

Media Release

The Hon Harriet Shing MP

Minister for Water

Minister for Regional Development

Minister for Equality



Thursday, 15 September 2022

HELPING GIPPSLAND BUSINESSES TO THRIVE

A Latrobe Valley micro-brewery has gone from strength to strength in its first year of trading, winning awards and providing new job opportunities for locals thanks to support from the Andrews Labor Government.

Minister for Regional Development Harriet Shing met with brewer and business owner Jimmy Krekelberg for a tour of his Good Land Brewing Co at Traralgon where nine new jobs have been created through \$45,000 from the Labor Government's *Latrobe Valley Business and Industry Capability Fund*.

The funding supported Jimmy to help him realise his lifelong dream of establishing his own brewery - taking his business from idea to reality and enabled the expansion of the business's offering.

What started out as an idea four years ago has transformed into a full-scale craft beer brewhouse in Traralgon and in only its first year of trading after opening in July 2021, the brewery won two gold medals at the Australian Brewers awards.

Workers now employed include two full-time staff, two part-time staff and five casuals. Good Land Brewing is now also strengthening the wider Gippsland's already successful reputation as a hub for quality local beers, recently collaborating with fellow brewer Sailors Grave at East Gippsland.

In addition to the funding, Good Land Brewery received tailored support from the local Business Concierge which is funded by the Latrobe Valley Authority and the Latrobe City Council.

All six local government areas in Gippsland have a dedicated Business Concierge available to help businesses to access support for growth and development.

For more information on the Business Support Service visit lva.vic.gov.au/business/support.

Quotes attributable to Minister for Regional Development Harriet Shing

"It's great to see Jimmy's hard work paying off in just over a year of being in business - this is an excellent example of what can be achieved when business and government work together to develop new economic opportunities."

"The Government is proud to support thousands of businesses right across Gippsland through the Business Support Service."

Quotes attributable to James Krekelberg Good Land Brewing Co

"Opening my own brewery has been a lifelong dream and I'm proud of what we have achieved here at Good Land Brewery."

"It's been great to tap into the local business support service which was invaluable in helping me navigate the complexities of opening a business and achieving my goals."

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