

# Media Release

**Ms Mary-Anne Thomas MP**  
Minister for Regional Development  
Minister for Agriculture



Wednesday, 28 April 2021

## NEW PLAN PROMISES TO UNLOCK POTENTIAL OF LAKE EILDON

A new Great Lake Touring Route, iconic walking trails, fine dining and more accommodation options are part of a new plan to take Lake Eildon to the next level as a tourist destination.

Minister for Regional Development Mary-Anne Thomas joined representatives from Mansfield and Murrindindi shire councils, Goulburn Murray Water and Tourism North East today to launch the *Lake Eildon Masterplan*.

The plan, supported by \$150,000 from the Andrews Labor Government's *Regional Tourism Infrastructure Fund*, has identified four "game-changers" for Lake Eildon that have the potential to unlock significant investment in tourism and enable Lake Eildon to become one of Victoria's premier destinations.

The four key areas of focus are resort-style accommodation, the development of various nature-based precincts, a skyline touring route, and investment in sewage infrastructure to increase the region's appeal for investors and improve the local environmental.

Lake Eildon is already one of Victoria's most recognisable and popular recreational lakes. The projects identified in the masterplan have potential to increase the region's visitor economy by \$470 million over the next 10 years, creating an additional 2,500 jobs in the region.

A further six priority projects and 23 secondary projects have been identified that could have significant impacts on Lake Eildon's economy.

The Labor Government is already taking steps to realise the benefits of the masterplan, recently announcing \$1.77 million towards the Blue Gums to Eildon Rail Trail through the *Regional Tourism Investment Fund – Stimulus Round*.

The Government is working with representatives from a range of organisations responsible for Lake Eildon to provide leadership for the region and drive long-term delivery of the plan, which is part of the *Goulburn Regional Partnership Outcomes Roadmap*.

### Quote attributable to Minister for Regional Development Mary-Anne Thomas

*"Lake Eildon will soon be known for much more than its serenity – this plan is an opportunity to implement an exciting shared vision, creating thousands of new jobs."*

### Quote attribute to Minister for Tourism, Sport and Major Events Martin Pakula

*"The projects in this masterplan have the potential to unlock significant tourism investment at Lake Eildon, attracting a wide range of visitors from across Australia."*

### Quote attributable to Member for Northern Victoria Jaclyn Symes

*"Many people already know that Eildon is an amazing part of Victoria and with new investment to capitalise on its natural assets, that number will grow significantly."*