

Media Release

The Hon Steve Dimopoulos MP
Minister for Tourism, Sport and Major Events
Minister for Creative Industries



Monday, 5 2023

WYCHEPROOF WETLANDS PRECINCT TO BOOST NATURE BASED TOURISM

The Andrews Labor Government is delivering a major tourism boost for the Loddon-Mallee region, with a new wetlands precinct set to attract more visitors and create more local jobs.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced construction will soon begin on the Wycheproof Wetlands Precinct – which is backed by the Labor Government.

The project is helping to create a 70,000m² wetland system, transforming the area into a world-class nature-based tourism experience while offering new recreation opportunities.

Native trees and vegetation plantings will improve the habitat for local wildlife, and a new jetty will be built to allow nature enthusiasts to walk out over the water.

The project also includes a skate park, bike racks and a sensory play area for children, encouraging visitors to enjoy the outdoors. The project will create six jobs during construction and two ongoing full-time roles when complete next year.

The new wetlands precinct will be connected to the Wycheproof Recreation Reserve and Wycheproof Caravan Park, encouraging visitors to stay longer and spend more, while exploring nearby towns including Charlton and St Arnaud.

Victoria's nature-based offerings are a significant attraction for local and international holidaymakers, with 19 per cent of all visitors in 2019 enjoying a nature-based experience. The project is expected to attract an additional 3,000 visitors to Wycheproof in the first twelve months.

The Wycheproof Wetlands Precinct project strongly aligns with the recently launched *Experience Victoria 2033* strategic plan, which aims to support and grow experiences in five key pillars including Nature, First Peoples-led experiences, Wellness, Arts and Culture, and Food and Drink.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"The Loddon Mallee region is an iconic tourism destination, with thousands of visitors each year flocking to attractions like the magnificent Silo Art Trail and waterways."

"We're proud to be backing a project that's encouraging people to enjoy our great outdoors and putting Wycheproof on the map as a nature-based destination of choice – that's great for visitors and for local jobs."