

Media Release

Hon Jacinta Allan MP
Premier



Friday, 19 January 2024

READY TO LAUNCH REGIONAL TOURISM PROJECTS TO THE STARS

One in every 11 jobs in regional Victoria exists because of tourism, and the Allan Labor Government is bringing even more regional tourism projects to life.

Premier Jacinta Allan and Minister for Tourism, Sport and Major Events Steve Dimopoulos today visited the redesigned Bendigo Planetarium to launch the latest round of the *Enabling Tourism Fund*.

The fund is all about getting the most exciting regional tourism ideas off the ground and ready for investment. It has already supported the Bendigo Art Gallery and other projects across the state.

The new round of funding announced today will make available up to \$8 million to create a pipeline of more tourism infrastructure and more jobs.

Grants between \$20,000 and \$500,000 are open to tourism businesses, not-for-profit and Traditional Owner organisations, and more.

The grants will be delivered in two streams: the first providing support to test the concept of a large new infrastructure project like a feasibility study or masterplan.

The second stream funds detailed design packages, funding strategies or community engagement plans. Both are vital to attracting greater investment and getting projects off paper.

The fund is guided by five priorities of experiences that Victoria does best – First Peoples-led experiences, wellness, arts and culture, food and drink, and nature.

A new guide for tourism operators will also help them deliver projects that are ready for investment, delivering a great return and an even better experience for visitors.

The fund is one of the many things the Allan Labor Government is doing for regional tourism, with Bendigo's new planetarium is now twice its size thanks to the Regional Tourism Investment Fund.

The planetarium is centred around a state-of-the-art dome theatre and uses new technology like a laser projector system to display high-resolution images of planets and the cosmos.

Applications for the Enabling Tourism Fund are open until Friday, 28 March 2024. For more information on the grants and the new guide, visit tourism.vic.gov.au.

Quote attributable to Premier Jacinta Allan

"Regional Victoria has so much to offer and we want to add to the list, because more regional tourism means more regional jobs."

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

"Regional tourism projects attract visitors and jobs, but first they have to attract investment – and that's where this funding comes in."

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