

Media Release

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



Wednesday, 18 May 2022

TRANSFORMING TIMBOON INTO A TOP TOURISM TOWN

Tucked in a valley north of the Twelve Apostles coastline, the town of Timboon is fast becoming a foodie haven and tourist destination, backed by support from the Andrews Labor Government.

The Labor Government is investing in a range of projects to support Timboon's jobs growth and to encourage more visitors to stay longer and experience what the hinterland region has to offer.

Key investments include enhancing local streetscapes, extending the Twelve Apostles Trail to take it from Timboon to Port Campbell, unlocking more housing supply and backing local tourism businesses to expand and create more jobs for locals.

We are supporting businesses which are creating the paddock to plate experience and capitalising on the town's fresh produce to create gourmet food experiences.

With the support of *The Regional Jobs Fund*, Timboon Fine Ice Cream has been able to tap into this market and grow their business. The family-owned ice creamery, run by a third-generation dairy farming family has become a staple and a key attraction to the town.

The *Fund* is also supporting Berry World which recently rebuilt its café, restaurant, and cellar door after they were destroyed in a kitchen fire in 2020. The new facility has doubled its berry harvest and processing potential and created at least seven new full-time jobs.

The Government is investing \$4.5 million from the *Regional Infrastructure Fund* towards the Twelve Apostles Trail which will link visitors and locals to Port Campbell with a 20-kilometre bike and walking path providing a scenic track from the stunning hinterland to the Great Ocean Road coastline.

The Government is also working to create more housing and to address workforce shortages across the state. Through the Unlocking Affordable Housing Project, \$1 million has been allocated to the Corangamite Shire Council to build an environmentally sustainable housing estate on council owned land.

The project will develop up to 40 residential blocks for the town's growing population and for workers during peak tourism periods by proving essential infrastructure such as water, power, telecommunication, footpaths, and drainage.

According to the National Skills Commission, unemployment in Timboon has fallen from 5 per cent in 2014 to 3.3 per cent in 2021.

This investment in Timboon is part of the Government's more than \$36 billion investment across regional and rural Victoria since 2015. More information is available at rdv.vic.gov.au/rjif

Quote attributable to Minister for Regional Development Mary-Anne Thomas

"We are investing in a range of projects that are backing Timboon to reach its potential as a top tourism destination, supporting local businesses and creating more jobs."

Quote attributable to Member for Western Victoria Gayle Tierney

"Locals and visitors love to explore our stunning Great Ocean Road coastline – which is why we are backing projects in Timboon and surrounds to encourage people to stay longer and see what the hinterland region has to offer."

Media contact: Nadia Dimattina 0438 701 306 | Nadia.dimattina@minstaff.vic.gov.au