Create vibrant commercial centres with expanding and diversifying industries, including manufacturing, food processing, health and education.

Protect key regional assets to facilitate future economic opportunities to enhance the region's tourism offer through its national parks and the Murray River.

Support growth in primary industry, including processing and value-adding, and potential extractive industries, to allow for job creation and investment.

Support opportunities in:
- intensive industries
- solar generation
- extractive industries
- innovative farming.

Employment
- Mildura employment hub
- Swan Hill and Echuca employment hubs
- Sub-regional employment hub

Economic
- Horticulture
- Commercial forestry, native timbers
- Intensive animal husbandry
- Solar generation facility
- Salt extraction and processing
- Extractive industry
- Irrigation district
- Cropping, grazing and/or mixed farming
- Significant tourist area - includes some significant cultural heritage places and landscapes

Wimmera Mallee Pipeline - trunk pipeline

Settlement
- Arterial road
- Highway
- Public land
- Lakes
- Rivers