

Media Release

Mr Danny Pearson MP

Minister for Economic Growth and Jobs

Minister for Finance

Acting Treasurer

Acting Minister for Regional Development



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ON WITH THE (BALLARAT) SHOW AT MOUNT ROWAN

The Allan Labor Government has helped deliver a new home for agricultural events in Ballarat, with the Ballarat Showgrounds open for business at its bigger and better venue in Mount Rowan.

Member for Ripon Martha Haylett, representing Minister for Regional Development Jaclyn Symes, today joined the Ballarat Agricultural and Pastoral Society (BAPS) to officially open the new facilities, made possible thanks to a \$5 million grant from the Government via Regional Development Victoria.

Founded in 1856, BAPS has been hosting events and promoting agriculture to locals and visitors for almost 170 years, creating unforgettable memories for the community and providing a boost to the industry and regional economy in the process.

This proud tradition is set to continue, with the new facilities including a new Event and Exhibition Centre that will increase visitor capacity at the site and a Cattle Pavilion.

The Event and Exhibition Centre is a versatile venue that's suited to host everything from agricultural shows, community gatherings, educational workshops and private events – with enough seating for 300 people.

A full schedule of events is already planned, starting with the Victorian Sheep Show later this month. The Ballarat Wine Show, Spring Horse Show and Rural Achiever Awards are set to follow.

The feted Ballarat Show is also set to return in November, reinstating a beloved community event that draws visitors of all ages to experience the excitement and unique atmosphere that only the Show can provide.

Mount Rowan's facilities will also be available for commercial hire, supporting regional event companies to draw more people to the Central Highlands in a win for the regional economy.

Funding for the new Ballarat Showgrounds forms part of our record support for rural and regional Victoria. Our investments mean more locals have jobs close to home, and regional economies are supported to thrive.

It's part of our commitment to making Ballarat an even better place to live, work, stay and play. For more information, go to rdv.vic.gov.au.

Quote attributable to Acting Minister for Regional Development Danny Pearson

"The Ballarat Agricultural and Pastoral Society has a long and celebrated history of delivering events that boost our agricultural sector and support the regional economy – I'm thrilled to see their new home at Mount Rowan is up and running."

Quote attributable to Member for Ripon Martha Haylett

"The Ballarat Show is a truly special event and I'm looking forward to seeing even more people enjoy it at its bigger, better new home here in Mount Rowan."

Quote attributable to Member for Wendouree Juliana Addison

"These important upgrades mean the Ballarat Agricultural and Pastoral Society can host larger shows and events, while also expanding their education and community engagement work."

Quote attributable to Member for Eureka Michaela Settle

"These terrific new showgrounds will continue the Ballarat Agricultural and Pastoral Society's proud history, with the new facilities set to increase visitor capacity at the site."

Quote attributable to Cr Tracy Hargreaves, Mayor of City of Ballarat

"It's a proud moment for Ballarat to see the opening of these state-of-the-art facilities. This will be a wonderful new location for the many community and regional events hosted by the Ballarat Agricultural and Pastoral Society for generations to come."

Quote attributable to the Ballarat Agricultural and Pastoral Society

"Welcome to the place where the paddock meets the people—where families gather, stories grow, and good times are always in season. The Ballarat Showgrounds and Events Centre is right where it needs to be—at the heart of Ballarat and ready to bring the events industry to life."