

# Wodonga economic snapshot



Updated January, 2018

## Wodonga's strategic position

Situated on the Hume Freeway, and the Melbourne to Sydney rail line, Wodonga is well recognised as a strategic hub along the eastern seaboard.

Wodonga is the largest and fastest growing centre in North East Victoria, with an annual growth rate of 2.0 per cent in the 2015-2016 financial year.

Its proximity between Australia's two largest cities, Melbourne and Sydney, provides key strategic advantages.

More than 75 per cent of Australia's population can be reached by next-day transport haul.



## Economy

Wodonga's economy is diverse and resilient. There are approximately 2700 businesses in Wodonga that fuel the economy.

Wodonga's gross regional product is estimated to be \$2.68 billion annually, and grew by \$555 million between 2013 and 2016.

The value of construction in Wodonga in the 2016-2017 financial year exceeded \$185 million.

Value-added activity in Wodonga totals over \$2.49 billion annually.

Exports from Wodonga are \$2.59 billion annually.

Top five industry sectors - value added - Wodonga



## Labour force

Wodonga's labour force is robust and growing.

Between September, 2014 and September, 2017 Wodonga's labour force grew by 1.6 per cent on average per annum.

Wodonga has access to a labour market of 44,371 people in Albury-Wodonga and a regional labour market in excess of 82,000 people.

Wodonga's average unemployment rate in the 2016 calendar year was 6.2 per cent.

Wodonga's median weekly household income is \$1273 (2016 census). This is the highest of the Regional Cities Victoria Group.

## Population

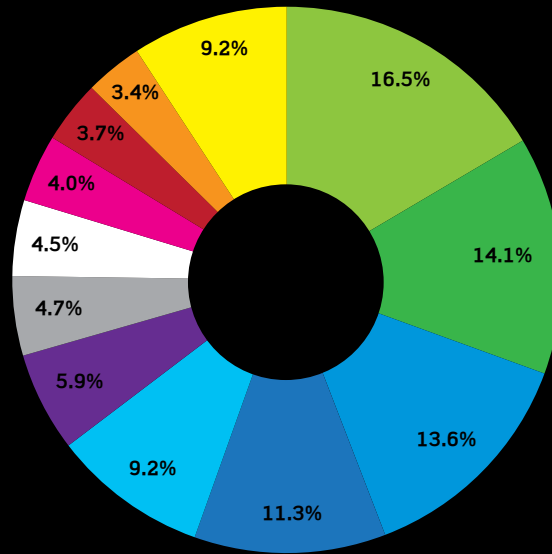
Wodonga's residential base is 39,844 people and the city services a regional population in excess of 180,000 people.

Combined with its twin city Albury, Wodonga is Australia's 20th largest city and has a population of 92,009 residents.

Wodonga's population is expected to reach 57,314 by the year 2036.



## Employment by industry sector - Wodonga



Data Source: REMPLAN (December, 2016), Australian Business Register, Wodonga Council, Department of Employment, Australian Bureau of Statistics, Census 2011, Forecast ID and McCrindle Research.

## Development opportunities

- CBA – Retail and commercial
- Logic, Enterprise Park and Baranduda Industrial Estate – Industrial, manufacturing, warehousing and logistics
- Residential – Large englobo parcels available

Wodonga Council welcomes development enquiries and has an economic development team to further assist.

A number of publications are available with additional detailed

information about Wodonga.  
**Wodonga Council**

104 Hovell St, Wodonga  
PO Box 923, Wodonga, Victoria, 3689  
T. (02) 6022 9300  
E. [ecodevelopment@wodonga.vic.gov.au](mailto:ecodevelopment@wodonga.vic.gov.au)

