

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



Tuesday, 25 January 2022

FAST-TRACKING TOURISM GROWTH AND INVESTMENT WITH NEW IDEAS

The Andrews Labor Government is backing Victoria's tourism industry with up to \$8 million available to help plan and develop new attractions to encourage more visitors to the state.

Minister for Tourism, Sport and Major Events Martin Pakula announced the opening of a new round of the *Enabling Tourism Fund*, which provides support for feasibility studies, design work and business cases for high-potential regional and rural attractions.

The fund delivers grants of up to \$500,000 per project, focusing on four growth sectors – nature, epicurean, arts and culture, and First Peoples' led experiences.

This latest round of the *Enabling Tourism Fund* follows an earlier targeted round of grants that delivered \$1.9 million for eight projects across the state. The fund helped progress the expansion and redevelopment of the Bendigo Art Gallery, and development of the business case for the Institute of Gastronomy and Good Food in Daylesford.

Applications to the *Enabling Tourism Fund* are encouraged from private sector businesses, incorporated associations, not-for-profit organisations, Traditional Owner Corporations and Aboriginal-owned businesses.

The fund forms a critical part of the \$633 million *Visitor Economy Recovery and Reform Plan* to deliver a strong pipeline of new tourism experiences, products, and infrastructure across the state. The plan aims to increase annual visitor expenditure to \$35 billion and support 300,000 jobs by June 2024.

There has also been strong interest from investors putting forward projects to the \$100 million *Regional Tourism Investment Fund* – with applications currently being assessed.

For eligibility details and information on how to apply, visit business.vic.gov.au/grants-and-programs. Applications close on Friday 4 March 2022.

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

"Tourism is critical to Victoria's economy and that's why we're supporting the industry to plan and develop new projects in regional and rural areas of the state."

"We want new attractions and experiences to encourage more people to visit Victoria – which will help support local businesses and create jobs."