

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



Friday, 20 May 2022

MORE JOBS IN BALLARAT WITH NEW BREWERY AND DISTILLERY HUB

The Andrews Labor Government is supporting Ballarat to position itself as a must-visit craft and small batch drink destination with a new hub for distilling and brewing.

Minister for Tourism, Sport and Major Events Martin Pakula today announced a \$450,000 investment from the Labor Government's *Regional Tourism Investment Fund* to create the new hub – which will be a tourism drawcard for the region while creating more jobs.

The hub was the brainchild of the Hop Temple owners and will showcase the region's boutique brews and spirits with a tasting area, cellar door, distillery tours and teaching spaces.

The project will support 14 jobs during construction and 32 jobs when complete.

Working closely with Federation University in Ballarat, it will also deliver a range of single to multi-day courses for spirit enthusiasts and up-skilling opportunities for local hospitality staff.

The hub will complement the Australian Craft Beer Centre of Excellence, which opened in April last year, ensuring Ballarat remains firmly on the foodie map for tourists and locals alike.

In 2019, Ballarat attracted 3.4 million domestic and international holidaymakers who stayed at least one night, contributing \$613 million to the local economy.

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

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

"This project will create local jobs, support businesses, and attract more visitors to the Ballarat region."

"It will encourage visitors to stay longer, spend more money and explore all that western Victoria has to offer."

Quote attributable to Minister for Regional Development Mary-Anne Thomas

"This new brewery and distillery hub will add to the revitalisation of Armstrong Street, which is fast becoming a foodie destination in Ballarat, while creating more jobs."

Quote attributable to Member for Wendouree Juliana Addison

"Ballarat's new hub will showcase our region's brews and spirits, for locals and visitors alike. The tasting area, cellar door and distillery tours will be welcomed by beer and spirit enthusiasts."

Quote attributable to Member for Buninyong Michaela Settle

"This will create another drawcard attraction for Ballarat – and more visitors means a big boost to our local businesses."

Quote attributable to Hop Temple founder Brian Taylor

“Boutique artisan distilleries make an important contribution to regional economies and local branding, with linkages to agri-tourism and food trails. This new hub will support local businesses and provide training and up-skilling opportunities for the local hospitality staff.”