

Media Release

The Hon Ros Spence MP
Minister for Agriculture
Minister for Community Sport
Minister for Carers and Volunteers



Thursday, 8 May 2025

PUTTING YARRAM ON THE MAP FOR TOURISM

The Allan Labor Government is helping to transform Yarram and its surrounding region into a vibrant and thriving tourism destination through the Forestry Transition Program's Community Development Fund.

Minister for Agriculture Ros Spence announced a \$47,770 investment towards the Yarram and District Progress Association (Y&DPA) to develop a Tourism Economic Development Strategy – one of the first steps towards attracting more tourists to the area.

The strategy's first phase will investigate activities that attract current visitors to the area and identify how the district can support a larger tourism economy. The process will start by seeking the community's view on how Yarram should define itself as a tourism destination.

The Future of Yarram has worked with communities in the district to develop ideas that could boost the local economy. They identified opportunities to expand the tourism offering in areas such as outdoor recreation, attracting more performative and creative arts to the area, improving employment and training opportunities, and building eco-tourism experiences around the Strzelecki koala.

Yarram is one of 11 Victorian towns and communities receiving support to transition and implement new economic strategies in their local communities following the end of native timber harvesting.

The region boasts well-known murals and street art and is a gateway to natural assets such as Ninety Mile Beach, Tarra Bulga National Park and the Great Southern Rail Trail.

The Forestry Transition Program continues to invest in businesses and communities in the Wellington Shire to support the retention and creation of new jobs following the end of native timber harvesting.

The support has resulted in more than 97 percent of native timber workers in the area remaining in employment – either in their existing jobs or finding new work and the creation of 60 new jobs.

For more information on the Future of Yarram, visit futureofyarram.com/iwg-overview.

Quote attributable to Minister for Agriculture Ros Spence

"This funding will support the Future of Yarram to understand how they can boost tourism in the area and turn it onto an industry that can support the local economy long term."

Quote attributable to Member for Eastern Victoria Tom McIntosh

"I encourage everyone to visit Yarram and the beautiful region surrounding it. It has so many things on offer for tourists and locals to see and do."

Quote attributable to President Yarram and District Progress Association Emily Spalding

"This is a terrific opportunity for Yarram and our local district to develop a tourism brand based on the unique knowledge and experiences of locals who live in and love this part of Victoria. It gives us the chance to promote Yarram in a consistent and professional way that benefits businesses and locals alike."

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