

Media Release

Mr Tim Pallas MP
Treasurer
Minister for Industrial Relations
Minister for Economic Growth



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CONNECTING VICTORIAN PRODUCERS TO GLOBAL MARKETS

The Allan Labor Government is backing regional farmers and food and beverage businesses to increase their exports and explore new markets by partnering with the Albanese Labor Government.

Minister for Economic Growth Tim Pallas today announced the establishment of trade managers in Barwon South West, Grampians, Loddon Mallee, Hume and Gippsland to turbocharge exports for regional Victorian businesses.

The locally-based trade managers will support new and established food and fibre businesses to enter or expand in priority export markets, while promoting the state's food and beverage credentials internationally.

Victoria is the nation's premier state for food and fibre, with exports increasing seven per cent in value in 2022-23 and reaching a record \$19.6 billion – bringing the state close to achieving the Labor Government's target of \$20 billion by 2030.

Partnering with Austrade to deliver TradeStart in Victoria will provide further support for Victorian businesses in addition to the 23 Victorian Government Trade and Investment offices. TradeStart advisors provide business advice, build export capability and provide connections to international markets.

The Labor Government has provided \$10 million to assist food and fibre businesses reach global markets as part of a record \$45 billion investment over the past decade in projects and programs that support regional and rural Victoria.

The Victorian Government Trade and Investment international network is the largest and most effective international network of any Australian state or territory, with every dollar invested in the network returning \$40 to the Victorian economy.

Quotes attributable to Minister for Economic Growth Tim Pallas

"This partnership with the Albanese Labor Government is a big win for our regional food and beverage businesses, who will get targeted support to grow their exports in existing markets and diversify into new markets overseas."

"Victoria leads the nation in food and fibre exports which not only gets our top-quality products into global markets, it also helps grow jobs at home – supporting near-record low regional unemployment."

Quote attributable to Minister for Agriculture Ros Spence

"Victorian farmers work hard to produce the highest quality food and beverages in the nation. We are proud to be supporting our farmers to explore new markets overseas and expand their business opportunities."

Quotes attributable to Federal Minister for Trade Don Farrell

"For the first time in over 25 years, all state and territory governments will be part of the national TradeStart network."

"Australian exporters make a huge contribution to our economy. More trade means more well-paying jobs, more national income, more opportunities for business, and a lower cost of living."

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