

Business Growth Program Scorecard

2022-23 Quarter 4



Economic Indicators



11,864 people

Population (2022)

↓ 21 people from 2021



\$0.86 Billion

GRP (2022)

↑ \$0.1B from 2021



\$1.93 Billion

Output (2022)

↑ \$0.16B from 2021



3.46%

Unemployment (2022)

↑ 0.3ppts from 2021



\$0.39 Billion

Wages and Salaries (2022)

↑ \$0.03B from 2021



\$0.92 Billion

Regional Exports (2022)

↑ \$0.07B from 2021



\$367,000

Median House Price (2022)

↑ \$87,000 from 2021



1,206

Business Counts (2022)

↑ 45 from 2021



\$16.33 Million

Residential Approvals
(2023)

Labour Force



Employment

6,176 workers

↑ 52 workers



Unemployment rate

4.20 %

↑ 0.13 ppts



Youth unemployment rate

8.87 %

↑ 1.46 ppts



Average hours worked

33.61 hours

↑ 74 mins



Participation rate

63.69 %

↑ 0.57 ppts



Labour force

6,447 persons

↑ 63 persons

change since December Quarter 2022



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Business Growth Program Indicators

Quarter 4



73

Direct business engagements

↑ 16 engagement from Quarter 3



Visitors to the business page on the NGSC website

Unable to obtain data.
New reporting coming next quarter



15

Registered Live the Grampians Way Employers

No change from Quarter 3



583

Business Directory listings

↑ 6 listings from Quarter 3



122

Registered Grant Funding Finder users

↑ 12 users from Quarter 3



1

Business utilised the Grant Writing Service

No change from Quarter 3



475

Business E-News subscribers

↓ 9 subscribers from Quarter 3



9

Business E-News emails sent

No change from Quarter 3



2

Business events were promoted on the Events Calendar

↓ 4 events from Quarter 3

Current Economic Growth Projects

- Reactivate and Revitalise Retail Precincts in Stawell and St Arnaud
- Workforce Attraction
- Live the Grampians Way – new campaign to begin
- Implementation of the Stawell and St Arnaud Town Branding



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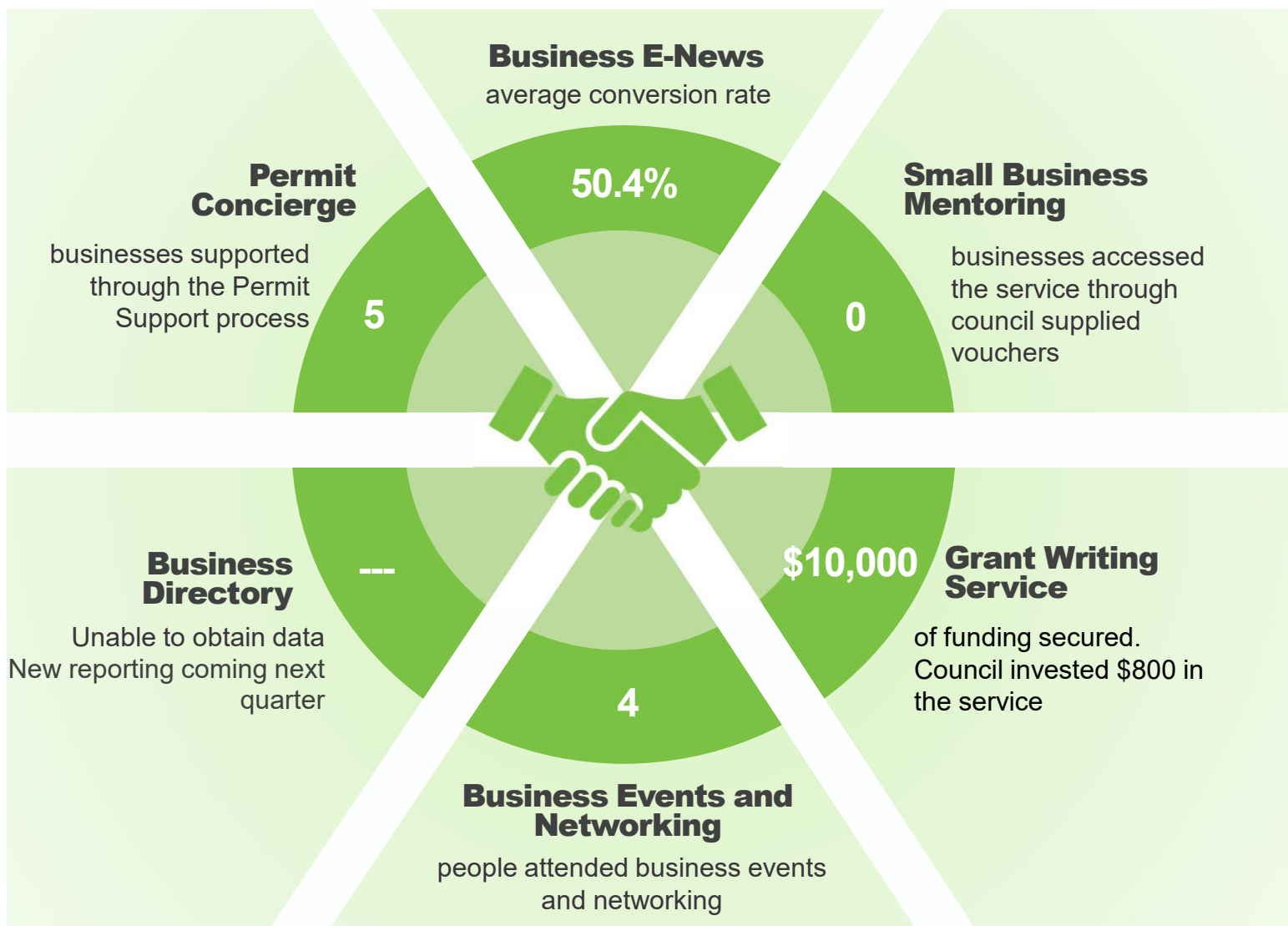
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Business Growth Program Service Outcomes

Quarter 4



Economic Development
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