



Economic Development and Visitor Economy

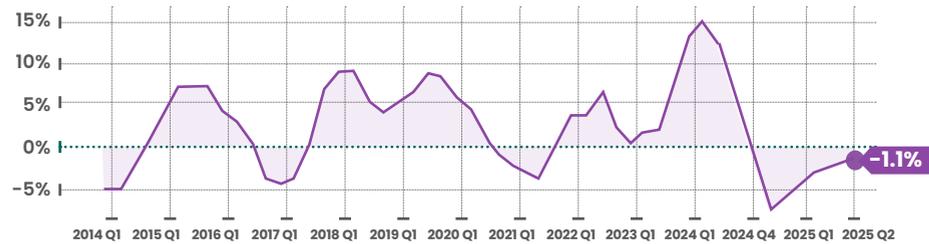
QUARTER 1 2025/26 UPDATE.

TOP POINTS: COMPARED TO PREVIOUS QUARTER.

Employed Workers: 30,027 ↑ 38 REMPLAN	Baw Baw Participation Rate: 60.71% ↓ 0.20% PERCENTAGE OF PEOPLE AGED 15 YEARS & OVER THAT ARE WORKING. REMPLAN	\$164.7M total resident spend: ↑ 6.1% compared to Sept 2024 COMM BANK IQ	Gross Regional Product: \$3.824B THE TOTAL VALUE OF GOODS & SERVICES PRODUCED IN THE REGION. COMM BANK IQ	Employment Growth: -1.1% ↑ 2.7% REMPLAN
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EMPLOYMENT: EMPLOYMENT GROWTH

(Rolling year on year: %)



REMPAN

TOP 5 INDUSTRIES - SALARY

Industry	Salary (\$M)	Percentage (%)
Health Care & Social Assistance	\$335.917M	20.0%
Education & Training	\$232.397M	13.8%
Construction	\$220.993M	13.2%
Public Administration & Safety	\$122.266M	7.3%
Manufacturing	\$110.755M	6.6%

REMPAN

TOP 5 INDUSTRIES

People Employed ['000]

Health Care & Social Assistance	4.9
Construction	3.8
Education & Training	3.0
Retail Trade	2.7
Agriculture, Forestry & Fishing	2.4

TOP 5 INDUSTRIES - GROSS REVENUE

(Total sales)

Industry	Gross Revenue (\$M)	Percentage (%)
Construction	\$1,522.699M	19.6%
Manufacturing	\$1,142.124M	14.7%
Agriculture, Forestry & Fishing	\$1,119.305M	14.4%
Rental, Hiring & Real Estate Services	\$767.914M	9.9%
Health Care & Social Assistance	\$575.078M	7.4%

REMPAN

VISITOR ECONOMY:

TOP SPEND CATEGORIES

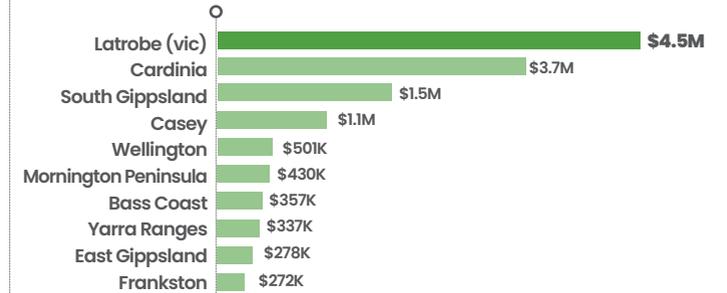
(Sept 2025 vs Sept 2024 Comparison)

Spend Category	Resident		Visitor		Total	
	Sept 2025	% Change Last Year	Sept 2025	% Change Last Year	Sept 2025	% Change Last Year
Food Retailing	\$25.2M	↓-1.0%	\$5.5M	↓-0.7%	\$20.1M	↓-1.1%
Discretionary Spend	\$14.9M	↑26.4%	\$3.6M	↑34.9%	\$11.3M	↑23.8%
Private Transport	\$8.6M	↑4.9%	\$3.1M	↑10.1%	\$5.4M	↑2.1%
Tourism & Entertainment	\$8.4M	↑8.9%	\$2.8M	↑11.0%	\$5.6M	↑7.9%

28.2% of spend was by retirees

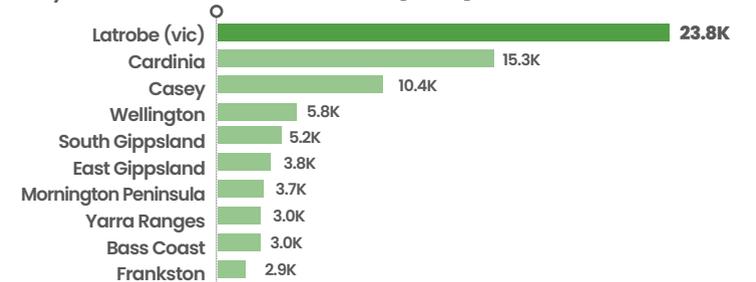
TOP 10 VISITOR SPENDERS in Baw Baw Shire

By Local Government Area [LGA]



TOP 10 VISITORS to Baw Baw Shire

By Local Government Area [LGA]



71% (114k) of all customers in the Shire were visitors

25% (\$16.9M) of total spend was by visitors

19.6% of visitors were 65+ years old

COMM BANK IQ

The highest spend for visitors (\$4.3M) was at supermarkets

23.0% of visitors were young families.