

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

YARRA VALLEY WINERY EXPANSION SET TO LURE MORE VISITORS

The Andrews Labor Government is investing in the expansion of Helen & Joey Estate, which will create a new venue for visitors to the Yarra Valley and locals to enjoy.

Minister for Tourism, Sport and Major Events Martin Pakula today announced \$3.5 million from the *Regional Tourism Investment Fund* will help expand and transform the existing winery into a hospitality venue capable of accommodating 40,000 visitors each year.

The project will create 80 jobs during construction and support more than 100 jobs when completed. It will include a larger cellar door for tastings, a 110-seat restaurant and event space, and a conference facility.

There will also be 16 boutique hotel rooms developed, offering overnight visitors luxury accommodation with full farm views and a 24-hour concierge service.

Apart from sampling the wines, visitors will also be able to explore parkland areas within the vineyard and pick their own cherries.

The new restaurant will offer a range of dining experiences from casual meals to fine dining.

The project will help boost tourism in the region by providing more options for visitors to experience and accommodation to stay longer in the Yarra Valley.

Tourism is a vital part of the Yarra Valley's economy, attracting 5.9 million domestic and international overnight visitors in 2019 who spent more than \$772 million.

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

"The Helen & Joey Estate expansion will create around 180 jobs overall including construction and when the project is complete and in operation – which will be a boost to the Yarra Valley economy."

"We're backing this project because it will encourage visitors to the Yarra Valley to stay longer and enjoy all the region has to offer."

Quote attributable to Member for Eastern Victoria Harriet Shing

"This is a fantastic outcome for Helen & Joey Estate and for the Yarra Valley because it will mean more visitors can enjoy our world-class region while supporting local businesses."