

Media Release

The Hon Harriet Shing MP

Minister for Water

Minister for Regional Development

Minister for Equality



Thursday, 16 March 2023

ALLEN'S LOLLIES CREATE SWEET JOBS BOOST IN BROADFORD

More of Australia's iconic Allen's lollies will now be made in Victoria, thanks to an expansion of Nestlé's manufacturing site at Broadford backed by the Andrews Labor Government.

Minister for Regional Development Harriet Shing visited the Nestlé Broadford factory, home of Allen's lollies, to announce support through the Labor Government's *Regional Jobs Fund* for the factory's \$12 million expansion.

The factory is the largest private employer in Mitchell Shire and the project is set to create nine new jobs and provide long-term job security for more than 200 existing employees.

The project will mean Allen's chew lollies, including *Minties*, *Red Ripperz* and *Sherbies*, will now be manufactured in Broadford, adding more than 2,000 tonnes of products each year to the factory's current production.

The Allen's brand is owned by Nestlé Australia and has been produced in Broadford since 1982, with the factory now operating 24 hours a day, five days a week.

Food manufacturing is one of the biggest industries in the Goulburn Valley, growing 15 per cent faster than the Victorian average for industry growth.

Since 2015, the Labor Government has contributed more than \$48 million towards projects in the Goulburn Valley through the *Regional Jobs and Infrastructure Fund* and more than \$700 million across the state, supporting around 13,000 jobs.

It's part of the Labor Government's record investment of more than \$36 billion in rural and regional Victoria since 2015. For more information go to rdv.vic.gov.au/rjif.

Quotes attributable to Minister for Regional Development Harriet Shing

"Workers at the Nestlé factory in Broadford have built a delicious and iconic legacy over the past 40 years and our support is helping the Allen's brand continue to grow."

"Goulburn Valley is a food manufacturing powerhouse, and this investment is another example of what we're delivering in the region – a strong economy, powered by secure jobs."

Quote attributable to Nestlé Broadford Factory Manager Emily Bradbury

"We're proud to make Australia's favourite lollies right here in Broadford, thanks to our hard-working team. Our expanded facilities will allow us to scale up production – which is good news for lolly lovers, and for Broadford."