

# 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



Wednesday, 15 June 2022

## SPREADING TOURISM APPEAL AT YARRA VALLEY GOURMET FOODS

Home of the Yarra Valley's favourite preserves for 20 years – Yarra Valley Gourmet Foods – is getting facility upgrades and a new Art Gallery, thanks to more than \$240,000 from the Andrews Labor Government.

Minister for Tourism, Sport and Major Events, Martin Pakula today announced funding from the *Regional Tourism Investment Fund* will go towards enhancing the much-loved foodie destination – creating jobs and boosting the local economy.

The project will expand the factory's production space, add new accessible walkways, a loading bay, carparks, and a guided epicurean tour, which will be a tourism drawcard for the region.

The project will also deliver an alfresco outdoor deck and an art workspace and gallery, where visitors can meet local artists in residence. The new art workspace and gallery will showcase local indigenous, local contemporary and other works of art symbolising the unique characteristics and attributes of the Yarra Valley.

The project will support four jobs during construction and a further four jobs when complete in 2024.

Tourism is serious business in the Yarra Valley – directly supporting approximately 6,500 jobs and attracting 5.9 million domestic and international overnight visitors in 2019, who spent upwards of \$772 million a year.

The demand for epicurean activities is strong, with the region welcoming 825,000 foodies in 2019. The upgrades at Yarra Valley Gourmet Foods will increase visitation and encourage tourists to stay longer and explore the hidden delights of the region.

The Labor Government's *Regional Tourism Investment Fund* is helping 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

*"Yarra Valley Gourmet Foods has been a much-loved favourite for local and international foodies for 20 years and this project will ensure more visitors come to this magnificent region to sample all it has to offer."*

*"Victoria's epicurean offering is world class and we're proud to be backing this tourism infrastructure project to ensure our competitive edge remains top notch."*

### Quote attributable to Member for Eastern Victoria Harriet Shing

*"This project is great for tourism and local businesses and that's why we're investing in the Yarra Valley to deliver projects that encourage even more visitors to the region."*