

# Media Release

**Steve Dimopoulos MP**

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



Wednesday, 24 January 2024

## UPGRADED YARRA VALLEY WINERY A WIN FOR LOCAL JOBS

The Labor Government is backing more reasons to live, work and stay in the Yarra Valley, with the redevelopment of the Valley's popular winery Helen and Joey Estate now complete.

Minister for Tourism, Sport and Major Events Steve Dimopoulos celebrated the opening of the expanded venue, which is expected to attract an extra 40,000 visitors each year – creating more local jobs and boosting the region's economy.

The Labor Government's \$3.5 million investment is making sure the epic estate can be enjoyed by generations to come, with the family-owned 200-acre estate now featuring a 16-room boutique hotel overlooking the vineyard, a new restaurant and landscaped outdoor space for weddings and events, collectively known as Re'em.

More than 80 jobs were created during construction, with 100 new roles created now the estate is open.

Founded in 2010, Helen and Joey Estate has quickly become one of the most popular wineries in the region. Using Victorian produce and drawing inspiration from the owners' Chinese birthplaces, the 110-seat restaurant is a fusion of regional Chinese and modern Australian cuisine.

The hotel showcases the best of high-end accommodation in the Yarra Valley, where tourism is a vital part of the local economy and local jobs. More than 5.1 million visitors from across Australia visited the region in the 12 months to June 2023 – generating more than \$900 million for the economy.

As well as sampling the wines, visitors will also be able to explore the parkland areas within the vineyard.

To learn more about Victoria's tourism industry, visit [tourism.vic.gov.au](https://tourism.vic.gov.au).

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

*"The expansion of Helen and Joey Estate will allow visitors to stay longer and explore everything this beautiful region has to offer."*

*"The Yarra Valley's reputation as a world-class food and wine hotspot speaks for itself and this epic tourism operator will now support even more local jobs."*