

Media Release

The Hon Ben Carroll MP

Minister for Industry Support and Recovery

Minister for Business Precincts

Minister for Public Transport

Minister for Roads and Road Safety



Thursday, 25 August 2022

NEW PET WAREHOUSE UNLEASHES MORE JOBS, HAPPY DOGS

Tails will be wagging as the Geelong region benefits from 190 new jobs over two years, with leading pet retailer The Petspiration Group to open a new warehouse in the Avalon Airport Industrial Precinct.

Minister for Industry Support and Recovery Ben Carroll today broke ground at the 32,000 square metre site where The Petspiration Group is establishing a \$43.5 million National Distribution and Operations Centre, with support from the Andrews Labor Government.

The new centre is expected to open in 2024 and will help the company meet growing demand. It will include a new regional office, training hub and onsite dog daycare.

Established in Ballarat in 1991, The Petspiration Group owns 200 PETstock stores, five distribution centres, 150 grooming salons, 26 vet hospitals and more than 20 pet care brands.

The centre will deliver jobs for the Geelong region, with up to 300 new opportunities for Victorians of all skill-levels across a variety of roles including packing orders, warehouse machinery and administration work.

The Petspiration Group's relocation from its current centre in Truganina to the much larger Avalon site will enable more efficient delivery of its products to online customers and PETstock stores nationwide and internationally.

Pet ownership is booming – peak industry group Animal Medicines Australia estimated that pet ownership rates in Australian households have grown from 61 per cent to 69 per cent in the past two years.

The Petspiration project adds to other recent investments in the Avalon Airport Industrial Precinct that are creating new local job opportunities, including Hanwha Defense Australia's new \$170 million Armoured Vehicle Centre of Excellence.

Victoria's logistics sector, which includes transport, postal and warehousing industries, contributes more than \$21 billion to the state's economy and directly employing almost 170,000 people.

Quote attributable to Minister for Industry Support and Recovery Ben Carroll

"We're backing companies to invest, grow and create jobs in Victoria by being a destination of choice for fast-growing companies like Petspiration to set up and expand their operations."

Quote attributable to Member for Lara John Eren

"It's great that Petspiration has chosen to expand its footprint in Avalon because it will drive economic growth and boost local jobs in the region."

Quote attributable to Chief Executive Officer Petspiration Group Shane Young

"Regional Victoria is where our business journey began so we are excited to expand our operations here – solidifying our deep commitment to creating local jobs and strengthening this industry."

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