

Media Release

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



Thursday, 16 June 2022

HOLDEN'S LEGACY LIVES ON IN GIPPSLAND

The Andrews Labor Government is supporting the expansion of the iconic Trafalgar Holden Museum in Gippsland, to encourage more heritage car fans to stop in town and visit the region.

Minister for Regional Development Mary-Anne Thomas today announced funding through the Labor Government's *Regional Tourism Investment Fund* to build a showroom which will house a new collection of 18 heritage Holden cars.

The investment will increase the museum's profile as a culturally important asset that celebrates Australia's Holden heritage, while making the region an even better place to visit.

The Trafalgar Holden Museum is managed and run entirely by more than 60 volunteers and houses a collection that has been deemed nationally significant by the National Library of Australia in 2020. It found the museum's collection is socially and culturally significant to Australia.

The museum opened in 2014 within the old Trafalgar Butter factory on Waterloo Road. Its current collection holds more than 70 Holden cars displayed across two showrooms and allows visitors to appreciate the important role the iconic Holden motor cars played in Victoria's history.

The end of manufacturing of Holden cars and subsequent closure of the brand in Australia marked the end of an era for the company which began as a saddlery manufacturer in 1856 and moved into the automotive field in 1908.

Holden's American parent company, General Motors decided that various collections of its cars should be showcased in different museums across the country. Trafalgar Holden Museum was selected as a site to house several collections of Holden's heritage cars.

Tourism is a key contributor to the Gippsland economy, with the region attracting more than 4.4 million visitors who spent an estimated \$890 million in the year ending December 2020.

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

Quote attributable to Minister for Regional Development Mary-Anne Thomas

"2017 was the last time we saw a Holden car made in Australia, marking the end of an era. This investment lets Holden's important legacy in Victoria's automotive industry live on and will act as a tourism drawcard for the region, while supporting local jobs."

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

"This project will significantly expand the current Trafalgar Holden Museum collection of cars and will attract new and returning visitors."

Quote attributable to Member for Eastern Victoria Harriet Shing

"The Trafalgar Holden Museum is a much-loved drawcard for heritage car lovers from across the region and a really popular attraction that draws visitors from all over Victoria and beyond, who in stopping by also support local businesses and jobs."

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