

Media Release

Steve Dimopoulos MP

Minister for Tourism, Sport and Major Events
Minister for Creative Industries



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GOLDFIELDS REGION CHEERS TO NEW IMMERSIVE CELLAR DOOR

The Andrews Labor Government is backing another regional tourism experience in the Goldfields, with a new cellar door experience to draw more visitors and support local jobs and businesses.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today visited Sanguine Estate to announce a \$300,000 investment from the Labor Government's *Regional Tourism Investment Fund*, supporting the development of the vineyards new Epicurean Provincial Immersive Cellar experience.

The project will allow Sanguine Estate to host a range of food and wine tastings and education programs, while overlooking its pristine vineyard.

Sanguine Estate was established in 1997 and its Shiraz recognised with numerous accolades. Its cellar door is already a popular destination for local visitors and the immersive new space will cater for up to 220 guests for special events.

The project will generate four full time jobs during construction and up to 16 indirect positions on completion, attracting up to 400 additional visitors per month to the winery within the first 12 months after.

The project is set to strengthen the region's growing epicurean offering, while encouraging visitors to explore nearby towns including Heathcote and Bendigo.

Tourism is an important industry for the Goldfields region, with about 8.1 million visitors spending an estimated \$1.4 billion in the region in 2019.

The 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 Tourism, Sport and Major Events Steve Dimopoulos

"We're backing attractions across the state, drawing more visitors to Victoria's regional destinations while supporting the jobs and businesses that call them home."

"Victoria's Goldfields already provide a broad offering of experiences and this latest attraction will encourage visitors to slow down, stay longer and see more."

Quote attributable to Sanguine Estate Chief Executive Officer Jodi Marsh

"We are grateful for the Government's trust and investment into our estate and we are very excited to open this new experience to new visitors."