

East Gippsland Economic Insights Report

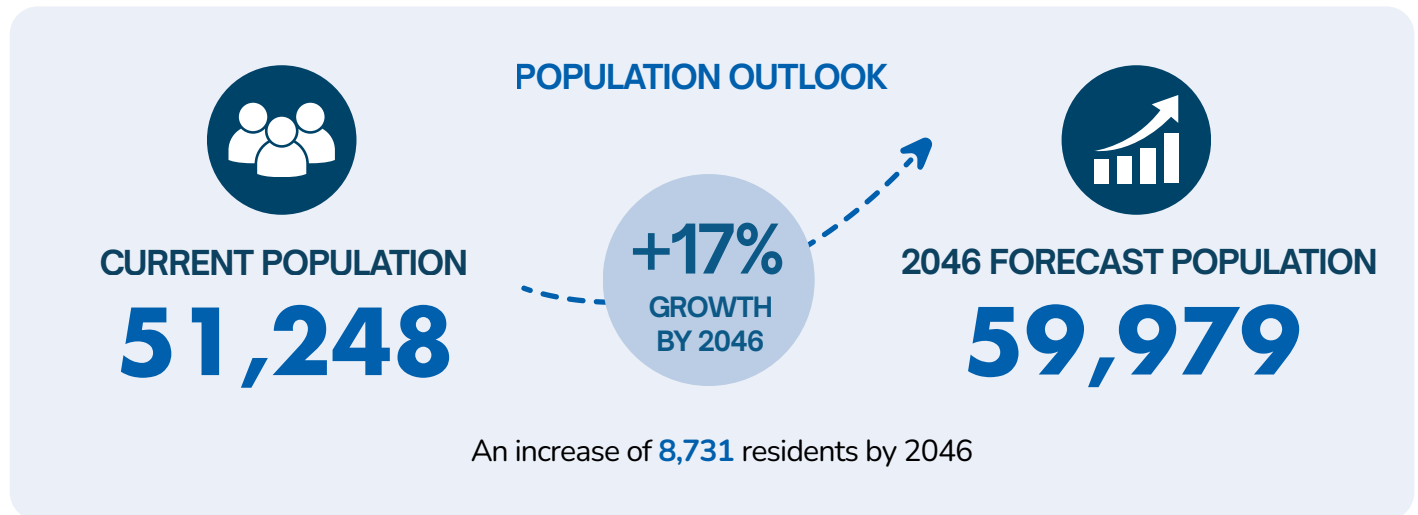
September 2026



EAST GIPPSLAND
SHIRE COUNCIL

EAST GIPPSLAND COMMUNITY SNAPSHOT

A quick overview of our population, land area and key demographic indicators.



KEY INSIGHT

East Gippsland's ageing population continues to shape demand for housing, healthcare, aged care services and workforce planning across the region.

POPULATION PROFILE

The 2021 Census remains the latest available Census dataset. Population forecasts and updated indicators are incorporated where available.

East Gippsland's demographic profile remains largely unchanged. Residents aged **60 years and over** continue to represent a significant share of the population.



Source: Australian Bureau of Statistics (ABS), Census of Population and Housing 2021

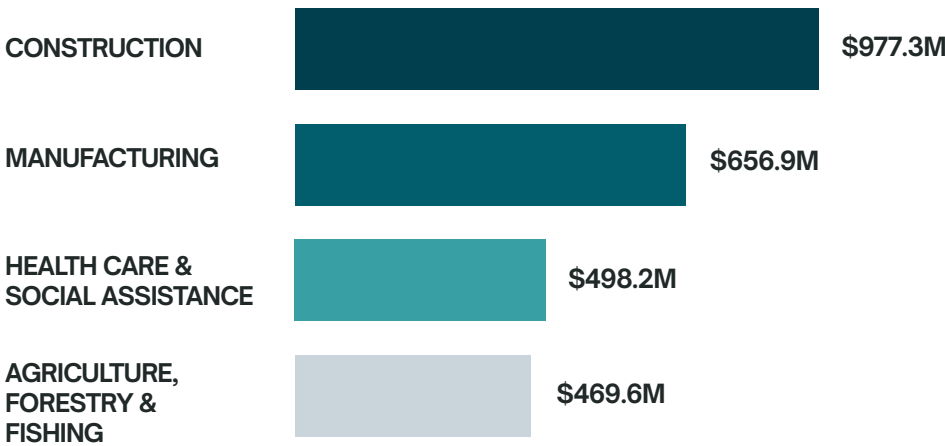
EAST GIPPSLAND ECONOMY

Key economic indicators



TOP INDUSTRIES BY ECONOMIC OUTPUT (2024/25)

Economic contribution (\$ million)

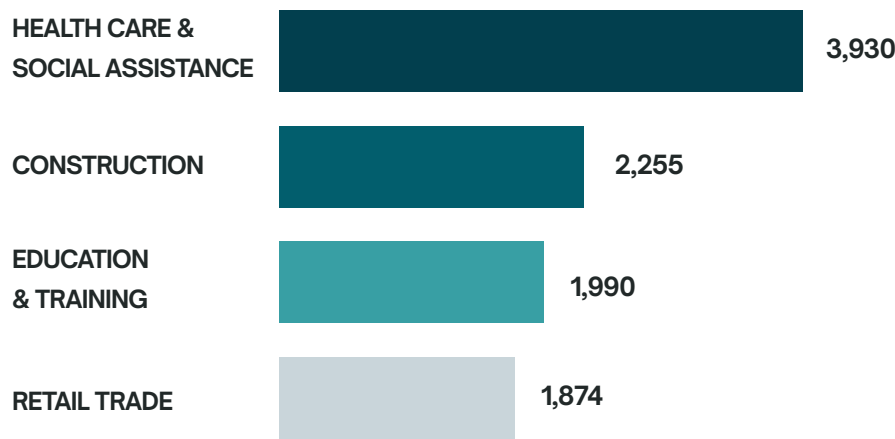


KEY INSIGHT

In 2024/25 Construction was East Gippsland's largest economic contributor, generating more than **\$977 million** in output, followed by Manufacturing and Health Care & Social Assistance.

TOP INDUSTRIES BY EMPLOYMENT (2024/25)

Total number of jobs



EMPLOYMENT SNAPSHOT

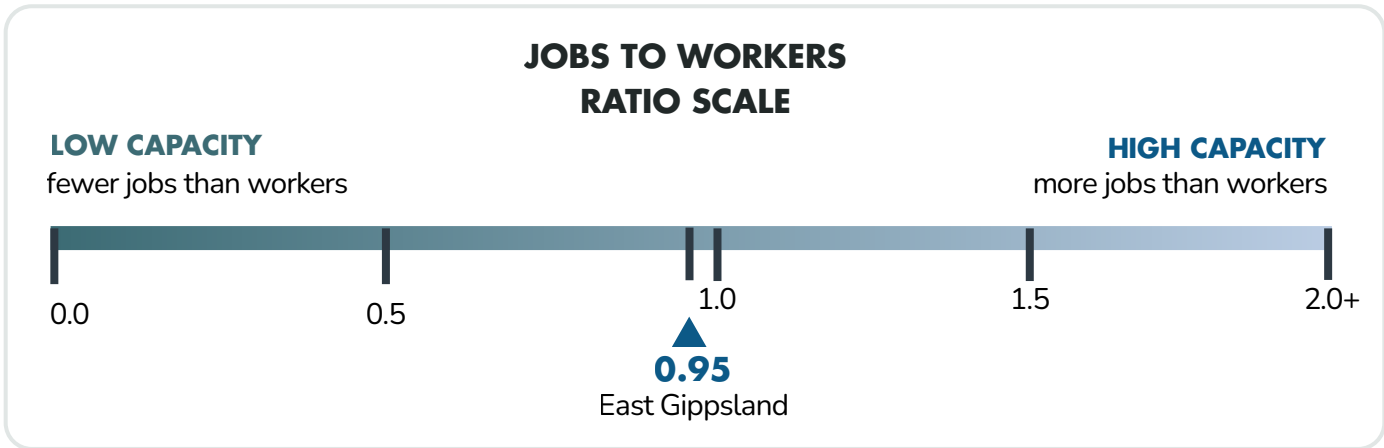
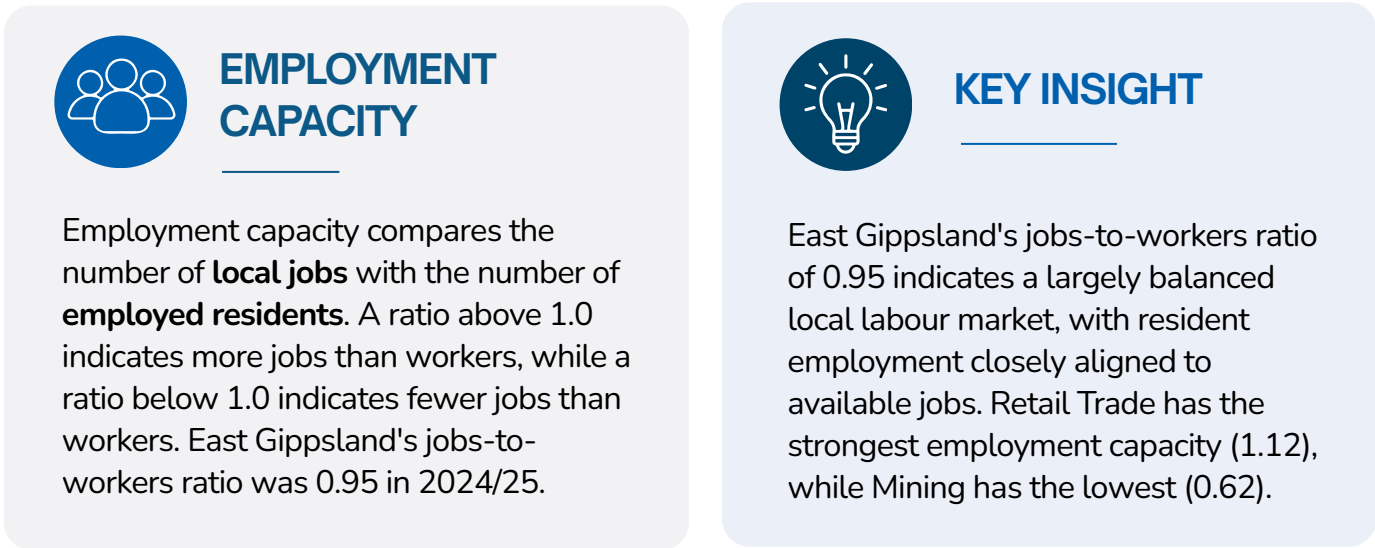
In 2024/25 Health Care and Social Assistance was East Gippsland's largest employer, supporting **3,930 jobs** across the region.

Source: [National Institute of Economic and Industry Research \(NIEIR\)](#) ©2026. Compiled and presented in [economy.id](#) by [.id \(informed decisions\)](#).

EMPLOYMENT AND JOBS



WORKFORCE CONDITIONS



Source: Australian Bureau of Statistics (ABS), Census of Population and Housing 2021 and .id Community Profile

BUSINESS LANDSCAPE

 Data current at June 2026 | Source: ABS Business Register & Australian Business Register



4,776
REGISTERED BUSINESSES

Total registered businesses in East Gippsland in 2025



+32
ANNUAL CHANGE

Change in registered businesses from 2024 to 2025



+18
NET GST CHANGE

March 2026 Quarter
(99 new, 81 cancellations)



KEY INSIGHT

East Gippsland recorded **4,776 registered businesses in 2025**, an increase of **32 businesses** from 2024. During the March 2026 quarter, there were **99 new GST registrations** and **81 cancellations**, resulting in a net gain of **18 businesses**.



BUSINESS TRENDS – MARCH 2026 QUARTER

+ 99

NEW GST REGISTRATIONS

Businesses registered for GST during the quarter

× 81

GST CANCELLATIONS

Businesses cancelled during the quarter

= +18

NET CHANGE

New registrations minus cancellations

GST CHANGE OVER TIME



TOP 5 INDUSTRIES BY NUMBER OF BUSINESSES (2025)

Industry	Businesses	% of total
 Agriculture, Forestry & Fishing	1,117	23.4%
 Construction	919	19.2%
 Rental, Hiring & Real Estate Services	412	8.6%
 Accommodation & Food Services	304	6.4%
 Professional, Scientific & Technical Services	300	6.3%



The five largest industries account for 63.9% of all registered businesses in East Gippsland

BUSINESS GROWTH BY INDUSTRY (2024 TO 2025)

TOP 5 GROWING INDUSTRIES CHANGE IN BUSINESSES

↑	Construction	+24
↑	Health Care & Social Assistance	+23
↑	Other Services	+8
↑	Manufacturing	+7
↑	Financial & Insurance Services	+7

TOP 5 DECLINING INDUSTRIES CHANGE IN BUSINESSES

↓	Agriculture, Forestry & Fishing	-14
↓	Retail Trade	-8
↓	Transport, Postal & Warehousing	-6
↓	Rental, Hiring & Real Estate Services	-6
↓	Arts & Recreation Services	-6

HOUSING SUPPLY AND DEMAND

Source: Australian Bureau of Statistics (ABS) and .id Housing Monitor



MEDIAN HOUSE PRICE

\$510,000

December 2025 quarter

Below the Victorian regional
median of \$625,000



MEDIAN HOUSE RENTAL

\$490/week

December 2025 quarter

Below the Victorian regional
median of \$500/week



AFFORDABLE DWELLINGS
NEEDED

878

4.4% of all households

An identified need for
affordable housing

HOUSING TRENDS



NEW DWELLING APPROVALS 2025-2026 FY

(change from previous year)

293 (-27) separate houses

68 (+46) medium and
higher density



AVERAGE HOUSEHOLD SIZE

2.52

people per household



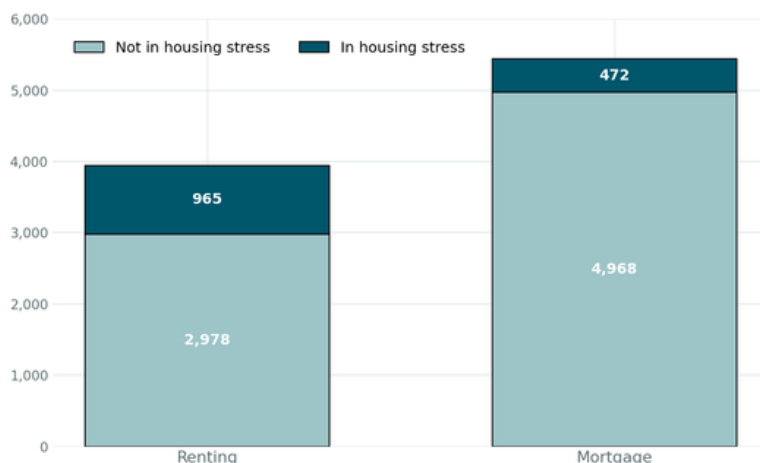
MOST COMMON DWELLING TYPE

3 BEDROOM

separate houses

HOUSEHOLDS IN HOUSING STRESS

Source: ABS Census of Population and Housing 2021



HOUSING STRESS

Housing stress occurs when households spend more than **30% of their income on housing costs**.

Renting households account for two-thirds of all housing stress cases in East Gippsland.

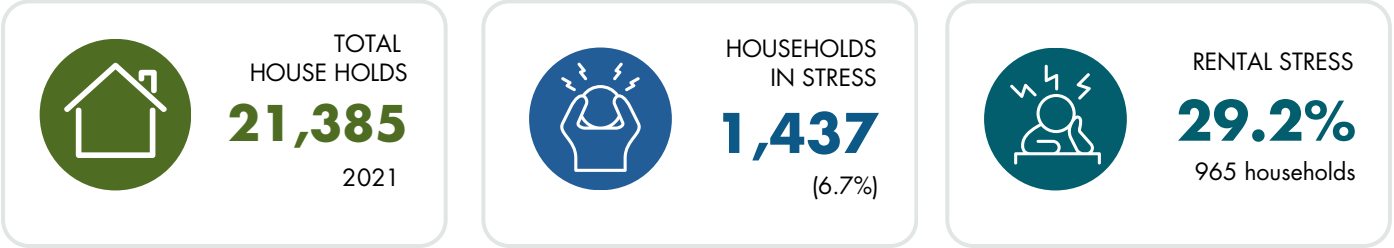
In 2021, housing stress was more common among renting households (965 households) than mortgage-holding households (472 households) in East Gippsland.



HOUSING AFFORDABILITY ADVANTAGE

Despite ongoing affordability pressures, East Gippsland remains more affordable than Regional Victoria overall. East Gippsland's median house price remains **\$115,000 below** the Regional Victoria median. This affordability advantage supports workforce attraction, population growth and long-term economic development outcomes.

MORE ON HOUSING STRESS





AFFORDABILITY PRESSURES

Almost **one in three** renting households (**29.2%**) were experiencing rental stress in 2021, exceeding the Regional Victoria average of 26.2%.

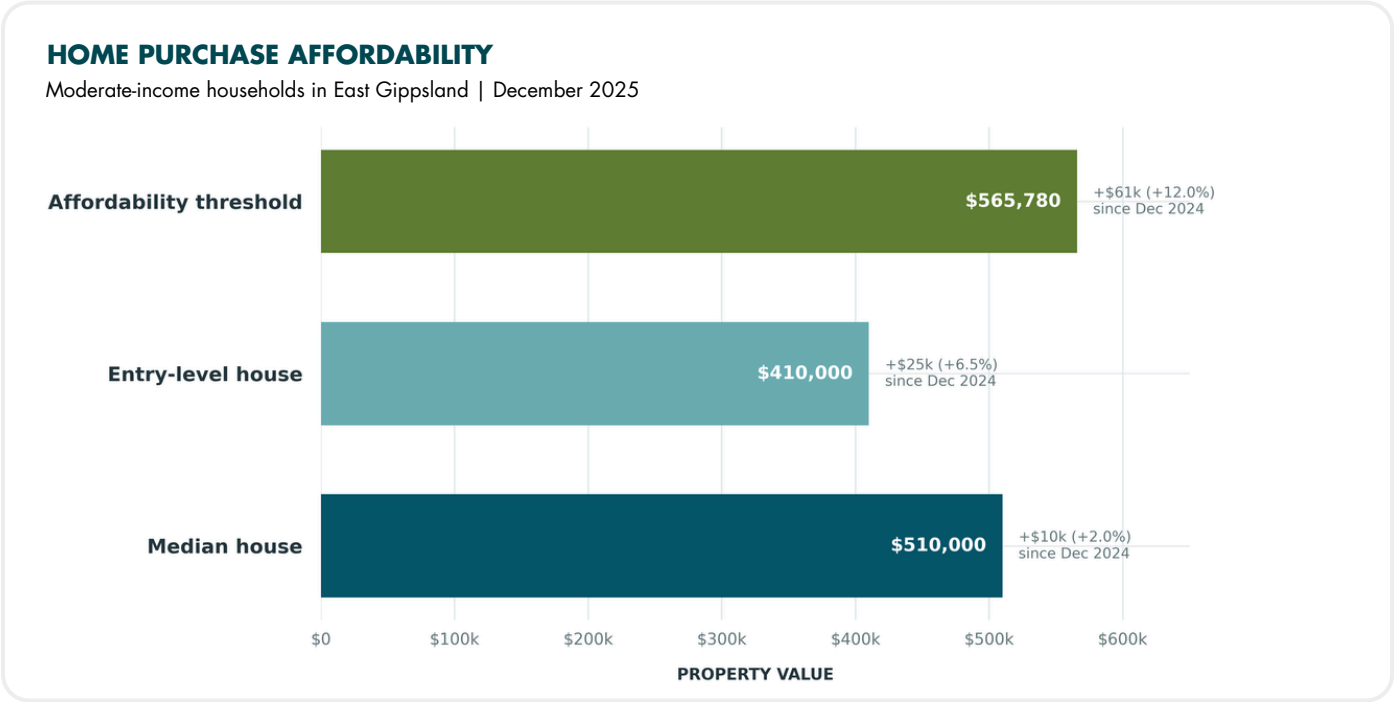
Mortgage stress affected **8.7%** of East Gippsland households with a mortgage, compared to 7.3% across Regional Victoria.



KEY INSIGHT

In 2021, **1,437** East Gippsland households (6.7%) were experiencing housing stress.

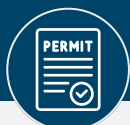
Rental stress was more prevalent than mortgage stress, affecting **965 households** compared to 472 households with a mortgage.



BUILDING ACTIVITY

1 JANUARY - 30 JUNE 2026

An overview of building permit activity across East Gippsland Shire.



514

BUILDING PERMITS ISSUED

Permits issued between
1 Jan – 30 Jun 2026



178

NEW DWELLINGS

Number of permits for new
dwellings from 1 Jan - 30
June 2026



161

TOTAL RECORDS

Achieved Certificate of Final
Inspection or Occupancy Permit
from permits received during the
reporting period.

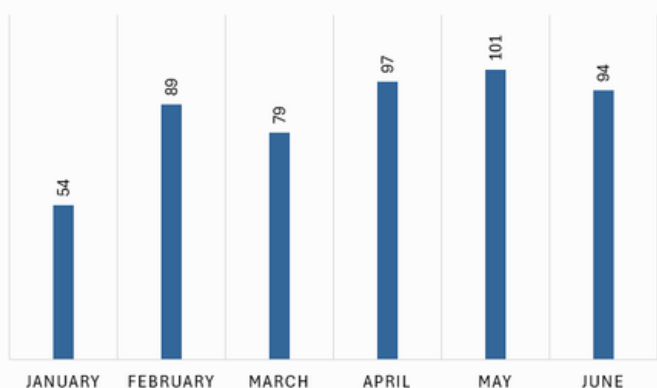


67

SUBURBS/LOCALITIES REPRESENTED

Activity recorded across
the Shire

BUILDING PERMITS ISSUED BY MONTH



KEY INSIGHT

Building activity during the first half of 2026 reflects continued demand for housing, property improvements and associated development across East Gippsland.

Activity was recorded in 67 localities and included a mix of new dwellings, sheds and supporting infrastructure, demonstrating the breadth of development occurring across the Shire.



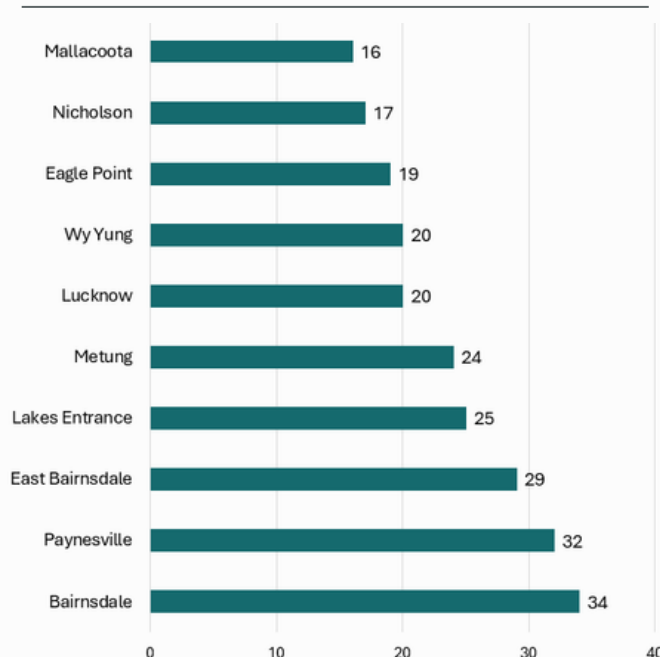
BUILDING ACTIVITY TRENDS

Permit activity varied throughout the first half of 2026, increasing from 57 records in January to a **peak of 101 in May** before moderating in June.

Bairnsdale, Paynesville and East Bairnsdale recorded the **highest levels of activity**, with a further seven townships each recording more than 15 building-related records.



TOP 10 LOCATIONS WITH THE MOST PERMITS ISSUED



Source: East Gippsland Shire Council building permit data 1 Jan – 30 June 2026

LOCAL SPENDING

Source: Spendmapp by Geographia (2026)

YEAR-ON-YEAR ANALYSIS | JANUARY TO JULY 2023-2026

JANUARY – JULY 2026

\$589.7M

Total local spend

YEAR-ON-YEAR

+4.45%

Compared with 2025

ANNUAL INCREASE

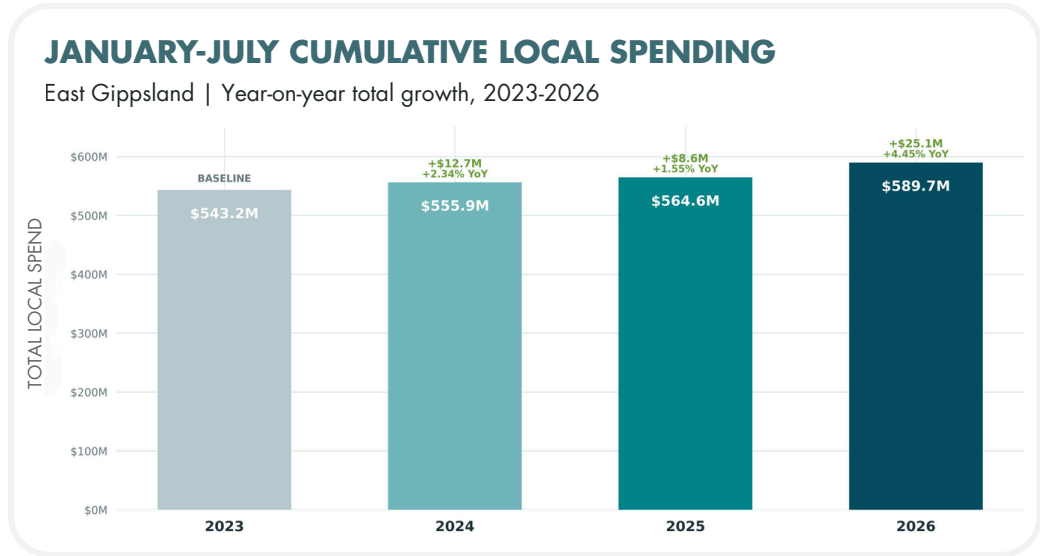
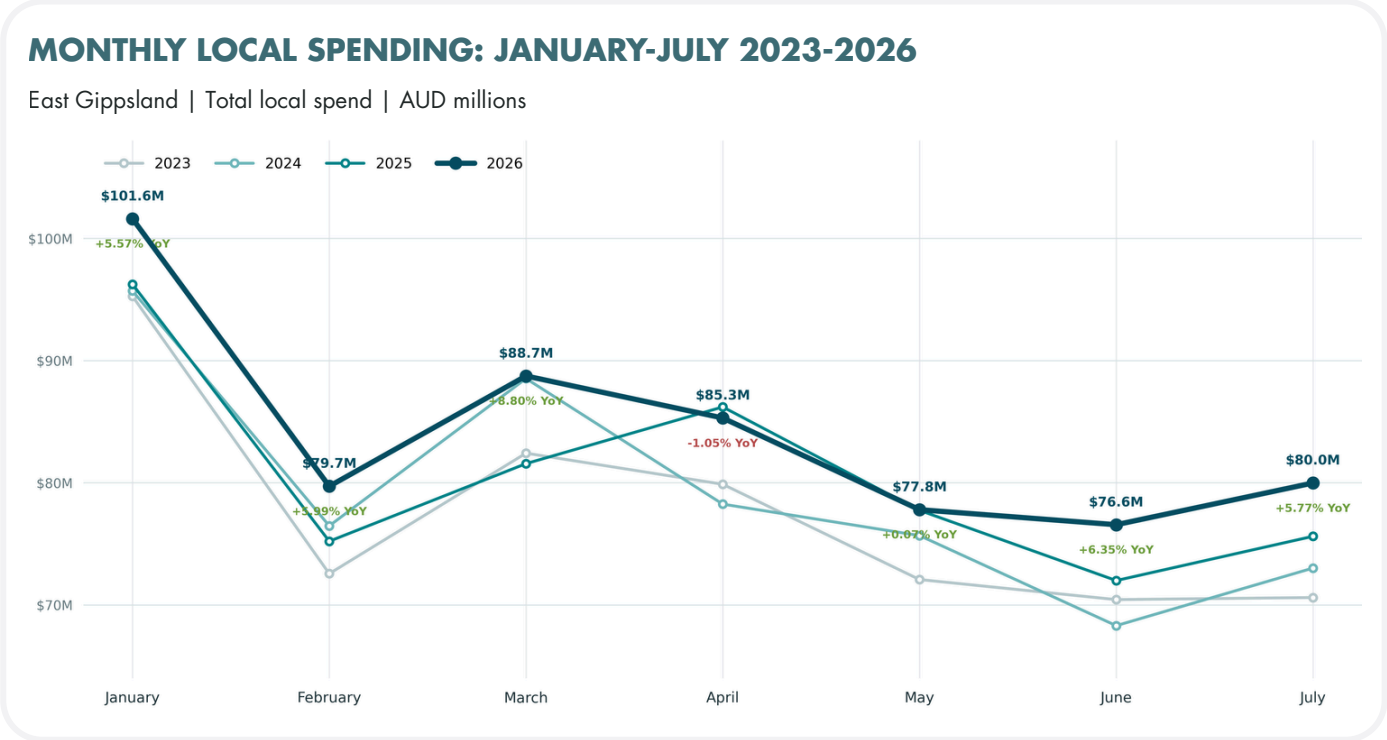
+\$25.1M

2025 to 2026

THREE-YEAR GROWTH

+8.56%

2023 to 2026



KEY INSIGHT

The January–July 2026 period shows the **strongest year-on-year growth** (+4.45%) compared to the same period in prior years, driven particularly by January (+5.57%), March (+8.80%), June (+6.35%), and July (+5.77%).

OBSERVATIONS

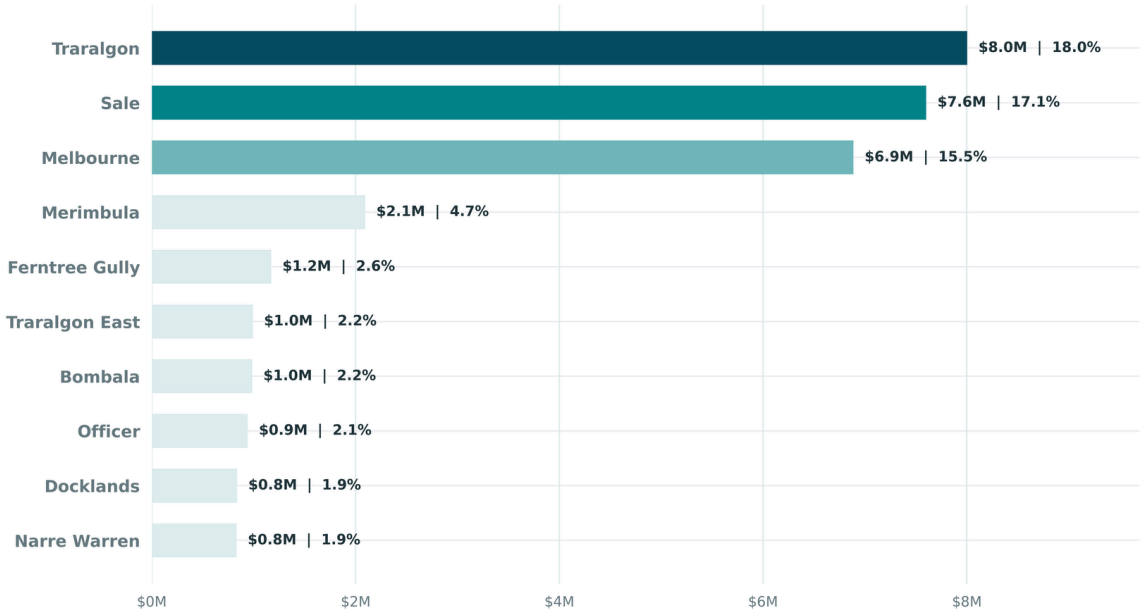
- March 2026 recorded **\$88.74M** — the highest March figure across all four years, recovering strongly from the dip seen in March 2025 (\$81.56M).
- April 2026 (\$85.30M) was marginally **lower** than April 2025 (\$86.21M), the only month in 2026 to record a year-on-year decline (–1.05%).
- January consistently records the **highest spending** across all years in this window, reflecting the summer holiday season (December–February), which aligns with East Gippsland's tourism-driven economy.

ESCAPE SPENDING

Source: Spendmapp by Geographia (2026)

TOP ESCAPE SPENDING DESTINATIONS

East Gippsland residents | August 2025 to July 2026



KEY INSIGHT

More than half of all external escape spending (50.6%) occurs in just three locations: **Traralgon, Sale and Melbourne**. This highlights the strong role these centres play in providing retail, professional services and lifestyle experiences not readily available within East Gippsland.

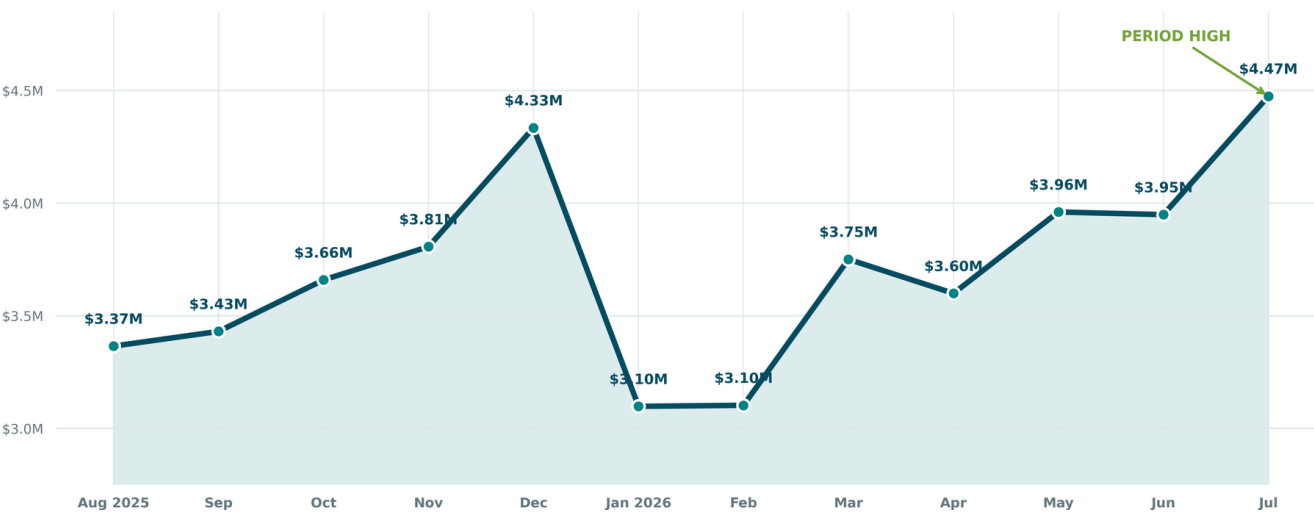


DID YOU KNOW?

Residents spent more than **\$15.6 million** in Traralgon and Sale combined during 2025/26, accounting for over one-third of all external spending. Understanding where residents spend outside the region helps identify opportunities to strengthen local retail, professional services and visitor offerings.

MONTHLY EXTERNAL ESCAPE SPEND

East Gippsland residents | August 2025 to July 2026



ON THE GROUND IN EAST GIPPSLAND

Real projects. Real investment. Real impact.



INVESTMENT SPOTLIGHT

PAYNESVILLE MARITIME PRECINCT



The Paynesville Maritime Precinct continues to represent a significant long-term investment opportunity for East Gippsland. The precinct aims to strengthen marine industries, support local employment and attract private sector investment while building on Paynesville's reputation as a boating and waterfront destination. Continued planning and investment in maritime infrastructure has the potential to support economic growth, tourism and advanced manufacturing opportunities across the region.



BUSINESS SPOTLIGHT

NEW AND EMERGING BUSINESSES

East Gippsland's business community continues to evolve, with a number of new and expanding businesses contributing to local employment, investment and visitor experiences.

Recent examples include **La Catrina Mexican Grill** in Lakes Entrance, the expansion of **Grind Café** in Bairnsdale, **High Country Hooch's** recent recognition as **Best New Business** at the **Gippsland Business Awards**, the upcoming Brigade Deli development, and the continued growth of innovative ventures such as Esports Collective.

Together, these businesses reflect the strength, diversity and ongoing investment occurring across the region's economy.



DEVELOPMENT WATCH

PLANNING AND INVESTMENT ACTIVITY

Planning activity remained steady during the first half of 2026, reflecting continued investment and development interest across the region. Council received 213 planning applications and issued 198 final outcomes between January and June 2026.

Ongoing residential subdivision activity, commercial developments and emerging proposals such as the Berwin Zipline concept demonstrate continued confidence in East Gippsland as a place to invest, live and do business.

East Gippsland continues to implement initiatives through its **Business Friendly Council program** to improve the experience of doing business and investing in the region.



COMMUNITY TRANSFORMATION

SHAPING FUTURE COMMUNITIES



Strategic planning projects underway across East Gippsland are helping guide future growth, investment and liveability outcomes. Key initiatives such as the **Omeo Structure Plan** and **Port of Bairnsdale Masterplan** are providing a framework for future development, infrastructure investment and community activation, supporting long-term economic opportunities across the region.



PRIVATE SECTOR INVESTMENT

CONFIDENCE IN EAST GIPPSLAND

Private sector investment continues to contribute to East Gippsland's economic growth and housing supply.



Lincoln Lifestyle Eagle Point

A new residential community delivering lifestyle living and boosting local construction activity



Lakes Entrance Retirement Village

A new development supporting the needs of our aging population and creating local jobs during construction and operation.

Continued investment in housing, lifestyle and tourism infrastructure demonstrates ongoing confidence in East Gippsland as a place to live, work and invest.



BUSINESS SUPPORT & INVESTMENT OPPORTUNITIES

East Gippsland Shire Council is committed to supporting businesses, investors and project proponents to start, grow and invest in our region. Our services, data and partnerships are here to help you succeed.

THINKING ABOUT EXPANDING OR INVESTING?

East Gippsland Shire Council's Business Concierge Service can help you explore opportunities and navigate the steps to success



INVESTMENT FACILITATION

Connect with key stakeholders and explore opportunities across the region.



DEVELOPMENT SUPPORT

Guidance on planning, approvals and development pathways.



BUSINESS REFERRALS

Connect to local networks, service providers and industry experts.



GUIDANCE THROUGH COUNCIL PROCESSES

We help you understand requirements and navigate Council processes with confidence



CONNECTIONS TO GRANTS & SUPPORT PROGRAMS

Access information on funding opportunities and government support.



BUSINESS CONCIERGE SERVICE

Your first point of contact for business and investment support in East Gippsland



GET IN TOUCH

economic.development@egipps.vic.gov.au

We are here to help you make the most of opportunities in East Gippsland



DID YOU KNOW?

FREE ACCESS TO REMPLAN

REMPPLAN

Businesses, community groups, investors, researchers and residents can access East Gippsland's economic and demographic insights through Council's REMPLAN platform free of charge.

REMPPLAN CAN HELP YOU:



PREPARE STRONGER GRANT APPLICATIONS

Use robust data and evidence to support your funding submissions.



MODEL THE ECONOMIC IMPACT OF PROJECTS AND EVENTS

Understand the potential impacts on jobs, economic output and regional growth.



BUILD BUSINESS CASES AND INVESTMENT PROPOSALS

Create clear, data-driven cases that demonstrate value and feasibility.



UNDERSTAND INDUSTRY, WORKFORCE AND MARKET TRENDS

Access reliable insights to inform strategy and planning decisions.



QUANTIFY JOBS, EXPENDITURE AND ECONOMIC BENEFITS

Measure the true economic contribution of projects and investments.



Click the link below to access East Gippsland's economic profile:

[East Gippsland Economy and Community Insights | REMPLAN](#)

Contact our Economic Development team for REMPLAN support and guidance.

ECONOMIC SNAPSHOT

East Gippsland continues to demonstrate resilience across population, business, employment and local spending. While housing affordability and workforce challenges remain, the region is well positioned to support sustainable growth and investment into the future.



POPULATION

59,979

forecast residents by 2046



ECONOMY

\$2.71B

Gross Regional Product (2025)



EMPLOYMENT

18,654

local jobs in 2025



BUSINESS

4,776

registered businesses in 2025



HOUSING

\$510,000

median house price



SPENDING

\$589.7M

total local spend Jan-Jul 2026

STAY CONNECTED

- economic.development@egipps.vic.gov.au
- www.eastgippsland.vic.gov.au
- Business Matters newsletter
- Community Matters newsletter
- Agrinews



SCAN HERE

The [Visit East Gippsland](http://VisitEastGippsland.com.au) website provides information on local attractions, events, and tourism opportunities. You can scan the QR code to access the site directly.

FOLLOW US



“ To foster inclusive, connected, communities and places where all East Gippslanders prosper, and endeavour not to leave anyone behind. ”