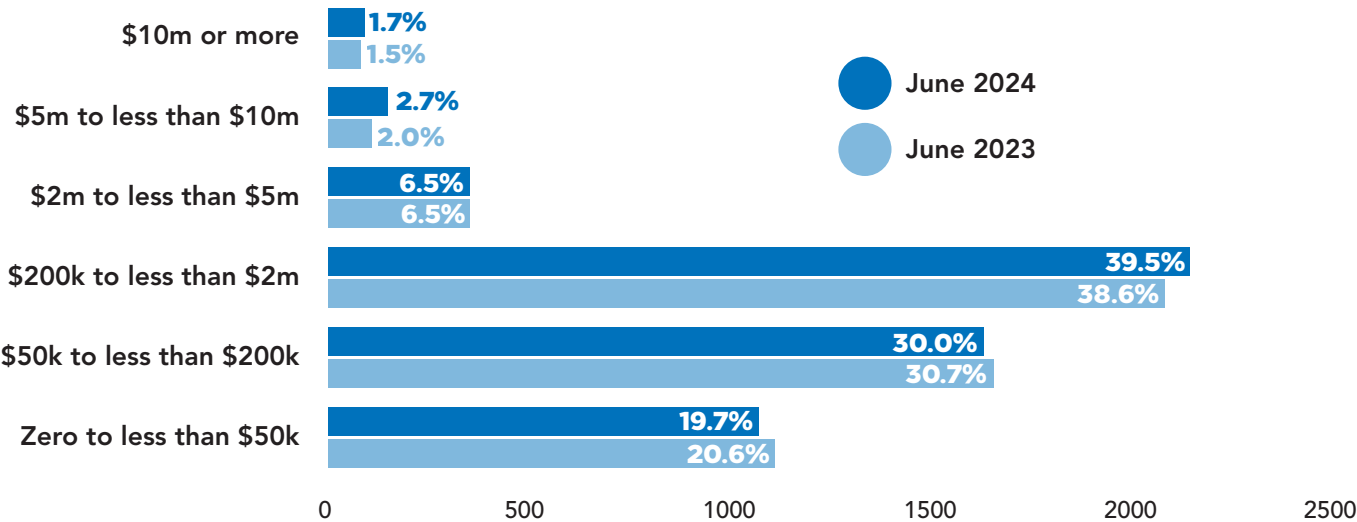


38.2%
1-19 employees

58.4%
Non-employing

How much do Mildura businesses turnover?

Mildura businesses continue to increase their turnover with a notable increase of +40 businesses now in the \$5m - \$10m category and an additional 10 businesses climbing into the \$10m+ category.



Source: REMPLAN Community Trends Business Counts (Staff) & Business Counts (Turnover), ABS, Counts of Australian Businesses, including Entries and Exits.

Business Spend

Spend on local business*

\$922m



Contribution from visitors*

\$221m



*Represents electronic in-store spend with local businesses in the Mildura LGA over 12 months to June 2025. Note: businesses with EFTPOS machines registered outside the LGA are not included in this data. Source: Sourced from banking transaction data

Key categories



Food Retailing

\$322m ↑

3.2% (Regional VIC 2.2%)

Discretionary Retail

\$262m ↑

5.8% (Regional VIC 3.4%)



Tourism and Entertainment

\$118m ↑

5.5% (Regional VIC 5.7%)

How many visitors come to Mildura?*

Total Visitors

909,357

International Visitors

24,205

(2.6%)

Mildura's tourism

What are visitor's main reasons for visiting Mildura?*

Visiting friends and relatives



Day trip 43%

Overnight 33%

Business



Day trip 39%

Overnight 27%

Holiday



Day trip 14%

Overnight 37%

Other



Day trip 4%

Overnight 3%

*Visitation data is for the Mildura-Wentworth Tourism region, as provided by Murray Regional Tourism based on Tourism Research Australia (TRA) surveys
Source: Murray Regional Tourism, Tourism Research Australia National Visitor survey, International Visitor Survey, Year ending December 2024

Where do Mildura's visitors come from?

Top Domestic source markets ^{*1}

1

Melbourne

2

Adelaide

3

Sydney

4

Mallee

5

Bendigo
Loddon

Top International source markets ^{*2}



1

New Zealand



2

USA



3

France



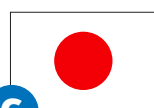
4

United Kingdom



5

Germany



6

Japan



7

China Mainland

*1 top source markets based on tourism region mobility data for Mildura LGA in 2024

*2 top international source markets based on spend data for Mildura LGA in 2024

Source: Localis Mobility Dashboard, Mildura LGA, Mobility – Top 20 Tourism Regions 2024

Localis Spend Comparison, Mildura LGA, Visitor Spend Comparison, International Source markets 2024

Where can I find out more?

Deakin Avenue Service Centre
76 Deakin Avenue, Mildura

Madden Avenue Service Centre
108 Madden Avenue, Mildura

Ouyen Service Centre
79 Oke Street, Ouyen

P 03 5018 8100
PO Box 105, Mildura VIC 3502

edtoursim@mildura.vic.gov.au
mildura.vic.gov.au
Mildura.com



Disclaimer: Mildura City Council has used a range of data sources to compile this information including REMPLAN Economic Modelling and Planning System, the Australian Bureau of Statistics, Tourism Research Australia, Localis Dashboards, Banking transaction data and the National Institute of Economic and Industry Research. While every care has been taken to ensure the content is accurate, there may be errors or omissions in it and no legal responsibility is accepted for the information. All data sourced on 15 October 2025.

