

# Media Release

**The Hon Jacinta Allan MP**

Leader of the House

Minister for the Coordination of Transport – COVID-19

Minister for Transport Infrastructure

Minister for Suburban Rail Loop



Thursday, 5 November 2020

## **EXPRESS YOUR INTEREST TO BOOST BALLARAT'S ECONOMY**

Businesses are encouraged to express their interest in prime industrial land adjacent to Ballarat Airport as part of the Victorian Government's Ballarat West Employment Zone (BWEZ) project ahead of expressions of interest closing in the coming days.

As part of Ballarat's continued growth, the \$30 million BWEZ project is designed to entice large-scale business to the city – with the Government providing more than \$25 million towards the project as well as surplus Crown land.

The Expression of Interest campaign for Stage 2 of the project closes on 13 November, and has received significant interest to date.

The project, located in Mitchell Park on the outskirts of Ballarat, is strategically positioned within Victoria's freight network with access to road, rail and Ballarat Airport. BWEZ is also well-connected to Melbourne, regional and rural Victoria, Adelaide and the Ports of Melbourne, Geelong and Portland.

Stages 1 and 1B of the project have been a success – creating close to 300 jobs, with a further 200 to come as the project continues. The future development of the site includes a proposal for an intermodal freight hub comprising a rail-based freight terminal and industrial subdivision.

Land within the initial stages of BWEZ has been purchased by businesses including CHS Broadbent, Luv-a-Duck, Agrimac, Kane Transport, Findlay Engineering, Sovereign Civil, Cervus, and Pipecon.

The development also includes residential land in the new Acacia estate, with civil works already underway. All 41 lots in the first stage of Acacia sold out within weeks of release, with the next stage to be released in November.

The BWEZ project builds on the Government's significant investments in regional economies across the state – incentivising businesses to set up in regional Victoria by slashing payroll tax to half the metropolitan rate, making it the lowest in Australia.

### **Quote attributable to Minister for Transport Infrastructure Jacinta Allan**

*"I'd encourage all businesses to think about setting up shop at BWEZ – it's a great opportunity for companies to access prime land in regional Victoria, growing local economies and boosting regional jobs."*

### **Quote attributable to Minister for Regional Development Jaclyn Symes**

*"The Ballarat West Employment Zone takes advantage of the many benefits of the Ballarat region, offering significant opportunities to businesses while also providing job opportunities for locals."*

### **Quote attributable to Member for Wendouree Juliana Addison**

*"This is a rare chance for businesses to purchase land adjacent to Ballarat airport, and we look forward to seeing the strong response from right across the market."*

### **Quote attributable to Member for Buninyong Michaela Settle**

*"Ballarat's growing population and strong economy shows businesses how much potential this prime land holds."*