

# Media Release

**Steve Dimopoulos MP**

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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## MUSEUM EXPANSION TO DRIVE VISITORS TO GIPPSLAND

A new showroom displaying Holden heritage vehicles is revving up Gippsland, giving car enthusiasts another reason to visit the region.

Minister for Tourism, Sport and Major Events Steve Dimopoulos was at the Trafalgar Holden Museum to announce that the new showroom, the Neil Joiner Holden Heritage Centre is now open.

Backed by the Labor Government's *Regional Tourism Investment Fund*, the project included construction of a new showroom, a mezzanine floor gallery and 24 display booths to showcase Holden-related paraphernalia.

Trafalgar Holden Museum was founded and opened in 2014 by the late Neil Joiner – a local with a lifelong passion for Holden cars. Mr Joiner transformed the old Trafalgar Butter factory into the museum and started the collection with 19 of his own historic Holdens.

Today, the museum houses more than 75 vehicles made by Holden from 1948 onwards, displayed across two showrooms, as well as other items from the brand's history including saddles, military equipment, golf clubs, engines, household items, and even a tram and boat.

Trafalgar Holden Museum attracts more than 10,000 visitors each year. In 2020, its collection was deemed socially and culturally significant to Australia by the National Library of Australia.

Following the closure of Holden in 2020, Holden's parent company, General Motors loaned its collection to museums across the country, with Trafalgar Holden Museum selected to show several heritage car collections. General Motors loaned 18 heritage vehicles to the museum, which are displayed in the Centre.

The museum expansion is expected to increase visitation to the region, supporting the Gippsland tourism economy which in 2024 welcomed more than 6 million visitors who stayed 7.3 million nights and spent \$1.4 billion.

This investment adds to the Labor Government's commitment to Trafalgar, with the museum also receiving a *Tiny Towns Fund* grant to support the upgrade and installation of fire alarm systems across the site.

For more information about the Trafalgar Holden Museum, visit [www.trafalgarholdenmuseum.com.au](http://www.trafalgarholdenmuseum.com.au).

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

*"Neil Joiner's hard work, passion and generosity created not just a museum but one of the town's main tourist attractions."*

*"This new showroom will help bring even more visitors to Trafalgar, supporting jobs and businesses throughout Gippsland."*

### Quote attributable to Acting Minister for Regional Development Danny Pearson

*"The Trafalgar Holden Museum has grown to become a key part of Gippsland and Australian automotive history thanks to the work of Neil Joiner."*

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**Quote attributable to Member for Eastern Victoria Harriet Shing**

*"Traf's Holden Museum is the award-winning epicentre for so many Holden diehards of all ages, and even Ford fanatics are fans. It's a fantastic draw card for visitors to the region - not just for the permanent exhibits, but for a range of year-round events."*

**Quote attributable to President of Trafalgar Holden Museum Jenny Middleton**

*"We're incredibly grateful for this support, which helps us preserve an important part of Australian motoring history, enhance the experience for our visitors, and strengthen regional tourism in Gippsland."*