

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

NEW FLOUR MILL RAISING MANUFACTURING JOBS IN BALLARAT

A major investment by one of the largest food manufacturers in Australia and New Zealand is creating a jobs boost in Ballarat, thanks to backing from the Andrews Labor Government.

Minister for Industry Support and Recovery Martin Pakula today announced the Labor Government's support for George Weston Foods' new Mauri flour mill in Ballarat and production expansion across regional Victoria.

The \$132.9 million investment by George Weston Foods will create 174 new jobs in Victoria and transfer 46 jobs from an existing flour mill in North Melbourne to Ballarat.

Building the new, state-of-the-art flour mill in the Ballarat West Employment Zone will create up to a further 320 jobs during construction.

George Weston Foods' new investments across Victoria include a new national Tip Top boutique bakery in Bendigo, relocating its Golden Crumpet manufacturing line from Adelaide to Dandenong, upgrading its Don KRC business in Castlemaine to grow exports and expanding its Yumi's plant in Hallam to increase production.

As well as securing the company's long-term future in Victoria, the expansion will also support more than 1,300 Victorian businesses and farmers who supply and work with George Weston Foods.

The company will join many other successful regional food manufacturing businesses in the Ballarat West Employment Zone, including Kookas Country Cookies and Luv-a-duck.

George Weston Foods employs 3,000 staff across eight sites in Victoria and is one of the largest private sector employers in the state with half of its workforce employed in regional Victoria.

Victoria has the largest and most established food and beverage manufacturing sector in the nation, valued at around \$38 billion and employing around 72,000 people.

Quotes attributable to Minister for Industry Support and Recovery Martin Pakula

"We're supporting investments like this because they help strengthen the local supply chain and Victoria's position as a leader in food manufacturing."

"A major company like George Weston Foods choosing to expand in Victoria will drive economic growth in our food manufacturing sector and create new jobs across the state."

Quote attributable to Minister for Regional Development Mary-Anne Thomas

"The Ballarat West Employment Zone is vital to the growth of manufacturing jobs in Ballarat – jobs that can sustain generations of workers and benefits that flow right across the region."

Quote attributable to Member for Wendouree Juliana Addison

"The development of this flour mill cements Ballarat's reputation as a manufacturing hub and brings highly skilled jobs to the region."

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Quote attributable to Member for Buninyong Michaela Settle

“We’re proudly backing companies that invest in regional cities such as Ballarat because we know how important it is to attract more local jobs.”

Quote attributable to George Weston Foods Chief Executive Stuart Grainger

“We are excited to be investing in the future of sustainable agriculture and food production in Victoria. This new flour mill, together with other investments, enables us to continue to grow our Tip Top, Abbotts, Don and Yumi’s brands whilst also being better able to serve the needs of our Mauri customers.”