

# Media Release

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



Monday, 27 September 2021

## **CAN-DO ATTITUDE: BACKING BRIGHT TOURISM DRAWCARD, JOBS**

A regional Victorian brewery is stepping up in the craft beer market by expanding its in-house canning operations and upskilling more local workers.

Minister for Regional Development Mary-Anne Thomas today welcomed the addition of a new packaging facility at Bright Brewery, a project supported by the Victorian Government's \$50 million *Agriculture Workforce Plan*.

Bright Brewery has more than 30 full-time staff across its 500-seat taproom and restaurant, along with a separate production facility, making it a top private-sector employer in North East Victoria.

The new packaging equipment has enabled the brewery to move away from third-party providers, helping to secure local workers and ensure the business is self-reliant in the competitive artisanal beer sector.

The investment will also help Bright Brewery to meet consumer demand for cans as the rapidly growing package of choice, with a reputation for improved shelf-life for craft beer.

Filling over 50 cans per minute, the new linear machine has the added benefit of increased social distancing for workers – improving COVIDSafe compliance.

The \$50 million *Agriculture Workforce Plan* is supporting businesses in regional, rural and outer metropolitan areas within key agriculture and food processing industries through job-matching, case management, worker relocation needs, transport and training.

It's part of almost \$30 billion invested by the Government in regional and rural Victoria since 2015.

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

*"Bright Brewery is a vibrant regional success story that's become a tourist drawcard in its own right – this investment will help them to ensure business sustainability and secure dozens of local jobs."*

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

*"We're helping businesses grow and provide new training opportunities for local workforces. This funding will allow a much-loved family business to forge its own path in the competitive craft beer sector."*

### **Quote attributable to Bright Brewery proprietor Scott Brandon**

*"The support provided by the Victorian Government enabled us to get through a very challenging time and this project will help us support our existing staff and bring on new employees into the future."*