

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



Thursday, 5 May 2022

A SWEET TREAT FOR VISITORS TO COLAC

The Andrews Labor Government is creating more sweet reasons to visit Colac boosting tourism and creating local jobs with a new ice creamery.

Minister for Tourism, Sport and Major Events Martin Pakula announced \$750,000 from the Labor Government's *Regional Tourism Investment Fund (RTIF)* will go to Bulla Dairy Foods for the creation of a Murray Street Ice Creamery at its Colac factory.

The ice creamery will celebrate the area's rich dairy history and the people involved in making its famous products and support 20 jobs during construction and more local jobs when complete.

Ice cream and dairy lovers will have a full paddock to plate experience, with the centre showcasing every step of the production process for the company's dairy products.

Indoor and outdoor seating spaces will also be available for visitors to relax and enjoy an ice cream or some yoghurt straight from the source.

With plans to open its doors in summer next year, the centre is expected to attract 2,500 visitors to the region each week.

Bulla Dairy Foods is one of Australia's biggest ice cream and fresh cream brands, enjoyed in more than 5.3 million households across the country.

It is also a significant part of the Colac economy, currently employing over 10 per cent of the town's population, with the new centre forecast to generate even more new jobs and training pathways for the Colac community.

The Government's *Regional Tourism Investment Fund* is helping to entice more visitors to Victoria's regions, driving private investment and accelerating sector recovery.

For more information rdv.vic.gov.au/grants-and-programs/regional-tourism-investment-fund.

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

"Backing iconic Victorian companies like Bulla Dairy Foods in Colac attracts more tourists while creating local jobs."

Quote attributable to Minister for Regional Development Mary-Anne Thomas

"I have no doubt this Ice Creamery will be a major drawcard for the region and will also be an opportunity to train and employ more Victorians."

Quote attributable to Member for Western Victoria Gayle Tierney

"The Bulla Consumer Experience Centre is a win for Colac and we welcome the creation of more jobs and exciting experiences for the community."

Quote attributable to Bulla Dairy Foods CEO Allan Hood

"This funding will enable our team to move out of the planning stage and into action, taking us steps closer to developing an exciting and innovative destination for locals and tourists alike."

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