

Media Release

The Hon Martin Pakula MP

Minister for Industry Support and Recovery

Minister for Trade

Minister for Business Precincts

Minister for Tourism, Sport and Major Events

Minister for Racing



Monday, 30 August 2021

BACKING GREAT IDEAS AND INVESTMENT IN TOURISM GROWTH, JOBS

The Andrews Labor Government is providing vital support for much-loved tourism attractions to grow and for new ideas to progress, backing a sustained recovery of the Victorian visitor economy and supporting jobs.

The first \$1.9 million allocated from the \$10 million *Enabling Tourism Fund* will be shared among eight projects, ranging from a major gastronomy edu-tourism venture in Daylesford to planning for a Cowes to Stony Point ferry. All projects will provide a foundation for potential significant private-sector investment.

Grants for feasibility studies, master planning and business case development will fast-track projects including the Institute of Gastronomy and Good Food in Daylesford with a \$200,000 investment to bring the Institute, which is forecast to inject up to \$22 million into the local economy each year and support more than 300 jobs, closer to reality.

The Fund will also provide \$575,000 to the Gunditj Mirring Traditional Owners Aboriginal Corporation to further develop the visitor experience at the UNESCO World Heritage-listed Budj Bim Cultural Landscape in South Western Victoria, and \$280,000 to progress work on the expansion and redevelopment of the Bendigo Art Gallery.

An investment of \$306,000 will progress a Wine and Craft Beverage Project in partnership with the Victorian Chamber of Commerce and Industry, to showcase regional wine and craft beverages and experiences to Melbourne and its visitors.

The proposed Cowes to Stony Point Ferry will receive \$200,000 towards a Cowes Jetty feasibility study and there is \$125,000 to advance the UNESCO City of Design Geelong Gallery initiative that will incorporate the historic Town Hall into the gallery footprint and attract new exhibitions.

A \$110,000 boost for the Flagstaff Hill Maritime Village in Warrnambool will support planning for a better tourism offering at the western end of the Great Ocean Road, while \$95,000 will go towards a regional Victoria Live Music Census and Infrastructure Audit, to support future investment to support the live music industry across the state.

A competitive round of the *Enabling Tourism Fund* will be announced later in the year. The Fund forms part of the \$633 million *Visitor Economy Recovery and Reform Plan*, a strategy to drive annual visitor expenditure to \$35 billion and tourism sector jobs beyond 300,000 by June 2024.

Quotes attributable to Minister for Tourism, Sport and Major Events Martin Pakula

"It's important that we invest in new ideas and back our iconic attractions to become even more compelling drawcards for visitors."

"A strong pipeline of projects is vital as the industry moves through this extremely challenging period and business plan for recovery and new opportunities."

Quote attributable to Minister for Regional Development Mary-Anne Thomas

"We're providing the foundations for investments that will grow tourism and create jobs across the state – these are investments in strong local economies and communities."

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