

Food and Beverage

Industry profile

*Partner
to prosper*



*City of
Whittlesea*

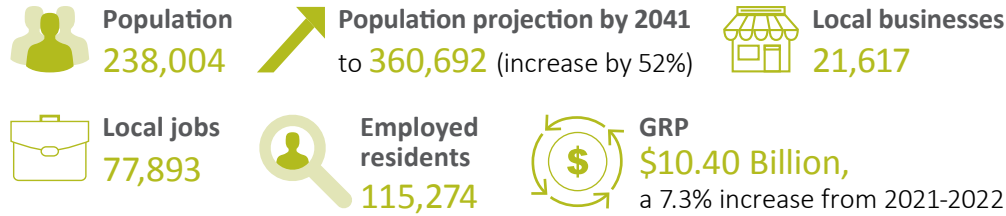
In the City of Whittlesea, Food and Beverage is one of the most productive sectors, adding \$1.1 billion to the economy in 2021-2022.

Meridian Business Park, Thomastown

Strong population and economic growth

As one of the largest and fastest growing regions in Melbourne, the estimated resident population is projected to increase by 52% by 2041.

City of Whittlesea in 2021-2022



The local Food and Beverage sector in 2021-2022:

- contributed 38% of the municipality's total exports;
- had 1,313 businesses registered; and
- 53% of Food and Beverage exports was from manufacturing.

Local Sales
\$1.13 billion

Value Added
\$1.10 billion

Output
\$2.67 billion

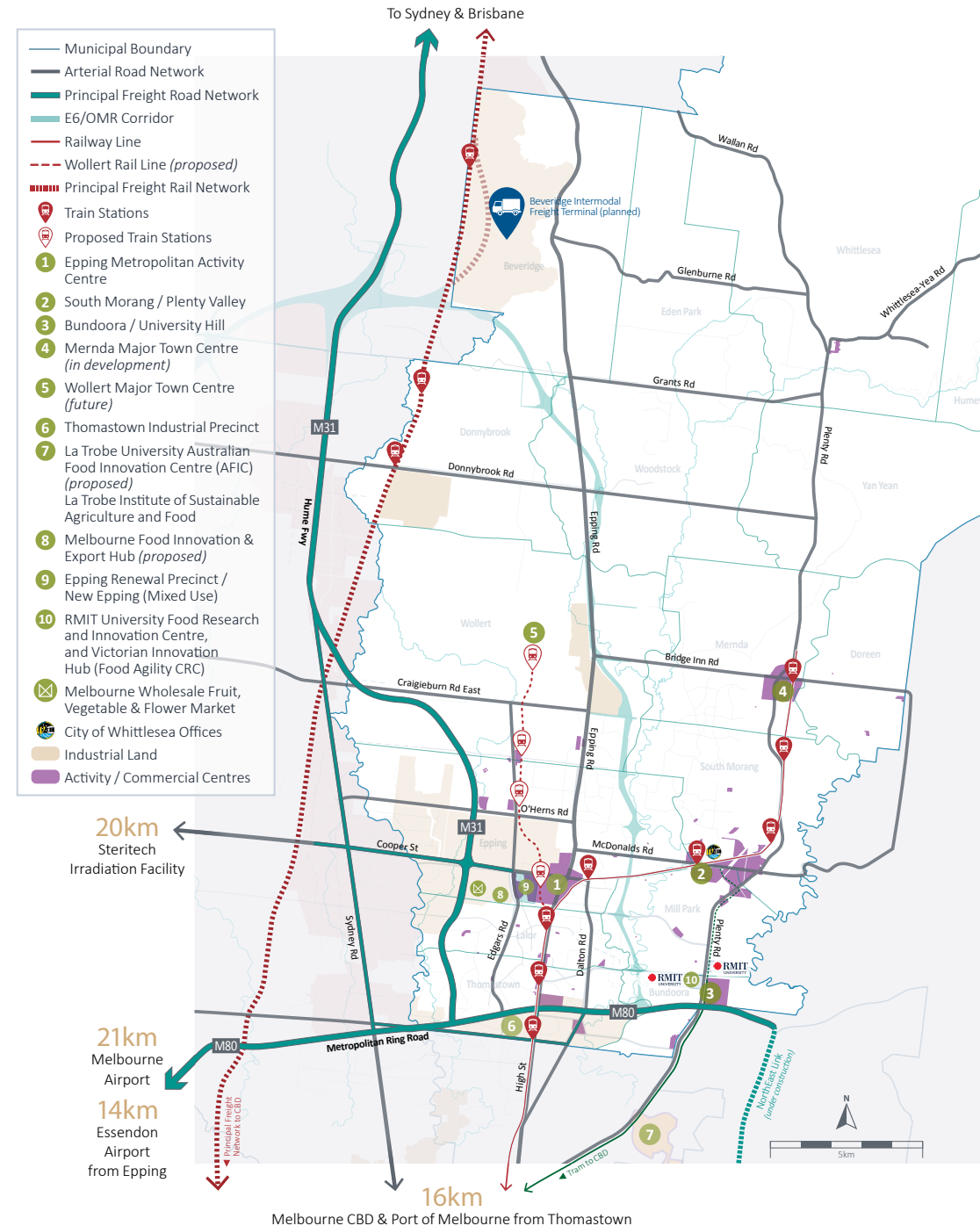
Total Exports
\$1.53 billion

Top sub-sectors value-add (million)

Grocery, Liquor & Tobacco Wholesaling	\$373
Food & Beverage Manufacturing	\$281
Food Retailing	\$267
Food and Beverage Services	\$179



Five Vineyard, Mernda



The local workforce

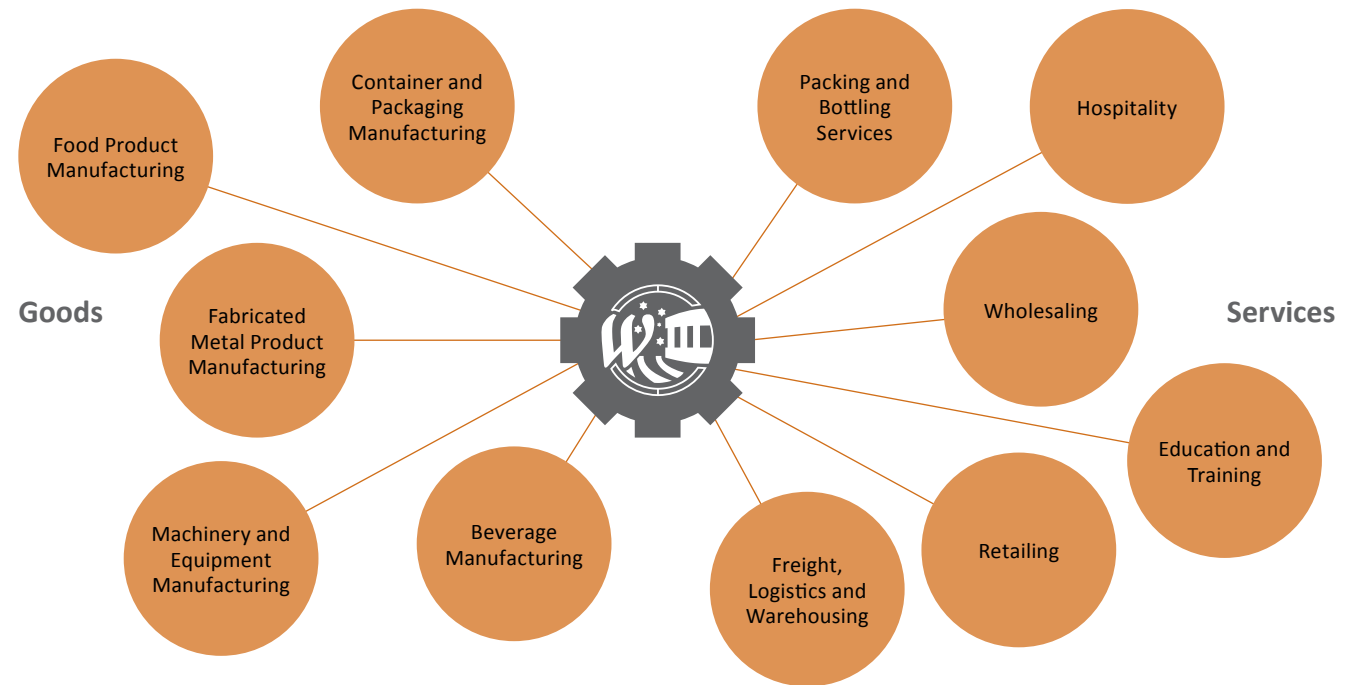
Skilled and available workforce in the municipality:

- 66% of workers are 25 to 54 years.
- 25.5% are Bachelor or higher degree qualified.
- 75% of residents are in full time employment.
- 49% of residents were born overseas.
- 31% of local workers are female.

In the food and beverage industry:

- total residents working in the sector: 12,258
- total number of local jobs: 12,566

The local Food and Beverage eco-system



Employment (total) 2021-2022



Detailed information available at: economy.id.com.au/whittlesea

Key opportunities identified within the Food and Beverage sector and supply chain:

1. Access the local, growing, skilled and experienced workforce

Occupations

2,089 Technicians and Trades Workers

1,699 Labourers

1,467 Machinery Operators and Drivers

1,250 Managers

939 Clerical and Administrative Workers



Wine In A Glass, Epping

3. Collaborate locally to build a strong food and beverage eco-system

- Enhance future potential
- Encourage innovation
- Increase adoption of digitisation and technology
- Optimise supply chains and mitigate disruptions
- Improve environmental, social and governance integrity

Transport, Postal and Warehousing
\$612.7 Million
 Value add 2021-2022

Machinery and Equipment Manufacturing
\$151.2 Million
 Value added 2021-2022



Feel Good Foods, Epping

2. Partner with major education providers for mutual benefit



Data and Information Sources:

National Institute of Economic and Industry Research (NEIR) (C) 2023 compiled and presented by economy.id



4. Leverage local infrastructure

Melbourne Wholesale Fruit, Vegetable and Flower Market

RMIT University Food Research and Innovation Centre

Beveridge Intermodal Freight Terminal (planned)

Melbourne Food Innovation and Export Hub (proposed)

Australian Food Innovation Centre (planned)



Partner with council to support future growth

The City of Whittlesea is committed to building a robust and economically valuable investment environment where our local businesses, partnering organisations and residents will thrive. To have a confidential discussion about the potential of your organisation locating within the City of Whittlesea, or to find out about the ways council can support your future growth, contact our Investment Attraction and Business Growth Team via email to invest@whittlesea.vic.gov.au or call 03 9217 2170

whittlesea.vic.gov.au/invest

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