

Media Release

The Hon Gayle Tierney MP
Minister for Skills and TAFE
Minister for Regional Development



Thursday, 9 May 2024

GEELONG & SURF COAST LAUNDRY SET TO CLEAN UP

A Geelong commercial laundry is set to significantly grow its business and employ more staff, thanks to support from the Allan Labor Government.

Minister for Regional Development Gayle Tierney today visited Geelong & Surf Coast Laundry to inspect the installation of new equipment, made possible by a \$250,000 investment from the Labor Government's Regional Development portfolio.

The project has seen the installation of a new high-tech ironing line and towel folders, along with a semi-automatic sorting system, all within its existing facility.

It will enable the company to increase its laundry output from 30 to 80 tonnes a week, and lead to the creation of 21 new jobs – doubling the number of staff to 42.

The new machinery will improve staff production and efficiency by more than 40 per cent, while significantly reducing staff fatigue.

Geelong & Surf Coast Laundry was purchased by the current owners in 2012 who have since developed it into the only high volume, commercial laundry service in Geelong which services businesses locally and in Melbourne.

Thanks to its increased capacity and efficiency, the company will be able to compete for more contracts and take advantage of an increasing demand for laundry handling from the accommodation, health, and hospitality sectors.

That demand is being driven by Geelong's population growth and tourism expansion, such as the Spirit of Tasmania now docking in Geelong and new hotel developments.

And the new equipment is already reaping results. Since it was commissioned, the company has already hired eight new staff and secured six new clients.

The Geelong & Surf Coast Laundry project is part of the Labor Government's record investment of more than \$41 billion in rural and regional Victoria since 2014. For more information go to rdv.vic.gov.au

Quote attributable to Minister for Regional Development Gayle Tierney

"The Geelong & Surf Coast Laundry is a great local business and the Allan Labor Government is proud to help it grow and employ more people – which will have positive benefits for the wider Geelong community."

Quote attributable to Member for Geelong Christine Couzens

"As more visitors flock to experience Geelong's renowned hospitality and hotel scene, this investment not only bolsters local employment but also increases efficiency, helping to meeting the growing demand for laundry services."